

KOSISWA E-MARKETPLACE MOBILE APPLICATION (KEMMA)

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ABSTRACT

This project is about a mobile application, KOSISWA E-Marketplace Mobile Application (KEMMA) which is developed to cater on buying and selling transactions among students of UiTM Cawangan Terengganu Kampus Kuala Terengganu (UiTMCT KKT). The main purpose of this project is to solve all of the problems existing in the current process of conducting buying and selling among students of this campus. This application will be developed based on Extreme Programming (XP) methodology which is one of agile development. There are three type of user for this application which is Students, Club Admin and HEP Staff. The testing was conducted by selecting few testers based on suitability with each of the user type of the application using test case provided. The user evaluation of this application was conducted virtually by using platform such as WhatsApp and Google Meet. The evaluators selected will give commands and instructions while the developer controlled the application according to the given instructions. There are 30 students that were selected to evaluate the application, Based on the testing and evaluation conducted, the developer able to obtained suggestions, recommendations and the possible improvements that can be made to the application. The result of the testing and evaluation suggested that the application have been successfully developed but there are some functionalities that do not function as what was expected. These problems however are minor and do not affect the core function and process of the application developed. These problems should be fixed and improved by the developer to ensure that the application will be able to be used by users without any problems in an efficient and effectively.

PROBLEM STATEMENT

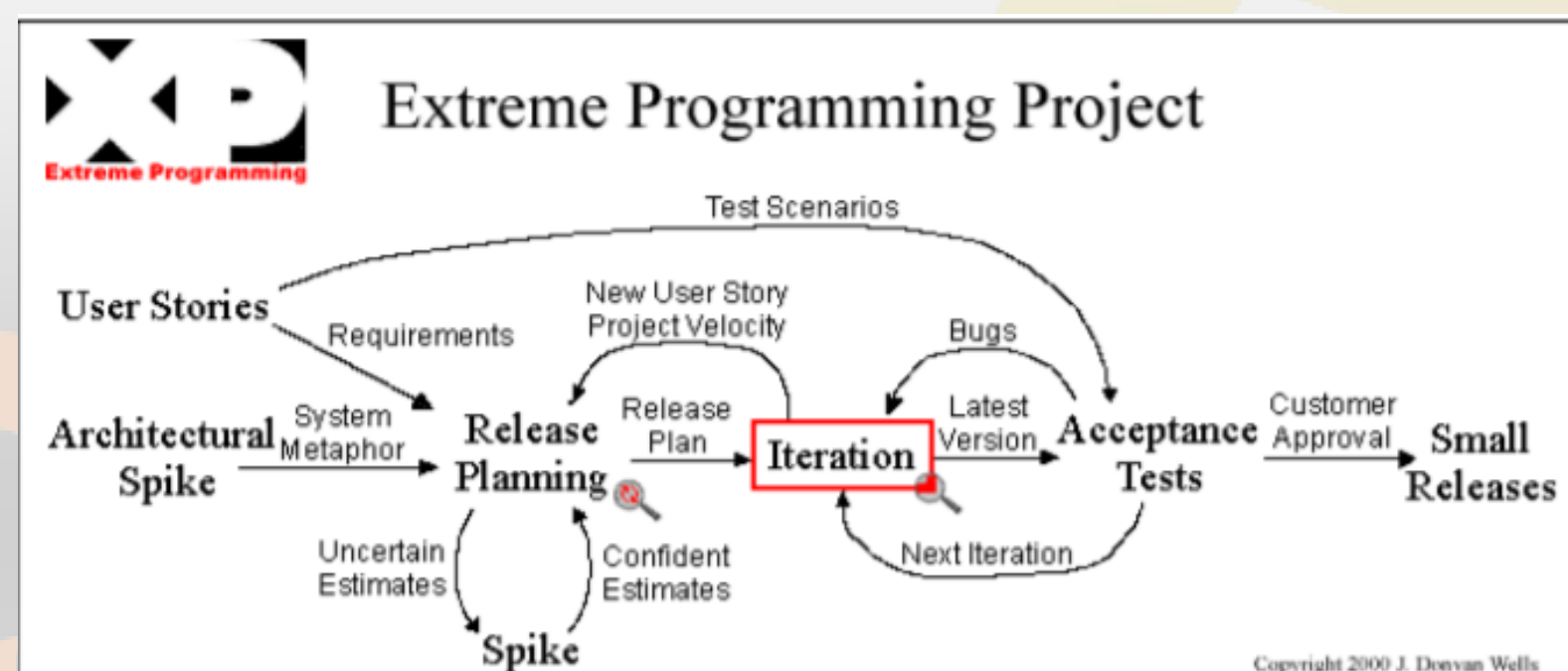
- There are no suitable platform for sellers to conduct business transactions.
- Lack of certain information provided by seller to their buyer before buyer can make their decision on the transactions.
- Business activities (buying and selling transactions) among students cannot be controlled by the management.

OBJECTIVE

The development of KEMMA is to meet these three main objectives:

- To identify the current business process, problems and requirements of business transactions between students of this campus.
- To design and develop an e-marketplace mobile application specialize for business transactions between students of this campus.
- To evaluate usability and functionality of proposed e-marketplace mobile application.

METHODOLOGY



FINDINGS & RESULT

Q	Rate to Use	Mean	Mode	Median	Standard Deviation
A1	Language used is easy to understand.	4.83	5	5	0.37
A2	Messages made can be easily received.	4.57	5	5	0.42
A3	This application is flexible to interact with.	4.80	5	5	0.48
A4	The information provided is easy to understand.	4.73	5	5	0.42
A5	This application enables user to accept/reject the offers.	4.87	5	5	0.42

Q	Support Internal Level of Content	Mean	Mode	Median	Standard Deviation
C1	The application easily navigable.	4.73	5	5	0.44
C2	The application provides user with simple and easy data entry.	4.70	5	5	0.46
C3	Using internet and buttons to go to other screen is easy.	4.80	5	5	0.46
C4	I have when I am done and when to go next.	4.80	5	5	0.40
C5	I can control the application screen easily.	4.80	5	5	0.32
C6	Overall, I am satisfied with the support and content of this system.	4.70	5	5	0.46

Q	Feedback	Mean	Mode	Median	Standard Deviation
F1	The application provides feedback to user based on user input screen.	4.77	5	5	0.42
F2	This application does error message using the banner message meaningful message.	4.60	5	5	0.48
F3	This application displays feedback due to appropriate and readable for every screen.	4.70	5	5	0.53
F4	Provide feedback user button is clicked.	4.77	5	5	0.42
F5	Feedback given by application is clear and understandable.	4.87	5	5	0.34
F6	Overall, I am satisfied with the feedback of the system.	4.80	5	5	0.40

Q	Design Designs to Yield Closure	Mean	Mode	Median	Standard Deviation
B1	This application guide user throughout the process.	4.77	5	5	0.42
B2	This application provides all the needed options for each step in the process.	4.70	5	5	0.46
B3	This application provides all the needed information that I need in each place.	4.80	5	5	0.40
B4	All the message prompt by the application is easy to understand by the user.	4.83	5	5	0.37
B5	This application prompt message every time I completed the process.	4.80	5	5	0.40
B6	Overall design of this system is satisfactory.	4.77	5	5	0.50

Q	Continuity	Mean	Mode	Median	Standard Deviation
D1	The display format is consistent.	4.83	5	5	0.37
D2	The color is consistent.	4.87	5	5	0.34
D3	The display orientation is consistent.	4.83	5	5	0.37
D4	Each action performed by the system is consistent.	4.87	5	5	0.34
D5	The interface used in this system is consistent.	4.70	5	5	0.53
D6	Overall, I am satisfied with the consistency of this system.	4.80	5	5	0.37

Q	Usability	Mean	Mode	Median	Standard Deviation
U1	I am satisfied with this mobile application.	4.77	5	5	0.42
U2	I was satisfied with the features that generated in the application.	4.77	5	5	0.42
U3	This application met my requirements.	4.63	5	5	0.66
U4	I find it is easy to find the information I needed.	4.73	5	5	0.51
U5	This application is pleasant to use.	4.67	5	5	0.60
U6	Overall, I am satisfied with how the application is in the future.	4.77	5	5	0.50

Q	Enable Support User to the System	Mean	Mode	Median	Standard Deviation
S1	This application enables user to access the website.	4.67	5	5	0.79
S2	The link provided is easy to access.	4.80	5	5	0.40
S3	This application provides alternative that enables to perform the website link.	4.80	5	5	0.40
S4	The response time for each link is short.	4.70	5	5	0.59
S5	The speed of completing each link is fast.	4.87	5	5	0.38
S6	Overall, I am satisfied with how the application help users use their website.	4.83	5	5	0.41

BENEFITS

- Students will be able to conduct buying and selling transactions easier and faster.
- Enable the management to manage the buying and selling transactions among students of this campus.
- Encouraging students to participate in buying and selling transactions.
- Enable KOSISWA to generate income for their club.
- Buying and selling transactions among students of this campus can be conducted in a more secure and organized manner.

NOVELTY

KEMMA allowed students of UiTM Cawangan Terengganu Kampus Kuala Terengganu to conduct buying and selling transactions in a more effective and efficient ways. If before this, there are no platform that cater the transactions of buying and selling among students at this campus, KEMMA enable students to conduct the buying and selling transactions by providing many features and functionalities which are important for a buying and selling transactions such as shopping cart and product catalogs. KEMMA allow the management to regulate students' buying and selling transactions in an indirect ways which is through the Club Admin assigned by the management. KEMMA also enable KOSISWA to generate extra income for their club through the commission earned for each of the successful transactions conducted.

COMMERCIALIZATION

- KEMMA enable transactions of buying and selling among students become more lively as it encourage students to participate in buying and selling transactions by providing a suitable platform.
- KEMMA provide the management a basis to control and regulate buying and selling transactions among students.
- KEMMA makes buying and selling transactions among students more organized, effective, efficient and more secure.
- KEMMA provide a platform for students to generate extra income and learn personal development skills such as entrepreneurship skills and negotiating skills which are important for their life.
- KEMMA enable KOSISWA to generate income for their clubs, attract more members as well as achieving club objective which is developing students interest in entrepreneurial activities.

CONCLUSION

In a conclusion, all of the proposed objectives for the project has been achieved successfully. KEMMA was initially developed to address several issues related to the buying and selling transactions among students at this campus. All of the previous problems can be solved efficiently through the use of KEMMA as this application provide several functionalities that can address the problems. The current version of KEMMA have several limitations and weakness which can be improved later in the future in order to make the application more secure, organized and well-functioning.