UNIVERSITI TEKNOLOGI MARA

GOTTAGIFT: A MOBILE APPLICATION FOR ONLINE GIFT DELIVERY IN SHAH ALAM

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ABSTRACT

In this modern era of technology, people have been offered two choices in doing their shopping. They can freely choose to shop online or offline which means going and buy the things they need in the physical stores. Due to the current pandemic of Covid-19, most people are more preferred to shop online as it eases them in many ways. The current method, of choosing a gift is by using the social media platform that required users to compare the price and spend more time in choosing the best gift they need as they have to jump from one platform to another platform of social media. Hence, a mobile application that focussed on gift delivery in Shah Alam called GottaGift was developed to provide people to purchase a gift online through a mobile application. GottaGift is a mobile commerce application that helps users and gift shop owners to sell and buy their products in efficient and effective ways. However, this mobile application does not provide users with a payment gateway. They need to make an online transfer and the receipt of a successful transaction as proof of payment. For users, they are no longer have to scroll social media to finally find a suitable gift for their loved one that is within their budget. On the seller side, they can use this platform to sell their products. This project is using the android platform. Mobile Application and Development Lifecycle (MADLC) is the methodology used in developing this project. In the future, this project is recommended to include the mobile payment gateway instead of online banking so that the purchase will be easier and hassle-free. In a conclusion, GottaGift is a mobile application that can help both user and gift shop owner in Shah Alam to make a gift purchase without the need to scrolling social media or go to the physical store and also let the gift shop owner sell their product in effective ways.

Keywords: Online shopping, Mobile commerce, Mobile Application, Mobile Application Development Lifecycle, Push Notification, Event Reminder.

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CHAPTER 1

INTRODUCTION

An outline of this project is given in this section. This chapter includes background information, problem statements, project priorities, scope, and project significance.

1.1 Project Background

At the beginning of the Covid-19 outbreak, Malaysia had initiated travel restrictions and quarantine orders, requiring the closure of all businesses except those providing essential services and items. With the commencement of this period, the demand for online shopping and delivery services keeps increasing day by day. People are eager to avoid unnecessary expenses during this period and decide to take precautions in limiting their movement by using online service delivery. Besides, online shopping and delivery can alleviate the stress of public outings Many online delivery services are available on the market such as food delivery services, online grocery delivery services, gift delivery services, and parcel delivery services. The Internet connectivity and a sufficient degree of digital literacy and competency are pre-conditions for effective online service delivery. DoorDash and GrubHub which are some of the examples of online service delivery have become popular and successfully extended their operations to many towns and countries (Das et al., 2018).

Gift delivery service is referred to the exchanging of presents, which is profoundly rooted in many cultures and generally accepted as socially and economically significant. During the pandemic outbreak, it quite significant to use this gift service as it is relatively difficult to celebrate with loved ones, whether you live in separate states or are practicing social distancing. Gift service is a common feature of conventional physical shopping experiences and is now making its way by joining the online retail market. Nowadays, gift delivery services are moving to mobile commerce. Mobile commerce covers more than simply using a mobile application to purchase and buying things but users can also benefit from it as it implies the development of a