



# **Virtual Marketplace for Palestinians' Handicrafts**

## **(VMPh)**

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## **ABSTRACT**

Nowadays the computer and the internet have been widely used in many fields to complete processing in quality and speed, one of these fields management and marketing, this study focus on Palestinian artisans to marketing and sailing their products of Handicrafts by developing a system that can display and sell their products Through it. Palestinian artisans problem is that finding places to display and sell their products. Study objective is to develop Virtual Marketplace for Palestinians' Handicrafts (VMPH) taking into account the usability and efficiency for free, VMPH support Artisans to offer their products. And the customers can choose what their needs and add it to cart with the amount and characteristics they want. And if the customer have a handicrafts and want to sell it, he can offer his products as a seller. The system is targeting artisans of Palestine and it is focusing on the people in Gaza strip and West bank. The seller/buyer simply requires Internet connection and a computer device to log in to VMPH online system. We applied the lean methodology for development the project. The site was developed to allow shop owners to display their products and sell them through it and was built on a Wordpress template because it leads to the goal we are seeking to achieve from this site.

**Keywords:** handicrafts, virtual market, marketing, artisans

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Background**

Due to the rapid growth of Internet use in recent years, it has become occupies an important part of our daily lives. And it used by all categories of people from all ages and all interests. so it become a good way to marketing. It has been reported by souq.com that more than 30 million online shopper from the Arab world [1].

As a modern marketing approach, online and Internet shopping contributes many benefits. The Internet allows users to shop for different goods and services from around the world. Internet users can view products of different categories, such as digital and physical items. Online marketing is an interactive tool that can be used between marketers and the public at large. It enables one to open business around the clock without worrying about store opening hours or overtime payments for staff.

Handicrafts considered important industries in Palestine, and because of its cultural dimensions, economic, social, and even political. reflects these industries about the culture of the Palestinian people and covenantal of different classes and orientations, they are mostly ancient industries, stretching for hundreds of years, and extends some of them for thousands of years. And part of it is linked to the existence of the Palestinian on the land of Palestine. On the other hand, handicrafts constitute a source of income for thousands of Palestinian families, and help those families to provide essential source of income, in light of economic conditions suffered by the Palestinian people, and still suffer during the period of his stay on this earth.

Thus, contribute handicrafts in reducing the impact of social negative repercussions resulting from the practices of the occupying powers that colonized Palestine over the centuries. also handicrafts strengthens the link Palestinian in their land and their identity, and miss the opportunity on the occupying powers which trying to displace the Palestinians, and the abolition of their national identity.

Consequently, the needs of marketing handicrafts have increased. Their needs should be available everywhere and every time rather than anywhere and anytime. Thus, to overcome the lack of marketing various handicrafts. and to meet users' needs, this study proposes VMPh which allows users to marketing handicrafts from everywhere at all time.

## **1.2 Motivation for the Study**

Many young people (male and female) in Gaza Strip are suffering from unemployment. There are a lot of experiences in the field of handicrafts industry need to be transferred to others and cannot find the right market. Nowadays technology offers an opportunity to publish these experiences and access to new markets via the Internet.

On the other hand, the sellers enable to directly market their products or services with the lowest marketing costs. It enables to increase their sales by taking advantage of the power of collective buying. Also, the sellers will get the advantage of attracting new customers to reach the needed number of customers, which means that the customer will participate in marketing.

### **1.3 Problem Statement**

Many artisans of Handicrafts in Gaza always look for place to marketing their products. and because of poor material possibilities that suffer of it they cannot and they inability to have direct access to a large segment of local and foreign consumers. Moreover, Artisans face significant difficulties in terms of participation in local and foreign exhibitions to display their products. Most Handicrafts face in the informal sector, significant difficulties in marketing their products in local and foreign markets, that leads small enterprises operating in this area vulnerable to exploitation by large traders and shopkeepers. Misses them the opportunity have a benefit from the sidelines of a big profit, which turns this profit to big traders and shop owners.

### **1.4 Study Questions**

In relation to the problem statement, this Study aims to investigate the following:

How to help Palestinian artisans to marketing and sailing their products of Handicrafts?

## **1.5 Study Objectives**

This study utilizes web site for marketing handicrafts.

The objectives of the study are:

- i. To develop a web-based virtual market place for Handicrafts.
- ii. To evaluate the web-based virtual market place for Handicrafts.

## **1.6 Significance of the Study**

VMPH allows for the unemployed to find a source to earn money. And also a way to save the heritage.

## **1.7 Scope of the Study**

- i. The system is targeting artisans of Palestine.
- ii. The system is focusing on the people in Gaza strip and West bank.
- iii. The seller/buyer simply requires Internet connection and a computer device to log in to VMPH online system.
- iv. The customers can choose what their needs and add it to cart with the amount and characteristics they want.
- v. The duration of the project is 9 months from the start to the end.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Introduction

This chapter clarifies the business model, related work in marketing Handicrafts and compare between them and Virtual Marketplace for Handicrafts.

#### 2.2 Marketplace

An online marketplace (or online e-commerce marketplace) is a type of e-commerce site where product or service information is provided by multiple third parties, whereas transactions are processed by the marketplace operator. Online marketplaces are the primary type of multichannel ecommerce and can be described as a "simple and convenient portal" to streamline the production process.

In an online marketplace, consumer transactions are processed by the marketplace operator and then delivered and fulfilled by the participating retailers or wholesalers (often called **drop shipping**). Other capabilities might include auctioning (forward or reverse), catalogs, ordering, wanted advertisement, trading exchange functionality and capabilities like **RFQ**, **RFI** or **RFP**. These type of sites allow users to register and sell single items to a large number of items for a "post-selling" fee.

In general, because marketplaces aggregate products from a wide array of providers, selection is usually more wide, and availability is higher than in vendor-specific online retail stores [2]. Also prices may be more competitive.

Since 2014, online marketplaces are abundant since organized marketplaces are sought after [3]. Some have a wide variety of general interest products that cater to almost all the needs of the consumers, however, some are consumer specific and cater to a particular segment only. Not only is the platform for selling online, but the user interface and user experience matters. People tend to log on to online marketplaces that are organized and products are much more accessible to them.

### **2.3 Handicrafts**

Handicrafts defined as industries that rely on private workers, or that use only simple hand tools skills, and based on those industries the main idea is to convert simple raw materials - manually - to manufactured products that reflect the local heritage and culture, And it is marketed as an economic commodity. These products bear the expressions and features traditional and religious in most cases. And classified the Palestinian handicrafts in about seventeen industry, including: ceramics, glass manual traditional, pottery, hand embroidery and rugs handmade carpets, olive wood, and soap making, and seashells, bamboo, straw, wax, mosaics, and other industries.

Handicrafts production depends mainly on the manual work done by women in their homes, or through associations and women's centers involved in this area. Where it works more than 4,000 Palestinian woman in the production of Handicrafts, There are also a number of Palestinian traders are marketed Handicrafts that they receive

through the employment of women in their homes to produce a certain amount of embroideries or by buying ready-made pieces of women directly (Qalandia Camp Association 2000) [4].

### **2.3.1 The demand side of Handicrafts in Palestine**

The demand side of Palestinian Handicrafts consists of domestic demand by Palestinian citizens, and foreign demand by the foreign tourists who visit the Palestinian territories, and the following are the views of consumers and their attitudes of both categories.

#### **i. Local consumer**

The results of the study conducted by the Qalandia Association on the Palestinian Handicrafts to a large turnout by local consumers on the Palestinian Handicrafts, it turns out that most of the Palestinians have done the acquisition of Handicrafts products of different shapes multiple purposes. It has been observed from the results that consumers in the center of the West Bank area - and specifically in Ram Allah city, they are the most for the acquisition of these products compared to other Palestinian areas. It does not deny the fact that a relatively large market for the character in the northern West Bank areas, in addition to increasing demand for many kinds of embroidered Palestinian dresses, cut Household furniture embroidered in Gaza Strip.

Also shown that women are more inclined than men to acquire Handicrafts. And associated local consumer demand for embroidery products closely with the level of awareness they have about the importance and nature of Handicrafts that they acquired. As noted local consumer interest in quality products, where it was found that their assessment of the quality of these products was between good and average.

Domestic consumers believed that the Palestinian Handicrafts raised in the markets are multiple and diverse, in order to satisfy all tastes and needs. And it is used for many and varied purposes, and these purposes ranging from household uses and personal uses. Most local consumers believe that this type of product can be presented as gifts on special occasions.

## **ii. Foreign consumer**

Handicrafts associated with the tourism sector in Palestine, to a large extent, where they are directing a large proportion of embroidery products for foreign tourists who visit the Palestinian territories. Where foreign tourists cares to have purposes and collectibles reflect Palestinian heritage, and a sign that his visit to the Holy Land. The Handicrafts products of the most important things that can be acquired for tourists to remember his trip to the holy land, taking into account the portability and low prices compared with other holdings.

The results of the study prepared by the Qalandia Association that the majority of foreign residents or tourists who are in the Palestinian territories, may have purchased the Palestinian Handicrafts even once [5].

## **2.4 Related Works**

In this section, we'll define some of projects system that is related to Virtual market Place for Handicrafts, show the Pros and Cons for each of them and summarize the main features in a table.

### **2.4.1 Palestine Online Store**

Launched in December 2003, Palestine Online Store is an Austin-based (Texas) not-for-profit project that has been promoting Palestinian products around the world since 2003. They bring Palestine to you, with products made in Palestine, including Handicrafts, kufiyeh, olive oil and lots more, as well as informational items and solidarity products. Their goals are to increase awareness of and connection with Palestine, as well as benefiting the artisans and farmers who remain steadfast in the motherland [6].

#### **❖ Pros of Palestine Online Store**

- i.** A non-profit project.

#### **❖ Cons of Palestine Online Store**

- i.** Do not allow people to showcase their products.
- ii.** Design is not suitable to be viewed from the products on the site.
- iii.** There are no documented manual for Palestinian acts through videos to ensure the protection of Palestinian heritage from theft.

## **2.4.2 Hadeel**

Hadeel is a Fair Trade shop which aims to provide a sustainable source of income for Handicrafts people working with social enterprises in the West Bank, Gaza, as well as one in the Galilee and another in the Negev. Their work also helps to sustain infrastructures, as many of the producer groups also provide health, education and emergency services in their communities which lack any form of local government which might do this.

Hadeel is owned by the Scottish charity Handicrafts. Any surplus they make on sale of goods is gift aided to Handicrafts which distributes small development grants to our producers. In the past they have provided items such as a digital camera, a computer, a printer, storage equipment, a laminating machine, English and computer literacy courses, an industrial sewing machine and 2 electric carding machines. They also organize educational tours to producer groups and disseminate product information to customers and other interested people [7].

### **❖ Pros of Hadeel Handicrafts**

- i.** Displays of Palestinian products of all kinds.
- ii.** Let's customers see prices in multiple currencies.

### **❖ Cons of Hadeel Handicrafts**

- i.** The buying and selling only within the West Bank and Gaza Strip.
- ii.** There are no documented manual for Palestinian acts through videos to ensure the protection of Palestinian heritage from theft.

### **2.4.3 Etsy**

Was launched by the United States, a site specializing in the sale of Handicrafts, which is characterized by precision and elegance, such as works of art, bags, jewelry and accessories, along with fashion and shoes [8].

#### **❖ Pros of ETSY**

- i.** Discover handmade items, vintage goods and Handicrafts supplies you can't find anywhere else.
- ii.** Get curated recommendations tailored to your taste.
- iii.** Find boutiques, Handicrafts fairs and flea markets where you can shop from Etsy sellers

#### **❖ Cons of ETSY**

- i.** Is not interested in a particular area, but rather is interested in all the products that people can in their lives so that it works in all areas of the arts, clothing, jewelry and entertainment needs.

### **2.4.4 Yadaweya**

Yadaweya is an online marketplace that serves as a platform for those interested in discovering Egypt and its cultural heritage. Yadaweya aims to connect ( offline ) local Egyptian artisans with (online) customers worldwide. Yadaweya's story begins with a team of young Egyptian social entrepreneurs passionate about the diverse Handicrafts & handmade treasures of Egyptian artisans.

Yadaweya aims to add value to Egyptian Handicrafts production and the marketing of such products by being the first online fair trade store for local Handicrafts in the country. Yadaweya's target is not just to sell Handicrafts but the team also hopes to educate people and raise awareness about Handicrafts communities in Egypt.

Also is online platform brings to customers the diversity of Handicrafts treasures and the relevant artisan stories pertaining to them. The first handmade collections come from 15 different regions and communities in Egypt: Nuba in Aswan, Sinai, Shalateen from Red sea, Naqada and Hagaza from Qena, Siwa, Sohag, Fayoum, Old Cairo and Delta region [9].

❖ **Pros of Yadaweya**

- i. It cares beside Egyptian heritage largely.
- ii. Who wants to browse the site you will know the origin of Egyptian civilization.
- iii. Available in Arabic and English language .

❖ **Cons of Yadaweya**

- i. A person can not display his products.
- ii. You can not open a debate about the products that are displayed.
- iii. Products are bought only by using the local currency which is the Egyptian pound.

**Table 1 Summary for Related work**

Features	Palestine Online Store	Hadeel	ETSY	Yadaweya
Authentication	×	×	×	√
Interested in a particular field	×	√	×	√
Interactive design	×	×	×	×
Responsive Design	×	√	√	√
Personal selling	×	×	×	×

#### ❖ Description of the features

- i. Interested in a particular field: This means that the interests of the site takes a particular aspect that is interested in a particular area of the products or are interested in all the needs of life. For example, there are certain sites that cares beside just like embroidery and there are other part of care in more than one area, such as embroidery and electronic appliances and food, among others.
  
  
  
  
  
- ii. Interactive design: It is that the site has the ability to make between him and user interaction through some clicks that show him hidden extras at the site and draw the user's perspective and makes him feel comfortable using the site and facilitate his needs.

- iii. Responsive Design: Is a site that is in line with the needs of users there are those who will enter the site via a laptop and there are also those who use the smartphone's ability, so that the site provides an appropriate design that fits with the type of device you are using to complete the procurement process.
- iv. Personal selling: It is that everyone has a block to produce hand-products and has the ability to produce well, he can introduce their products and sell them through the site.

## **2.5 Summary**

ETSY , Palestine Online Store , Hadeel and Yadaweya , they are the sites that provides you with some of the products that are produced manually, but you can not through your products and display the talent that you own, so Virtual marketplace for Handicrafts (VMPH) came to give you the possibility of your products and special sold through this site is simple financial benefits. You can buy our products that are industry locally and manually at the hands of experts in the field of Handicrafts It also provides an easy way of payment transactions from outside Palestine via the Internet. The payment is locally within Palestine by the Bank of Palestine or Direct Payment manually. You can also browse all archaeological sites in Palestine, and you can also see the beginning of Handicrafts and history that is our industry which Through our website.

# **CHAPTER 3**

## **RESEARCH METHODOLOGY**

### **3.1 Introduction**

As the Software Engineering landscape continues to evolve and new paradigms are introduced, there can be a tendency for both industry and academia to enthusiastically embrace new approaches and march forward under whatever banner conventional wisdom has decided to adopt. One such banner is Lean Software Development, a paradigm that continues to see a growth in interest driven by the need for cost reductions within industry.

In this chapter will describe the Lean Software Development methodology that applied in the VMPH, defining and clarifying its principles and its advantages vs. disadvantages.

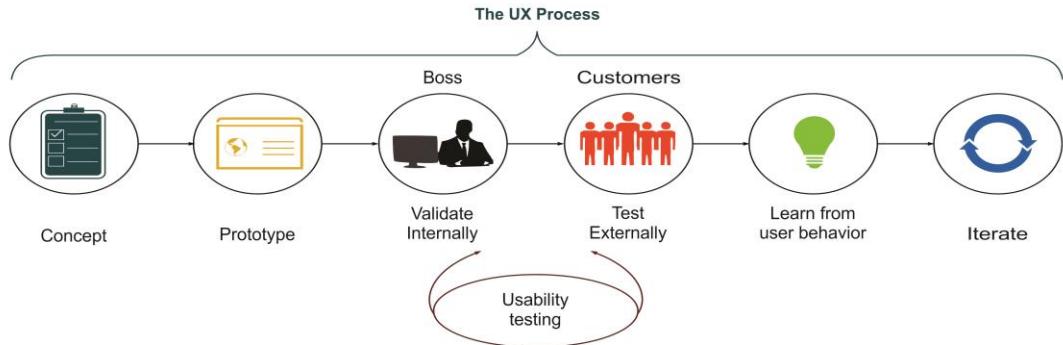
### **3.2 Lean Development (LD) Methodology**

Lean Development (LD), is a subset of agile development and is based on the Toyota production system. Its purpose is to speed the development cycle by following several principles. The first two are, eliminating waste, which is self-explanatory, and refining learning, which basically means learn as you go and don't assume you know everything about the development cycle you are working on.

Another two principles are, making decisions as late as possible while delivering as fast as possible, along with conceptual integrity, which means that all elements of the

application must be obviously a part of the same design. A coherent design makes it much easier to resolve unanticipated issues. And finally, there is operating from the big picture down rather than working upward and outward from the details. These principles all sound pretty good. They increase development and delivery speed while making troubleshooting easier [10].

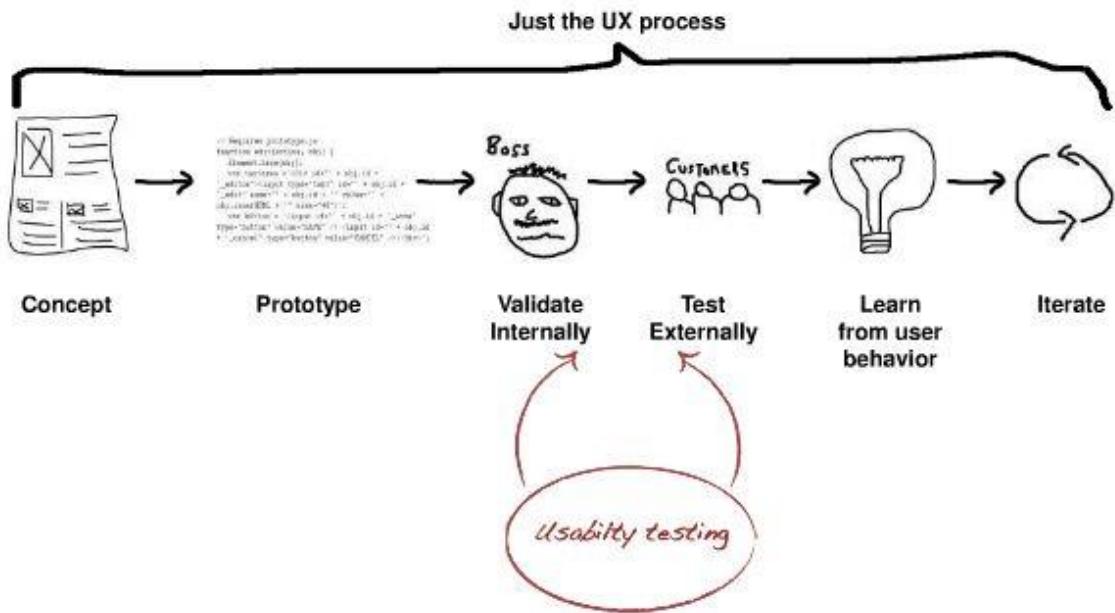
## Lean Development (LD)



**Figure 1 Lean Development (LD)**

### 3.3 The Lean UX

The Lean UX aims to build a light process that ensures early involvement of the user and allows quick response to project changes through a prototype-test-iterate process. The process helps the team to jump directly into the development process using a minimum amount of information and documentation. The team moves directly to building a prototype that can be tested internally for validation and externally through user testing. Then, the team learns from this field experience and uses it to integrate and improve the product design [11].



**Figure 2 Lean UX process**

We will explain about the first four lean UX processes that we applied in our system; concepts, prototype and usability testing (validate internally, test externally).

### 3.3.1 Concepts

The idea of the project began when I noticed many things:

- i. Theft of Palestinian heritage.
- ii. High prices of handicrafts products.
- iii. Difficult access to stores that sell these products.
- iv. A large proportion of women with unemployment are 65% and have the ability to make handicrafts products.

There was a desire from shop owners in the West Bank and Gaza Strip to have an electronic market for handicraft products to facilitate the access of products to those who wanted, in addition to preserving the Palestinian heritage and improving the living conditions of families capable of working in this field. VMPH is an online

marketplace that displays Palestinian handicrafts for many crafts, acting as an intermediary between shopkeepers and the general public.

### 3.3.2 Requirements Analysis

In this phase, we use the modeling system “UML diagrams” based on requirements analysis through meetings and user stories, to describe the functions and processes that the system must perform.

#### 3.3.2.1 Use case diagram

A use case diagram is a static description of some way in which the system is used. This diagram shows how the system use cases are related to each other and how the actors can get at them.

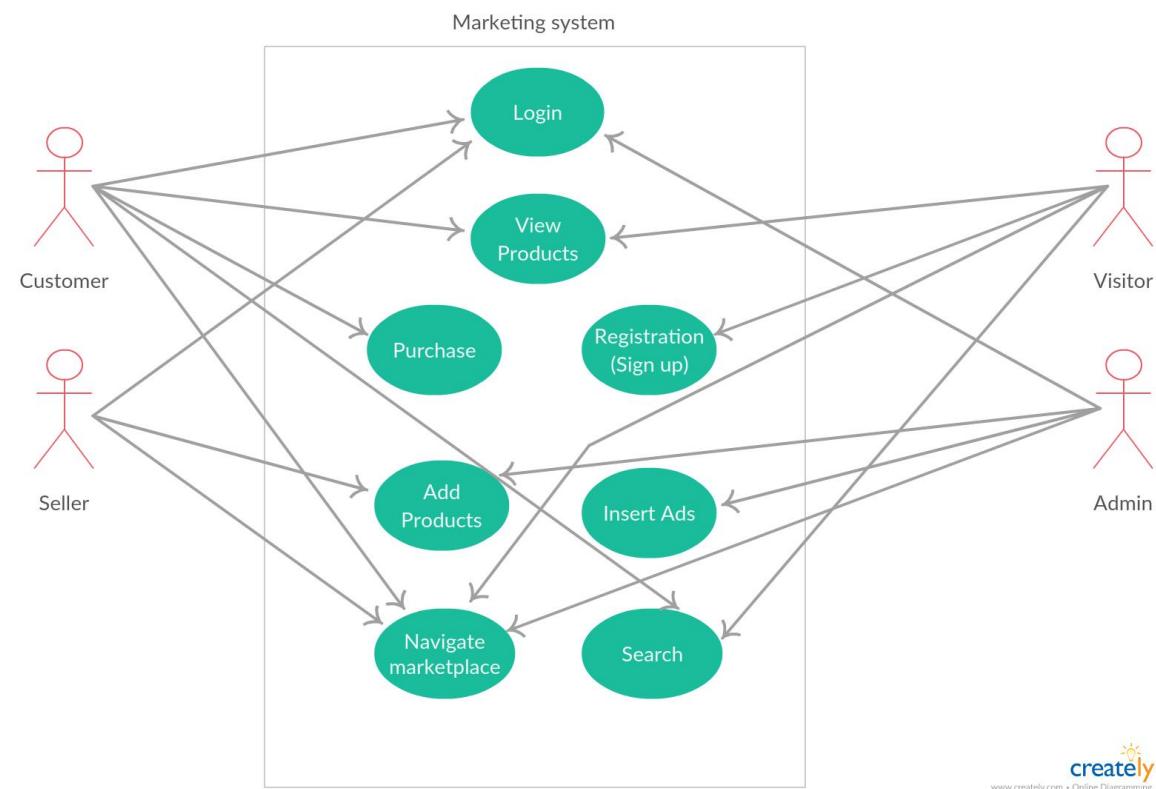


Figure 3 Main Use Case diagram

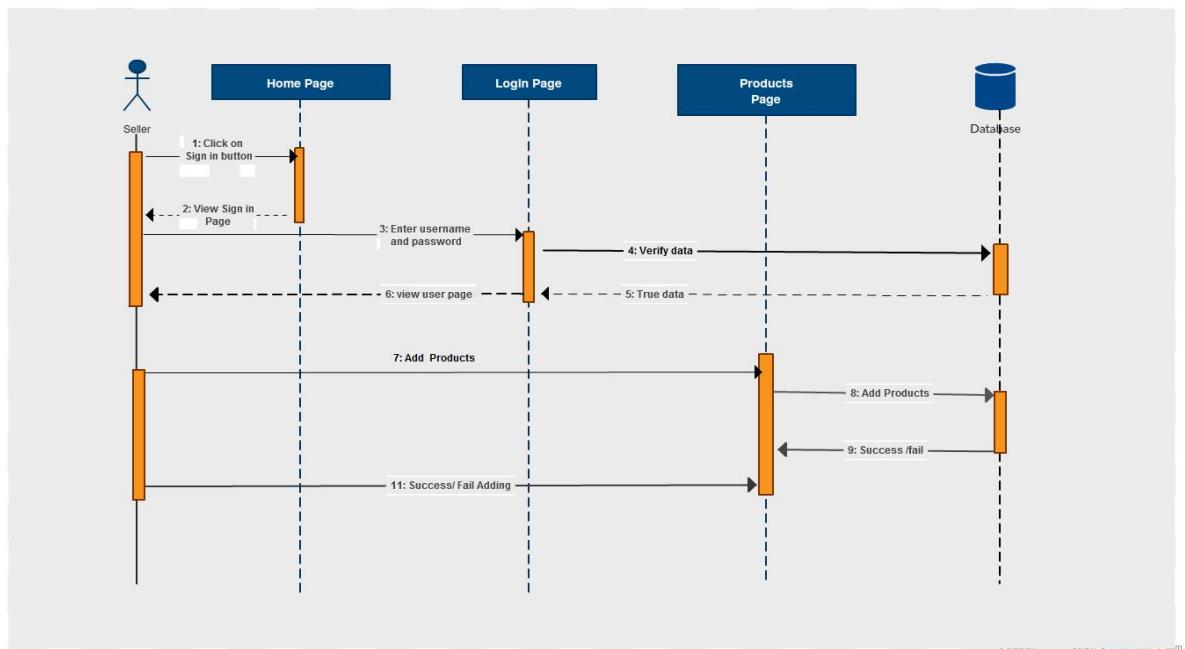
### **3.3.2.2 Sequence diagrams**

A Sequence diagram is an interaction diagram that shows how processes operate with one another and in what order. A sequence diagram shows object interactions arranged in time sequence. It depicts the objects and classes involved in the scenario and the sequence of messages exchanged between the objects needed to carry out the functionality of the scenario.

VMPH system has six main operations including (Add products, Purchase, Login, Registration, Search and Profile management), which have many different processes to run the whole system.

### i. Add Products

This operation shows the seller actor and how he can add new products as shown in figure 3-4.



**Figure 4 Add Products sequence**

## ii. Purchase

This operation shows the Customer actor, and how he can buy new items as shown in figure 3-5.

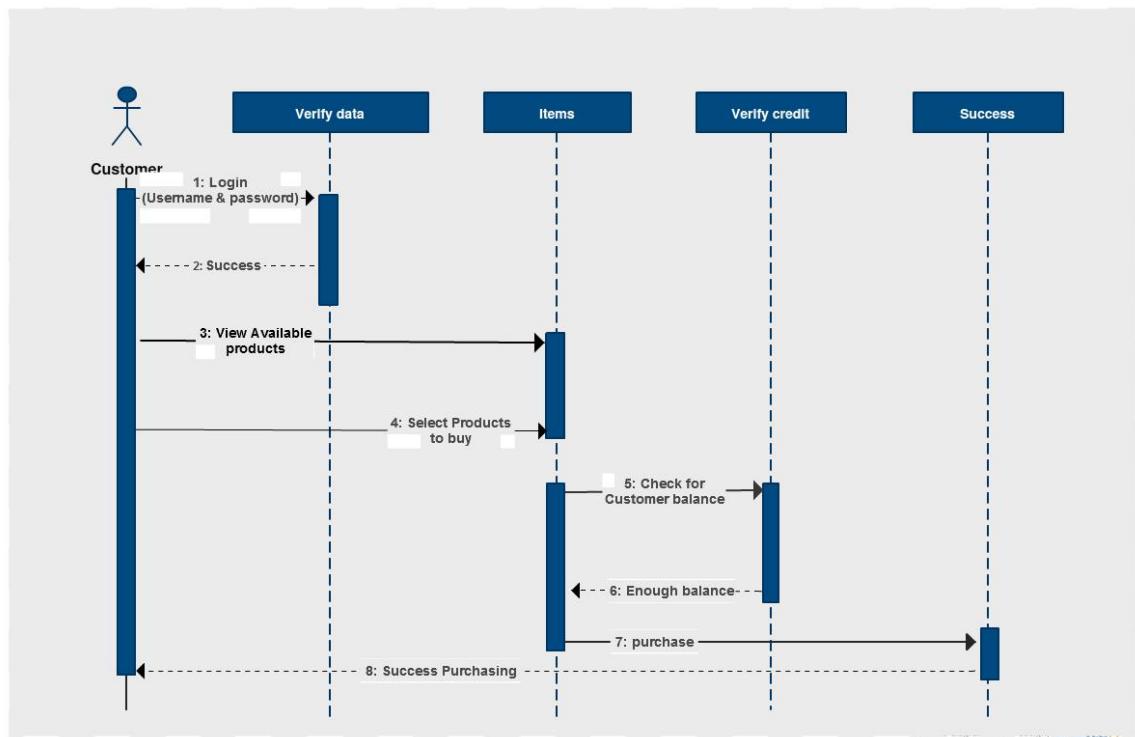
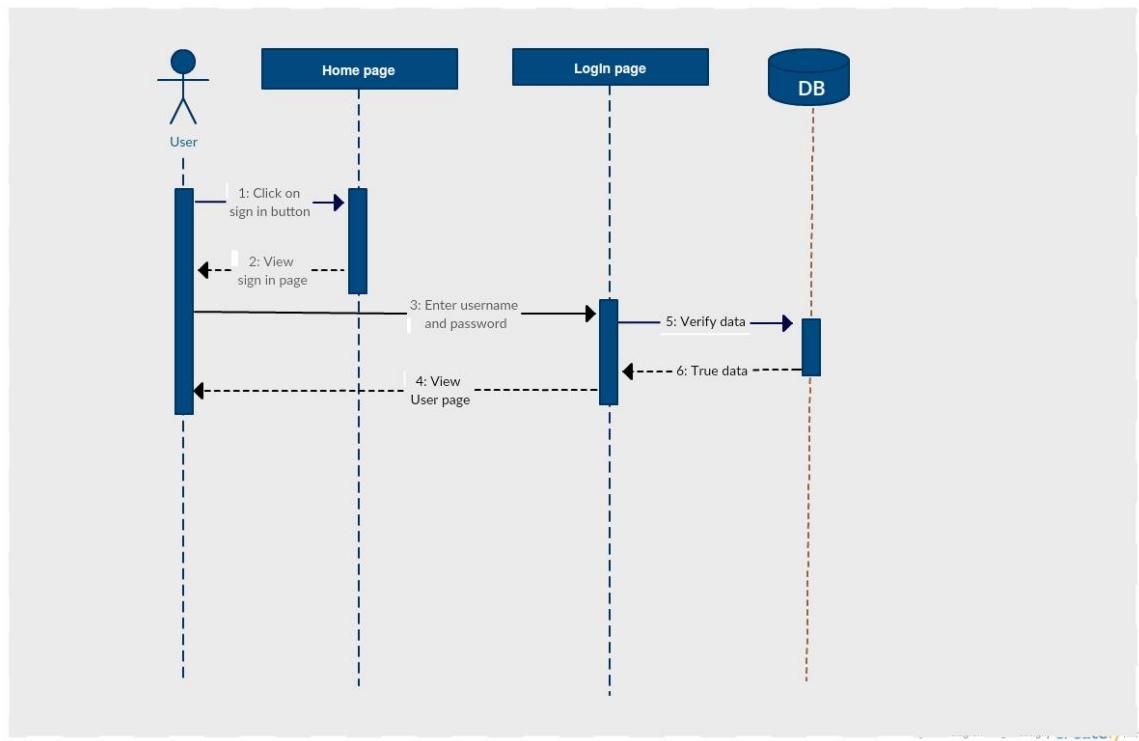


Figure 5 Purchasing sequence

### iii. Login

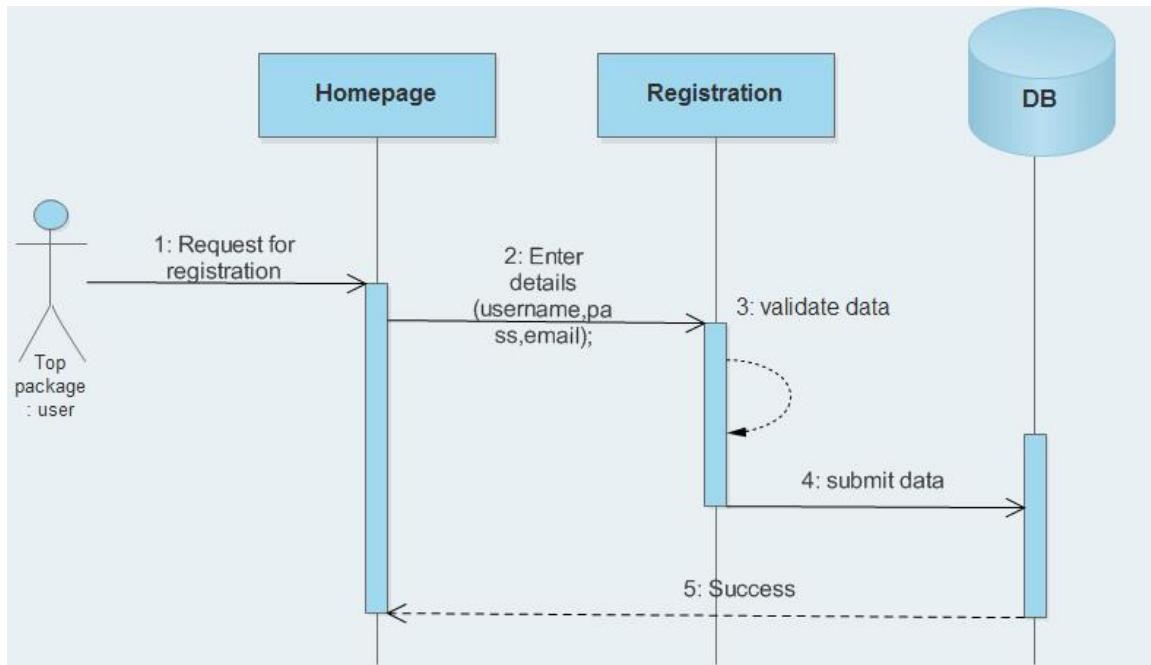
This operation shows the actors and how they login to the system as shown in figure 3-6.



**Figure 6 Login Sequence**

#### iv. Registration (sign up)

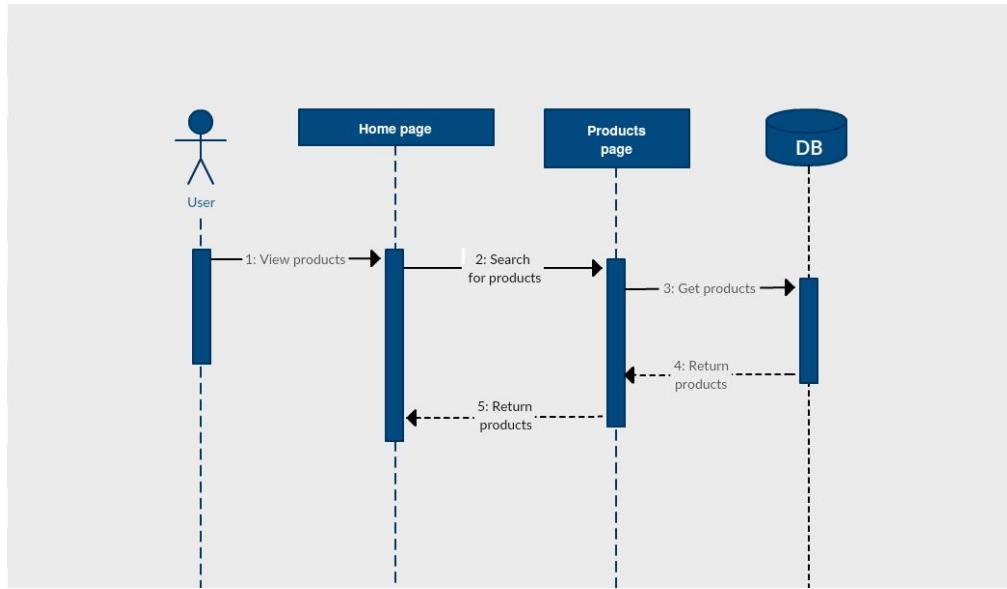
This operation shows the actors and how they can register to the system as shown in figure 3-7.



**Figure 7 Registration sequence**

## v. Search

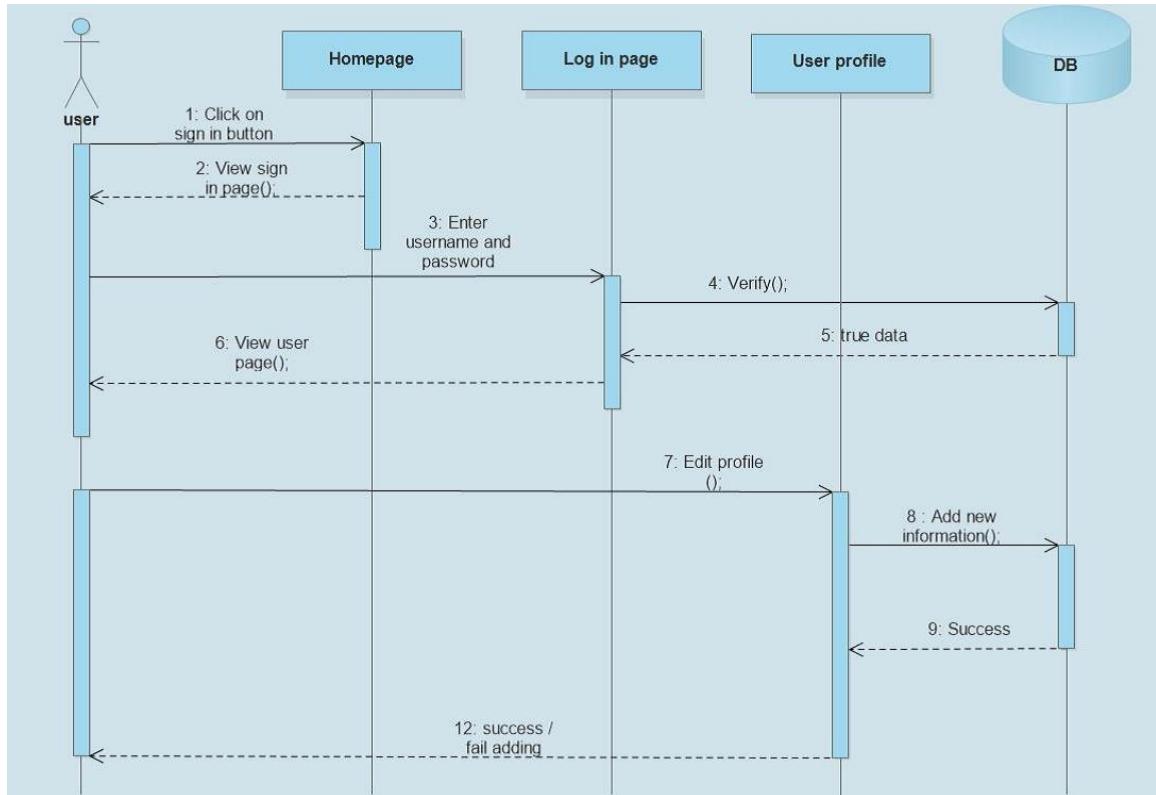
This operation shows the actors, and how they can search for items on the system as shown in figure 3-8.



**Figure 8 Search Sequence**

## vi. Profile management

This operation shows the actors and how they can manage profiles as shown in figure3-9.



**Figure 9 Profile management sequence**

### 3.3.2.3 Class diagram

Class diagram is a type of static structure diagram that describes the structure of a system by showing the system's classes, their attributes, operations (or methods), and the relationships among objects.

VMPH system has five main classes that include (Customer, Seller , Admin, Order, Product) which have many different processes to run the whole system. The class diagram of the system shows in figure 3-10.

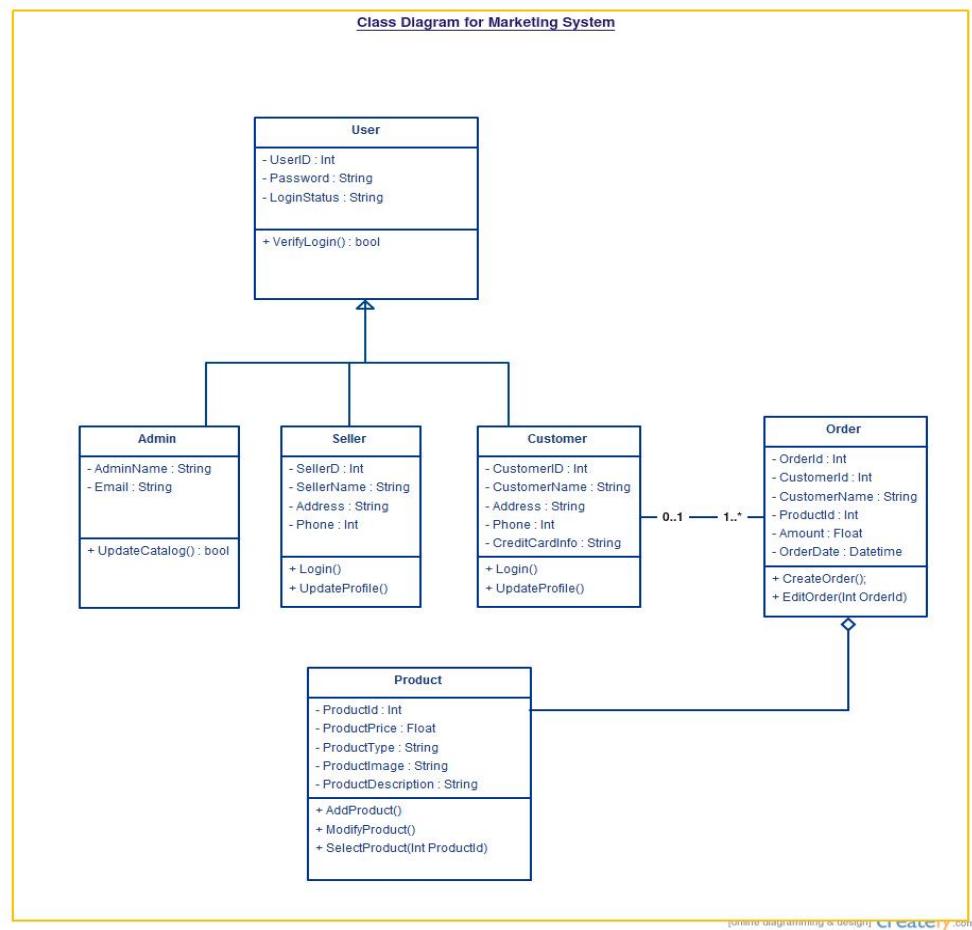


Figure 10 Class diagram

### 3.3.3 Prototype

We used Justinmind to prototype the screens of VMPH platform that break up each section of the system, which made it easier tweak and rebuild sections without having to rework the entire design and that give the opportunity to offer their consumers a better experience, even before any development or coding has taken place.

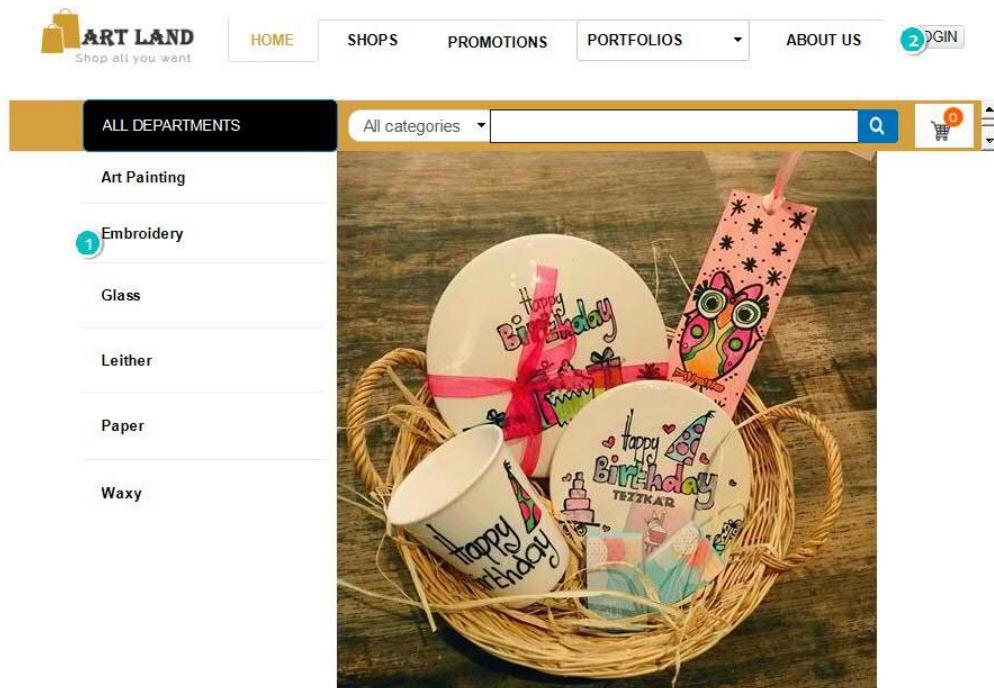


Figure 11 Prototype of Index page

- 1 on Click: goes to 'Products Page' →
- 2 on Click: goes to 'Login Page' →

The screenshot shows the Art Land website's navigation bar at the top, featuring a logo with a shopping bag icon and the text 'ART LAND Shop all you want'. The navigation menu includes 'HOME' (highlighted in yellow), 'SHOPS', 'PROMOTIONS', 'PORTFOLIOS' (with a dropdown arrow), and 'ABOUT US'. To the right of the menu is a 'LOGIN' button.

The main content area is divided into two sections: 'LOGIN' on the left and 'REGISTER' on the right.

**LOGIN Section:**

- Label: 'Username or email address \*' followed by a text input field.
- Label: 'Password \*' followed by a text input field.
- Checkboxes: 'Remember me' and 'Lost your password?' (link).
- Buttons: A dark 'LOGIN' button and a light 'REGISTER' button.

**REGISTER Section:**

- Label: 'Email address \*' followed by a text input field.
- Label: 'Password \*' followed by a text input field.
- Radio buttons: 'I am a customer' (selected) and 'I am a vendor'.
- Buttons: A light 'REGISTER' button and a dark 'LOGIN' button.

**Figure 12 Prototype of Login page**

### 3.3.4 Usability testing

#### i. Validate internally:

After we created the prototype, we tested it to ensure that the system met MVP requirements as well as the expectations of stakeholders by answering some questions.

**Table 2 Usability testing**

#	Description	Yes/ No	Remark
1	The homepage is attractive.	Y/N	Y
2	The overall site is attractive.	Y/N	Y
3	The site's graphics are pleasing.	Y/N	Y
4	The site has a good balance of graphics versus text.	Y/N	Y
5	The colors used throughout the site are attractive.	Y/N	Y

6	Home link should be there on every single page.	Y/N	Y
7	It is easy to find my way around the site.	Y/N	Y
8	It is fun to explore the site.	Y/N	Y
9	Title should display on each web page.	Y/N	Y
10	The typography (lettering, headings, titles) is attractive.	Y/N	Y
11	The homepage's content makes me want to explore the site further.	Y/N	Y
12	It is easy to remember where to find things.	Y/N	Y
13	Information is easy to read.	Y/N	Y
14	The site effectively communicates the company's identity.	Y/N	Y
15	The information is relevant to my professional needs.	Y/N	Y
16	The site is designed with me in mind.	Y/N	Y
17	The site's content would keep me coming back.	Y/N	Y
18	The site is well-suited to first-time visitors.	Y/N	Y
19	The site has a clear purpose.	Y/N	Y
20	I always felt I knew what it was possible to do next.	Y/N	Y
21	It is clear how screen elements (e.g., pop-ups, scrolling lists, menu options, etc.) work.	Y/N	Y
22	The homepage is attention-getting.	Y/N	Y

## **ii. Test externally**

After we made the internally test, the target user is used to test the prototype, and to check the different functions and layout to give comments and feedback based on their usage of the site. The data is collected without any involvement from the design team in the user comments. At this stage, the data is considered raw information that will be processed in the next stage.

## **3.4 Design Implementation**

### **3.4.1 Software and tools**

We will use the following software and tools in our application:

- Wordpress templates
- Dokan
- Html
- Css
- Php

#### **i. VaultPress**

Backups are extremely crucial for any online business to grow. We use VaultPress on WPBeginner and all our websites. It is a subscription based service with different plans and pricing. VaultPress offers automated real-time cloud backup solution with one click restore option.

## **ii. Sucuri**

Any website can get hacked or attacked by malware or denial of service attacks. Sucuri is a website monitoring and security service. It provides real time alerts for any suspicious activity on your website. It not only prevents your website from malware but can also detect and remove them.

## **iii. Google Analytics**

Understanding your audience is the key to success for any online business. Google Analytics provides you the statistics you need to understand your audience.

## **iv. Yoast SEO**

Yoast's WordPress SEO plugin is the complete website optimization solution for WordPress. It is packed with features and eliminates the need of installing several other plugins.

## **v. Edit Flow**

Managing a multi-author WordPress site can be a mess if you don't know what everyone is working on. Edit Flow offers a smooth editorial workflow management system for WordPress powered websites. It allows you to add custom statuses, leave editorial feedback, view editorial calendar, and execute your content strategy like a pro.

#### vi. TablePress

TablePress allows you to add tables into your WordPress posts and pages without writing any HTML or CSS. It is simple to use and comes with advance features like sorting columns, exporting data, and using formulas in your tables.

#### vii. After the Deadline

After the deadline allows you to check your WordPress posts and pages for grammar and spelling mistakes. Developed by Automattic, it also checks your posts for style which allows you to improve readability of your content.

### 3.5 Graphical User Interface (GUI)

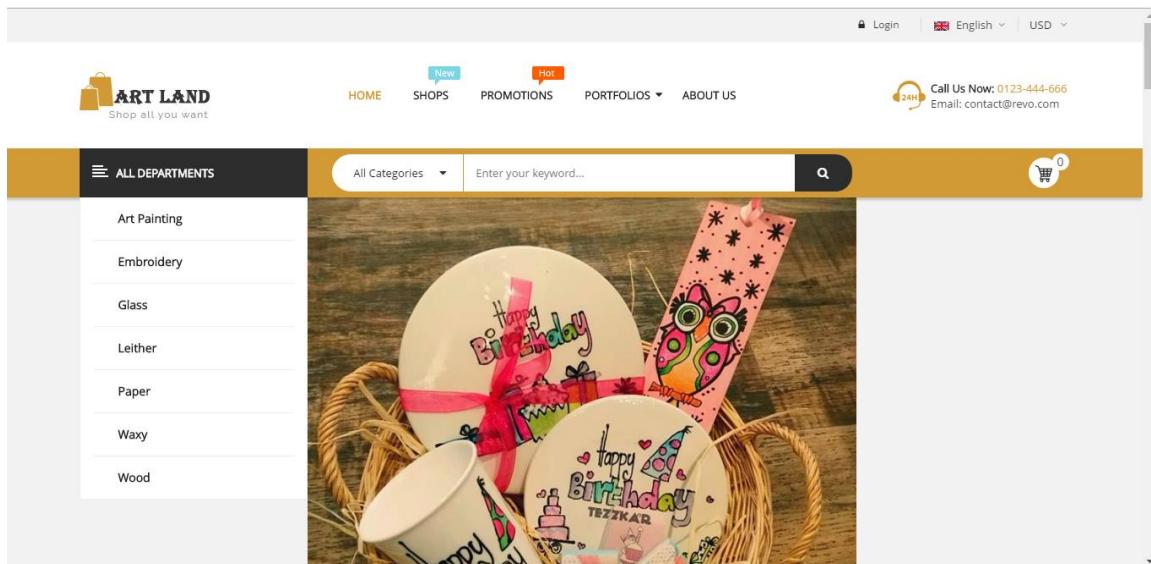


Figure 13 VMPh Index page

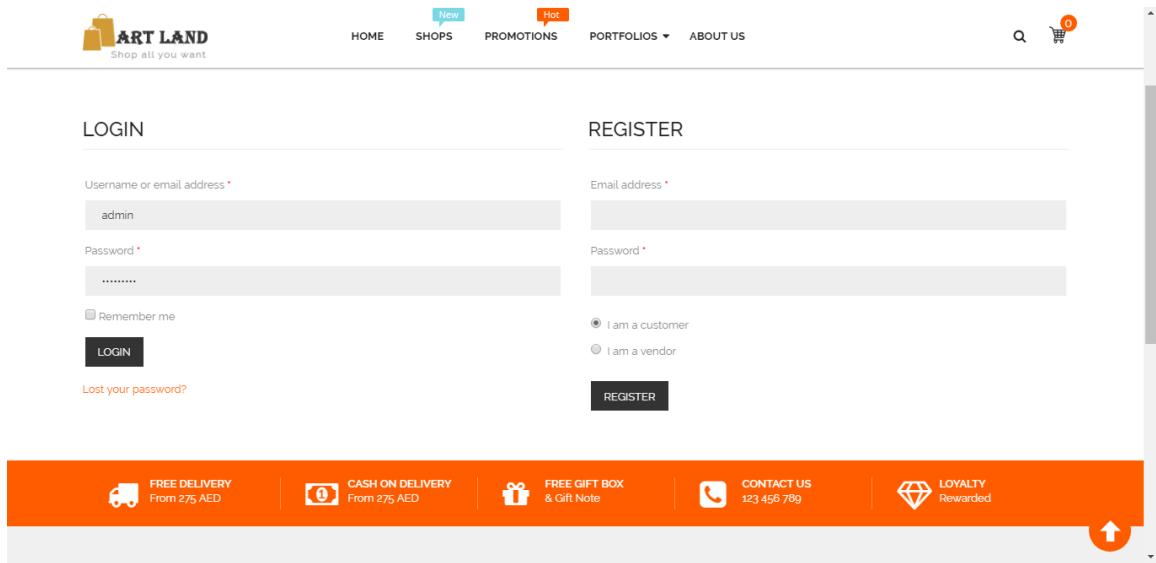


Figure 14 Login and Register page

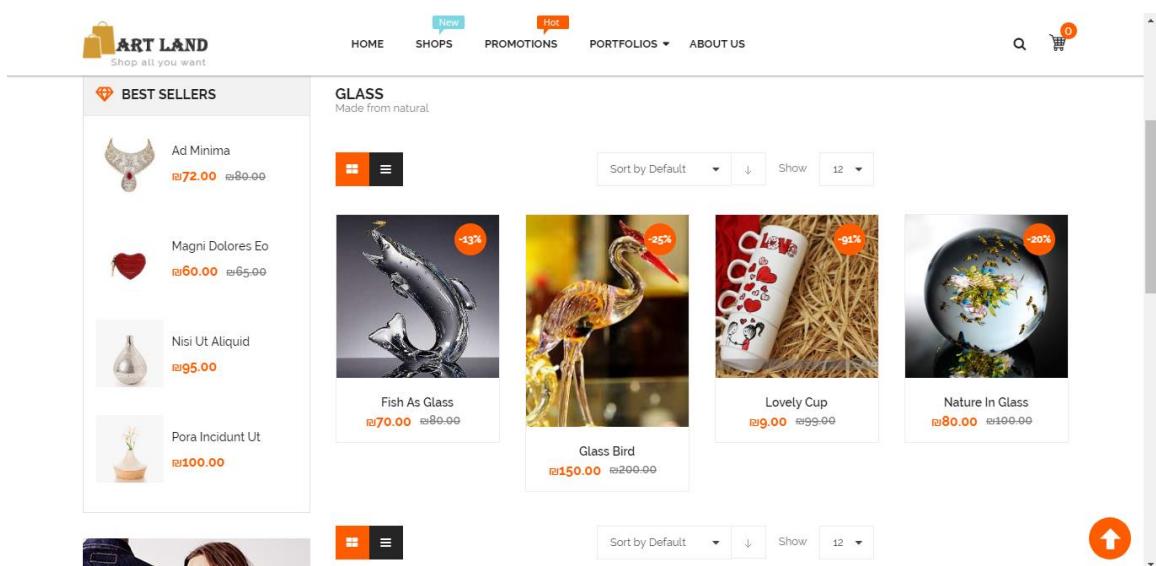


Figure 15 Products details Page

**CART**

HOME > CART

	Product	Price	Quantity	Total
	Lovely Cup Vendor: tezkar	₹9.00	- 1 +	₹9.00
	Nature in Glass Vendor: admin	₹80.00	- 1 +	₹80.00
	Glass Bird Vendor: admin	₹150.00	- 1 +	₹150.00

Figure 16 Cart management page

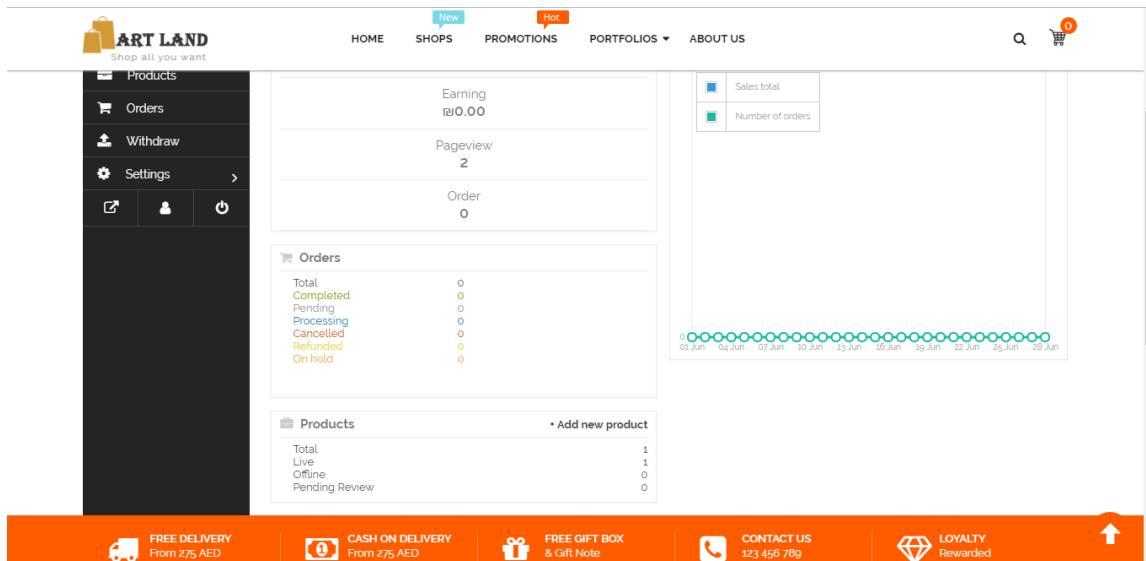
**DASHBOARD**

HOME > DASHBOARD

- Dashboard
- Products
- Orders
- Withdraw
- Settings >
- 
- 
- 

Sales ₹0.00	Sales this Month	
Earning ₹0.00	<div style="display: flex;"> <span>1</span> <div style="flex-grow: 1;"> <div style="display: flex; justify-content: space-between;"> <span> Sales total</span> <span> Number of orders</span> </div> </div> </div>	
Pageview 2		
Order 0		

Figure 17 Seller management page



**Figure 18 Seller management page**

### 3.6 Summary

Lean Development is an approach of “Creating change-tolerant software”. As explained earlier, none of the principles are new in themselves, but a collation of them under one theme that is well focused makes this theme particularly powerful. In summary, LD focuses on customer expectations, productivity, and lasting value. LD enables teamwork and delivers applications that demonstrate benefits even as they evolve.

## **CHAPTER 4**

### **Usability and Evaluation**

#### **4.1 Introduction:**

This chapter talks about the evaluation and testing of the system one of the important factor to build a useful system is to measure the usability. In addition, the evaluation was performed on users and vendor.

#### **4.2 Usability**

Usability is important for making the system user-friendly, is" one of the most important factors in the success of any system. "A usable system is one that enables users to perform their job effectively and efficiently" [12]. It's all about making primary and secondary objectives blindingly simple [13]. There are some methods to measure usability, this study will use questioner to measure the usability.

#### **4.3 Evaluation**

It is important to take users opinion of the system, so we make analytical study to measuring the usefulness , ease of use , learnability and satisfaction for the VMPh to know if the system take care of the usability scale to achieve user satisfaction , through make pilot questionnaire use Likert scale.

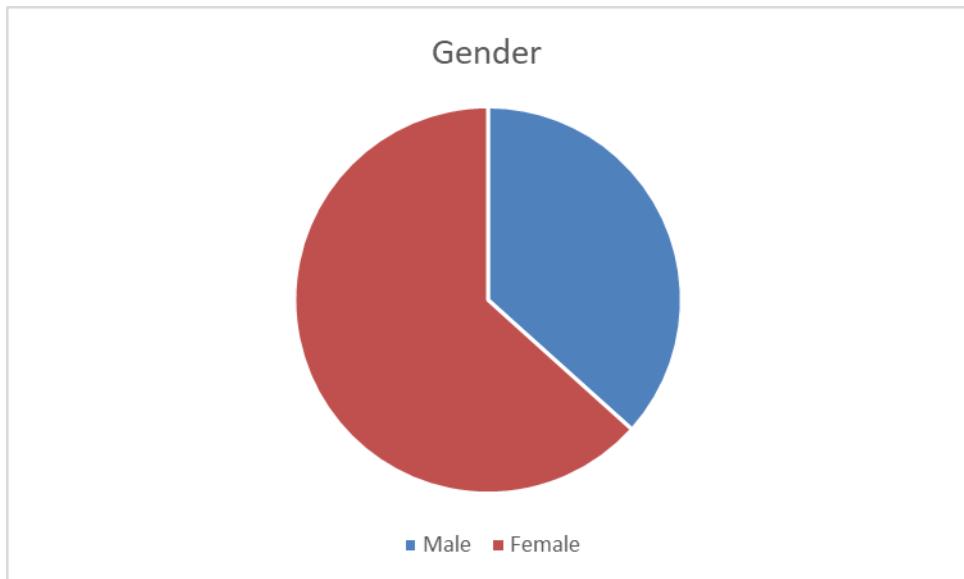
#### **4.4 Questionnaire Methodology:**

Study use Likert scale in this pilot questionnaire, Likert scale is "a psychometric scale commonly used in questionnaire, and is the most widely used scale in survey Study, such that the term is often used interchangeably with rating scale even though the two are not synonymous. When responding to a Likert questionnaire item, respondents specify their level of agreement to a statement" (Wuensch, 2005). The 30 questionnaire is about the usability of VMPh system , contains four dimensions usefulness , ease of use, learnability and satisfaction , "A 5-point Likert scale anchored by "Strongly Disagree" (1) and Strongly Agree (5) was used " [14].

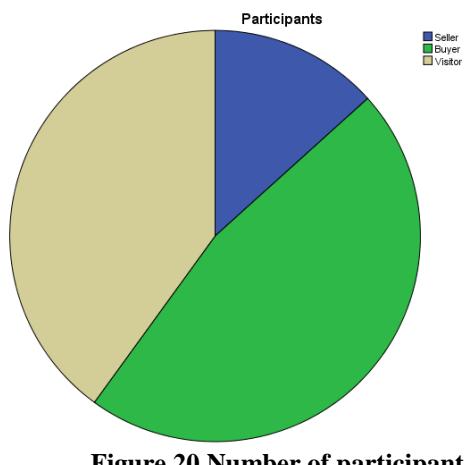
#### **4.5 Result and Findings**

The questioner was divided into two parts; the first one includes general information about the user who fulfill the questioner including the gender, age, qualification, and their experience in using the web systems and websites. The second part of the questioner is to evaluate the system, it includes four groups. Each group evaluates the participant's opinion about specific consideration about the system. The data was entered, filtered, and analyzed using SPSS. The questioner is shown in Appendix A.

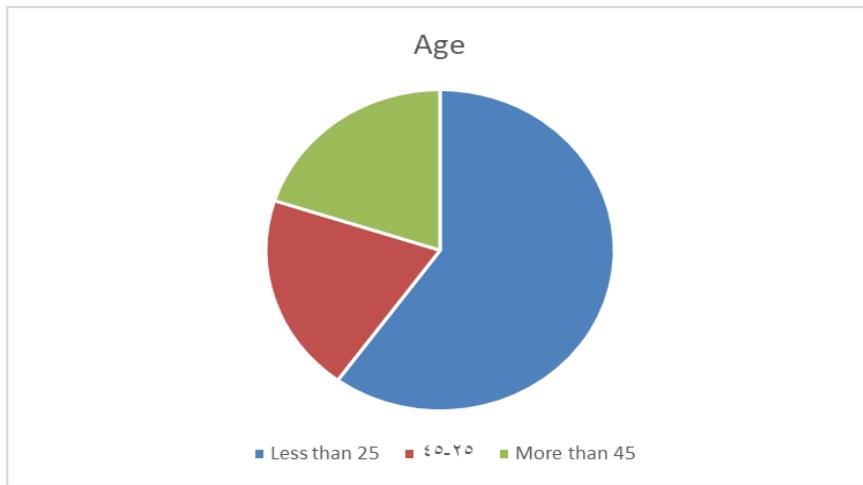
A sample of 30 random selected customers in Gaza Strip, As shown in Fig, 13.3% of the participants were sellers while 46.7% were buyers and 40% were visitors. 63.3% of respondents were female, majority of respondents (60%) were aged less than 25 years old. In terms of user experience to use system via the internet we get 30% does not deal, 33.3% have experience between 3-5 years and 20% have experience more than 5 years.



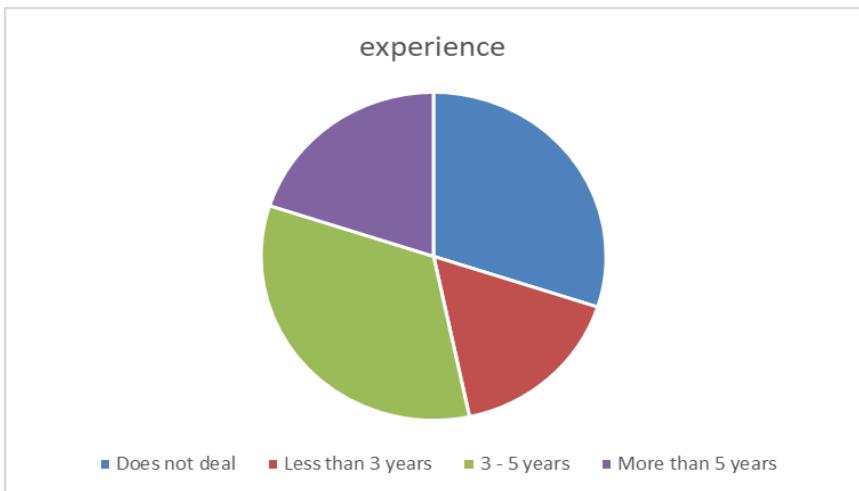
**Figure 19** Gender percentage



**Figure 20** Number of participants



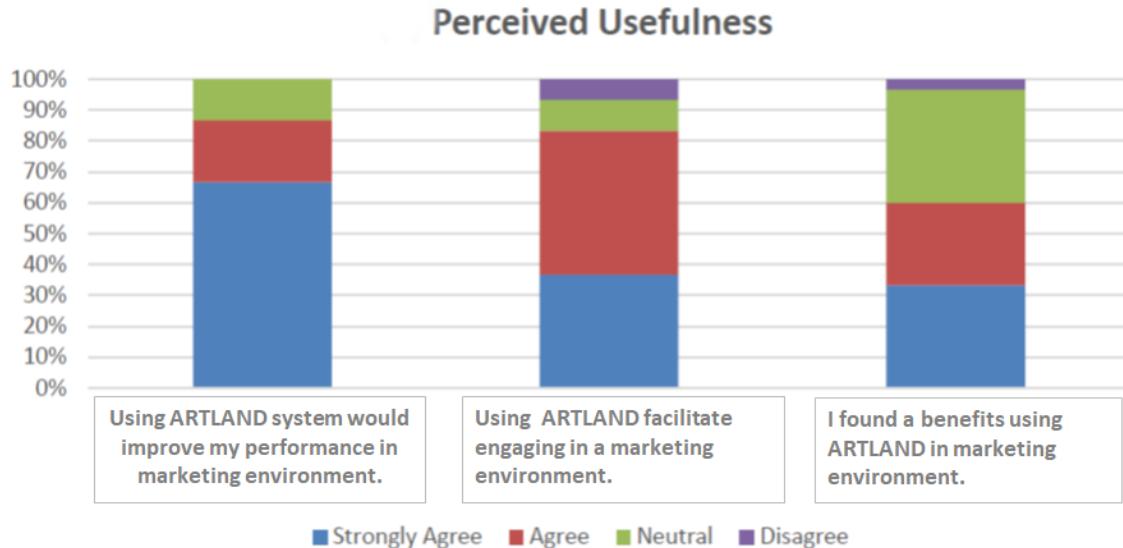
**Figure 21** Age percentage



**Figure 22 Experience of using the web**

Regarding to the perceived usefulness of the system, participants were asked to evaluate the importance of the system and how it easy to perform tasks effectively using the system. About 53% of participants were strongly agree that the system enables them to perform tasks faster, while nearly 35% of them were agree.

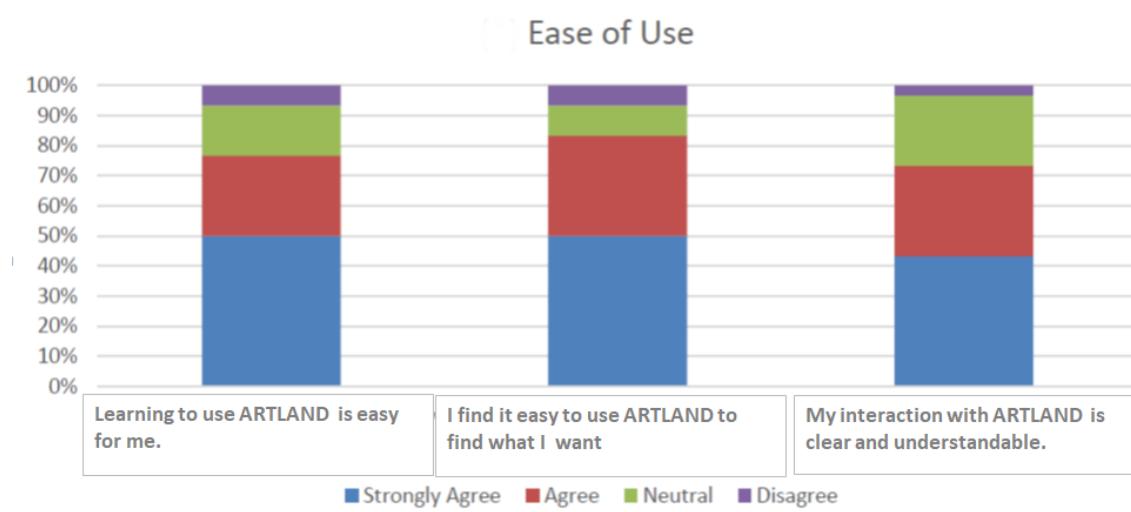
In other hand, 48% of participants strongly agreed that the system help improving the performance of learnability. Where about 35% were agree. Moreover, nearly the same percentage agreed that the system help improving the productivity of education, See Fig23.



**Figure 23 End-users' perceptions about the importance of the system**

Regarding to the ease of using the system, most of participants founded that the system is easy to use and easy to learn, which is validate usability concept.

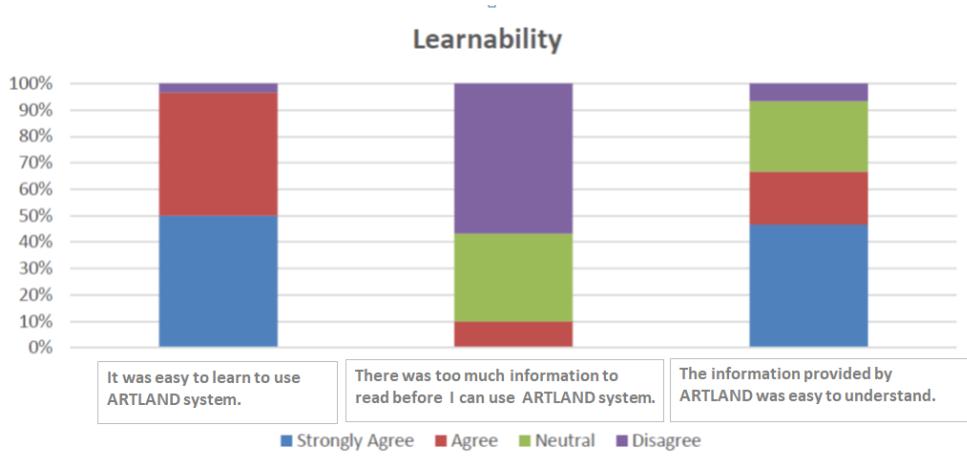
Fig 24 shows that nearly 48% were strongly agree and 28% were agree that the system is easy. In addition, 50% of participants were strongly agree and 31% were agree that the system make it easy to find what they want. Otherwise, 32% of them were strongly agree that the system is cleat and understandable, while 28% were agree.



**Figure 24 End-users' perceptions about the ease of use of the system**

Regarding to learnability concept, 50% of participants says that the system is easy to learn and easy to use in a big degree, while 48% agree that the system is useful, easy to use, and easy to learn. In addition, most of participants founded that there is no information to read before using the system.

At the end, 48% of participants strongly agreed that the information provided by the system was easy to use, while 20% of them agreed on that. See Fig 25.



**Figure 25 End-users' perceptions about the learnability of the system**

## **CHAPTER 5**

### **DISCUSSION, FUTURE WORK, AND CONCLUSION**

#### **5.1 Discussion**

In the beginning, there are many unemployed women in Palestine with 65%. These women can work in the manufacture of handicrafts of all kinds. There is also a difficulty in reaching shops interested in selling Palestinian handicrafts. In addition to attempts to steal Palestinian heritage, To display handmade products and sell them at lower prices than the market in order to reach this heritage to every Palestinian and others.

We began to gather ideas about this store, which is a website that deals only with the sale of handicrafts. Some Palestinian heritage stores wanted to display their products on the site. The site was developed to allow shop owners to display their products and sell them through the site. It was difficult to collect all extinct products such as wax and pottery.

The products were collected and the stores that will be used to display and sell their products were classified and added to the site. Where the seller can know the amount of sales and profits on a weekly, monthly and annual basis. He can also edit the profile of his products as he wants. After completing this stage the site was fully built.

The site was built on a Wordpress template because it leads to the goal we are seeking to achieve from this site. The site use questionnaire was distributed to a group of people and the results were positive.

## **5.2 Future work**

VMPH need develop to support many things user ask for it and it is important for the system to facilitate the small shop work and achieve more quality, effectively and usability, the list below content this future work :

- i. Allow the system to support another languages like Arabic and French in order to make the system accessible for foreign people.
- ii. Allow payment online.
- iii. Adding new actor ( City Manager ) to allow him to manage seller within a limited area.
- iv. Creating android and IOS app that shows the latest products for buyers and marketing easily.

## **5.3 Conclusion**

VMPH based-on marketing and inventory management online. This project discussed the design and development of Marketing System for Palestinians' Handicrafts . After searching and understanding more deeply within the marketing and handicrafts field. then the documentation is in a comprehensive report to be as a reference for any coming Studies.

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## Appendix

### Appendix A: Questionnaire

#### استبيان

عزيزي المستخدم،

تهدف هذه الاستبانة لمعرفة مدى رضاك وقبولك لاستخدام نظام السوق الافتراضي للحرف اليدوية الفلسطينية الالكتروني.

مشاركتكم في الإجابة على هذا الاستبيان تساهم في ضمان نجاح هذه الدراسة، علماً أنه سيتم التعامل مع كافة المعلومات التي تقدمها بأكبر قدر ممكن من السرية.

شكراً على تعاونك معنا،،،

للتواصل والاستفسار

أحمد زقوت – هديل الأسطل

جامعة فلسطين – مدينة الزهراء-غزة- فلسطين

أولاً :معلومات عامة:

هذا القسم يتعلق بالمعلومات الشخصية الخاصة بك، لذا يرجى ملئ الفراغات ووضع علامة (✓) حول الإجابة المناسبة (يرجى وضع علامة واحدة فقط).

١- الجنس      ذكر [ ]      أنثى [ ]

٢- العمر      أقل من ٢٥ [ ]      من ٢٥ - ٤٥ [ ]      أكثر من ٤٥ [ ]

٣- نوع المستخدم      باائع [ ]      مشتري [ ]      زائر [ ]

أخرى \_\_\_\_\_

٤- تجربتك مع نظم التسويق الالكتروني ؟

[ ] لم اتعامل مع انظمة تسويق الكترونية

[ ] أقل من 3 سنوات [ ] أكثر من 5 سنوات [ ] ثالث إلى خمس سنوات

### ثانياً: عوامل قبول نظام السوق الافتراضي للحرف اليدوية الفلسطينية

بعد قراءتك للخيارات أدناه، يمكنك استخدام الأرقام من ١ إلى ٥ كالتالي:

( ١ = معارض بشدة ، ٢ = معارض ، ٣ = محابي ، ٤ = موافق ، ٥ = موافق بشدة )

١ . تهدف هذه المجموعة من الأسئلة لفهم وجهة نظرك تجاه الفائدة من استخدام نظام Artland					
٥	٤	٣	٢	١	استخدام Artland يمكنني من إنجاز المهام بسرعة أكبر.
٥	٤	٣	٢	١	استخدام Artland يساهم في تحسين عملية التسويق.
٥	٤	٣	٢	١	استخدام Artland يزيد من انتاجية التسويق.
٥	٤	٣	٢	١	استخدام Artland يساهم في تعزيز الفعالية في بيئة التسويق.
٥	٤	٣	٢	١	استخدام Artland يسهل عملية الانخراط في بيئة التسويق.
٥	٤	٣	٢	١	أجد الفائدة في استخدام Artland في البيئة التسويقية.

٢ . تهدف هذه المجموعة من الأسئلة لفهم وجهة نظرك تجاه سهولة استخدام نظام Artland					
٥	٤	٣	٢	١	أجد سهولة في كيفية تعلم استخدام نظام Artland.
٥	٤	٣	٢	١	التفاعل مع نظام Artland واضح ومفهوم.
٥	٤	٣	٢	١	أجد في نظام Artland مرنة للتعامل معه.
٥	٤	٣	٢	١	من السهل بالنسبة لي أن أصبح ماهرًا في استخدام نظام Artland.
٥	٤	٣	٢	١	بشكل عام، أجد أن نظام Artland سهل الاستخدام.

**٣ . تهدف هذه المجموعة من الأسئلة لفهم مدى قابلية تعلم نظام Artland .**

١	كان من السهل تعلم استخدام نظام Artland .	٥ ٤ ٣ ٢ ١
٢	احتاجت لقراءة الكثير من المعلومات قبل أن أتمكن من استخدام نظام Artland .	٥ ٤ ٣ ٢ ١
٣	المعلومات التي قدمها نظام Artland سهلة لفهم .	٥ ٤ ٣ ٢ ١

**٤ . تهدف هذه المجموعة من الأسئلة لفهم النتائج المتربطة على استخدام نظام**

**Artland في المستقبل**

١	كنت قادراً على إكمال المهام الخاصة بي بسرعة باستخدام نظام Artland .	٥ ٤ ٣ ٢ ١
٢	تمكنت من إنجاز مهامي باستخدام نظام Artland .	٥ ٤ ٣ ٢ ١
٣	كنت قادراً على إكمال المهام بكفاءة باستخدام نظام Artland .	٥ ٤ ٣ ٢ ١
٤	أعتقد أنني من الممكن أن أصبح عنصراً منتجاً بسرعة باستخدام نظام Artland .	٥ ٤ ٣ ٢ ١
٥	من تجربتي الحالية مع استخدام نظام Artland ؛ أعتقد أنني سوف أستخدمه بشكل منتظم .	٥ ٤ ٣ ٢ ١
٦	أوصي باستخدام نظام Artland .	٥ ٤ ٣ ٢ ١

باختصار، هل لديك أي تعليقات أخرى؟

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شكراً لتعاونك معنا