

**UNIVERSITI TEKNOLOGI MARA**

**DEVELOPING REZA NANI DELITE  
E-COMMERCE WEBSITE USING  
USER CENTERED DESIGN APPROACH**

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## ABSTRACT

This system is basically developing an e-commerce website by using user centered design approach for Reza Nani Delite. The problem with the existing system is that the users using the BlogSpot as a platform to promote the product. BlogSpot have the limitation of the function and not suitable for the e-commerce website which is less control towards the website, problem with the payment methods, cannot handle more than hundred products on a single database, and limited reporting. The objective of this research is to develop e-commerce website for Reza Nani Delite by using user centered design approach and to develop the e-commerce website that meet the requirement and ease of use for the user. Developing an e-commerce website for Reza Nani Delite by using user centered design approach will be another platform to promote Reza Nani Delite through the World Wide Web. Increasing the production will increase the profit if the owner can sell the products 24 hours a day, 7 days a week. The scope of this system will cover the User and Administrator module. This system has been developed by using a user-centered design methodology. The target user will be involved from the beginning of the development process and the developer should gather the requirements as much as they can. This need to be done since the early of the process to make sure all the requirements meets the user expectation. From the findings and analysis of the data collection, the entire user's requirements have been fulfilled to carry out the objective of using user centered design approach during the implementation and development phase. On the other hand, for the future work it can be done by improving the website's functionality, payment gateway, usability, interface style, security and efficiency. It is because e-commerce can be much more cost effective in the future and virtual shopping will be a new trend for the shopper out there.

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