

## الآية

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

فَتَعَالَى اللّٰهُمَّ لِكُلِّ ذَنْبٍ لَّكَ عِزٌّ وَكَرَامَةٌ لَا تَعْجِلَنَّ الْقُرْآنَ مِنْ قَبْلِ أَنْ

يُقَضَىٰ إِلَيْكَ حُكْمُهُ وَأَنْ تَقُولَ دُنِيَ لِمَا

سورة طه، الآية 114

صدق الله العظيم

## **Dedication**

I would like to dedicate this study to the following:

To our beloved God for giving us the light as a guide to this research

To my family, who were always supportive to me, specially my father who encouraged me to enroll in this master program, and who is my role model and inspiration to always achieve higher levels in my life just like him

To College of Computer Science and Information Technology

And

My friends, who encouraged me when the workload was heavy

## **Acknowledgement**

I would like to give thanks, praise to God, and express my earnest gratitude for allowing me to continuously discover myself through good health, and a sound and balanced life to complete this research.

I also would like express my heart full gratitude to:

My supervisor who guided me through the way to complete the research, and gave me all the advices.

The people who participated in the study, and took the time to fill the questionnaire.

And to the owners of the E-commerce systems, who were kind and gave me all the information I needed about their systems.

## **ABSTRACT**

Quality of the software is critical and essential, in some types of software, poor quality may lead to loss of human life, financial loss and more, one of software types is E-commerce systems. Research objective is proposing a quality model for E-commerce systems in Sudan to produce E-commerce systems with high quality according to people needs, and analyzing all the aspects of using E-commerce systems in Sudan. Research problem is that quality concept is not well known and people do not demand it and that lead to E-commerce systems with bad quality and unsatisfied customers. Hypothesis that research will prove: people use E-commerce systems, what are the types of e-commerce systems in Sudan, obstacles that makes it hard for people to use them, ways to encourage people to use it, and ways to help spread the concept of quality of E-commerce systems in Sudan. Research methodology is qualitative; by using questionnaire to model the use of e-commerce systems in Sudan, observation to find quality factors out of the questionnaire results with the consideration of quality models to find suitable model. Research result showed that people in Sudan use social media as a way to make e-commerce systems, the researcher proved all the hypotheses, and proposed a quality model to implement and develop E-commerce systems with high quality according to people requirements in Sudan.

## المستخلص

جودة البرمجيات هي عامل ضروري وأساسي، في بعض أنواع البرمجيات الجودة المنخفضة قد تؤدي الى خسائر في الأرواح، خسائر مالية وأكثر، أحد أنواع هذه البرمجيات هو أنظمة التجارة الإلكترونية. هدف البحث هو اقتراح نموذج جودة لأنظمة التجارة الإلكترونية في السودان للحصول على أنظمة الكترونية ذات جودة عالية وفقا لمتطلبات المستخدمين، وتحليل جميع جوانب استخدام أنظمة التجارة الإلكترونية في السودان. مشكلة البحث هي ان مفهوم الجودة ليس ذا صيت عال والمستخدمين لا يطالبون بأنظمة ذات جودة عالية مما يؤدي الى وجود أنظمة ذات جودة منخفضة وبالتالي مستخدمين غير راضيين. الفرضيات التي ستثبت بواسطة البحث: يتم استخدام أنظمة التجارة الإلكترونية في السودان، ماهي أنواع أنظمة التجارة الإلكترونية المستخدمة، العوائق التي تجعل من الصعب على المستخدمين استخدام هذه الأنظمة، طرق لتشجيع المستخدمين لاستخدام الأنظمة، وطرق للمساعدة على نشر مفهوم الجودة في السودان فيما يخص أنظمة التجارة الإلكترونية. منهجية البحث هي بحث نوعي: باستخدام أداة الاستبانة لنمذجة استخدام أنظمة التجارة الإلكترونية في السودان، والملاحظة لاستخراج عوامل الجودة من نتائج البيانات المتحصل عليها من الاستبانة مع الأخذ في الإعتبار نماذج الجودة لإقتراح النموذج المناسب. نتائج البحث اظهرت ان المستخدمين في السودان يفضلون استخدام مواقع التواصل الإجتماعي كأنظمة تجارة إلكترونية، قامت الباحثة بإثبات جميع الفرضيات، واقتراح نموذج جودة ليتم تطبيقه لتطوير أنظمة تجارة الكترونية ذات جودة عالية وفقا لمتطلبات المستخدمين في السودان.

## List of Tables

Table (2:1): The characteristics of quality models.....	12
Table (3:1): Reliability of the hypothesis (the obstacles that makes it hard for people to use e-commerce systems in Sudan) .....	16
Table (3:2): Reliability of the hypothesis (Ways to encourage people to use E-commerce systems in Sudan) .....	17
Table (3:3): Reliability of the hypothesis (Ways to help spread concept of quality in Sudan among E-commerce systems) .....	18
Table (4:1): Distribution according to sex .....	21
Table (4:2): Descriptive statistics .....	22
Table (4:3): Distribution according to educational level .....	22
Table (4:4): Distribution according to employment status .....	23
Table (4:5): Salary rate in SDG .....	25
Table (4:6): The E-commerce systems used in Sudan .....	27
Table (4:7): How people get to know about the e-commerce systems they have used .....	27
Table (4:8): Devices used to access e-commerce .....	28
Table (4:9): E-commerce vs traditional commerce preferability .....	28
Table (4:10): How often people use e-commerce systems .....	29
Table (4:11): Degree of concerned quality .....	29
Table (4:12): Percentage of people who have bank account .....	30
Table (4:13): Percentage of people who have electronic purse .....	30
Table (4:14): Obstacles that makes it hard for people to use e-commerce systems in Sudan .....	32
Table (4:15): Ways to encourage people to use E-commerce systems in Sudan .....	33
Table (4:16): Ways to help spread the concept of quality in Sudan among e-commerce systems .....	34
Table (4:17): Results of the case study analysis .....	35
Table (4:18): E-commerce systems characteristics .....	44

## List of figures

Figure (4:1): Distribution according to sex .....	21
Figure (4:2): Distribution according to educational level .....	23
Figure (4:3): Distribution according to employment status .....	24
Figure (4:4): Salary rate in SDG .....	26

## List of abbreviations

<b>The terminology</b>	<b>Meaning of the terminology</b>
<b>E-commerce</b>	Electronic commerce.
<b>QA</b>	Quality assurance.
<b>SQA</b>	Software quality assurance.
<b>SQE</b>	Software quality engineering.
<b>EDI</b>	Electronic data interchange.
<b>IT</b>	Information technology.
<b>Factors and Metrics</b>	<p>Factors: They describe the external view of the software, as viewed by the users.</p> <p>Metrics: They are defined and used to provide a scale and method for measuring the factor.</p>
<b>Unit testing</b>	a software testing method by which individual units of source code, sets of one or more computer program modules together with associated control data, usage procedures, and operating procedures, are tested to determine whether they are fit for us.
<b>SDG</b>	Sudanese pound (the Sudanese currency)
<b>E-literacy</b>	The skill set required to make efficient use of all of the materials, tools, and resources that are available online.
<b>Online questionnaire</b>	Questionnaire that is filled through internet browser.
<b>Offline questionnaire</b>	The paper-based questionnaires.



# Table of Contents

## Chapter One: introduction

1	Introduction:.....	1
2	Research problem:.....	1
3	Research objectives:.....	1
4	Research importance:.....	2
5	Research hypothesis:.....	2
6	Research scope:.....	2
7	Research methodology:.....	3
8	Research structure:.....	3

## Chapter Two: Literature Review

1	Introduction:.....	4
2	E-commerce systems:.....	4
2.1	Types of E-commerce systems:.....	4
2.1.1	Business-to-Consumer (B2C):.....	4
2.1.2	Business-to-Business (B2B):.....	4
2.1.3	Consumer-to-Business (C2B):.....	4
2.1.4	Consumer-to-Consumer (C2C):.....	5
3	Quality engineering (QE):.....	5
3.1	Software quality engineering steps:.....	5
3.2	Quality models:.....	5
3.3	Quality models examples:.....	5
3.3.1	McCall's Quality Model:.....	6
3.3.2	Boehm's Quality Model:.....	6
3.3.3	Dromey's Quality Model:.....	7
3.3.4	FURPS Quality Model:.....	7
3.3.5	ISO 9126 Quality Model:.....	7
3.4	Implement quality in E-commerce systems:.....	8
3.4.1	Quality planning:.....	8
3.4.2	Quality assurance:.....	8
3.4.3	Quality control:.....	8
4	Literature review:.....	8
4.1	E-Commerce System Quality Assessment using a Model based on ISO 9126 and Belief Networks:.....	8

4.2	Key Factors for Developing a Successful e-commerce website:.....	9
4.3	Significant Success Factors of E-Commerce Exterior Factors Proceeding to Situation of Corporate Sectors: .....	<b>Error! Bookmark not defined.</b>
4.4	Software Quality Assurance – E-commerce Customers Satisfaction in Requirements Engineering Process: .....	<b>Error! Bookmark not defined.</b>
4.5	Quality Models in Software Engineering Literature, An Analytical and Comparative Study: .....	<b>Error! Bookmark not defined.</b>
4.5.1	Summary of model’s factors:.....	<b>Error! Bookmark not defined.</b>
4.5.2	About the models: .....	<b>Error! Bookmark not defined.</b>

### **Chapter Three: Methodology**

1	Introduction:.....	<b>Error! Bookmark not defined.</b>
2	Research methodology: .....	<b>Error! Bookmark not defined.</b>
3	Data collection method:.....	<b>Error! Bookmark not defined.</b>
4	Data collection method validity and reliability:.....	<b>Error! Bookmark not defined.</b>
4.1	Content validity:.....	<b>Error! Bookmark not defined.</b>
4.2	Cronbach’s Alpha: .....	<b>Error! Bookmark not defined.</b>
5	Questionnaire reliability analysis:.....	<b>Error! Bookmark not defined.</b>
5.1	The obstacle that makes it hard for people to use E-commerce systems in Sudan .....	<b>Error! Bookmark not defined.</b>
5.2	Ways to encourage people to use E-commerce systems in Sudan.....	<b>Error! Bookmark not defined.</b>
5.3	Ways to help spread concept of quality in Sudan among E-commerce systems	<b>Error! Bookmark not defined.</b>
6	The proposed quality model: .....	19

### **Chapter Four: Results and Analysis**

1	Introduction:.....	<b>Error! Bookmark not defined.</b>
2	Results of research’s questionnaire: .....	<b>Error! Bookmark not defined.</b>
3	Analysis of usage of e-commerce systems in Sudan:	<b>Error! Bookmark not defined.</b>
4	Proving hypotheses: .....	<b>Error! Bookmark not defined.</b>
4.1	The obstacles that makes it hard for people to use e-commerce systems in Sudan: .....	<b>Error! Bookmark not defined.</b>
4.2	Ways to encourage people to use e-commerce systems in Sudan: .....	<b>Error! Bookmark not defined.</b>

4.3	Ways to help spread concept of quality in Sudan among E-commerce systems: .....	<b>Error! Bookmark not defined.</b>
5	Summary of results (case study analysis):.....	<b>Error! Bookmark not defined.</b>
6	E-commerce systems in Sudan (characteristic's analysis: .....	39
6.1	Electronic purse: .....	39
6.2	DigiAds:.....	<b>Error! Bookmark not defined.</b>
6.3	Souqsu: .....	<b>Error! Bookmark not defined.</b>
6.4	Laha wa laho:.....	<b>Error! Bookmark not defined.</b>
6.5	D-request: .....	<b>Error! Bookmark not defined.</b>
6.6	Smart delivery:.....	<b>Error! Bookmark not defined.</b>
6.7	Facebook groups and pages:.....	<b>Error! Bookmark not defined.</b>
6.8	Instagram accounts:.....	<b>Error! Bookmark not defined.</b>
7	Features of e-commerce systems in Sudan:.....	<b>Error! Bookmark not defined.</b>
7.1	Summary of features of e-commerce systems in Sudan:..	<b>Error! Bookmark not defined.</b>

## **Chapter Five: Proposed Quality Model**

1	Introduction:.....	<b>Error! Bookmark not defined.</b>
2	Proposed quality model:.....	<b>Error! Bookmark not defined.</b>
2.1	Design neutrality:.....	<b>Error! Bookmark not defined.</b>
2.2	Social media based E-commerce system:.....	<b>Error! Bookmark not defined.</b>
2.3	Social media for promotion: .....	<b>Error! Bookmark not defined.</b>
2.4	Mobile friendly: .....	47
2.5	Availability of online payment methods: .....	47
2.6	Lightweight e-commerce systems:.....	47
2.7	User guide (usability-understandability):.....	47
2.8	Delivery option: .....	47
2.9	Variety of options: .....	47
2.10	Rating and feedback:.....	47

## **Chapter Six: Conclusion and Recommendation**

1	Introduction:.....	49
2	Conclusion: .....	49
3	Recommendations: .....	<b>Error! Bookmark not defined.</b>
	Bibliography: .....	<b>Error! Bookmark not defined.</b>

Appendices..... **Error! Bookmark not defined.**