

UNIVERSITI TEKNOLOGI MARA

**WEB-BASED E-COMMERCE FOR
JELITA AIMIE**

YUSRIZAL ADIB BIN ABDUL KARIM

**Thesis submitted in fulfilment of the requirements
for Bachelor of Information Systems (Hons.)
Business Computing College of Computing,
Informatics and Media**

FEBRUARY 2023

ACKNOWLEDGMENT

I take this opportunity to express my heartfelt gratitude to everyone who has helped me in successfully completing my thesis on web-based e-commerce for Jelita Aimie. I would like to extend my sincere thanks to my advisor Madam Siti Salbiah Binti Hamzah, for providing me with valuable guidance, support and motivation throughout my thesis journey. Your invaluable insights, advice, and encouragement were the driving force behind my success. Special thanks to my CSP600 and CSP650 lecturer, Madam Norulhidayah Binti Isa, for the knowledge and wisdom that she provided during this period. I am deeply grateful to UiTM Kuala Terengganu for providing me with the necessary resources and facilities that were instrumental in the completion of my project. I would also like to express my sincere thanks to my friends and family for their love, support and encouragement during my journey. Your constant motivation and belief in me were the driving force that kept me going. Finally, I would like to acknowledge the time and effort put in by the experts and professionals in the field of E-commerce, who have inspired me to pursue this topic and provided me with valuable information that has been incorporated into my project. Thank you, once again, to everyone who has been a part of this incredible journey.

ABSTRACT

This thesis presents the development of an E-commerce system for Jelita Aimie, a fashion retail company. The system, called Jelita Aimie e-commerce system, was created to address the challenges and problems faced by the company's current business process which are difficult to manage orders for staff, lack of products information for the customers and very time consuming for the customers to purchase products. Three objective was established to achieved the research purposed which are to identify the current business process and problems faced by Jelita Aimie, to design and develop e-commerce website for Jelita Aimie and to evaluate the functionality of the proposed system. The development process was carried out using an adapted waterfall model that consisted of five phases. The methodology was selected due to its simplicity and the systematic approach it offers in developing the system. Through the process of interviewing the operation manager of Jelita Aimie, the current business process and problems with the current business process were identified. In the testing phase, the results that were obtained from expert's and user's testing that was done using a test case and questionnaire were hugely positive, where high percentage of the results shows the system developed is easy to use, well function and has great usability. The development of the system and the implementation of the theory into the system development helped to address the problems of the current business processes by achieving all the project objectives. For the future, the system could be improved even more by integrating more and more function that can help the users improve business process.

TABLE OF CONTENTS

CONTENT	PAGE
SUPERVISOR APPROVAL.....	i
STUDENT DECLARATION.....	ii
ACKNOWLEDGMENT	iii
ABSTRACT.....	iv
LIST OF FIGURES	viii
LIST OF TABLES	x
LIST OF ABBREVIATIONS	xii
CHAPTER 1	1
1.1 Background of Study	1
1.2 Current Business Process	3
1.3 Problem Statement	5
1.4 Objective	6
1.5 Project Scope.....	6
1.6 Project Significance.....	7
1.7 Conclusion.....	7
CHAPTER 2	8
2.1 E-Commerce.....	8
2.1.1 Definition of E-Commerce.....	9
2.1.2 Types of E-Commerce	9
2.1.3 Advantages of E-Commerce	10
2.2 E-Commerce website in Fashion Retail	10
2.3 Usability Theory.....	11
2.3.1 Concept of Usability	11
2.3.2 Usability Advantages	12
2.3.3 Jakob Nielsen’s Heuristic Usability Principles	12

2.4	System Development Model	13
2.4.1	Waterfall Model in System Development Life Cycle Models.....	15
2.5	Similar Existing System	16
2.5.1	Zalora.com	16
2.5.2	FashionValet.com	18
2.5.3	Doublewoot.com	20
2.5.4	Comparison of Similar Existing System	22
2.6	Implication of Literature Review	23
2.7	Conclusion.....	24
 CHAPTER 3		25
3.1	Project Framework	25
3.2	Project Development Methodology.....	27
3.2	Phase 1: Requirements Analysis	30
3.3	Phase 2: Design	33
3.3.1	Context Diagram	34
3.3.2	Data Flow Diagram Level-0 (DFD).....	36
3.3.3	Entity Relationship Diagram (ERD).....	38
3.3.4	User Interface	46
3.3.5	Site Map.....	50
3.4	Phase 3: Implementation	51
3.5	Phase 4: Testing.....	53
3.5.1	User Evaluation.....	56
3.5.2	Expert Evaluation.....	58
3.6	Phase 5: Documentation	60
3.7	Gantt Chart	61
3.8	Conclusion.....	63
 CHAPTER 4		64
4.1	Results for Objective 1: To identify the current business process and problems faced by Jelita Aimie.	64