

MOBILE SEARCHING AND ORDERING SYSTEM FOR CANON COMPANY

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MOBILE SEARCHING AND ORDERING SYSTEM FOR CANON COMPANY

**A thesis submitted to the Faculty of Information Technology
In partial fulfillment of the requirement for the degree
Master of Science (Information Technology)
Universiti Utara Malaysia**

By

SARI KAMAL MOH'D AL-RIFAEI

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ABSTRACT

The topic of this paper is “Mobile Searching and Ordering System for Canon Company”. The main purposes of this study are to design a mobile marketing system for customers in searching and ordering products for a Canon Company, to develop the prototype of the mobile marketing system for customers in searching and ordering product for a Canon Company, to test the prototype. This study has developed the prototype of searching and ordering the product of Canon Company successfully by using the Application Protocol (WAP) technology and the programming is coded in ASP.Net. Hence, it can reduce the cost of advertising and improve the searching and ordering process at Canon Company.

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Sari Kamal Al-rifae

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TABLE OF CONTENTS

	Page
PERMISSION TO USE	IV
ABSTRACT	V
ACKNOWLEDGEMENTS	VI
TABLE OF CONTENTS	VII
LIST OF FIGURES	IX
LIST OF TABLES	X
LIST OF APPENDICES	XI
CHAPTER 1: INTRODUCTION	
1.0 Introduction	1
1.1 Problem Statements	3
1.2 Research Questions	3
1.3 Objectives of the Research	4
1.4 Scope of Study	4
1.5 Significance of the Study	5
1.6 Outline of Study	5
1.7 Summary	6
CHAPTER 2: LITERATURE REVIEW	
2.1 Overview of the wireless and mobile technology	7
2.2 Wireless Application Protocol (WAP)	12
2.2.1 Wireless Application Environment (WAE)	15
2.2.2 Wireless Session Protocol (WSP)	16
2.2.3 Wireless Transaction Protocol (WTP)	16
2.2.4 Wireless Transport Layer Security (WTLS)	16
2.2.5 Wireless Datagram Protocol (WDP)	17
2.3 Related Works	17
2.4 Summary	24
CHAPTER 3: RESEARCH METHODOLOGY	
3.1 General idea of the methodology	25
3.1.1 Phase 1: Awareness of problem	26
3.1.2 Phase 2: Suggestion	27
3.1.3 Phase 3: Development	28
3.1.4 Phase 4: Evaluation	28
3.1.5 Phase 5: Conclusion	29
3.2 Summary	29

CHAPTER 4: IMPLEMENTATION

4.1 System Development	30
4.1.1 System Development	31
4.1.2 Use Case Diagram Specification for mobile application	33
4.1.3 Sequence Diagram for mobile application	37
4.1.4 Sequence Diagram for web application	39
4.2 Implementation	41
4.2.1 Coding	42
4.2.2 Testing	42
4.3 Summary	43

CHAPTER 5:

5.1 Usability Testing	44
5.1.1 Usability testing methods	45
5.1.2 Usability testing result	45
5.1.3 Features of the system	48
5.2 Summary	56

CHAPTER 6:

6.1 Conclusion	57
6.2 Future Work	59
6.3 Limitation	59
6.4 Summary	60

REFERENCE	61
------------------	----

APPENDIX	70
-----------------	----

LIST OF FIGURE

Figures		Pages
Figure 2.3	Overview of Wireless Application Protocol network architecture	12
Figure 2.6	The Five Wireless Application Protocol layers	15
Figure 3.1	General methodology	25
Figure 4.1	Use Case Diagram for Searching and Ordering System for Mobile Application	31
Figure 4.2	Use Case for Enter Personal Information	31
Figure 4.3	Use Case for Select the Printer	32
Figure 4.4	Use Case for Select Camera	32
Figure 4.5	Use Case for logout	33
Figure 4.6	Use Case Diagram for Model Requirement of the Searching and Ordering for Mobile Application.	34
Figure 4.7	Use Case for Login	34
Figure 4.8	Use Case for Select Camera	35
Figure 4.9	Use Case for Select Printer	35
Figure 4.10	Use Case for Review Booking	36
Figure 4.11	Use Case for Logout	36
Figure 4.12	Sequence Diagram for Register Personal Information	37
Figure 4.13	Sequence Diagram for Booking Product	38
Figure 4.14	Sequence Diagram for Member (staff) Login in Website	39
Figure 4.15	Sequence Diagram for Edit, Delete, and New Description	40
Figure 4.16	Sequence Diagram for Go Home Page	41

LIST OF TABLE

Tables		Pages
Table 2.1	Characteristics of Mobile Devices	9
Table 2.2	Facilitators of Mobile Devices and their Features	10
Table 2.3	Advantages of Wireless Application Protocol (WAP)	11
Table 2.5	The phases of sets up a WAP network structure	12
Table 5.1	The Respondents' Background	46
Table 5.2	The Results of Preference of Alternative	47
Table 5.3	Using it would enhance my effectiveness	47
Table 5.4	System Effectiveness	48
Table 5.5	It is easy to understand what is needed to interact with it	49
Table 5.6	Features of the System	49
Table 5.7	Find it practical in my daily tasks.	50
Table 5.8	Using it to accomplish the appointment checking is quick.	50
Table 5.9	Using it would increase my productivity.	50
Table 5.10	Using it would make it easier to do my tasks.	51
Table 5.11	Learning to operate it would be easy for me	51
Table 5.12	I would find it easy to get it to do what I intend to do.	51
Table 5.13	My interaction with it would be clear and understandable	52
Table 5.14	I would find it to be flexible to interact with	52

Table 5.15	It would be easy for me to become skilful at using it	52
Table 5.16	I would find it easy to use.	53
Table 5.17	I am satisfied with the number of steps included in it.	53
Table 5.18	The procedure through it was clear.	53
Table 5.19	It is more complex than most others.	54
Table 5.20	It was easy to remember the steps in it.	54
Table 5.21	Total of analyses	55

LIST OF APPENDICES

Appendix A	Questionnaires for customer
Appendix B	Questionnaires for Canon Company
Appendix C	User manual for mobile user

CHAPTER 1

INTRODUCTION

This chapter describes the background study of mobile and wireless devices technologies. This chapter continues to discuss the problem statement which is related to the Canon Company that gives the motivation of pursuing to this study. It also discussed research questions and research objectives in Section 1.3 and Section 1.4 respectively. The scope of the study and its significance of the study are explained in the Section 1.5 and Section 1.6 respectively.

1.0 Introduction

Mobile marketing application is rapidly emerge due to the development of technologies which enable to bring a lot of innovative services. In fact, the mobile and wireless devices technologies are the keys in influencing in any effort at business area. The mobile and wireless devices technologies are undoubtedly the next wave due to the evolution of e-business. Among the variety of mobile and wireless devices technologies, considerable attention in promoting the products marketing in business landscape.

The contents of
the thesis is for
internal user
only

or GPRS services before using the system.

- ii. The mobile phone's signal has limitation to coverage certain location only.
- iii. This proposed application just can apply by mobile emulator as Motorola Nokia, Samsung and laptop only.

6.4 Summary

As a summary, Mobile Searching and Ordering System using mobile devices technology for obtained the information for searching and ordering products of Canon Company is developed. The system provides alternative for Canon customers wherever and whenever they are to obtain information of their products. It is hoped that with the combination of the Wireless Application Protocol (WAP) technology, the business landscapes will increase the effectiveness of services. Hence, it can reduce the cost of advertising and improve the searching and ordering process at Canon Company.

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