

STUDY AND IMPLEMENTATION OF AN ONLINE POINTS BASED INTERACTIVE REWARD SYSTEM

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ABSTRACT

This project addresses issues on the e-commerce application, which focuses on the development and design of a web-based gift redemption center. In the project, an in depth studies on the bonus shopping program and gift redemption process will be carried out. The project sought solution on promoting the bonus shopping program, and provide customer support procedures, real time catalogue and navigation tools with multimedia effects. The basic functions of the project allow bonus shoppers check out the latest range of gifts and specials featured anytime anywhere by accessing the internet. They can also view their account and personal details. The bonus points are to be updated at the back end system every week, depending on the volume of points. Additional features include the online participation of the Bonus Shopping Program and transaction. Hence, a study on the e-commerce security will also be done. The project also addresses problems on the current promoting practices. Ultimately, this project aims to provide a convenient way for consumers to redeem their rewards online.