

INTERACTIVE CUSTOMIZING PRODUCT  
ORDERING SYSTEM

A thesis submitted to the Graduate School in  
partial fulfillment of the requirements for the  
degree of Masters of Science (Information  
Technology)

Universiti Utara Malaysia

**by**

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## ABSTRACT (BAHASA MALAYSIA)

Projek **ini** bertujuan untuk membangunkan satu sistem tempahan interaktif yang membenarkan pengguna membuat pilihan untuk membantu industri ke tempatan. Satu teknologi imej Internet iaitu Metastream 3.0, telah digunakan untuk membangun bahagian grafik sistem tersebut. Tujuannya adalah untuk meningkatkan keyakinan pengguna terhadap imej komputer dalam menentukan kualiti sesuatu produk dan untuk membenarkan pengguna membuat **pilihan**. Sebagai usaha **pertama** di Malaysia, projek **ini** telah menunjukkan kebolehan pengaplikasian teknologi **tersebut** dalam bidang **ini**. Walau bagaimanapun, prestasi sistem **ini** dapat ditingkatkan di masa hadapan dengan meletakkan sistem **ini** di Internet.

## **ABSTRACT (ENGLISH)**

This project is aimed at developing an interactive customizing product ordering system to aid the local bake goods industry. A new 3D Internet imaging technology, Metastream 3.0, was used to develop the graphical part of the system. The purpose was to increase consumer's confidence in relying on computer images to determine the quality of a product and to allow customization. Being the first attempt to use Metastream 3.0 in developing a system for bake goods in Malaysia, the project had succeeded in initiating an application in this area. Further works such as to upload the system to the Internet could be performed to improve the performance of the system.

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## **Chapter 1     Introduction**

This chapter discusses the aim of the project followed by the problem statement section which will introduce the problem gradually. Several issues concerning the importance of consumer confidence in relying on computer images and customization will be covered in this section. At the end of this section, the project and its nature will then be briefly touched. This will then be followed by the objectives and significance of the project.

### **1.1     Problem Statement**

An ordering system via the internet is an example of how E-commerce can be implemented. E-commerce is changing altogether the traditional way of doing business. Today, consumers can buy a wide variety of products and services through the Internet without having to leave their premises.

In addition to goods and services that can be delivered electronically, the Internet is also used to sell physical goods. Some popular physical goods sold on the Internet are apparel, books, food, flowers, music and toys (Margherio, et. al., 1999).

The contents of  
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