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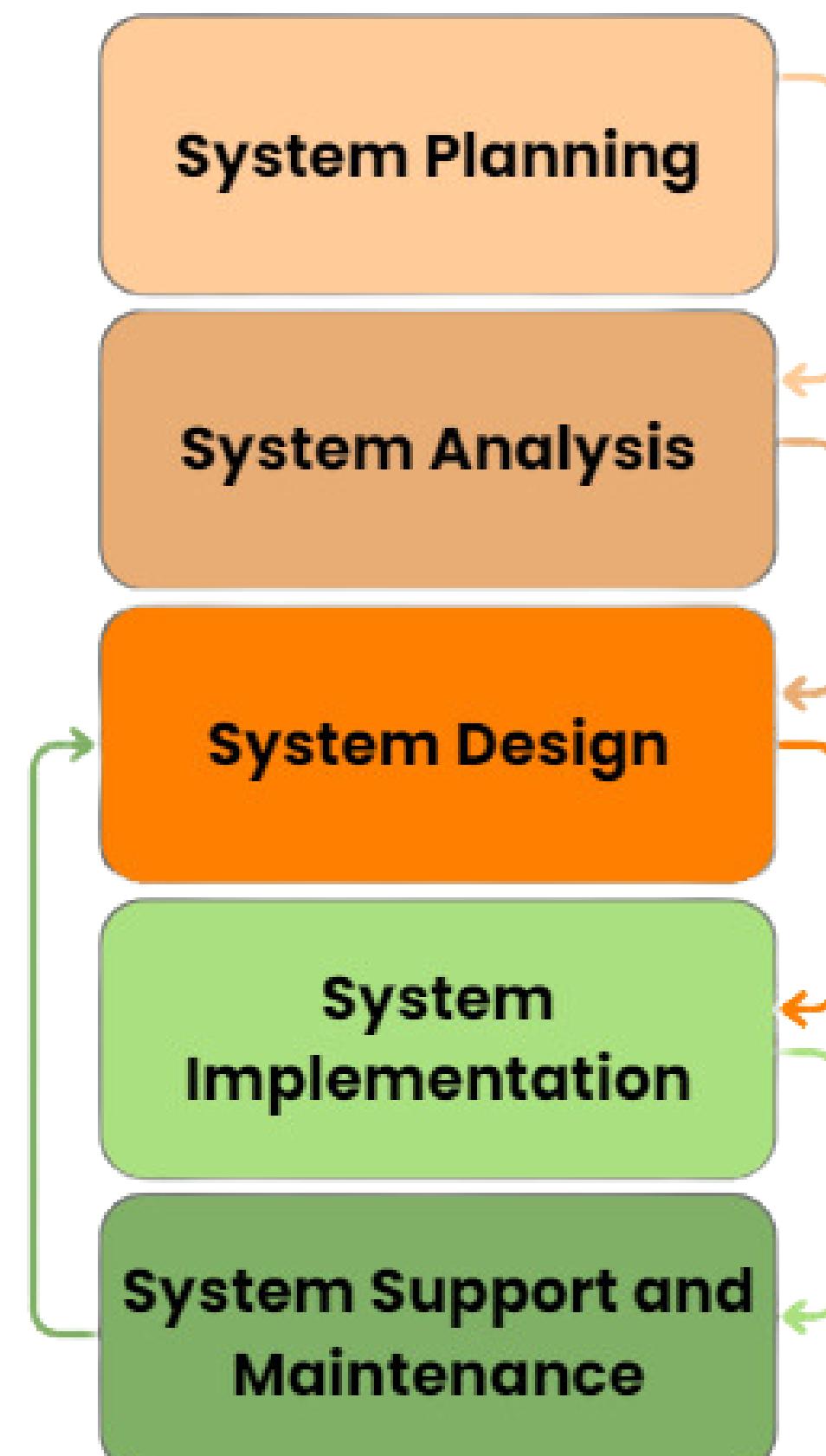


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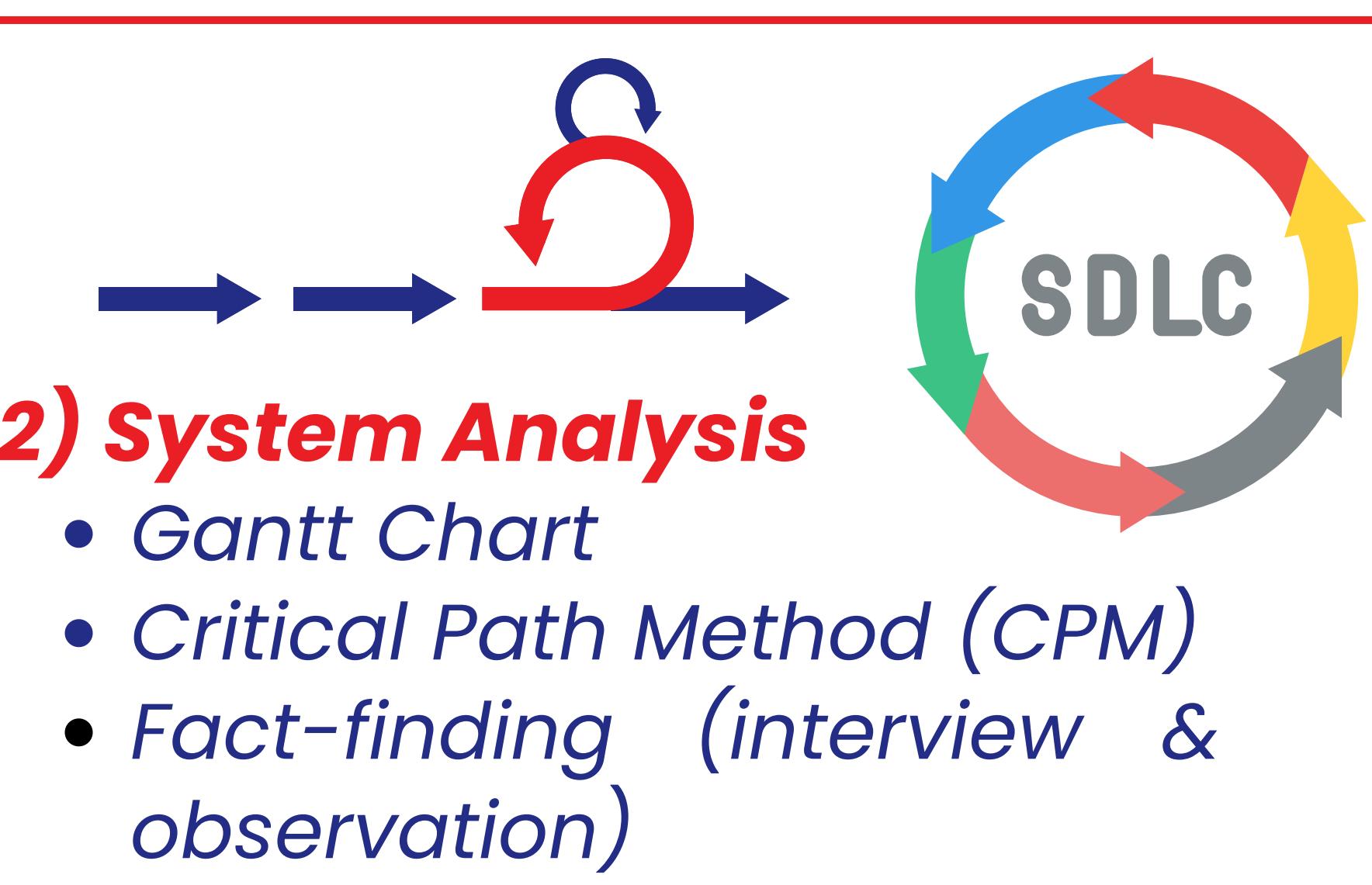
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Introduction

POS Malaysia is the national postal service provider. Its mobile application, launched on 13th May 2016, now offers both online and in-person postal services. With over 1 million downloads, it has significantly expanded its digital services to enhance user convenience. The app offers several features such as Send Parcel, Outlet Finder, and Track & Trace. However, persistent issues have caused user frustration and dissatisfaction, risking customer loss. To address this, we have enhanced the app to improve its functionality and user experience.

Methodology**Iterative Model****1) System Planning**

- Objectives & Goals
- Porter's Five Forces
- SWOT Analysis
- Feasibility Study

2) System Analysis**3) System Design**

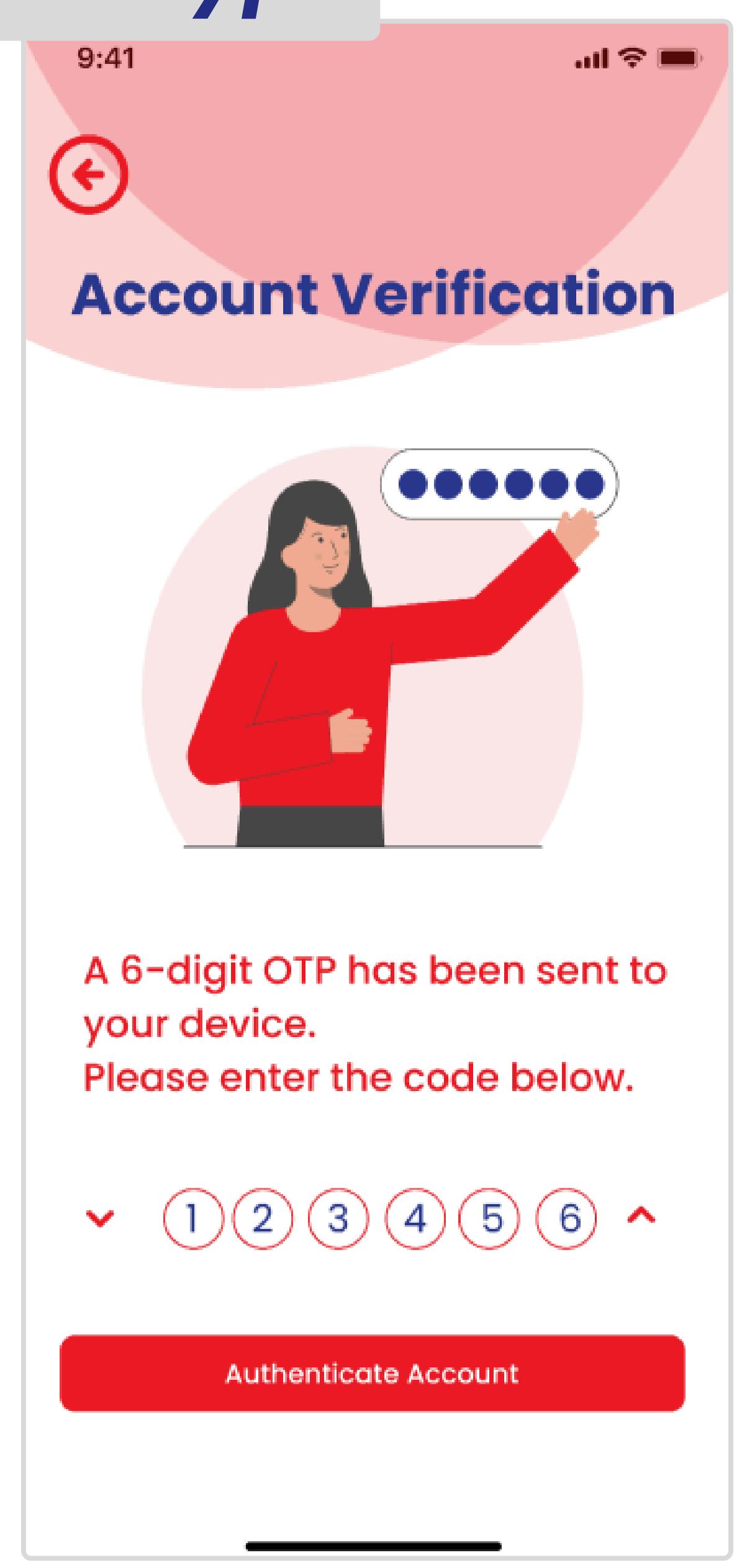
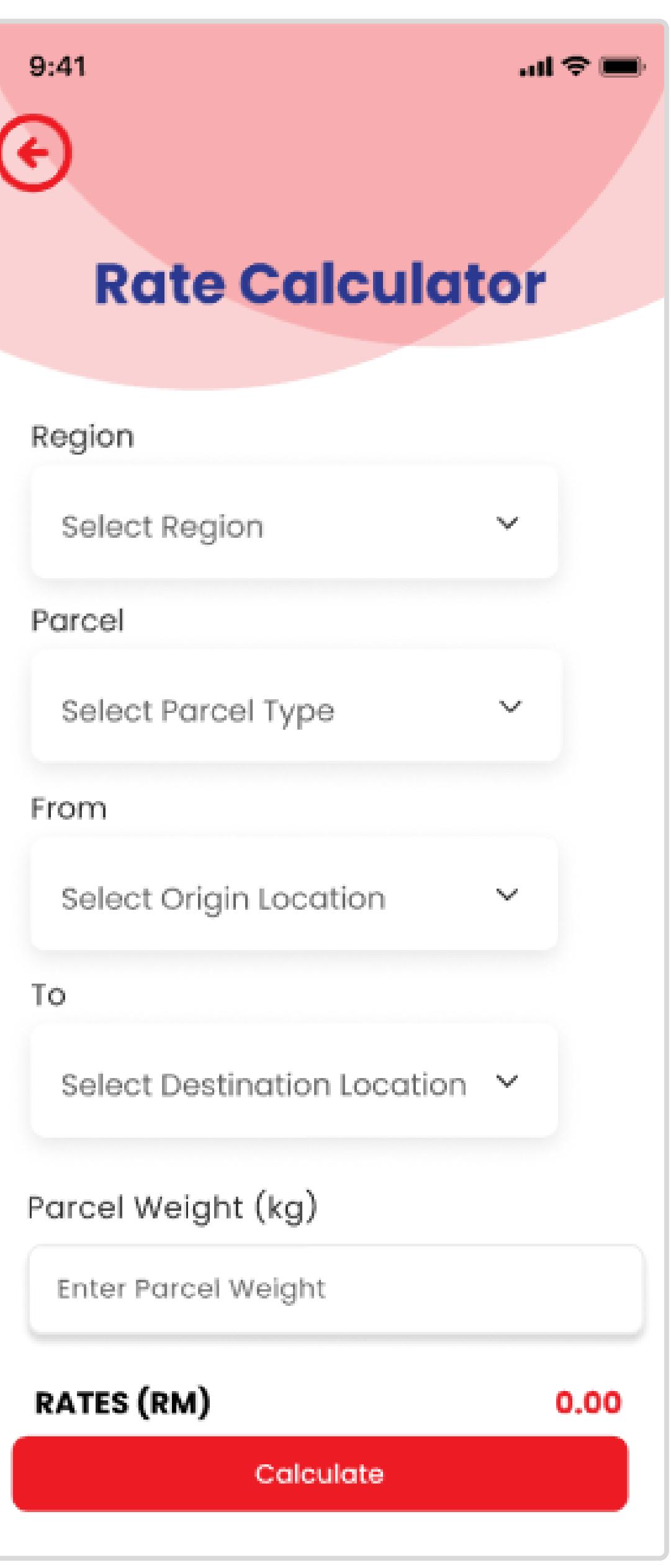
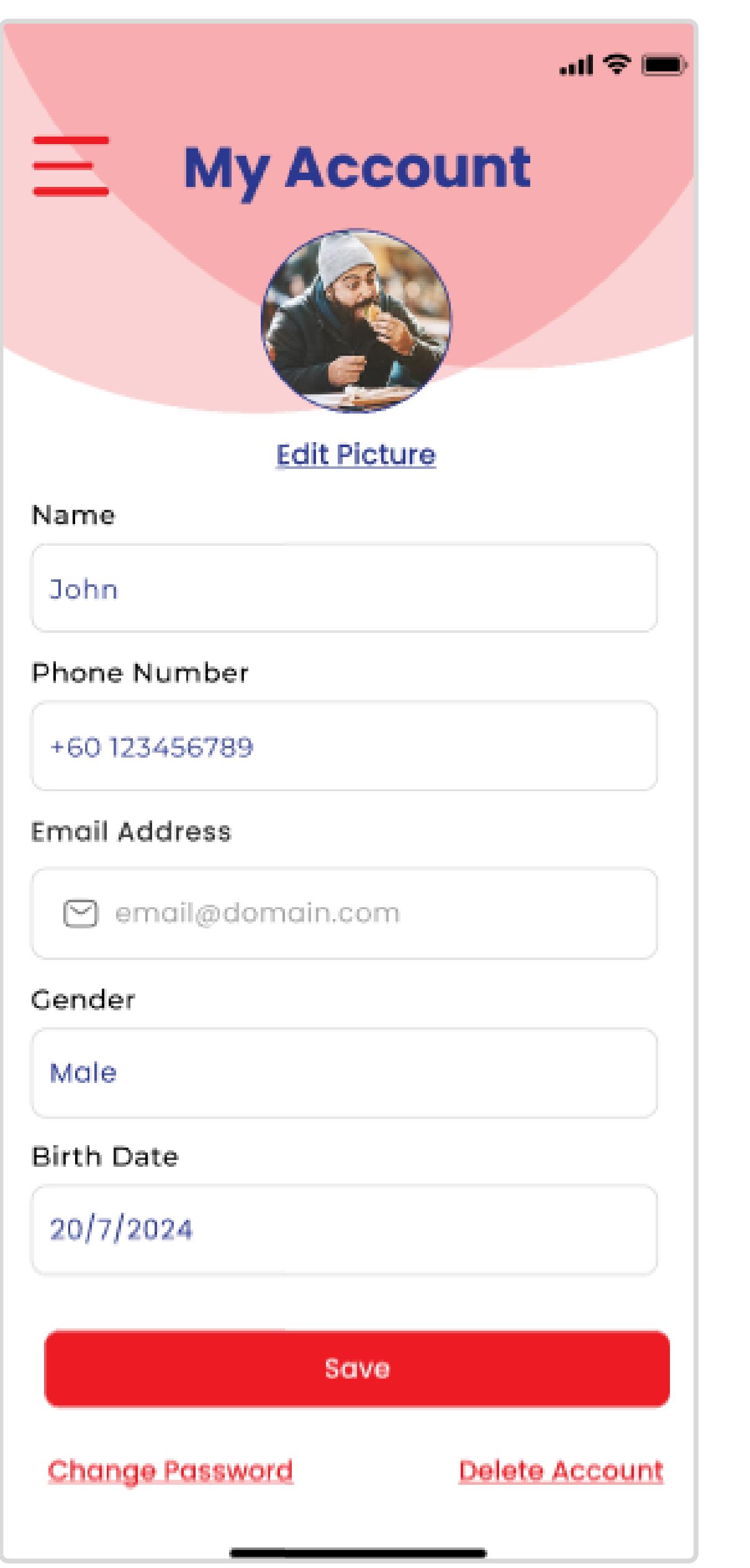
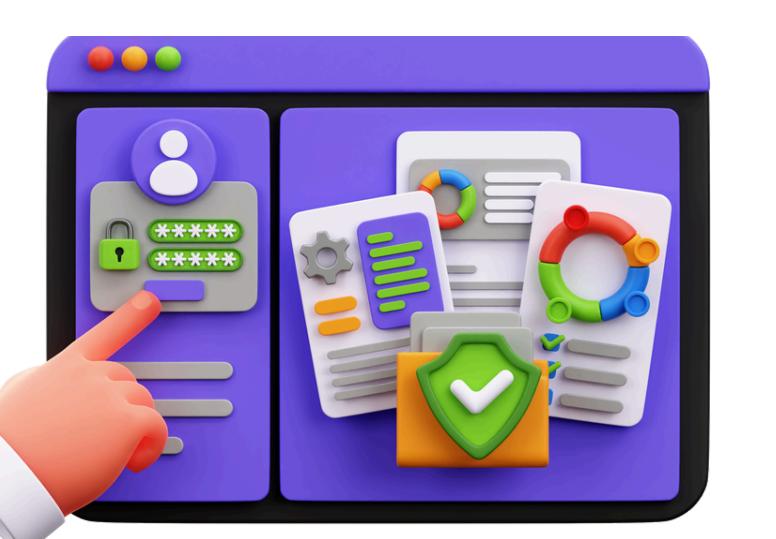
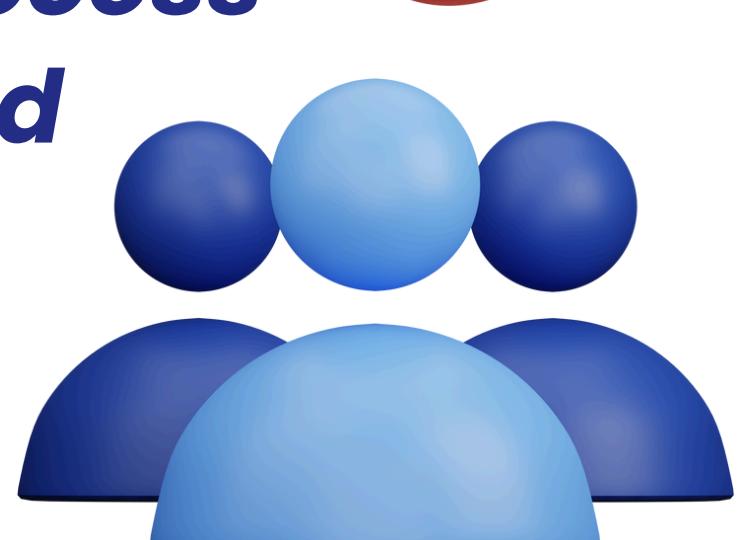
- Context Diagram
- Data Flow Diagram
- Activity Diagram
- Use Case Diagram
- Sequence Diagram
- Transition Diagram

4) System Implementation

- Prototyping
- Use Case and Heuristic Testing

5) System Support & Maintenance

- Ongoing monitoring

Problem Statement**1. Troublesome Account Verification Process****2. Lack of location & dimensions filters in Rate Calculator****3. Limited Profile Management Functions****Prototype****OTP Account Verification****Rate Calculator****Account Management****Objectives**
1. To improve usability with enhanced OTP Account Verification**2. To enhance user satisfaction with improved Rate Calculator features****3. To optimise interaction with upgraded Account Management functions****Value Proposition****1. Fast and Easy Verification Process with OTP pins****2. Accurate Shipping Rates with Additional Location and Dimension Filters****3. Easy Profile Access for Password and Profile Picture Modification****Benefits to Users****Reduced Frustration****Transparent Pricing & Informed Delivery Decisions****Immediate Profile Access****Benefits to Society****Enhanced Economic Activity****Increased Security****Reduced Workload****Commercialisation Potential****Sell to POS Malaysia for RM600,000 to increase its app's user base & boost revenue**