A RESEARCH ON PACKET-SWITCHED TECHNOLOGY IN MOBILE COMMERCE TO IMPLEMENT A MOBILE GIFT SHOP

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ABSTRACT

This project aims to provide an alternative to mobile internet currently developed by utilizing Wireless Application Protocol (WAP), which is operating under circuit-switched technology. This project involves primary and secondary research techniques, both on the technology and business aspects of a wireless Internet commerce application. Fundamental technological researches include on the commonly known circuit-switched technology and the innovative packet-switched technology, effective and efficient database organization, vital security factors, and Human Computer Interaction (HCI) as well. Intended primary business investigations include a research on a gift shop operation management, and potential market for the proposed application. The Wireless Internet Gift Shop mainly provides products/services catalogue and online transaction, designed to support multiple clients. A unique characteristic of this project is dual-access in terms that it is accessible both from cellular phones and wired line Internet. It is also significant to state presently that an emulator exists to assist the entire development of this project since the proposed technology and service is not currently available in this region. Ultimately, this project aims to commercialize products/services through the exploitation of the future form in the internet, i.e. wireless-internet.