UNIVERSITI TEKNOLOGI MARA

USER SATISFACTION EVALUATION OF SALES WEB ORDERING SYSTEM IN SHARP MANUFACTURING CORPORATION

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ABSTRACT

Sales Web Ordering System has been developed for Sharp Manufacturing Corporation for the purpose of automating and speeding up Sales process from order creation to product delivery. However the system which was outsourced to vendor for development is found to have usability flaws. Due to this matter, this research is conducted to highlight the usability flaws and study the potential factors or aspects that make the system more acceptable to users. To reach this purpose, the empirical data was collected through open-ended questionnaire that based on ten heuristic rules and user satisfaction questionnaire which was derived from previous researches. In this research, user satisfaction aspects of usability principles are given a deep study. The goal of user satisfaction attribute is making the system more comfortable and acceptable to users. It is sub-divided into four elements which are likeability, trustfulness, comfort and attractiveness. Guidelines for analysing Sales Web Ordering System are based on these sub-divided elements. Recommendations for improvements of the system are made based on comments highlighted by the users during the interviews.

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TABLE OF CONTENTS

Page

CHAPTER 3: RESEARCH METHODOLOGY