

Universiti Teknologi MARA

Jas Ads: Advertisements Listings Web

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**Thesis submitted in fulfilment of the requirements
for
Bachelor of Information Technology (Hons.)
Information Systems Engineering
Faculty of Computer and Mathematical
Sciences**

January 2020

ACKNOWLEDGEMENT

First and foremost, I would like to thank my project supervisor, Miss Anis Afiqah Binti Sharip. Without her assistance and dedicated involvement in every step throughout the process, this thesis would have never been accomplished. I would like to thank her for her constant support, kindness and understanding over the past year.

Getting through this project, obviously required more than academic support, and I have a lot of people to give my gratitude for listening to and, at times, having to tolerate me over the past few years. I cannot begin to express my gratitude and appreciation for their friendship and support.

Most importantly, none of this could have happened without my family who has been kind and supportive to me through thick and thin. Every time I was ready to quit, they are my inspiration to keep on going and I am forever grateful for that.

ABSTRACT

Advertisements are everywhere and is a part of the effort to reach a certain target audience of interest or to become widely known. Sometimes, having advertisements may not be able to go far due to doing the wrong approach. Thus, this project focuses on obtaining that reach by providing a centralized platform for a certain area to promote and advertise their products or services. With a centralized platform it will be easier to reach certain audiences due to having all the community to use the same system. The development of this system follows the Waterfall method of the SDLC as it is the simplest method for small projects. In order to produce a good e-commerce system, the project must include usability testing with a lot of actual users of the system to get a better grip on the ease of use of the system. The users have flexibility on posting their advertisements as the system provides multiple variation options to be set in the advertisement for buying and selling products. The findings of project include the comparisons of similar applications, gathered user stories, the Software Requirements Specifications, the Software Design Document, the complete system and the results of the testing phase. There are several constraints to the system, but it is just a mere will to further improve the system in the future.

TABLE OF CONTENT

CONTENTS	PAGE
SUPERVISOR APPROVAL	i
STUDENT DECLARATION	ii
ACKNOWLEDGEMENT	iii
ABSTRACT	iv
TABLE OF CONTENT	v
LIST OF FIGURES	ix
LIST OF TABLES	xi
LIST OF ABBREVIATIONS	xii
CHAPTER ONE: INTRODUCTION	1
1.1 Background of Study	1
1.2 Problem Statement	2
1.3 Project Aim	3
1.4 Project Objectives	3
1.5 Project Scope	3
1.6 Project Significance	4
1.6.1 Marketplace Buyers	4
1.6.2 Marketplace Sellers	4
1.6.3 Tasks Posters	5
1.6.4 Tasks Interactors	5
1.7 Summary	5
1.8 Outline of the Thesis	6
CHAPTER TWO: LITERATURE REVIEW	7
2.1 Advertisements	7
2.1.1 Physical Advertisements	8
2.1.2 Digital Advertisements	9
2.1.3 Comparison of Advertisements	9

2.2	E-Commerce	10
2.3	Frameworks	11
2.3.1	Laravel Framework	11
2.3.2	Java EE Framework	12
2.3.3	Comparisons of Frameworks	12
2.4	Instant Messaging	13
2.5	Notification	14
2.5.1	Techniques	14
2.5.2	Comparison of Notification Techniques	18
2.6	Related Work	18
2.6.1	Craigslist	19
2.6.2	Mudah.my	21
2.6.3	Shopee	23
2.6.4	Comparison of Related Work	25
2.7	Software Development Life Cycle (SDLC)	26
2.7.1	Waterfall Model	26
2.7.2	V-Model	27
2.7.3	Spiral Model	28
2.8	Discussion	29
2.9	Summary	30
CHAPTER THREE: METHODOLOGY		31
3.1	Waterfall Model	31
3.2	Requirements Gathering	33
3.3	Requirements Analysis	34
3.4	System Design	35
3.5	System Implementation	36
3.6	System Testing	38
3.7	Gantt Chart	40
3.8	Summary	40
CHAPTER FOUR: FINDINGS & ANALYSIS		41
4.1	Requirements Gathering	41
4.1.1	Comparisons of Similar Application	41