



UNIVERSITI
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Cawangan Melaka

i-JAMCSIIX 2022

International Jasin Multimedia & Computer Science Invention and Innovation Exhibition

ABSTRACT BOOK

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In Partnership:



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i-JaMCSIIX **2022**

International Jasin Multimedia & Computer Science Invention and Innovation Exhibition

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i-JaMCSIIX

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My Ole-Ole Application

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JM036 – Innovation – Local – Category C: Students - Higher Institution (Diploma/Bachelor)

Abstract—Souvenirs play a very important role in tourism. They are regarded as items of memory of the people, places, events, and gifts. Very often, customers will go around to different shops to compare them, which is time-consuming. To solve this problem, we set up My Ole-Ole, an e-commerce site that provides all those services and will surely attract customers. MY Ole-Ole is an e-Commerce platform dedicated to serving as a one-stop souvenir centre for tourists. This virtual store provides a wide range of Malaysian souvenir products, ranging from food to fabric items, which can be delivered or collected in-store. The aim of MY Ole-Ole is to give tourists the opportunity to select and consider local souvenir items according to their budget. The target users of this mobile application are local and international tourists visiting Malaysia for leisure or MICE activities. Among the unique features of MY Ole-Ole are its speedy (same-day) delivery and the ability to filter gifts based on preferences (e.g., age, gender, product type, packaging, etc). This application also helps customers select and consider souvenir items according to their wishes and tastes without any hassle. This application hopes to benefit local SMEs by extending the reach of their products to a wider market. Overall, we conclude that the MY Ole-Ole mobile application is useful for visitors to easily find souvenir items and save time by using this application.

Keywords—souvenirs, application, mobile, souvenirs-app, travel