AN INTERACTIVE ONLINE SHOPPING SYSTEM
FOR MUSIC VILLAGE

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UNIVERSITI UTARA MALAYSIA 2001
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Tandatangan
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(Date)                 15/1/2001
AN INTERACTIVE ONLINE SHOPPING SYSTEM
FOR MUSIC VILLAGE

A Thesis submitted to the Graduate School in partial fulfillment of the requirements for the degree
Master of Science (Information Technology),
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by

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ABSTRAK

Proyek ini bertujuan untuk membangunkan sistem membeli-belah atas talian. Music Village yang interaktif lebih berupaya suatu stor pengkhususan musik, dan pada zahirnya merupakan syarikat pemborong yang menawarkan barisan produk eksklusif yang penuh variasi, yakni Stor Jualan Cakera Padat.

Sebab-musabab yang mendukung penglairahan sistem atas talian adalah manifestasi daripada peranan Internet sebagai wadah dan wahana anjakan paradigma pemasaran. Sesungguhnya, ini telah membolehkan pelanggan membeli-belah dengan hanya klik pada tetikus. Melalui sistem terbuka Internet ini, syarikat mampu memperluas pasaran, pihak pengurusan berupaya memperoleh maklum-balas serta keperluan pelanggan dengan cepat samping mesra-pelanggan. Pelanggan berasa lebih mudah mencapai sesuatu barang kerana kaunter kedai maya beroperasi 24 jam sehari, dengan menyasari segenap pelosok dunia; di samping kos pengeluaran yang rendah rentetan daripada kegiatan pelaburan dalam infrastruktur fizikal. Sementelahan itu, sistem atas talian ini turut membantu syarikat menguruskan maklumat dan rekod secara efektif and efisien.

ABSTRACT

The purpose of this project is to develop an interactive online shopping system for the Music Village. Music Village is a specialty music store, one of the retailer companies that carry a narrow product line with a deep assortment within that line that is Compact Disk Selling Store.

The reasons to develop the online system for the company are that Internet has become an enormously popular marketing paradigm that facilitates anything consumers want to shop for or buy on the Web. Through the Internet online system, the market of the company can be expanding over the world. The management can get the customers feedback and requirement quickly, the customers feel more convenient to search the products they want because the electronic shop-front is open 24 hours a day, to the entire world. The overheads are lower, with no investment in physical infrastructure. Besides that, the online system also can help the company to manage the information or record inside the company more effectively and efficiently.

The methodology chooses to use to develop the online system comprises a sequence from one phase to the next involving together four phases. The phases are system analysis, system design, system development and the system testing. System analysis is the process of gathering information about the current system and the user requirements and analysis the information. System design decides how to build the new system. In the system development phase, the software and programming language use to develop the system. Finally the system will be tested in the system testing phase before fully implemented.
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TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERMISSION TO USE</td>
<td>1</td>
</tr>
<tr>
<td>ABSTRACT (BAHASA MALAYSIA)</td>
<td>II</td>
</tr>
<tr>
<td>ABSTRACT (ENGLISH)</td>
<td>III</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENTS</td>
<td>IV</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>VIII</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>VIII</td>
</tr>
</tbody>
</table>

CHAPTER ONE: INTRODUCTION

1.1 Problem Statement                         | 2    |
1.2 Objective of the Project                 | 3    |
1.3 Project Scope                            | 4    |
1.4 Significance of the Study                | 5    |

CHAPTER TWO: LITERATURE REVIEW

2.1 Online Shopping System                   | 7    |
2.2 Advantages of Online Shopping System     | 9    |

CHAPTER THREE: METHODOLOGY

3.1 System Analysis                          | 12   |
3.2 System Design                            | 13   |
CHAPTER SEVEN: SYSTEM TESTING

7.1 Testing Process 59
   7.1.1 Unit Testing 59
   7.1.2 Module Testing 59
   7.1.3 Sub-system Testing 59
   7.1.4 System Testing 60

7.2 Testing Technique 60

7.3 Testing Case 61
   7.3.1 Stock Control 61
   7.3.2 Data Enters 61
   7.3.3 Member Validation 62
   7.3.4 Register Validation 63
   7.3.5 Validate Payment Detail 63

CHAPTER EIGHT: CONCLUSION

8.1 Benefit of Proposed System 64

8.2 Project Constraints 65

8.2 Recommendation 66

8.3 Conclusion 66

Bibliography

Appendix A: Files Design
Appendix B: User Guide
Appendix C: Installation Guide
Appendix D: Source Code
LIST OF TABLES

| Table 4.1 | Description of Entities | 37 |
| Table 4.2 | Normalization Process | 40 |
| Table 4.3 | Description of Entities in 3rd normal form. | 44 |
| Table 5.1 | Description for the files design | 45 |
| Table 5.2 | Code Design | 46 |
| Table 6.1 | Program List | 57 |

LIST OF FIGURES

| Figure 4.1 | Context Diagram for the Proposed System | 19 |
| Figure 4.2 | Level 0 Data Flow Diagram | 21 |
| Figure 4.3 | Data Flow Diagram Level 1 for Process Online Order | 23 |
| Figure 4.4 | Data Flow Diagram Level 1 for Process Sales & Payment | 25 |
| Figure 4.5 | Data Flow Diagram Level 1 for Process Delivery | 27 |
| Figure 4.6 | Data Flow Diagram Level 1 for Enquiry | 29 |
| Figure 4.7 | Data Flow Diagram Level 1 for Replace Good | 31 |
| Figure 4.8 | Data Flow Diagram Level 1 for Maintenance | 33 |
| Figure 4.9 | Data Flow Diagram Level 1 for Report | 35 |
| Figure 4.10 | Entity Relationship Diagram | 36 |
| Figure 4.11 | Entity Relationship Diagram for 1st Normalization | 41 |
| Figure 4.12 | Entity Relationship Diagram for 3rd Normalization | 42 |
| Figure 5.1 | Screen Design for displaying the company information | 47 |
| Figure 5.2 | Screen Design for Music Categories | 48 |
| Figure 5.3 | Screen Design for Displaying Categories Product | 48 |
| Figure 5.4 | Screen Design for Album Detail page | 49 |
| Figure 5.5 | Screen Design for Check Out page | 50 |
| Figure 5.6 | Screen Design for Get Customer page | 50 |
| Figure 5.7 | Screen Design for Delivery & Payment page | 51 |
| Figure 5.8 | Screen Design for Digital Receipt page | 51 |
| Figure 5.9 | Screen Design for Download Section page | 52 |
The number of people using the Internet is growing exponentially world wide. Internet has become an enormously popular marketing paradigm that facilitates anything consumers want to shop for or buy on the Web, cutting out the middlemen of distributors, retailers, travel agents, stores, etc. Deployment of the Internet in the business world will make the relationship between the customers and company more closely (without the middlemen and distributors) and help the company to increase sales by reaching a new market of Internet customers.

Through the Internet online system, the market of the company can expand throughout the world. Management can get the customers’ feedback and requirements quickly. Customers feel more convenient to search the products they want because the electronic shop-front is opened 24 hours a day, to the entire world. The overheads are lower, with no investment in physical infrastructure. Besides that, the online systems implemented in the company also help companies to manage the information or records more effectively and efficiently.

Music Village is a specialty music store, one of the retailer companies that carry a narrow product line with a deep assortment within that line namely Compact Disk Selling Store. The current system uses by the Music Village is a traditional way. Music Village interacts directly with the customers who are being assisted in every phase of the shopping process and all the sales transactions are done manually by the employees. For example, the sales staff is required to record the sales transaction in a sales book when the payment is done. Once a customer has selected the items, the receipt (hand-writing receipt) is produced as an evidence of payment.
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69

