MOBILE-BASED APPLICATION FOR BUS TICKETING SERVICES (MBTS)

Submitted by
ABKDA MOHAMMED ALI AKOUNNI
(801125)
Klala82@yahoo.com

Supervised by
MR. HARRYIZMAN BIN HARUN

COLLEGE OF ARTS AND SCIENCES (CAS)
UNIVERSITI UTARA MALAYSIA (UUM)
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ABSTRACT

Mobile technology has been considered as a viable alternative for developing applications to be used in all our life activities. This proposal proposed to utilize such technology for booking tickets of MARA Liner to make this service available anywhere and anytime. The main objective of this study will be to develop and evaluate a prototype mobile-based Bus Ticketing Services (MBTS). This study aims to provide an effective utilization of WAP technology for bus transportation companies. The literature regarding to the mobile technology and its aspects has discussed to get the knowledge base for such mobile technology. This proposal has discussed the methodology of the research. It will guide to develop and evaluate the prototype. The methodology was adopted from SDRM and it includes four steps: Information Gathering, Prototype design, Prototype Development, and Evaluation. Results of user evaluation on the MBTS indicate that it has good usability in terms of Usefulness, Ease of Use and Outcome and Future Use. The results also indicate that there is a significant difference between two groups, first group of users who have mobile phone and other group of users who have not; for Usefulness Outcome/Future Use, while no significant difference for Usefulness and Ease of Use.
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<tr>
<td>WAP</td>
<td>Wireless Application Protocol</td>
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<tr>
<td>MBTS</td>
<td>Mobile-based Bus Ticketing Services</td>
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<tr>
<td>RDMS</td>
<td>Relational Database Management System.</td>
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<td>EU</td>
<td>European Union</td>
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<td>PDA</td>
<td>Personal digital assistants.</td>
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<td>WWW</td>
<td>World Wide Web</td>
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<td>OMA</td>
<td>Open Mobile Alliance.</td>
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<td>GSM</td>
<td>Global System for Mobile Communications.</td>
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<td>GPRS</td>
<td>General Packet Radio Service.</td>
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<td>OSI</td>
<td>International Standard Organization.</td>
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<td>WAE</td>
<td>Wireless Application Environment.</td>
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<td>WSP</td>
<td>Wireless Session Protocol.</td>
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<td>WTP</td>
<td>Wireless Transaction Protocol.</td>
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<td>WDP</td>
<td>Wireless Datagram Protocol.</td>
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<td>WML</td>
<td>Wireless Markup Language.</td>
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<td>WTA</td>
<td>Wireless Telephony Application.</td>
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<td>WSP</td>
<td>Wireless Session Protocol.</td>
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<tr>
<td>WTP</td>
<td>Wireless Transaction Protocol.</td>
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<td>UDP</td>
<td>User Datagram Protocol.</td>
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<td>Acronym</td>
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<tr>
<td>OSI</td>
<td>International Standard Organization</td>
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<td>WDP</td>
<td>Wireless Datagram Protocol.</td>
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<td>HTML</td>
<td>Hypertext Markup Language.</td>
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<td>URL</td>
<td>Uniform Resource Locator.</td>
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<td>XML</td>
<td>Extensible Markup Language.</td>
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<tr>
<td>GIF</td>
<td>Graphic Interchange Format.</td>
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<td>JPG</td>
<td>Joint Photographic Experts Group.</td>
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<td>PNG</td>
<td>Portable Network Graphics.</td>
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<tr>
<td>SMS</td>
<td>Short Message System</td>
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<td>TCC</td>
<td>Trusted Credential Centre.</td>
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<tr>
<td>U-Payment</td>
<td>Ubiquitous Payment.</td>
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<td>U-Receipt</td>
<td>Ubiquitous Receipt.</td>
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<tr>
<td>SDRM</td>
<td>System Development Research Methodology.</td>
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<td>IDE</td>
<td>Integrated Development Environment.</td>
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<td>UML</td>
<td>Unified Modeling Language.</td>
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<td>PUEU</td>
<td>Perceived Usefulness and Ease of Use.</td>
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CHAPTER 1
INTRODUCTION

1.1 Background

Mobile technologies are rapidly growth; it has facilitated our daily life’s activities. Moreover, it has played an important role in the management of relations between people, whether social or economic relations, or the everyday life (Goh, Kim, Lavanya, Kim, & Soh, 2006; Muller, Lenhart, Henrici, Hillenbrand, & Muller, 2004). Moreover, the evolution and relevance of this technology gave a new face of communication between people and opening up great prospects for continuing them. Indeed, the wide spread usage of mobile technologies for the past decade revolutionize the way people think and communicate.

The emergence of the Wireless Application Protocol (WAP) technology has brought a lot of changes to the way through which people conduct their operations anywhere and anytime. Nowadays, mobile services are considered as a new technology age that provides user interfaces for basic telephony and messaging services, as well as for more advanced and entertaining experiences. Therefore, Mobile-based Application for Bus Ticketing Services can improve people’s life, make it simpler and allows peoples faster and efficient travelling anytime regardless the place.
The contents of the thesis is for internal user only
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Electronic commerce: The new e-commerce: innovations for conquering current barriers, obstacles and limitations to conducting successful business on the internet


