

Universiti Teknologi MARA

**Online Auction System for Aidea.com
Technology (OAS)**

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ABSTRACT

Online auction process has no longer limited here and now because of the arrival of the internet produced a sea change in selling. Aidea.com Technology is an organization that sells IT products through brick-and-mortar method. There are several problematic areas that have been identified within the organization business process which are excessive amount of stock available in the store, difficult to outreach more customers, and high running cost. An online auction system has been proposed to the organization as a solution in order to overcome the problems faced by the organization. The theories that have been applied in developing the proposed system are forward auction and electronic bidding. The system development model used for the system development is Waterfall model. Waterfall model is the most appropriate for this project because the requirements are very well documented, clear and fixed, and the project duration is short. All of the requirements have been collected to identify the stakeholders of the system. The proposed system has been developed according to the user and system requirements. Online Auction System for Aidea.com Technology (OAS) is a web-based system that facilitates a platform for the users to participate in auctioning process where bidders can place bid on active auctions with amount that is not lower than the reserve price. The system has conducted the usability evaluation by the users. Result from the analysis specify that OAS has satisfied the respondent term of satisfaction ($SD = 0.50$). The mean is 4.60. For future work, OAS can be improved by integrating e-commerce features such as 'Buy Now' option where customer can buy product straight away without having to wait for the auction to be closed.

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