

Usability Centric Home-based Business Internet Marketing Website

By

Siti Fazira Binti Faris @ Paris

8826

**Dissertation submitted in partial fulfilment of
the requirements for the
Bachelor of Technology (Hons)
(Business Information System)**

MAY 2011

**Universiti Teknologi PETRONAS
Bandar Seri Iskandar
31750 Tronoh
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CERTIFICATION OF APPROVAL

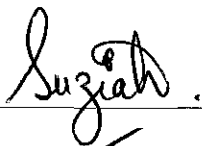
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A Project Dissertation submitted to the
Computer Information Science Programme
Universiti Teknologi PETRONAS
In partial fulfillment of the requirement for the
BACHELOR OF TECHNOLOGY (HONS)
(BUSINESS INFORMATION SYSTEM)

Approved By:



(Dr. Suziah Sulaiman)

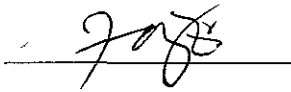
UNIVERSITI TEKNOLOGI PETRONAS

TRONOH, PERAK

MAY 2011

CERTIFICATION OF ORIGINALITY

This is to certify that I am responsible for the work submitted in this project, that the original work is my own except as specified in the references and acknowledgements, and that the original work contained herein have not been undertaken or done by unspecified sources or persons.

A handwritten signature in black ink, appearing to read 'Siti Fazira Binti Faris', is written over a horizontal line.

SITI FAZIRA BINTI FARIS @ PARIS

ABSTRACT

The internet has evolved into a dynamic source of information as well as an extraordinary marketing tool that is able to reach nearly any user. Many businesses now use internet marketing as one of the platform to do businesses especially the home-based business. The objectives of this project are to study the factors towards contributing the success of internet marketing, and to design and develop a usability-centric home-based business internet marketing website.

In internet marketing, one of the major problems that the business owner often encounter is the poor website design. This project will concentrate on how to optimize the website design of home-based business internet marketing and make it usability-centric rather than forcing the customers to change their behavior to accommodate the website. For the scope of study, the first part covers on the lack of success in home-based business internet marketing and the factors of it. The other part of this project covers the research on usability-centric website design.

The methodology use in this research is the study and analysis of the related works on home-based business, internet marketing and the usability of internet marketing website. The usability guidelines for website that has been studied are the HSS Guidelines, ISO DIS 9241-151 and the JISC Guidelines. Furthermore, a real home-based business and internet marketing website will be design, setup and launch. The product chosen for the business is second hand compact disc games (CD games). After the setup of the business through online, a user experience testing (UET) will be conduct to determine whether the website has met the criteria of a usability-centric website. Future home-based business owner who wish to go for internet marketing can use the finding and information in this project as a guideline for them to develop their business and their internet marketing website.

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

With the rapid development of business and communication technology, the practice of home-based business ("HBB") or also known as home working is now possible in a wide range of business. Any enterprise for which the principle administrative and managerial activities that take place within an individual's personal residence can be consider as home-based business. Besides the location, home-based businesses usually will have very few numbers of employees and the employees mostly are among the family of the business owner.

For home-based business, the concepts appear in 1978 as opposed to the previous terminology of "cottage industry". The originator of the study, Marian Behr coined the phrase in order to find out what businesses women throughout America were carrying on in their homes. As for today, there are many reasons for why people choose to start the home-based business ventures. For examples, as the result of downsizing or early retirement, some people are force to leave the corporate world. Some leave voluntarily because they feel the desire to be their own boss and to avoid the hassles associated with commuting, or to facilitate caring for children or elderly relatives. Besides that, a home-based business also has been view as a way for an unemployed person to make some money until they get the real job they desire.

According to the Houston Business Journal by Scott Clark, home-based businesses create more than 8000 new jobs each day. Some of the well known companies like Amway, Domino's Pizza, Estee Lauder, Nike and also Ben and Jerry's started as a home-based businesses before they become a big organisation. The main driving force behind the growth of home-based businesses is the increase capability and availability of computer and communication technology. Powerful yet affordable home computer systems equipped with modems allow people to send and receive messages, transfer data and conduct research from their homes, largely eliminating the need to communicate to a place of employment.

Moreover, in today's home-based businesses, internet marketing becomes one of the most important methods to market the product. Internet marketing, also known as digital marketing, web marketing, online marketing or e-marketing, is the marketing of products or services over the internet. There are lots of business opportunities in the internet marketing since it ties together the creative and technical aspects of the internet, including design, development, advertising and sales. Internet marketing also refers to the placement of media along many different stages of the customer engagement cycle through "search engine marketing" (SEM), "search engine optimization" (SEO), banner ads on specific websites, email marketing and Web 2.0 strategies. One of the important business models in internet marketing is e-commerce. In this model, goods are sold directly to consumers (B2C), businesses (B2B) or from consumer to consumer (C2C).

However, to conduct a home-based business through internet marketing is not a simple process especially to the beginner in this area. There are so many reasons for the unsuccessfulness of the business through internet marketing. Some of the reasons are, insufficient knowledge in the business, lack of effort in internet marketing, poor website design, and also some of the business owner become confuse when they are so many methods and techniques shown on the internet on how to conduct the business online.

This project will cover on how to improve the home-based business internet marketing by doing research and study on usability centric to help improving the website since one of the reasons for the unsuccessfulness of the business is poor website design. Rather than forcing the customers to change their behavior to accommodate the website, this project will concentrate on how to optimize the website design of home-based business internet marketing and make it usability-centric.

1.2 Problem Statement

Nowadays, working at home beginning to be a trend, as more and more people trying to avoid corporate life for a simpler and relaxed business environment. Besides that, most people also prefer the home based-business because of the low cost operation and the convenience working environment. Lots of the home-based businesses owners now prefer to go for internet marketing to do their business because of the advantages of doing business online. However, this type of business is not without problems, especially to those who are still new in this area.

1.2.1 Problems in Home-based Business and Internet Marketing

According to Irfan Khairi, a well known self-made internet millionaire in Malaysia, some of the problems in this kind of business are lack of effort in internet marketing, poor website design, and also some of the business owner become confuse when they are so many methods and techniques shown on the internet on how to conduct the business online. Besides that, Irfan Khairi also stated in his book "Rahsia jutawan-jutawan Internet Terbongkar" that some of the new businessman in the internet marketing is keen to start the business but they have insufficient knowledge and lack effort.

1.2.2 Problems in Website Design

A good website design is really important in the internet marketing. Poor website design often annoyed customers. Some of the examples in a bad website design are too many animated GIFs, the usage of bright and neon colours, lots of different fonts, too much information, confusing button, misplaced image or picture and annoying music or sound effect. This kind of problems, although it look simple and unimportant, still give a big impact on the successfulness of the home-based business internet marketing since the medium to market the product is the website itself.

1.3 Significant of the Project

The significant of this project is that in the future, any business owner especially the home-based business owner who wishes to do internet marketing would be able to refer to this project as a benchmark. They also will be able to use any of the guideline, techniques or example of the usability-centric that has been research in this project to add them in their

website to make it more effective and attractive to the customers. On the other hand, the university also can get the input of this research and can make it as some of their teaching or case study where it is appropriate.

1.4 Objectives

The objectives of this project:

- To study the factors towards contributing the success of internet marketing through a good website design.
- To study the usability centric for a website design and formed a suitable guidelines for a home-based business internet marketing website.
- To design and develop a usability-centric home-based business internet marketing website

1.5 Scope of Study

Basically, this research will cover two major parts. The first part will cover on the lack of success in internet marketing and home-based business and the factors contributing to it. The other part of this project is the research on how to increase the factor of successfulness in internet marketing and home-based business by doing the research on the usability-centric website design.

The introduction of the internet marketing solution for this home-based business will be through a website generated using internet programming language. This website was design using all the research found on usability-centric website design. A user experience testing (UET) were also being conducted to test how the user find the design and whether it has a usability-centric criteria or not. The participants for the UET test were chosen base on their age which is from the range of 17 until 30 years old and coming from the Klang Valley areas.

1.6 Relevancy of the Project

Business Information students in Universiti Teknologi Petronas have learned a lot on management and businesses as well as the information technology. Subjects like Principle of Marketing, Principle of Finance, Small Business Entrepreneurship, International Business, Management and Organisational Behaviour, Strategic Management and Human Resource Management teach student on how to conduct and manage businesses. In this project, the business that will be focused on is the home-based business and internet marketing.

On the other hand, subjects in the information technology area like Internet Programming, Database System, Business System Development, Management Information System, System Analysis Design and Knowledge Management teach the students on how to apply the knowledge that they have in the business side into a medium that can be use in order to conduct the business. In this project, the internet marketing has been use as the medium to market the product. With the knowledge in the information technology, a website for the home-based business that has the usability-centric criteria will be design.

1.7 Feasibility of the Project

In this project, the feasibility is that it can be done in two semesters in UTP, follow the scope and time frame. For technical feasibility, this project only needs to use the internet programming languages which are the HTML, the Cascading Style Sheets (CSS) and the Extensible Markup Language (XML). Besides that, software likes Adobe Photoshop CS4, Adobe Dreamweaver CS3, Swishmax, Microsoft Word, and Microsoft Excel will also be use in this project in order to create the website. Resources such as images and sounds (if applicable) can be downloaded from the internet or self created.

Besides that, no special item is needed for the development of the website which requires a high price to purchase. Moreover, there are no legal problems to be expected throughout the development of this project. With available resources and technology, this project is expected to operate well on completion and meet all the requirement specified in the scope definition.

CHAPTER 2

LITERATURE REVIEW

Hundley (2005) looked specifically at the benefits of home-based business ownership for men and women. The results from the study support the proposition that home-based self employment provides women and men greater scope for adjusting their work efforts to meet their households' needs for productivity and income. This study shows that one of the reason why people choose to go for home-based business is the benefits of flexible working time and at the same time can still meet their household's need.

Most of the home-based businesses owners now prefer to go for internet marketing to do their business because of the advantages of doing business online. According to Pollack (2005), one of the most stunning aspects of the past few years has been the speed at which the internet market has expanded and matured. This rapid rate of internet adoption has resulted in an extraordinary pace of change in the marketing landscape and opened up a variety of opportunities for marketers.

Armstrong and Kotler (2007) stated in their study that the internet as the primary online marketing channel is now overtaking the commercial online services. Based on the study by Armstrong and Kotler, it shows that many businesses already considered that internet marketing is one of the best method to growth their business. Internet marketing also offers business owner inexpensive and sophisticated tools for advertising, taking and placing orders, and promoting communication with customers all over the world.

Paul Herbig and Brian Hale (2004) in their study said that, unlike home shopping, where a customer must wait for the item they want to appear on the TV screen, shoppers of the internet can physically look through page after page of goods and services provided through the internet. The internet can help companies appeal to audiences of all ages. Manufacturers as well as retailer and wholesalers are all logging on to the World Wide Web for a greater global reach. This study shows that building customer relationships by providing information on products makes the internet appealing to customers and vendors alike. Internet marketing also becomes very convenient at all time because of the accessibility at anytime the customers want. There are no time limits or boundaries in when the customers want to view or purchased any goods they want. Moreover, internet marketing allows consumers to shop

and conduct business from the comfort of their own home, any time of day or night, or from virtually anywhere provided they have a connection to the internet. Furthermore, at this time, it is rare that consumer must pay any tax for the items they purchase online.

Shwu-Ing Wu (2007) in his paper "Internet Marketing Involvement and Consumer Behaviour" stated that a key factor that decides the success of internet marketing is user involvement. The level of consumer involvement in a product category or service is a major determinant of online purchase or usage behaviour. Different involvement clusters produce different responses. Thus the degree of user involvement in an internet marketing effort will determine consumer behaviour. It is very crucial to give attention on what the consumer need or require when they are shopping online.

In internet marketing, the visitor of the website is very important because they are the user of the internet marketing website. This visitor can turn into the customer whether intentionally or unintentionally thus bring profit to the business owner. To further the understanding of website use and online purchase behaviour, Viswanath Venkatesh and Ritu Agarwal (2005) in their research paper "Turning Visitors into Customer, a Usability Centric Perspective on Purchase Behaviour in e-Channels" use an alternative theoretical lens such as usability for the prediction of purchase behaviour in the context of business to customer (B2C) electronic commerce. As defined by ISO, usability is defined as the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use.

The importance of usability in the study of online behaviour has been noted in human-computer interaction (HCI) and information system (IS) research. For instance, extensive research in HCI has argued that the use of a website is influenced by its usability. Both HCI and IS researchers also argue that usability is a key factor for assessing a range of different systems, including websites, (Agarwal and Venkatesh, 2005). Based on this study, we can conclude that since usability is associated with multiple important outcomes such as error reduction, positive attitudes and increased use, it can be expected to be an important determinant of online purchase behaviour.

Shneiderman (2005) suggests that usability can be a balancing act. Inadequate functionality will render the application useless while complexity and clutter make an interface difficult to use. Nielsen (2003) states that it is more important for design to meet the needs of the

customer rather than be attractive and fun. This is true because if the customer finds the site too difficult to use, there will not be a purchase or return visit.

In a research on web customer satisfaction, McKinney et al. (2002) state that a website will be abandoned if the consumer has difficulty searching or retrieving their needed information, even if the website provides the information necessary to complete the intended task. They stated that the website must compensate for lack of physical contact experienced by online shoppers and at the same time make the shopping experience easy and enjoyable. This shows that most customers prefer the website that is easy to use, search or retrieving the information they needed. Even if a website is full of information necessary to complete certain task, it will still be useless if the consumer has difficulty using the website.

A research has been done on guidelines and standards for web usability by Nigel Bevan. In his paper "Guidelines and Standards for Web Usability", three set of web guidelines are compared which are the Research-Based Web Design & Usability Guidelines published by U.S. Department of Health and Human Services (HSS Guidelines), a set of guidelines being developed for an ISO standard (ISO DIS 9241-151), and guidelines for academic websites produced in the UK (JISC Guidelines). A detailed analysis shows that each set of guidelines is strong in different areas. The paper highlights the difficulty of defining what constitutes a comprehensive set of web guidelines. As a conclusion for this paper, it is conclude that there is no perfect set of guideline that can be use in general. Different audiences have different needs. Only after identifying the intended audience, decisions can be made about the scope (which categories of guideline to include) and the depth on how and which guidelines to include in each topic area.

CHAPTER 3

METHODOLOGY

3.1 Selection of Methodology

The Prototyping – based methodology is chosen for this project and the project is segmented into four main phases. Phase 1 mainly involves research work. Phase 2, 3 and 4 make up the main development stage. A Gantt chart on the project schedule is crafted (see Appendix A).

In this methodology, the project's methodology is based on iterative development, prevalent in the development stage. This stage covers feasibility study, planning, analysis, design and implementation. Agile development is chosen to accommodate requirements changes and frequent adaptation to alternative designs and revised models. The developed modules from the iterations will be evaluated, inspected and further enhancements will be made, if needed. The agile methods could align the development of the proposed optimization technique with academic standards.

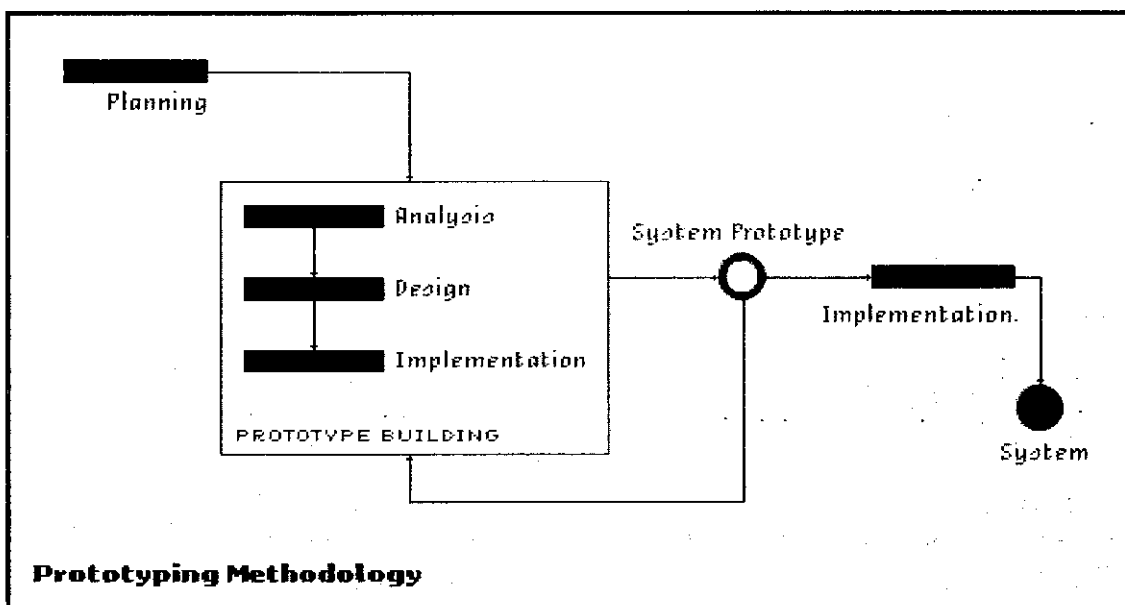


Figure 1: Prototyping-based Methodology

3.2 Methodology Elaboration

3.2.1 Phase 1: Planning

The project is initiated with a detailed background study on the home-based business and internet marketing. Lots of journal, research paper, article and related works on home-based business and internet marketing has been examined in order to get the result on how home-based businesses can be successful and how it can make good profits through internet marketing. The reason on why some internet marketing is lack successful also been research and studied. Other than that, reading many eBooks, watching marketing video and attending the Internet Business seminar also has been part of this research and already been done.

At the same time, related works on the usability of internet marketing website also has been examined and studied. Some of the guideline for usability in website design that already been studied were the HSS Guidelines, ISO DIS 9241-151 and the JISC Guidelines. Besides that, general guideline on web usability has also been examined. Moreover, many internets marketing website have been surf and analyze to see whether it user-friendly or less user-friendly and whether the website apply the usability technique or not.

3.2.2 Phase 2: Analysis

The research method in this phase was based on the study of the related works in home-based business and internets marketing that have been done in Phase 1. All the factors contributing to the successfulness and the unsuccessfulness of the home-based business and internet marketing have been collected. Moreover, in this phase, some of the usability guidelines available which are the HSS Guidelines, ISO DIS 9241-151 and the JISC Guidelines have been properly analyse. Base on those guidelines, a guideline suitable for the designation of a home-based business internet marketing website has been formulated. Besides that, a detailed feasibility analysis with several criteria such as technical, economic, legal, operational, and schedule has also been conducted in this phase.

3.2.3 Phase 3: Design

In this phase, a real home-based business and internet marketing website has been design. Internet programming language (including XHTML, Cascading Style Sheets (CSS), PHP and the Extensible Markup Language (XML)) has been selected as the method to design the website.

During the designing of the website, this project did not choose any specific guideline to follow like whether to use the HSS Guidelines, ISO DIS 9241-151 or the JISC Guidelines. This project selected relevance guideline (whichever necessary and applicable) in each of the usability guideline available in order to design the website of the home based business internet marketing.

The reason behind it is because all the guidelines, HSS Guidelines, ISO DIS 9241-151 and the JISC Guidelines have their own advantage and disadvantage. Some other common guideline also has been considered and use during the designation.

Helps from an IT practitioner, Miss Safarina binti Sesamsudin from Pradotec Corporation Sdn. Bhd. Technological Park Malaysia, Bukit Jalil were also being request. This is to make sure that the website that are designed is useful, functional and following the requirement.

Focus for the usability-centric in the home-based business internet marketing website was more on the layout design. Some design has already been done but later it has been edited again in order to improve it.

3.2.4 Phase 4: Implementation

After the setup of the website, a user experience testing (UET) has been conducted. In this test, selected 50 people from Kuala Lumpur and Selangor area were asked to surf the internet marketing website that has been develop which is the "Game Zone Dot Com". All the comments and feedback regarding the test has been taken seriously and a slight improvement has been made again to the website to make it more effective.

3.3 Project Activities and Key Milestone

The project activities and the key milestone of this project can be seen in the Gantt chart. Refer to Appendix B: Gantt Chart for FYP I.

3.4 Tools/Equipment Required

The tools and equipment which are required in this Final Year Project includes the internet programming languages which are the HTML, the Cascading Style Sheets (CSS) and the Extensible Markup Language (XML). Besides that, software likes Adobe Photoshop CS4, Adobe Dreamweaver CS3, Swishmax, Microsoft Word, and Microsoft Excel will also be use in this project.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Results and Discussion for Phase 2: Analysis

In this phase, it has been discovered that among the factors that contributing to the unsuccessfulness of the home based business and internet marketing were insufficient knowledge in the business, lack of effort in internet marketing, poor website design, and some of the business owner become confuse when they are so many methods and techniques shown on the internet on how to conduct the business online.

For usability guideline, based on the analysis regarding the HHS Guidelines, ISO DIS 9241-151 and the JISC Guidelines, all the guidelines have their own advantages and disadvantages.

The HHS Guidelines have been widely welcomed as an authoritative source of guidance. They have the following advantages:

- The guidelines are written in simple language and are illustrated with examples.
- The publication has an attractive full-colour layout.
- Each guideline has a rating for relative importance and strength of evidence.
- The guidelines are available free online or as a book.

However, the guidelines are not exhaustive, and as they are aimed at information-oriented sites they omit some material that is specific to topics such as ecommerce. 68 of the ISO guidelines are not included in HHS.

The usability guideline in ISO 9241-151 took the approach on how to provide general principles as well as specific solutions, for example giving advice about use of conceptual models, task structures and navigation structures. This approach, combined with the constraints imposed by the rules for producing International Standards means that the scope is narrower and the content will be less immediately accessible to some web site designers. 142 of the HHS guidelines are not in ISO 9241-151. The ISO standard could assist readers by being more specific on which topics are not covered. However, ISO 9241-151 has more

comprehensive guidelines for some topics such as navigation and search, and as an International Standard, it will carry authority and reach a wide audience.

The study for usability guideline in the JISC has demonstrated the superiority of the HHS guidelines to what is otherwise readily available on the web. It also shows how the subsets of the HHS guidelines can be tailored for particular audiences, and complemented with additional guidelines outside the scope of HHS. The study also concluded that the main guidelines are widely applicable across most types of web services. The additional guidelines for specific domains primarily interpret or prioritise existing guidelines.

Besides that, other common study or knowledge on usability also being search and studied including the readings on Human Computer Interaction (HCI) and etc.

For the feasibility analysis, this project is feasible to proceed as all the criteria were possible to be met and can be satisfied.

4.2 Results and Discussion for Phase 3: Design

A website that has usability centric criteria has been design using the usability guideline that has been formulated (refer to appendix) and being publish using a local host. The website is about a home-based business that sells games for Play Station, Xbox, Wii and also computers. Users who visit the website can get the information of the games they want, read the review and do the transaction online if they want to buy any games available on the website. The users also can give feedback and if they have any enquiries, they can ask it in the website. The snapshot of the website is provided in the next page.

Snapshots of the website:

Home Page

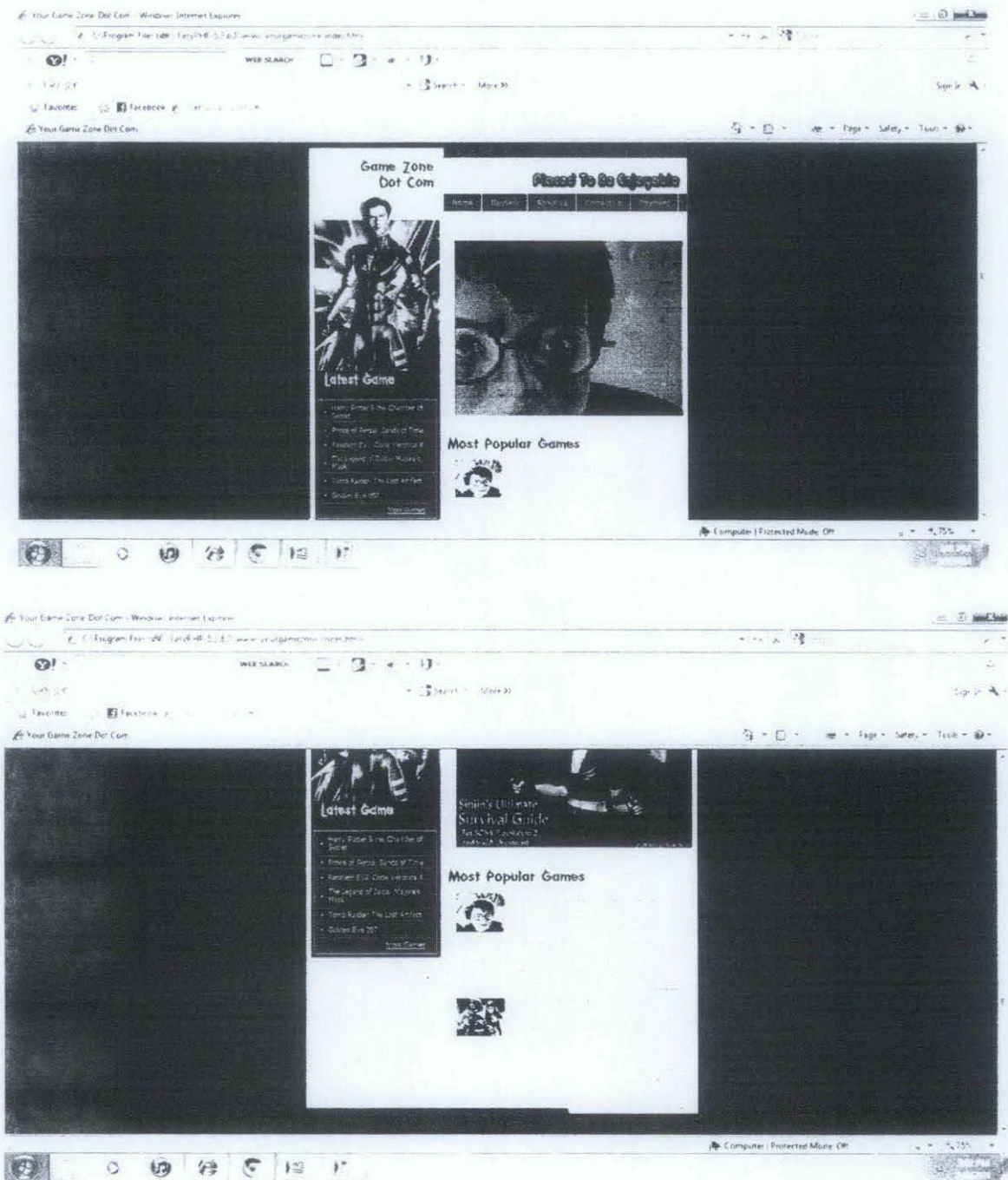


Figure 2: Home Page

- The design is made as simple as possible with not too many confusing information.
- The colours chosen are not too striking.
- Different information was group in their own suitable group.

Review Page with Navigation

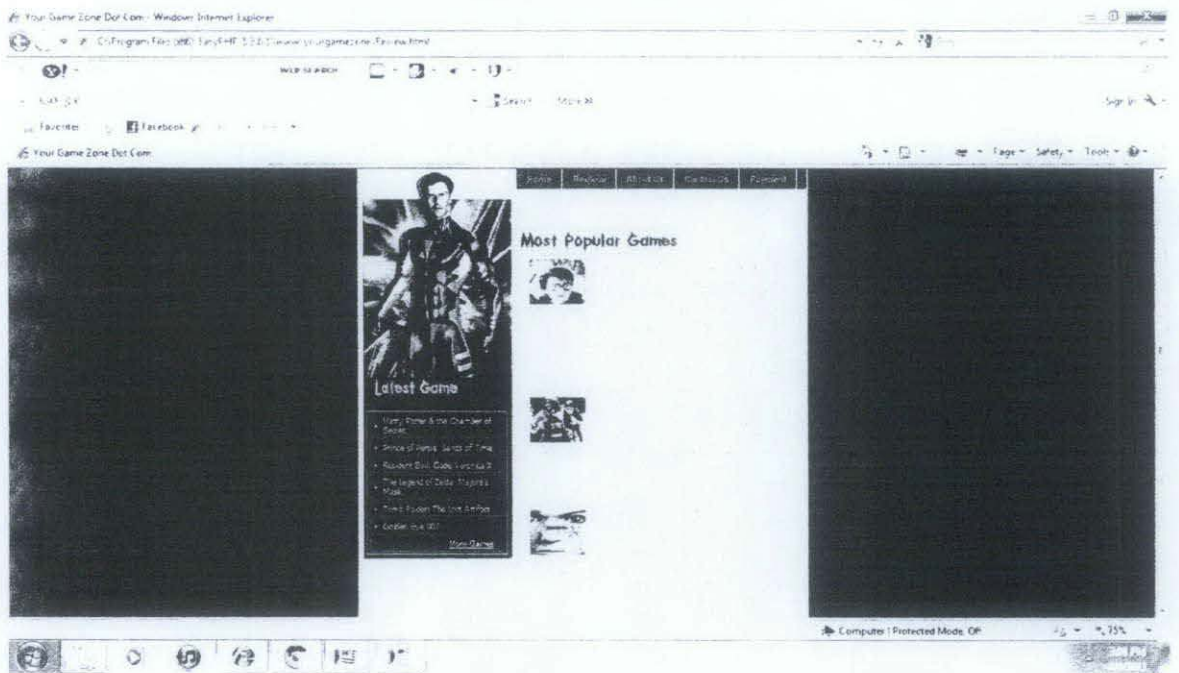


Figure 3: Review Page with Navigation

- In the review section, little information was display.
- This will make the information look organised and not too messy.
- If the users wish to read more, there is link provided on the left side of each description. User only needs to click the “[Read More](#)” link.
- The links were underline so that it will notice the user that it can be click.

Content Page with Buy Button

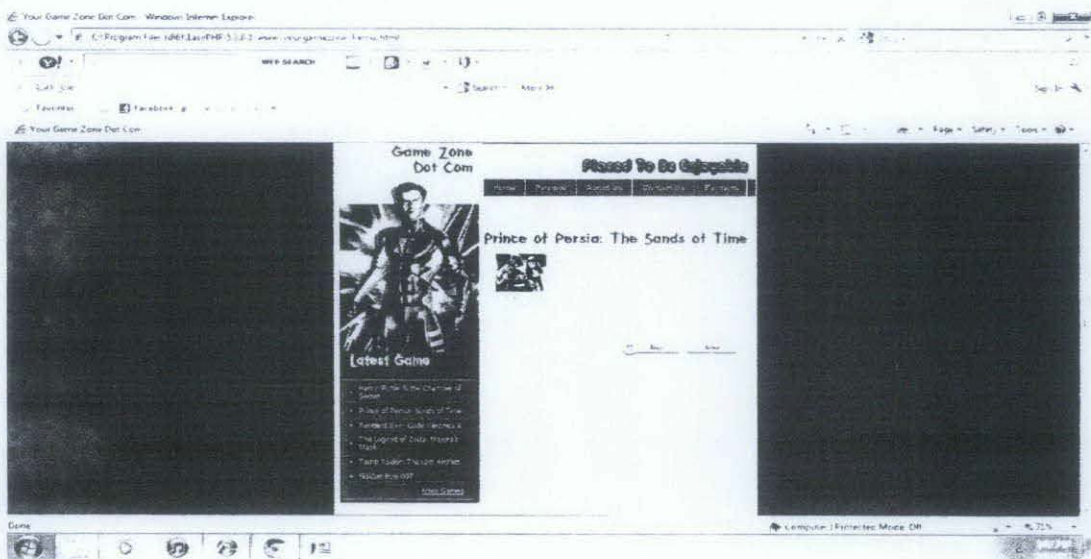


Figure 4: Content Page with Buy Button

- The content of the description about the game that the user is viewing were arrange accordingly.
- A “Buy” button is provided at the end of the description. By doing this, the user can straight away click the button if they decide to purchase the game after reading the description.
- A “Back” button is provided next to the “Buy” button so that the user can click it to go back to the main page or the page before if the decides not to but the game after finish reading the description.
- This will make the information look organised and not too messy.

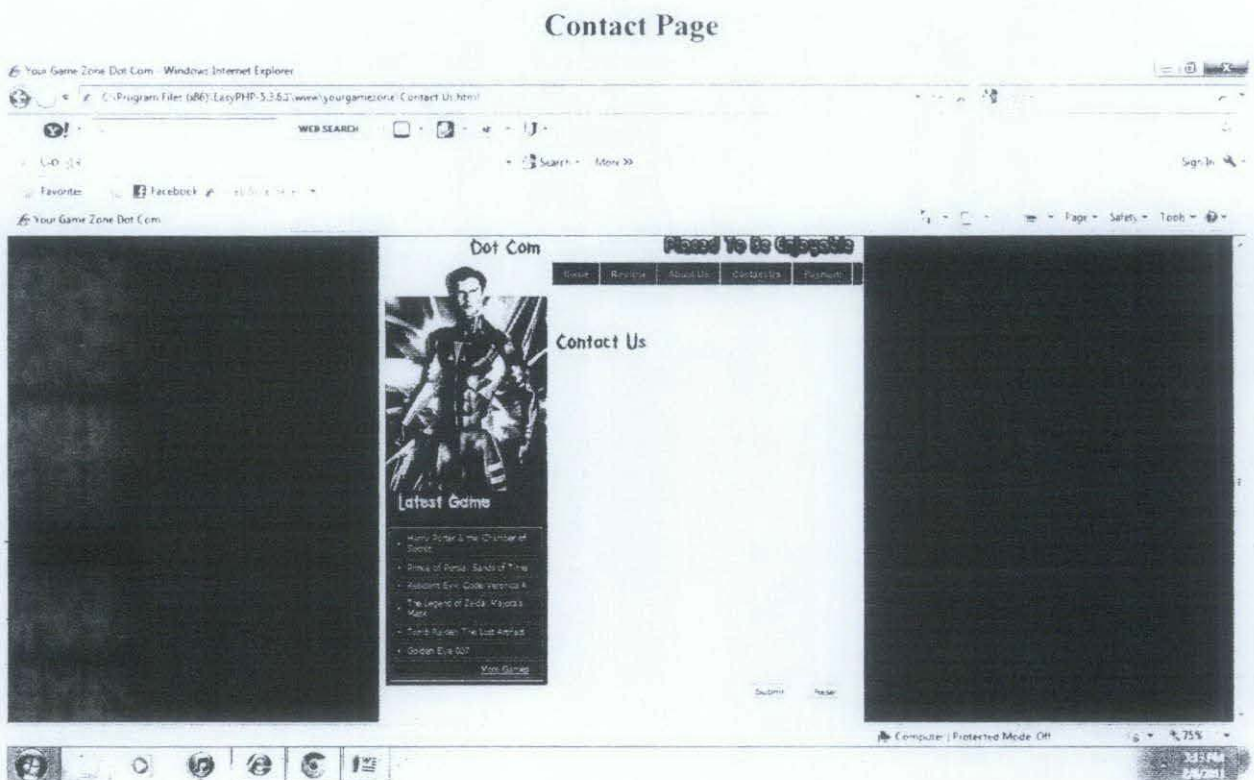


Figure 5: Contact Page

- Clear space on where to write the information.

- Less buttons. In this example, it only provided two buttons which are "SUBMIT" button and "Reset" button.
- Not asking too much information because it can annoy the user.

About Us

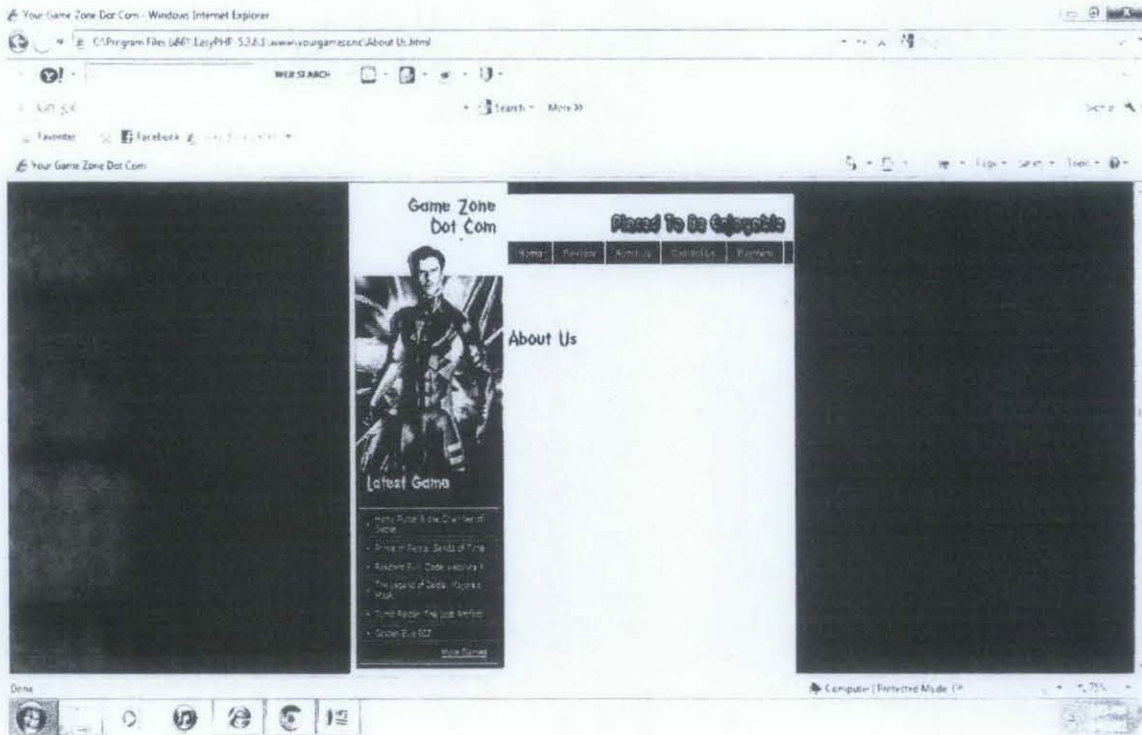


Figure 6: About Us

- Simple information but adequate.

4.2 Results and Discussion for Phase 4: Implementation

A user experience testing (UET) has been conducted and 50 participants from Klang valley areas has been ask to take the test in order to get the feedback and results for the website that has been design by following the usability guideline. The participants were chosen base on their age which is from the range of 17 until 30 years old.

Results from the UET:

Overall, the website is very simple but nice and interesting.

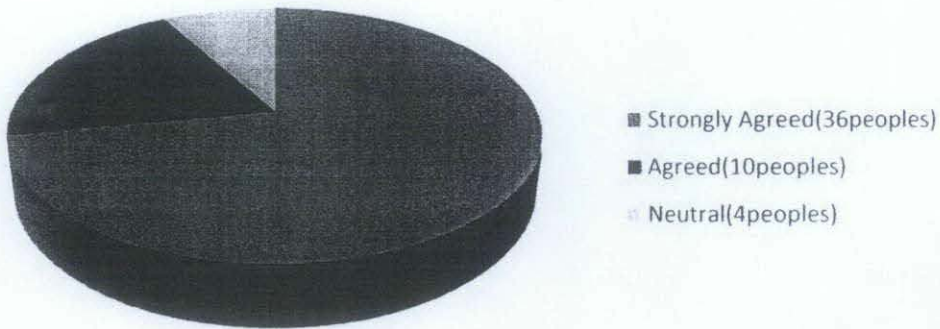


Figure 7

Most of the participants strongly agreed and agreed that overall, the website is very simple but also nice and interesting. The design and the content in the website are very easy to be understood. However some of them suggest that the website should be more colorful. As an addition, some of them also suggest to put some animation in the website to make it more interesting. Later the design of the website has been improve regarding this comment.

The information display in the website is very simple, informative and easy to understand.

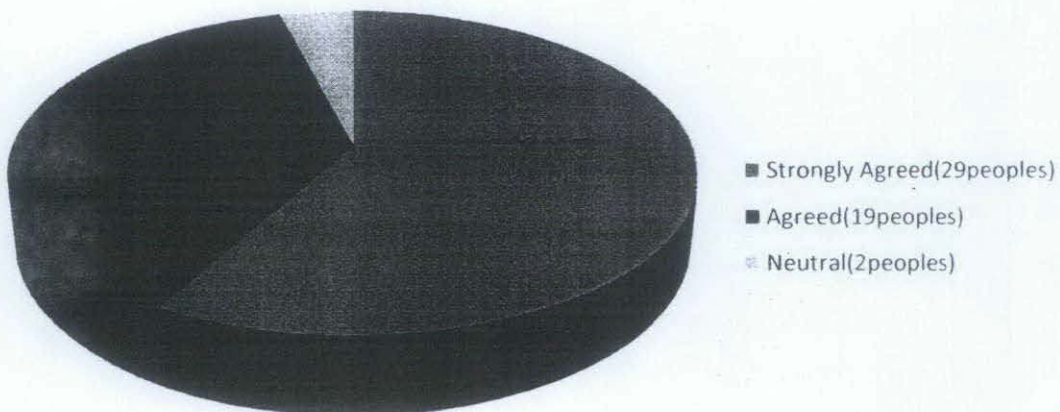


Figure 8

Majority of the participants thought that the information display in the website is very simple, informative and easy to understand. However, regarding to one of the comment from one of the participant, some of the game's review has been edited back so that the review will not be too long. Many people are lazy to read a long description and mostly they just want a simple brief description on the product.

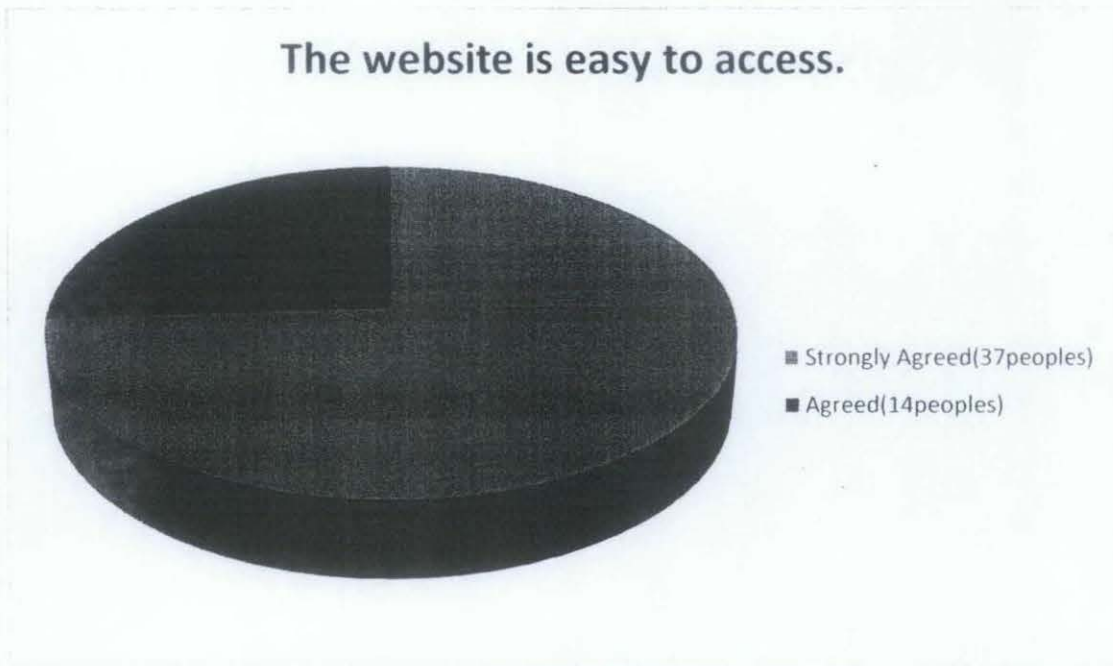


Figure 9

100 percent of the participants doing this survey thought that this website is easy to access. This is because all the information, button, link and form are really easy to understand on what their function is and they do not require high understanding on how to access it. An easy access of a website is very important because this will attract the website's visitor to visit them more often.

The page layout is very organize and interesting.



Figure 10

Most of the participants think that the page layout is very organize and interesting. However, about seven participants think it is neutral and three participants do not agreed. They think that improvement should be made to make it more organize. Based on this comment, few modifications have been made. Instead of many games has been preview at the homepage, only selected two have been made to appear. By limiting it on the homepage, it is hope that the page will look more organize and better. As an addition, some of them also suggest to put some animation in the website to make it more interesting.

The navigation in the website is easy to use.

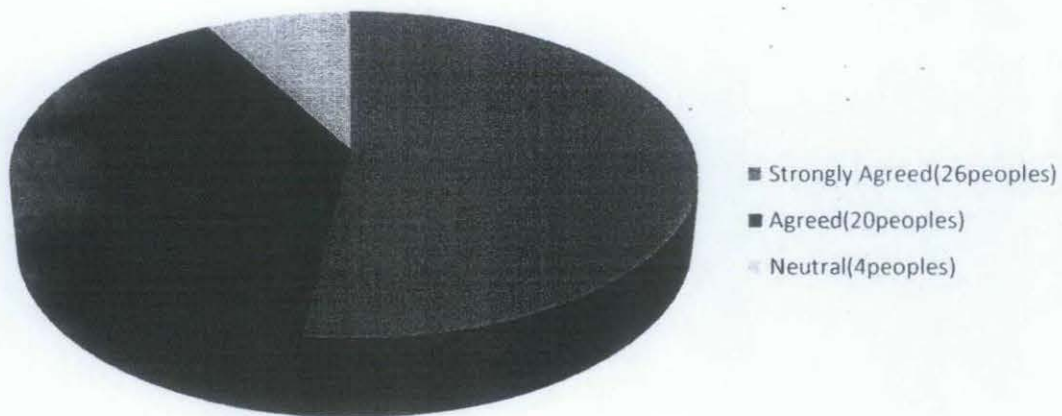


Figure 11

Majority of the participants strongly agreed and agreed that the navigation in the website is easy to use. The button and link that has been provided is very clear on what information they are going to bring. Furthermore, there is always "back button" or link in each page that can bring them to the previous page they have been surfing.

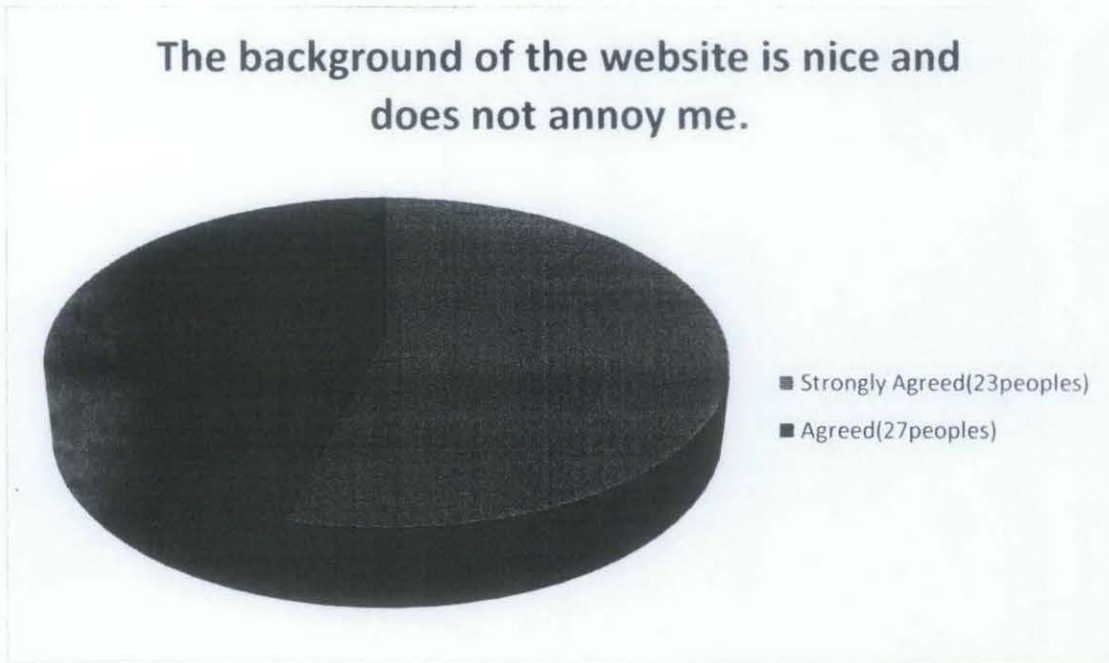


Figure 12

100 percent of the participants strongly agreed and agreed that the background of the website is nice and does not annoy them. The colour and font use is very suitable for reading. Thus, only few modifications have been made because base on the comment that has been given, some of them think that the page should be more colourful.

The website has very clear Headings, Titles and Labels.



Figure 13

All the participants agreed that the website has very clear Headings, Titles and Labels. A clear Headings, Titles and Labels are very important because it will describe on what is the information is all about. However, some modification has been made later to make the Headings and Titles font become bold.

The website provides consistent clickability links.



Figure 14

All 50 participants who did this survey strongly agreed that the website provide consistent clickability links. In each website, at the top of the website has been provided constant buttons like the button "Home", "Review", "About Us", "Contact Us" and "Payment". People who accessing this website can go to any page that related to the buttons anytime they want. This will make it easier to the user because of the familiar button in each page.

The texts and colours in the website are suitable for readings.

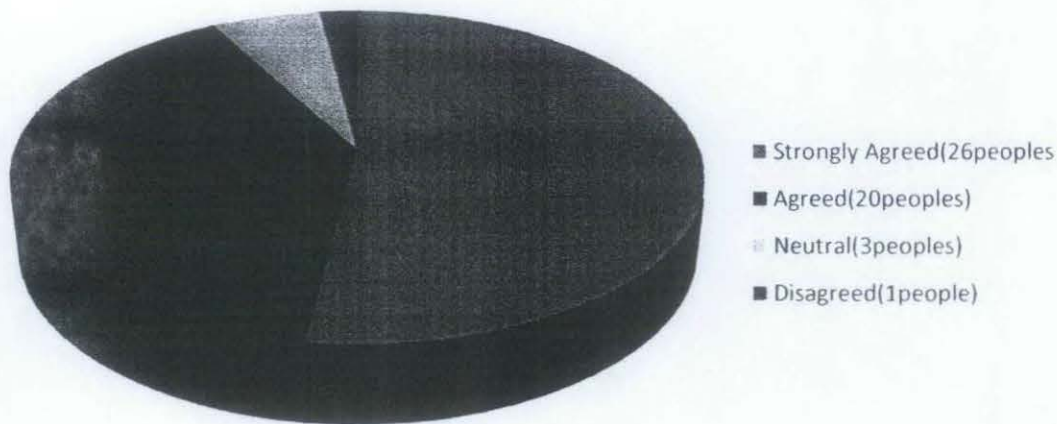


Figure 15

Majority of the participants who did this survey agreed that the texts and colours in the website are suitable for readings. To write a good description on the product, no fancy fonts should be used because sometimes those fancy fonts are hard to read and many people are not familiar with them. Thus, a familiar font should be used because it will make the reading comfortable and easy. The colour that should be used for the font also should be contrast to the background. The most appropriate one is using a black font for a white background.

The transaction for buying the product in the website is easy to do.

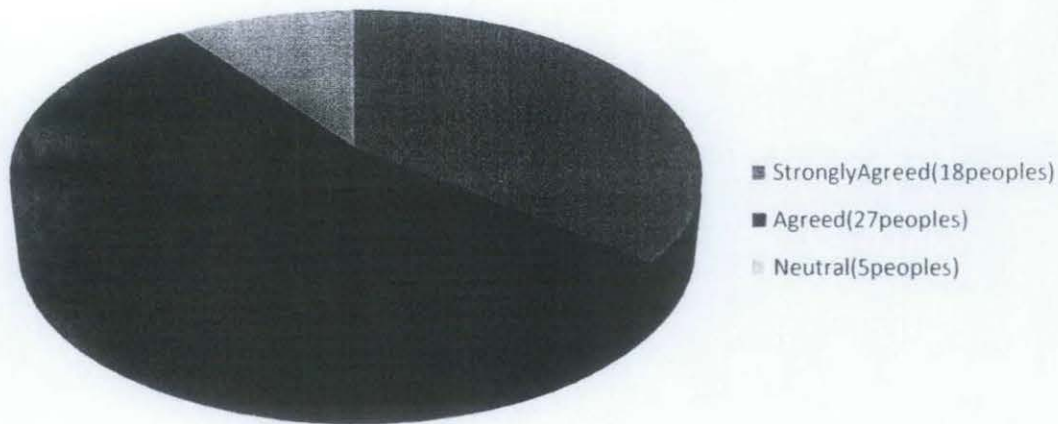


Figure 16

Many participants agreed that the transaction for buying the product in the website is easy to do. In this website, people need to do the transaction by filling the online order form. However, only few details of the customer were asked and mostly for the product, the user does not need to type the information because the information already has been provided and the users only need to click it. Asking the customer to write too many details might annoyed them so it is better to reduce the details asking and ask them only important thing.

I found that the website is very user-friendly.

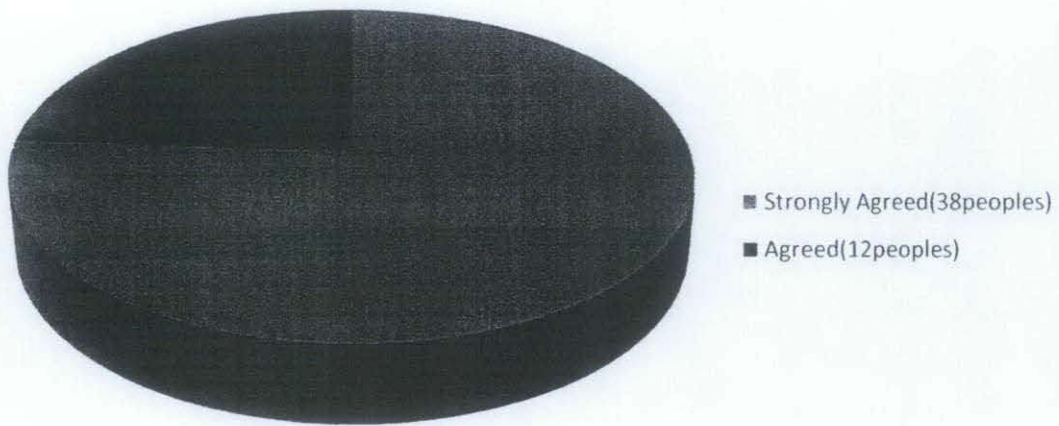


Figure 17

100 percent of the participants doing the survey think that the website is user-friendly. It is important for a website to be user-friendly especially for the internet marketing website because it will determine whether the visitor will come back again or not.

If I want to look for games, I will definitely visit the website back.

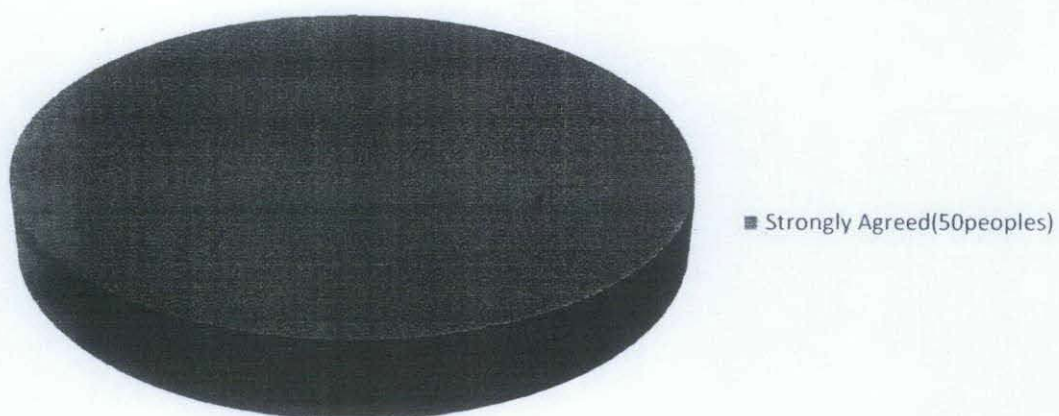


Figure 18

All the participants doing this survey strongly agreed to visit the website back if they want to look for games. This show how effective the website is. However, more feedback from the visitor is needed from time to time in order to improve the website.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions and Relevancy to the Objectives

As a conclusion, this project highlights on how the home-based business can become very successful through internet marketing and why some of the home based businesses and internet marketing did not manage to survive for a long time. By using all the important data that has been collected through the time when this project has been conducted, this project can provide the proof and evidence contributing to an explanation of the successful and the unsuccessful aspect regarding home-based business and the use of internet marketing. This is relevance to the initial objective of this project which is to study the factors towards contributing the success of internet marketing through a good website design.

Future home-based business owner who wish to go for internet marketing can use the finding and information in this project as a guideline for them. Moreover, this project is very relevant to the growth of virtual environment since the number of home-based business through internet marketing and customer that shopping online increases year by year. The conclusions mentions are relevance to the objectives of this project which are to study to study the usability centric for a website design and formed suitable guidelines for a home-based business internet marketing website and also to design and develop a usability-centric home-based business internet marketing website.

4.2 Future Work for Expansion and Continuation

Future work also may focus and investigate mostly on the user experience in interacting with the usability-centric website. As an addition, developing the lower-cost usability-centric website also can assist this project to be more cost effective project.

It is hope that many people will gain lots of benefit from this project and more people will consider to become a well rounded internet marketer in the future. According to the English proverb, where there is a will, there is a way. To establish and manage a business in the

World Wide Web (WWW) is not easy but with proper preparation and sufficient knowledge, it is not impossible for anyone to become a successful internet marketer.

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Perniagaan, Kewangan dan Motivasi

<<http://www.irfankhairi.com/blog/>>

APPENDICES

APPENDIX A :

USABILITY GUIDELINE FOR HOME-BASED BUSINESS INTERNET MARKETING WEBSITE

For Optimizing the User Experience :

- Display Information in a Directly Usable Format
- Do Not Display Unsolicited Windows or Graphics
- Standardize Task Sequences
- Do Not Require Users to Multitask While Reading
- Develop Pages that Will Print Properly
- Naming of URLs

For Accessibility :

- Do Not Use Color Alone to Convey Information
- Provide Equivalent Pages
- Provide Frame Titles

For Accessibility :

- Do Not Use Color Alone to Convey Information
- Provide Equivalent Pages
- Provide Frame Titles

The Homepage :

- Create a Positive First Impression of Your Site
- Ensure the Homepage Looks like a Homepage
- Show All Major Options on the Homepage
- Directly accessing relevant information from home page
- Linking back to the home page
- Informative home page
- Limit Prose Text on the Homepage
- Limit Homepage Length
- Avoiding unnecessary start (splash) screens

Page Layout :

- Set Appropriate Page Lengths
- Quantity of text per information unit/page
- Use Frames When Functions Must Remain Accessible
- Using frames with care
- Establish Level of Importance
- Place Important Items at Top Center
- Avoiding scrolling for important information
- Place Important Items Consistently
- Consistent page layout
- Structure for Easy Comparison
- Use Moderate White Space
- Align Items on a Page
- Choose Appropriate Line Lengths
- Avoid Scroll Stoppers
- Making content fit the expected size of the display area

Scrolling and Paging :

- Eliminate or Avoiding Horizontal Scrolling
- Use Scrolling Pages for Reading Comprehension
- Use Paging Rather Than Scrolling

Headings, Titles, and Labels:

- Use Clear Category Labels
- Use Unique and Descriptive Headings
- Placing title information consistently
- Use Descriptive Row and Column Headings
- Use Descriptive Headings Liberally
- Provide Descriptive Page Titles
- Highlight Critical Data
- Provide Users with Good Ways to Reduce Options
- Use Headings in the Appropriate HTML Order

Links :

- Provide Consistent Clickability Cues
- Identification of links
- Distinguishing navigation links from transactions
- Avoid Misleading Cues to Click
- Use Text for Links
- Inferring the link target from the link cues
- Use Meaningful Link labels
- Use descriptive link labels
- Match Link Names with Their Destination Pages
- Ensure that Embedded Links are Descriptive
- Repeat Important Links
- Providing crosslinking to potentially relevant content
- Use Appropriate Text Link Lengths

Text Appearance :

- Use Black or Dark Text on Plain, High-Contrast Backgrounds
- Ensure Visual Consistency
- Format Common Items Consistently
- Use at Least 12-Point Font
- Use Familiar Fonts
- Emphasize Importance
- Use Attention-Attracting Features when Appropriate

Lists :

- Order Elements to Maximize User Performance
- Display Related Items in Lists
- Introduce Each List
- Format Lists to Ease Scanning
- Place Important Items at Top of the List
- Capitalize First Letter of First Word in Lists
- Use Appropriate List Style

Graphics, Images, and Multimedia :

- Use Video, Animation, and Audio Meaningfully
- Limit Large Images Above the Fold
- Limit the Use of Images
- Label Clickable Images
- Graphics Should Not Look Like Banner Ads
- Use Simple Background Images
- Introduce Animation
- Ensure Website Images Convey Intended Messages
- Use Images to Facilitate Learning
- Emulate Real-World Objects

Writing Web Content:

- Define Acronyms and Abbreviations
- Use Abbreviations Sparingly
- Use Familiar Words
- Avoid Jargon
- Make First Sentences Descriptive
- Write Instructions in the Affirmative
- Limit the Number of Words and Sentences
- Limit Prose Text on Navigation Pages
- Make Action Sequences Clear
- Readability of text
- Supporting text skimming

Content Organization:

- Organize Information Clearly
- Put Critical Information Near the Top of the Website
- Group Related Elements
- Display Only Necessary Information
- Ensure that Necessary Information is Displayed
- Format Information for Multiple Audiences
- Use Color for Grouping
- Enabling communication with the site owner
- Accepting online user feedback
- Visualizing temporal status

Submission of Interim Report	22/4/2011
Phase 3: Design -Website designation -Layout survey	23/6/2012
Phase 4: Implementation -Setup of the business website -UAT test - Application of internet marketing through WWW	9/8/2010

NOTE:

For phase 3 and phase 4 of the project, it will be during the Final Year Project 2.