

## BORANG PENGESAHAN STATUS TESIS\*

JUDUL : SNAP AND BUY

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\_\_\_\_\_  
(TANDATANGAN PENULIS)

Alamat tetap: No 14 , Jalan Seri Emas 53

Taman Seri Telok Mas , 76450 Melaka.

\_\_\_\_\_  
(TANDATANGAN PENYELIA)

\_\_\_\_\_  
Nama Penyelia

Tarikh: \_\_\_\_\_

Tarikh: \_\_\_\_\_

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SNAP AND BUY

AKIF BIN MD NOR

This report is submitted in partial fulfillment of the requirements for the Bachelor of  
Computer Science (Software Development)

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

## DECLARATION

I hereby declare that this project report entitled  
**SNAP AND BUY**

is written by me and is my own effort and that no part has been plagiarized without  
citations.

STUDENT : \_\_\_\_\_ Date : \_\_\_\_\_  
(AKIF BIN MD NOR)

SUPERVISOR : \_\_\_\_\_ Date : \_\_\_\_\_  
(NOR HASLINDA BINTI ISMAIL)

## **DEDICATION**

To my parent that have raised me and thus giving me the chance to complete this project. Without them , I am no one in this world.

## ACKNOWLEDGEMENTS

I would like to thank Mdm. Haslinda for giving opinions and assist to complete this project successfully.

## ABSTRACT

Snap And Buy is a system where an advertiser will register and generate a QR code for their products. The QR code will be put in the advertisement and once the customer has scanned the QR code, they will be brought to the buying portal to buy the product.

The system will focus on two different categories. The first category is the business group or organization who want to advertise their product and use the QR code on their advertisements. The second category is the buyers that want to buy a product without having the hassles to find the product on the websites by themselves. They will just have to use the app to scan the Advertisement QR code.

## ABSTRAK

Snap And Buy adalah satu sistem di mana dan pengiklan akan mendaftar dan menjana kod QR untuk produk mereka. Kod QR akan dimasukkan ke dalam iklan itu dan sekali pelanggan mengimbas kod QR, mereka akan dibawa ke portal membeli untuk membeli produk.

Sistem ini akan memberi tumpuan kepada dua kategori yang berbeza. Kategori pertama ialah kumpulan perniagaan atau organisasi yang ingin mengiklankan produk mereka dan menggunakan kod QR pada iklan mereka. Kategori kedua adalah pembeli yang mahu membeli produk tanpa perlu bersusah-payah untuk mencari produk dalam laman web sendiri. Mereka hanya perlu menggunakan aplikasi dengan mengimbas kod QR.

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## CHAPTER I

### INTRODUCTION

#### 1.1 Introduction

Online Shopping is one of the main channel of shopping for favorite items in Malaysia nowadays. They provide flexibility for the customer. Even though there's a lot of online marketing site such as Mudah.my and Lelong.my, they only provide and target customer on the internet. They are certainly reliable but some other customer might be harder to reach such as customer who don't go to these online marketplace. The solution for it is the old conventional advertising on high traffic areas. However, this won't provide the reliability that online marketing offers as the customer have to find the product from a link given, or find the product in the stores.

Therefore, an app will be develop to centralized both online and conventional field advertisement. By using a QR code, the customer will only need to scan for the



product's QR code on either online or conventional advertisement they found , and proceed to the payment for their product to be delivered on their doorstep. The project methodology that will be used in order to build this application is Rapid Application Development methodology. RAD will ensures the product to be produced fast , with a high quality in a low investment. This is because the development period are short , therefore a fast development with a low cost is needed to complete this project. The main objective of the system is to produce a QR code-able shopping place and to simplify advertising for online businesses .

## 1.2 Problem Statement

Online product selling sites does not provide an advertisement specifically for outside of internet use. Normal online product selling portals like mudah.my only focuses on customers on the internet , therefore the is no simple way for an advertiser to advertises their product on real world and also manages it

Purchasing a product online can easily be a fraud or a scheme. Buying a product from individual sellers or advertiser is rather risky , and sometimes could lead a loss to the customer if it is a fraud or a scheme. Therefore , some people avoid buying online due to there is a chance of the item they bought could just be a fraud.

Advertisement product on internet might not reach the target customer. Advertisement on internet can be reliable , however some other customer might be harder to reach, such as customer who don't go to these online marketplace. The solution for it is the old conventional advertising on high traffic areas. However , this won't provide the reliability that online marketing offers as the customer have to find the product from a link given , or find the product in the stores.



### 1.3 Objective

The objectives of this project are:

1. To manage the advertising or businesses and products using QR code.
  - Advertiser can register and upload items that they want to sell on a web page.
  - Advertiser can manage the items they are selling whether to update , edit or delete.
  - Advertiser can view how much items have been sold.
  
2. To create an secure and trust-able buying portal.
  - The user can scan for the Snap and Buy QR code provided by the product advertiser and proceed to buying page.
  - The advertiser will have to enter the tracking number and once the delivery is verified , the advertiser will receive the payment.
  - Any purchase through the online shop will be tracked and recorded.
  
3. To manage widen the use of online marketing.
  - The advertiser can upload the items they want to sell and generate the QR code.
  - The advertiser can print the QR code and put it on their advertisement.
  - The customer will have just to scan the QR code to buy the product.

## 1.4 Scope

The scope will focus on two different categories. The first category is the business group or organization who want to advertise their product and use the QR code on their advertisements. The second category is the buyers that wants to buy a product without having the hassles to find the product on the websites by themselves. They will just have to use the app to snap the Advertisement image.

### Module

#### 1. Advertiser Product Manage

- The advertiser can manage the items they want to sell whether to add , update or delete.
- The QR code will be generated on the web page.
- Advertiser can manage sales and view sales history.

#### 2. Customer Buying page

- The scanned QR code will be redirected here.
- Customer will enter payment info and biling info.
- Success payment will send a notification to advertiser .

### **1.5 Project Significant**

The project should provide the advertiser a portal to apply the QR Code. Therefore their advertising will become more reliable , and easier to reach their target buyers.

### **1.6 Expected Output**

The expected output for the project is a website for the business to register their products and produce QR codes and also an a buying page for the customers.

### **1.7 Conclusion**

The project will be focusing on creating an advertisement using the QR codes. It will provide a better reliability thus help the advertiser to reach more customers . The project will also helps the advertiser to manage their selling products online .In the next chapter , the project will be focus on Literature Review and Methodology of the proposed project.

## **CHAPTER II**

### **LITERATURE REVIEW AND PROJECT METHADODOLOGY**

#### **2.1 Introduction**

This chapter will be discussing about the similar domain with Snap And Buy project and similar project with Snap And Buy. The methods and techniques that will be used on this project will also be discussed.

Also , this chapter will be explaining the software and hardware requirement of developing Snap And Buy and project schedules and milestones.

## **2.2 Facts and Finding**

### **2.2.1 Domain**

The domain of the system are Software engineering on Business Organization. The System will be called Snap And Buy.

### **2.2.2 Existing System**

The existing system that is using a mobile to scan advertisement are Shop2Mobi. Shop2Mobi is using a QR code to to the scanning and linking to the buying page. For the system Snap And Buy , the linked QR code will not be linked to a an outside buying page , but to the Snap And Buy buying page and all the buying will be handled by the system , instead of an outside source. This will provide a better security and prevents frauds and scheme.

Based on an article from QRstuff (2013), Based on the trends , the usage of QR codes for top 4 country , (USA, Australia , Canada And UK) is remained unchanged for the last 12 months , the QR codes usage in Germany which used to be in the fifth place, dropped to sixth. This is because Malaysia has become the top fifth country in QR code usage. This is a good opportunity for the SnapAndBuy.

Based on a research done by Marketing Charts (2013) (Figure 2.1) on US Smartphone Ownership and QR code scanning trends from July 2011 - May 2013 , it shows over 40% increase of the number of smartphone owner from July 2011 to May 2013 , and there is a small percentage of increase in number of QR code scanned.

### 2.2.3 Technique

The main technique that will be used for SnapAndBuy is QR codes. QR codes is an abbreviation of Quick Response code is a two-dimensional barcode that can be inserted with information in terms of numbers , bytes and alphanumeric.

The reason of using the QR code for SnapAndBuy rather than traditional barcode is that QR codes can store links to a website and directly links the scanners to it. Barcode for instance , can only store numbers.

QR code stores also have started to become a trend in 2013. Based on Shop2Mobi News , (2013) , there is at least 2000 QR code stores in the world. However it is less than 1% that those stores exist in Malaysia.



## **2.3 Project Methodology**

The project methodology will be using RAD methodology. Refer figure 2.2 .

## **2.4 Project Requirements**

### **2.4.1 Software Requirement**

- Microsoft Visual Studio 2015.
- Adobe Photoshop CS 6.
- Adobe Dreamweaver CS 6.
- MySQL.

### **2.4.2 Hardware Requirement**

Not Applicable.

### **2.4.3 Others Requirement**

Not Applicable.

## **2.5 Project Schedule and Milestones**

Refer (Table 2.1)