

UNIVERSITI TEKNOLOGI MARA

**DESIGNING REDREBENS WEBSITE
USING USABILITY GUIDELINES**

NURHANNAN BINTI MOHD YUSOF

IT Project submitted in partial fulfillment
of the requirements for the degree of
Master of Science in Information Technology

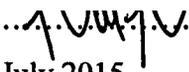
Faculty of Computer and Mathematical Sciences

July 2015

AUTHOR'S 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 or non-academic institution for any other degree of 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.

Name of Student : Nurhannan Binti Mohd Yusof
Student I.D. No. : 2011739495
Programme : Master of Science (Information
Technology)
Faculty : Faculty of Computer And Mathematical
Sciences
Project Title : Designing RedRebens Using Usability
Guidelines
Signature of Candidate : .......
Date : July 2015

ABSTRACT

In the past, people run their businesses by selling their products at traditional stores, shops or buildings. As a times goes by and technology evolved, current business trend today run through online. This is where replacing the physical store to online shops which people get connected to by using electronic gadget such as mobile tablet, smartphone, laptop or desktop computer. The connection to online shops can happen anywhere as long as there is an internet connection. This is called E-Commerce. E-Commerce is running a business transaction over the internet, directly or indirectly, related to buying, selling and trading of products and services, and information. However, e-commerce would not be success if the required criteria and features of e-commerce is not implemented. This is related with three problems found in the research which are RedRebens company selling their hijabs products manually by using social media platform, no effective communication with the customers and user experience was less that optimal. Therefore, to overcome the problems, E-commerce usability guidelines is needed to understand this research. The main focus for this research is to design e-commerce website for selling Hijab products for RedRebens Company using usability guidelines. In this research, four objectives are determined and needed to be achieved. The first objective is to investigate the website requirements, second objective is to design RedRebens e-commerce website using usability guidelines, third objective is to develop e-commerce website for RedRebens and the fourth objective is to evaluate RedRebens e-commerce website using user testing. The methodologies that have been adapted throughout this research include observations, user studies (interview and capture requirements) and development using Extreme Programming (XP) where it is found this methodology is suitable with research project requirement and timeline. The outcome of this research project would be able to assist the retailers to have their online business can be run successfully and may put customers at ease in buying products through online shop.

Keywords: E-Commerce, Usability Guidelines, Hijab Products, Methodology, Online Shop.

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