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WAP-BASED APPLICATION FOR HANDICRAFTS PRODUCTS IN RURAL AREA

A thesis submitted to the Graduate School in partial fulfillment of the requirement for the degree Master of Science (Information Technology) Universiti Utara Malaysia

By

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ABSTRACT

The main objectives of this study are to design WAP-Based Application for Handicrafts products in Rural Area, to develop a prototype of WAP-Based Application for customers to view and search details about the handicraft products in rural area. The design is tested on the prototype and evaluated to test the usability and acceptability of the system. The Wireless Application Protocol (WAP) technologies have been used in this application has enable users to make booking through mobile telephones.

In The Name of GOD Allah S.W.T Most Gracious and Most Merciful

This Project I Dedicated to My beloved family, parents and sisters and for all of my beloved friends

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Hani Fawzi Alshomarry

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

Rapidly Mobile marketing application is come out to the development of technologies which enable to come out with a lot of new services. Actuality, the keys in influencing in any effort at business area is mobile and wireless devices technologies. The mobile and wireless devices technologies are definitely the next wave due to the evolution of e-business. With the selection of mobile and wireless devices technologies, considerable attention in promoting the products marketing in business landscape.

The fast development of wireless networking technology and the significant increase in mobile device users have made advertising and marketing activities that deliver ads to mobile devices over a wireless network a hot topic (Hassim *et. al*., 2003). According to Nor Shahriza *et al*. (2006), the number of mobile users is raised from 9.7 percent in year 1995 to 55.9 percent in year 2004 in Asian countries. While in the global, the sales of mobile phones for the 1st quarter of 2004 arrived at 153 million handsets (McManus and Scornavacca, 2005). Furthermore, the number of mobile users exceeded 468 million which is a much higher number than the 365 million people using the Internet (Hassim,

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