

**DEVELOPMENT OF WEB-BASED CUSTOMERS SERVICE
SYSTEM IN HYPERPANDA MALL IN SAUDI ARABIA**

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DEVELOPMENT OF WEB-BASED CUSTOMERS SERVICE SYSTEM IN HYPERPANDA MALL IN SAUDI ARABIA

**A report submitted to Dean of the Awang Had Salleh Graduate School of Arts
and Sciences in partial fulfillment of the requirements for the degree Master
of Science (ICT) Universiti Utara Malaysia**

By

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ABSTRACT

The main objective in this study is to develop a web-based system for HyperPanda Mall in Riyadh – Saudi Arabia. HyperPanda Mall offer a huge variety of goods and it is not easy for customers to always find the best offer that fulfill their needs, otherwise, it would cost them long time to search and more efforts. Therefore, this study focused to serve the customers by providing a customer service web-based to guide customers for shopping and purchasing items before going to the stores places, and they have the ability to know the latest products and promotions of the companies and help them to find suitable sales stores and offering best choices available. The system can access the database designed for the mall since this system has search options to find what customers are looking for. Moreover, it helps the companies' vendors who are looking to promote their services and products for their customers and raise their profits locally and internationally, and reach out their customers as much as possible and deliver the best satisfaction of services to their customers wherever they are. A questionnaire based on the Technology Acceptance Model technique has been adopted to ensure of the prototype level in terms of usefulness, satisfaction and easiness of use.

Dedication

*This thesis is dedicated to
my beloved parents, Wife and family
Thanks for all the encouragement and support*

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TABLE OF CONTENT

PERMISSION OF USE.....	I
ABSTRACT	II
DEDICATION	III
ACKNOWLEDGEMENT.....	IV
TABLE OF CONTENT	V
LIST OF TABLES	VIII
LIST OF FIGURES.....	IX
CHAPTER ONE.....	1
INTRODUCTION.....	1
1.2. Problem Statement.....	3
1.3 Research Questions	4
1.4 Objectives Of the Study.....	5
1.5 The scope of the Study.....	5
1.6 Significance of the Study.....	6
1.7 Organization of the Report.....	7
CHAPTER TWO.....	8
LITERATURE REVIEW	8
2.1 Introduction	8
2.2 The Customer Oriented Trends	8
2.2.1 Customer Oriented Trends.....	9
2.2.1.1 Fast Service.....	9
2.2.1.2 Self Service.....	9
2.2.1.3 More Product Choices	11
2.2.1.4 Integrated Solutions	12
2.2.2 Customer Service.....	13
2.2.2.1 Integrated Sales and Services.....	14
2.2.2.2 Seamless Support.....	15
2.2.2.3 Increased Process Visibility.....	16

2.3 E-business and Service Digitization	17
2.3.1 E-business and Customers	19
2.4 Web Technology Development and Customer Services	20
2.4.1 Blogs	23
2.4.2 Customer Service and Online Shopping Websites	24
CHAPTER THREE.....	27
RESEARCH METHODOLOGY	27
3.1 Introduction	27
3.2 Awareness of the Problem.....	28
3.3 Suggestions	30
3.4 Development	31
3.5 Evaluation.....	32
3.6 Conclusion.....	35
3.7 Summary.....	35
CHAPTER FOUR	36
ANALYSIS OF THE SYSTEM AND DESIGN	36
4. Introduction	36
4.2 HSMS System Requirement.....	37
4.2.1 HSMS Functional Requirement.....	38
4.1.2 HSMS Non-Functional Requirement	40
4.3 HSMS UML Diagrams.....	42
4.3.1 HSMS Use Case Diagram	44
4.3.2 HSMS Use Case Specification	45
4.3.3 HSMS Sequence Diagrams	54
4.3.4 HSMS Class Diagram.....	64
4.4 Prototype Development.....	65
4.5 HSMS User Interfaces.....	66
4.6 Summary.....	74
CHAPTER FIVE	75
DATA ANALYSIS AND EVALUATION.....	75
5.1 Introduction	75
5.2 Functionality Evaluation and Analysis.....	75
5.3 Questionnaire.....	76

5.3.1 First section: Demographic Data	77
5.3.2 Second Section: System Evaluation	83
5.3.2.1 Usefulness Evaluation.....	83
5.3.2.2 Effectiveness and Satisfaction Evaluation.....	84
5.3.2.2 Easiness of use Evaluation.....	85
5.4 Summary.....	87
CHAPTER SIX	88
CONCLUSION AND FUTURE WORK.....	88
6.1 Introduction	88
6.2 Discussion.....	88
6.3 Contribution of the study.....	89
6.4 Limitations.....	90
6.5 Future Work.....	91
6.6 Summary.....	91
References	92
APPENDIX	99

LIST OF TABLES

Table 4.1: HSMS Functional Requirements.....	38
Table 4.2: HSMS Non Functional Requirements.....	41
Table 4.3: Log in Use Case Specification.....	45
Table 4.4: Log Out Use Case Specification.....	46
Table 4.5: Brows and Manage Use Case Description (Customer).....	47
Table 4.6: Brows and Manage Use Case Description (Vendor).....	49
Table 4.7: Register Use Case Specification.....	51
Table 4.8: Generate Report Use Case Description.....	53
Table 5.1: Demographic Data Summary.....	82
Table 5.2: Descriptive Statistics- Usefulness.....	83
Table 5.3: Descriptive Statistics - Effectiveness and Satisfaction.....	84
Table 5.4: Descriptive Statistics - Easiness Of Use.....	85

LIST OF FIGURES

Figure 2.1: Traditional Process Design Perspective.....	19
Figure 3.1: Research Design Methodology	27
Figure 3.2: Rapid Application Development Methodology.....	31
Figure 3.3: The Research Design Methodology Framework.....	34
Figure 4.1: HSMS Use Case Diagram.....	44
Figure 4.2: Log in Sequence Diagram.....	55
Figure 4.3: Register Sequence Diagram.....	56
Figure 4.4: Search Sequence Diagram.....	57
Figure 4.5: Rating and comment Sequence Diagram.....	58
Figure 4.6: Comparison Sequence Diagram.....	59
Figure 4.7: Add item Sequence Diagram.....	60
Figure 4.8: Update item information Sequence Diagram.....	61
Figure 4.9: Update profiles information Sequence Diagram.....	62
Figure 4.10: Delete item Sequence Diagram.....	63
Figure 4.11: HSMS Class Diagram.....	65
Figure 4.12: Home Page.....	66
Figure 4.13: Customer Registration.....	67
Figure 4.14: Customer Main Page.....	68
Figure 5.1: Type of participants.....	77
Figure 5.2: Participants Gender.....	78
Figure 5.3: Participants Age.....	79
Figure 5.4: Participants Educational Background.....	80
Figure 5.5: Participants Internet Usage.....	81
Figure 5.6: Evaluation Result.....	86

CHAPTER ONE

INTRODUCTION

1. INTRODUCTION

Recently, within the last twenty years, Internet became undeniably a must and important technology to be exploited in any aspect in our life because it present full space of information about almost everything ranging from media, finance and business. In this view, the web-based systems represent the units of that space. Progressively, the web-based systems enhance nearly all the fields in our life and the researches still going on trying to develop more techniques and tools including both hardware and software.

In this study, we discussed how the web-based will advance the management processes, purchasing and customers' preferences in HyperPanda Mall. E-business is a prosperous field in Information Technology (IT) based on the web-based usually to facilitate and improve commercial transactions and provides the stakeholders the facility to share information, improve the quality of the service offered and provides the clients with the information about the enterprises, E-business as a term is the use of the internet and other networks and information technology to support E-commerce, enterprise communications collaboration, and web-enable business processes, both

The contents of
the thesis is for
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