STUDENT DECLARATION

I declare that the work in this report was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as reference work. This report has not been submitted to any other academic institution on non-academic institution for any other degree of qualification.

In the event that my report be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and degree to be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

Name of Student	Nurul 'Asyida binti Abdul Jabar
Student's ID No.	2010432634
Program	CS 770
Faculty	Faculty of Computer and Mathematical Sciences
Project Title	Usability Evaluation on B2C e-Commerce Website from User's Perspective: A Case Study of thepoplook.com

Signature of Candidate

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ABSTRACT

The main challenges of e-Commerce website are to attract customers to their website and maintain relationship with customers. Therefore, the most crucial part to succeed in this highly competitive environment is for the merchant to design a good and usable e-Commerce website. The objectives of this study are to identify the usability elements for B2C e-Commerce website, to evaluate the usability of B2C e-Commerce website by using combination of usability evaluation method of think-aloud and co-discovery method. This study also aims to recommend design recommendation to improve the usability interface of B2C e-Commerce website. The target e-Commerce website for this study is thepoplook.com, which is one of Malaysia local B2C website. The usability assessment results by this study can be used as a reference for future interface design for e-Commerce website especially in the Malaysian context. A framework for evaluating thepoplook.com was formulated for this study. User need to complete a number on tasks on the websites by using combination usability evaluation method (think-aloud and co-discovery protocol) and complemented by pre-test questionnaire. Results shows a number of usability problem encountered by the participants throughout the evaluation session which can be categorized into five usability attributes of Ease of Use, Made-to-Medium, Emotion, Content and Security. Hence, from these findings, e-Commerce developers and designers may look at the issues seriously before designing their e-Commerce website.

Keywords: Human Computer Interaction, Usability, Usability Evaluation Method, B2C E-Commerce Website

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TABLE OF CONTENT

CHAPTER ONE

INTRODUCTION

The introduction chapter provides an overview of this research study. It discusses on the problem which derive to the research objectives, the significance of this research and also the conclusion. This chapter consists of research background information, problem statement, research questions and objectives of the research.

1.1 Research Background and motivation

Information and Communication Technology (ICT) has become an essential in today's world. As consequence, the demand for ICT to support the internet usage is increasing. We can see that Internet is becoming the main communication channel as it is largely used for information sharing, spreading news and also to generate income. According to Kraemer et al (2006), the technological advances of the 21st century have steered to an increasing use of the Internet for commercial purposes. In Malaysia, the remarkable growth of internet started from 2006 onwards. This is where most of the Internet looks for information and creating more information for their companies with the goals to be easily recognize by customers. Besides that they also use Internet for some personal hobbies and pleasure by setting up blog or website. Recently, Internet activities have been cheering up with social media network phenomenon where various social media sites have been introducing to the Internet users. Likewise, people are not just congregating into social media network but to Internet shopping. Online shop has become more and more familiar place for customers to make their shopping. This demonstrates that Internet is an effective medium for commercial drives (Candace, 2005).