

UNIVERSITI TEKNOLOGI MARA

E-Commerce Website Photography Equipment

Khairul Ihsan Bin Sudin

2010109631

Thesis submitted in fulfilment of the requirements for
Bachelor of Science (Hons) Business Computing
Faculty of Computer and Mathematical Sciences

SEPT 2012 – JANUARY 2013

DECLARATION

I certify that this report and the research to which it refers are the product of my own work and that any ideas or quotation from the work of other people, published or otherwise are fully acknowledged in accordance with the standard referring practices of the discipline.



.....

KHAIRUL IHSAN BIN SUDIN

2010109631

JANUARY 23, 2013

ABSTRACT

Photography has become one of the new trends in this country. The number of website that sells photography equipment in Malaysia is not as many as overseas. With the growth of e-Commerce, there is a growing of the websites of Photography Equipment. To accomplish the study, questionnaire has been distributed.to the photography user to get the feedback on developing this project. The proposed project is developed based on Waterfall Model. The implementation of e-Commerce Website Photography Equipment targets to improve the website by creating the 3D images of the products in order to give more real feeling when the user viewing the product images and also expand the system to be more user friendly by giving the user some space to give any suggestion about the e-Commerce Website Photography Equipment. The concept will enable the viewers to visit the website and buy the product in it.

Table of Contents

| | |
|---|-------------|
| SUPERVISOR'S APPROVAL | i |
| DECLARATION | ii |
| ACKNOWLEDGEMENT | iii |
| ABSTRACT | iv |
| TABLE OF CONTENTS | v |
| LIST OF FIGURES | viii |
| LIST OF TABLES | x |
| CHAPTER ONE : INTRODUCTION | 1 |
| 1.0 Introduction | 1 |
| 1.1 Problem Statement | 3 |
| 1.2 Objectives Of The Project | 4 |
| 1.3 Scope Of The Project | 4 |
| 1.4 Significance Of The Project | 5 |
| 1.4.1 Company | 5 |
| 1.4.2 Customer | 5 |
| 1.5 Research Methodology | 6 |
| 1.6 Expected Output | 7 |
| 1.7 Summary | 7 |
| CHAPTER TWO : LITERATURE REVIEW | 8 |
| 2.0 Introduction | 8 |
| 2.1 Technology In Websites | 8 |
| 2.1.1 Websites | 8 |
| 2.1.2 Oracle Versus MySQL | 9 |
| 2.1.3 Characteristics Of Well-Designed E-Commerce Website | 12 |
| 2.1.4 Similar Websites Using E-Commerce | 13 |
| 2.1.5 Shopping Cart Software | 13 |
| 2.1.6 Online Payment | 14 |
| 2.1.7 Paypal Malaysia Guide For Online Business | 15 |
| 2.1.8 ZenCart For Building Online Store | 16 |
| 2.2 Business In E-Commerce | 16 |
| 2.2.1 E-Commerce | 17 |
| 2.2.2 Business Network | 18 |

| | | |
|---------------------------------------|---|----|
| 2.2.3 | Traditional Business Versus E-Business | 19 |
| 2.2.4 | Local Business Versus International Business | 19 |
| 2.2.5 | Comparison Local Business And International Business | 20 |
| 2.2.6 | Evaluate Real Web Sites | 21 |
| 2.2.7 | Evaluate Search Engine Placement | 21 |
| 2.2.8 | Evaluate Features Offered and Costs | 22 |
| 2.2.9 | Evaluate Customer Service | 23 |
| 2.3 | Summary | 24 |
| CHAPTER THREE : RESEARCH METHODOLOGY | | 25 |
| 3.0 | Introduction | 25 |
| 3.1 | Research Methodology | 25 |
| 3.1.1 | Requirement Phase | 30 |
| 3.1.2 | Design Phase | 31 |
| 3.1.3 | Development Phase | 34 |
| 3.1.4 | Evaluate Phase | 34 |
| 3.1.5 | Documentation Phase | 35 |
| 3.2 | Summary | 35 |
| 3.3 | Conclusion | 36 |
| CHAPTER FOUR : RESULT AND DISCUSSIONS | | 37 |
| 4.0 | Introduction | 37 |
| 4.1 | Respondents | 37 |
| 4.2 | Questionnaires | 38 |
| 4.3 | Demographic Data | 39 |
| 4.4 | Analysis of User Interface Satisfaction | 41 |
| 4.5 | Analysis of Usability of the System | 49 |
| 4.6 | Page of <i>e-Commerce Website Photography Equipment</i> | 55 |
| 4.7 | Discussion | 61 |
| 4.8 | User Interface Satisfaction | 61 |
| 4.9 | Usability of the System | 62 |
| 4.10 | Summary | 62 |
| CHAPTER FIVE : CONCLUSION | | 63 |
| 5.0 | Introduction | 63 |
| 5.1 | Summary of the Result | 63 |