

Jordan E-Business

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ABSTRACT

Jordan Trading Business comes to recover the loss of time, effort and trading problems that occurs through trading process in order to accomplish trading businesses for Jordanians. With the royalty efforts to reinforce the investment in Jordan we try by Jordan Trading Business to accelerate the business process in Jordan. Jordan Trading Business works at a wide domain of business that offers the Jordanians to denote their items (Lands, Houses, Cars, Laptops, PC's and Mobiles) with high technology pricing expert system that helps the seller to make a judgment for the item price according to existence prices that may be similar to user's item. With this technology to denote the items there is a high capability of shipment and payment that ease the selling process, on the other hand the Jordanian buyer can assure about item details with full dependency on Jordan Trading Business. Using a high technology search techniques within advance search and the portal Model of E-business. GIS Jordan Trading Business can serves the users for buying Lands and Houses that specified in the map, and how to discover the new items and user profile browsing. At a different way of E-Business the E-Advertisements is available for companies that wants to advertise about their product or companies using advertisement areas that activated electronically by attach the advertisement flash or Image file.

Key Words:

E-Commerce: Electronic Commerce.

E-Business: Electronic Business.

JTB: Jordan Trading Business.

1. Introduction

The core idea of the Jordan Trading Business is to share all Jordanians in trading process to make it easy to make any sell or buy process with minimum time required.

In the Jordan Trading Business the trading was treated as an E-Business process with its different models corresponding to the users needs, many business models are available in JTB(Jordan Trading Business) like Storefront, Auction , portal , and Dynamic model.

A. Storefront

This model consists of many technologies one of them was used in the Jordan Trading Business:

Ø **Shopping-cart Technology** this technology allows customers to accumulate items that they wish to buy as they continue to shop then they can either buy it as one package or edit the content of their cart.

B. Auction Model

Usually, auction sites act as forums through which internet users can log-on and assume the role of either bidder or seller.

As a seller, you are able to post an item you wish to sell, the minimum price you require to sell your item and a deadline to close the auction.

C. portal Model

This model gives visitors the chance to find almost everything they are looking for in one place. That using searches techniques that help the user to find the wanted item.

D. Dynamic Pricing Models:

The web has changed the way business is done and the way products are priced. Companies such as Price line have enabled

customers to name their prices for travel, homes, Cars and other items that offer.

In JTB it was assumed that all users are Jordanians and have the SSN (Social Security Number) that required to each user to make an account, then he can sell or buy any product from or to JTB, as assumed that although we assumed opened session between JTB and the Banks accounts in order to make any changes on the credit for each account with each sell or buy Transaction. It was assumed that the stuff of JTB can proceed in the sell/buy contracts of the legality side, as termed in each agreement the product should meet the announced description of each item or that will pay estimated forfeit.

GIS planes were used in order to make the buy process more clear to see the wanted land on the map.

Finally, **the user of the JTB System should have the following characteristics** in order to use the JTB system:

A. Knowledge in internet and how to contact a website over the internet, this characteristic helps the user to access the site.

B. Having a Bank account that its period is not finished and still working, this characteristic is for sellers and buyers not for who want to browse.

C. Having a free account in our site in order to buy/sell any item.

D. The seller should have the estate papers of the item that want to sell.

2. Analysis & Design

Jordan Trading Business was divided into three access levels: Browser, Registered User, and Admin. For each access level there was different processes to perform. Some of those processes were shared between all like that "Browsing items", the items can be seen in normal mode. "New items" and "Best items" that was denoted in the website, although the portal E-business was available for all through two search techniques, the first technique was used by enter the word or phrase in the suitable blank and select the best fit items, then the user can select any item that he/she wants to see.

Although JTB can be divided into different Modules that will explained later in this article.

2.1 JTB Access Levels

See figure 2.1 shows the main access levels

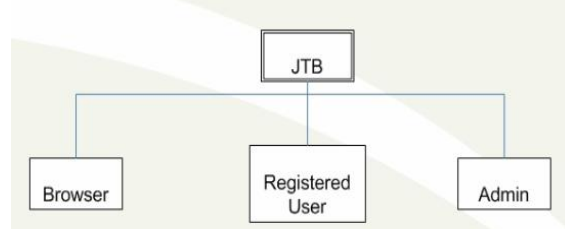


Figure 2.1 Main Access Levels

2.1.1 Browser: This access level was concerned with the user that hasn't an account. The user can perform only two main processes, firstly browsing the items that denoted in the website as we talk previously with different ways to browse, secondly the browser can make a free account with the JTB, at this process there are some required information about the user in order to make the free account. These Informations were first name, last name, username and password that will be used in login another required data are Bank

Account No. and E-Mail, at this point the user will trans from only browser to be a Registered User.

2.1.2 Registered User: This access level concerned with users already have free accounts by registration process that performed previously. Look at figure 2.2 shows the architecture of the module.

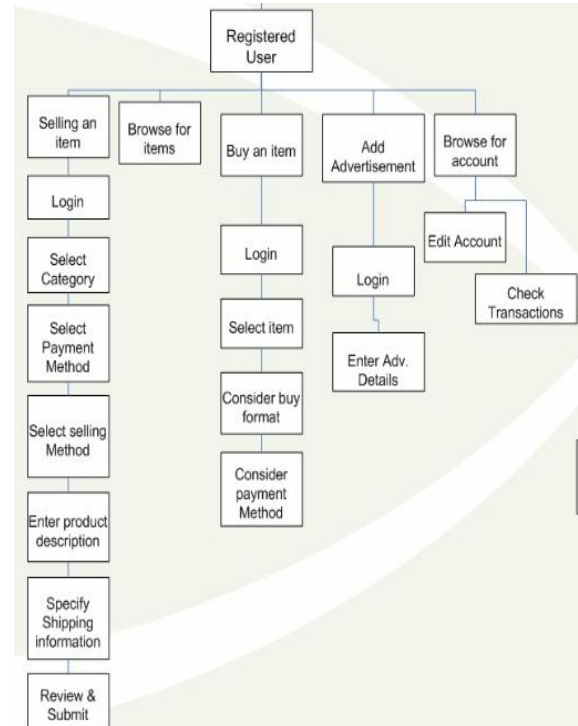


Figure 2.2 Registered User Module Architecture

This level has many processes to do one of them that previously explained "Browsing Items" this process is shared between all access levels. The second process is "Sell item" this process exclusive for registered user which passes through two mainly steps, the first step is "General description" at this step we don't enters any item details, the seller just decide how he want to sell and specify the item category, by step2 "Item Details" the seller configure the item details for each category there are some specification that required to accomplish selling item, third step which that doesn't used always "Auction Description" this step used only when the user selects the sell way to be in auction.

The third process is “Buy item” this process is concerned with how the user can pick up the item that he wants, after the buyer browses items and selects the wanted item he can either to pick it up directly by “buy” request that required the user to be already logged, in that he can determine the quantity of item. The system automatically will check the account bank of the user whether there is sufficient money in the account for whole the process, if the user tries to pick up many items at the same time he can use the “Cart” which used as accumulate technology and the user can pick up the wanted items that in cart or to void that and delete items from cart by the way the user can’t reserve the items by adding them to cart.

The forth process is “Add your Advertisement” that the Registered user that already logged in, can advertise for his/her company or item that fills the details of the advertisement and upload the advertisement file (Flash/Image) through the advertisement process. There are agreement terms that should be concerned, e.g. the advertisement shouldn’t related with adults issues and the advertisement should have a specific dimensions to be accepted and other rules that should considered.

The fifth process is “browse account”. Using this process the user can check the bought items, denoted items “To-Sell items” or to see “Most concerned items”. In the denoted items the user can edit the item detail later. In Most concerned items process shows the items of the category that most concerned (bought) by the user. With each buy process the system automatically refresh the database for the most concerned category.

2.1.3 Admin: This access level is used by the admin who can monitor in order to handle and manage the website. The first process is “modify items”. Look figure 2.3 that’s show the flow of modifying items for the admin.

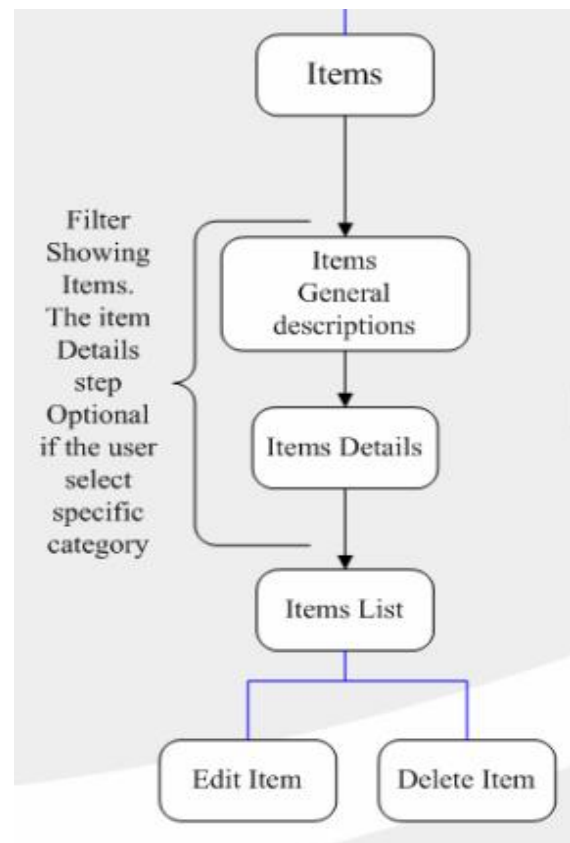


Figure 2.3 Modify Item Process

The admin can add new items to sell, edit existence items, and delete items from the item list. Before these processes, the admin pass with two levels filtering. The admin can enter specific details that wanted to modify or just to see. The second process is “modify advertisements”, which can add new advertisements, edit/delete existence advertisements. As previously there is a filtering system for advertisements. Third process is “modify Hotlinks”. There is a specific area that called hot link areas include a links for important website that the admin enters that in order to help the users it’s modified as previously in other processes without filtering levels. The forth process is “Monitor transactions” shows all sell/buy transactions in the website between all users that passes with filtering level. By the talking of users transactions the last process for the admin is “Modify Users” that can add new user, edit/delete existence users

by the way there is simple filtering step for show users list.

3. JTB on WWW

In this part we will discuss how the JTB works on the internet with some required details.

3.1 Browse items there is many techniques to get search result in order to get the wanted item specifications.

3.1.1 The first way using portal way, the traditional search bar in right top of the website in all pages by entering the word or a phrase, the system will match that word or phrase and gets the list of items that matches, in order to make a search the search area shouldn't be a blank box.

3.1.2 On the other hand the advance search can be used from the left top of the website, that user should select the main category that he wants to search for, e.g. the user have option to select the range of price between maximum and minimum prices the official coin Jordanian Diner (JD), may the user interest with some item brand he can choose the required details of the category and gets the items that matches, e.g. Mobiles if the user interest with Motorola phones he can get that and get more deep and deep in the specifications. Look at figure 3.1 that's show the main criteria's that used in advance search for mobiles



Advance Search For Mobiles	
Brand	-- No Set --
Model Name	
Price	Min: <input type="text"/> JD's Max: <input type="text"/> JD's
Stock Case	<input type="radio"/> New <input type="radio"/> Stock
<input type="button" value="Find Out !"/>	

Figure 3.1 Mobiles advance search

Both search techniques available on the header of the website all over pages of website.

3.1.3 Another way to get items at the left of pages there are two browsing ways the first way in "Categories" that list of the available categories and the user can select the wanted item category and then go deep and deep in the sub categories.

3.1.4 the second way of browsing which that at the left of pages "Best Items" there are list of categories also, but when that user selects on of them the will redirect to show the best items advertised at the website of the selected category.

3.1.5 Finally, the last way to search for items is "New Items" that gets items of selected category that entered to website last week. By the way all search techniques are available for all visitors for the website.

3.2 To influence with other processes the user should pass **the registration** (Sign up) process in order to get a free account on JTB which that required some fields that important to accomplish the sign up process in order to use the user account in the registered user processes. In figure 3.2 there is a part of registration page.

To Sign Up please enter Your Information

First Name:	<input type="text"/>
Last Name:	<input type="text"/>
<hr/>	
Username:	<input type="text"/>
Password:	<input type="text"/>
Confirm Password:	<input type="text"/>
<hr/>	
Social Security Number:	<input type="text"/>
E-Mail:	<input type="text"/>
Gender:	<input type="radio"/> Male <input type="radio"/> Female
<hr/>	
City:	Amman <input type="button" value="v"/>
Town:	<input type="text"/>
Nationality:	<input type="text"/>

Figure 3.2 Registration page

After the user get the account he will considered as registered user that can sell any item by use the "Sell item" link at the header of the website.

3.3 "Sell Item" at sell step1 the seller decides the general descriptions of the item that he/she to sell, e.g. the seller choose the category that he/she sell the item through, the sell way either direct sell or to put it in auction. Finally, the seller should select the payment method that he prefer to use for this item, when the user accomplish the step1 of selling item he will enter with the step2 of the selling process, "Item details" for some shared specifications like price that should entered for all items, or may there are big difference between categories in step2. By the way the step1 of selling items is shared between all categories.

Finally, if the item is in auction, then there is a third step to enter auction details like period, start price, reserved price and "buy it now price" ...etc.

3.4 The another process that can be made is to **add advertisement** that includes filling advertisement details, as follows in figure 3.3 that's show a part of add advertisement page

<u>ADD YOUR ADVERTISEMENT DESCRIPTIONS</u>	
Select The Corresponding Category: Cars <input type="button" value="v"/>	
Select The Corresponding Level: <input type="radio"/> Main Page <input type="radio"/> Sub Pages	
Select The Corresponding Type: <input type="radio"/> Image(JPG,JPEG,bmp) <input type="radio"/> Flash File(SWF)	
Select The Corresponding File: <input type="text"/> <input type="button" value="Browse..."/>	
Enter The Company Name: <input type="text"/> default File Name	

Figure 3.3 Add advertisement

4. Conclusion

As a result of serious work on JTB to get E-Business more efficient, ease, secure and fast. There are some difficulties:

- Ø How to determine the user in registration, if he/she enters the correct Social Security Number (SSN).
- Ø There is a limitation of size attributes for the advertisement, to be suitable with the decided advertisement area.

There are some advantages get good results for whole work in JTB:

- Ø Most of the work was built over Object oriented Methodology, which made a big different of the work, within reusability and efficiency.
- Ø JTB was built using multi programming languages; flash

was used to build mini GIS, logo and advertisements. On the other hand C#.NET 2005 was used to build the most functionality in the website. For the database, SQL 2005 was used to design and built it

- Ø Make a high dynamic system that handles many cases.
- Ø Ease use design website, in order make it available for larger number of Jordanians to use.

In future if there is possible to develop this project, that's will be useful with mobile edition, and to communicate this system with government database to ensure about SSN issues.

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