




## AUTHOR'S DECLARATION

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

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## ABSTRACT

The emergence of the technology has led proliferation of the website as the form of persuasive technology. The use of the website is to encourage or motivate people to change their attitudes and behavior. Currently, the vegetable seller selling vegetables direct from the market. Customers need to come to the market and buy for the fresh vegetables. By using a website, customers may purchase the fresh vegetables anytime they need. Selling vegetables through the website is a good start for vegetable seller, which they can introduce their business towards online customers. This research is focusing on designing persuasive vegetables website, which involved several persuasive techniques and customer's requirement. The results of the interviews and observations conducted with the customers and vegetable seller, consist of their behavior, comments, and suggestion of requirements designing persuasive website. There are four techniques in persuasive technology applied in designing vegetables website which is tunneling, scarcity, liking and real world feel. Each of the techniques applied during the design is illustrated in figures with detail description. In addition, the researcher determines the strength, and limitation of using persuasive techniques in designing persuasive website. The future recommendations towards designing effective and efficient, persuasive vegetables website shares in the research. In conclusion, designing persuasive vegetables website using an appropriate persuasive technique, may persuade customers to change their attitude and behavior in purchasing the vegetables through the website.

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