

**WEB-BASED SALES INFORMATION SYSTEM FOR  
FISHERMEN**

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**WEB-BASED SALES INFORMATION SYSTEM FOR  
FISHERMEN**

**A Thesis Submitted To College Arts & Sciences in Partial  
Fulfillment of the Requirement for the Master Degree  
(Information & Communication Technology)  
Universiti Utara Malaysia**

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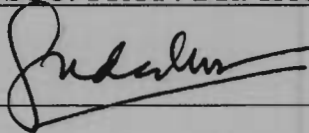
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## **ABSTRACT**

The Web application is an application that is accessed via web over a network such as the Internet or an intranet which have become increasingly necessary in the various fields. The study is on the Web-based Sales Information System for Fishermen to simplify the selling and the buying process for the fish products. The proposed system saves the time and the efforts for the customers to check the required fish products so that they do not have to visit the fishermen's centre in Perlis. Moreover, the Web-based Sales Information System for Fishermen provides an easy way to access the information needed about the fish products in terms of the types of fish and the price.

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# Table of Contents

## CHAPTER ONE

<b>INTRODUCTION.....</b>	<b>1</b>
1.0 Introduction.....	1
1.1 Problem Statement.....	2
1.2 Research Question.....	2
1.3 Objectives.....	3
1.4 Research Scope.....	3
1.5 Research Significance.....	3
1.6 Organize of the Report.....	4

## CHAPTER TWO

<b>LITERATURE REVIEW.....</b>	<b>5</b>
2.1 Introduction .....	5
2.2 History.....	6
2.3 The Concept and the Definition of the Web-Base.....	6
2.4 Web-Based Application.....	7
2.5 Commercial fishing.....	9
2.6 Service Quality and Price Competition.....	10
2.7 Previous Works and Topics.....	12
2.8 Summary.....	16

## CHAPTER THREE

<b>RESEARCH METHODOLOGY.....</b>	<b>17</b>
3.1 Overview of the methodology.....	17
3.1.1 Awareness of problem.....	18
3.1.2 Suggestion.....	19
3.1.3 Development.....	20
3.1.4 Evaluation.....	21
3.1.5 Conclusion.....	21

3.2 Summary.....	21
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## **CHAPTER FOUR**

<b>SYSTEM DESIGN AND RESULT.....</b>	<b>22</b>
4.1 Functional Requirements.....	22
4.2 Benefits of the prototype.....	23
4.3 Requirements for design web prototype.....	24
4.4 UML Diagram.....	25
4.5 Use Case Diagram.....	25
4.6 USE CASE SPECIFICATION.....	27
4.6.1 USE CASE: Login.....	27
4.6.2 USE CASE: Manage Fisherman.....	29
4.6.3 USE CASE: Search Fisherman .....	31
4.6.4 USE CASE: Search Fish.....	32
4.6.5 USE CASE: Check Order.....	34
4.6.6 USE CASE: Check Feedback.....	35
4.6.7 USE CASE: Manage Fish Price.....	37
4.6.8 USE CASE: View Fish.....	39
4.6.9 USE CASE: Order Fish.....	40
4.6.10 USE CASE: Send Feedback.....	42
4.7 Sequence Diagram.....	44
4.7.1 Login.....	44
4.7.2 Manage Fisherman.....	45
4.7.3 Search Fisherman.....	46
4.7.4 Search Fish .....	47
4.7.5 Check Order .....	48
4.7.6 Check Feedback.....	49
4.7.7 Manage Fish Price.....	50
4.7.8 View Fish .....	51



4.7.9 Order Fish.....	52
4.7.10 Send Feedback .....	53
4.8 Class Diagram.....	54
4.9 The Tools Used in the Prototype Development .....	55
4.9 .1 NET platform.....	55
4.9.2 The .NET framework.....	56
4.9.3 ASP.NET platform requirements.....	56
4.10 Prototype Development.....	57
4.10.1 Main Page.....	57
4.10.2 Login Page.....	58
4.10.3 Manager page.....	59
4.10.4 Manager Page/Manage Fisherman.....	60
4.10.5 Manager Page/Check Order.....	61
4.10.6 Manager Page/Search Fisherman.....	62
4.10.7 Manager Page/Check Feedback.....	63
4.10.8 Fisherman Page.....	64
4.10.9 Fisherman Page/Manage Fish.....	65
4.10.10 Fisherman Page/Search Fish.....	66
4.10.11 View Fish.....	67
4.10.12 Buy Fish.....	68
4.10.13 Order Fish.....	69
4.10.14 Send Feedback.....	70
4.11 Summary.....	71

## **CHAPTER FIVE**

<b>OBSERVATION AND EVALUATION.....</b>	<b>72</b>
5.1 Fisherman Interview .....	72
5.2 Prototype Testing.....	73

5.3 Result Discussion.....	76
5.4 Summary.....	87

## **CHAPTER SIX**

<b>CONCLUSION.....</b>	<b>88</b>
6.1 Conclusion of the Study.....	88
6.2 Study Contribution.....	89
6.3 Problems and Limitations.....	89
6.4 Future works.....	90
<b>REFERENCES.....</b>	<b>91</b>

## LIST OF FIGURES

<b>Figure 2.1: Web-Application.....</b>	8
<b>Figure 2.2: Shopping Sites Consulted Past Month by Internet Users.....</b>	11
<b>Figure 3.1: General methodology.....</b>	18
<b>Figure 4.1: Web-based Sales Information System for Fishermen Use Case Diagram</b>	26
<b>Figure 4.2: Login Sequence Diagram.....</b>	44
<b>Figure 4.3: Manage Fisherman Sequence Diagram.....</b>	45
<b>Figure 4.4: Search Fisherman Sequence Diagram.....</b>	46
<b>Figure 4.5: Search Fish Sequence Diagram.....</b>	47
<b>Figure 4.6: Check Order Sequence Diagram.....</b>	48
<b>Figure 4.7: Check Feedback Sequence Diagram.....</b>	49
<b>Figure 4.8: Manage Fish Price Sequence Diagram.....</b>	50
<b>Figure 4.9: View Fish Sequence Diagram.....</b>	51
<b>Figure 4.10: Order Fish Sequence Diagram.....</b>	52
<b>Figure 4.11: Send Feedback Sequence Diagram.....</b>	53
<b>Figure 4.12: Web-based Sales Information System for Fishermen class diagram.....</b>	54
<b>Figure 4.13: Web-based Sales Information System for Fishermen Main Page.....</b>	57
<b>Figure 4.14: Web-based Sales Information System for Fishermen Login page.....</b>	58
<b>Figure 4.15: Web-based Sales Information System for Fishermen Manager Page....</b>	59
<b>Figure 4.16: Web-based Sales Information System for Fisherman Manager Page/Manage Fisherman.....</b>	60
<b>Figure 4.17: Web-based Sales Information System for Fishermen Manager Page/Check Order Page.....</b>	61
<b>Figure 4.18: Web-based Sales Information System for Fishermen Manager Page/Search .....</b>	62
<b>Figure 4.19: Web-based Sales Information System for Fishermen Manager Page/Check Feedback .....</b>	63
<b>Figure 4.20: Web-Based Sales Information System for Fishermen Fisherman Page..</b>	64

<b>Figure 4.21:</b> Web-based Sales Information System for Fishermen Fisherman Page/Manage Fish.....	65
<b>Figure 4.22:</b> Web-based Sales Information System for Fishermen Fisherman Page/Search Fish.....	66
<b>Figure 4.23:</b> Web-based Sales Information System for Fishermen View Fish.....	67
<b>Figure 4.24:</b> Web-based Sales Information System for Fishermen buys Fish.....	68
<b>Figure 4.25:</b> Web-based Sales Information System for Fishermen Order Fish.....	69
<b>Figure 4.26:</b> Web-based Sales Information System for Fishermen Send Feedback ...	70
<b>Figure 5.1:</b> User Understanding for the Web.....	76
<b>Figure 5.2:</b> Prototype Functions.....	77
<b>Figure 5.3:</b> The Contents of the Prototype Pages.....	78
<b>Figure 5.4:</b> User Opinions.....	79
<b>Figure 5.5:</b> The Interest in Browsing Web-based Sales Information System for Fishermen.....	80
<b>Figure 5.6:</b> Content of Web-Based Sales Information System for Fishermen.....	81
<b>Figure 5.7:</b> User Acceptances on the Proposed System.....	82
<b>Figure 5.8:</b> Supports the Other Kinds of Information about the Fish Details.....	83
<b>Figure 5.9:</b> Balance of Graphics and Text on the Site.....	84
<b>Figure 5.10:</b> User Satisfaction.....	85
<b>Figure 5.11:</b> The Application of Web-Based Sales Information System for Fishermen.....	86

**Table 4.1:** List of software..... 24

**Table 5.1:** Set of Questionnaires Gathered..... 74

**Table 5.2:** The Result of the System Usability..... 75

## CHAPTER 1

### INTRODUCTION

#### 1.0 Introduction

With the rapid expansion of e-commerce, more and more products are sold on the Web, and more and more people are also ordering products online. In order to enhance customer satisfaction and shopping experience, it has become a common practice for merchants to sell products online to enable their customers to review or to express opinions on the products that they have purchased. With more and more common users becoming comfortable with the Web, an increasing number of people are writing reviews. As a result, the number of reviews that a product receives grows rapidly.

Some popular products can get hundreds of reviews at some large merchant sites. Furthermore, many reviews are long and have only a few sentences containing on the product. This makes it hard for a potential customer to read them to make an informed decision on whether to purchase the product. If he/she only reads a few he/she may get a biased view. The large number of reviews also makes it hard for manufacturers to keep track of customer opinions of their products. For a product manufacturer, there are additional difficulties because many merchant sites may products, and the manufacturer may (almost always) produce many kinds of This study focuses on problems faced by fisherman in selling fish to the customers

The contents of  
the thesis is for  
internal user  
only

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