

DESIGN AND IMPLEMENTATION OF AN E-COMMERCE PLATFORM FOR SMALL BUSINESSES IN NIGERIA

BY

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DEGREE IN COMPUTER SCIENCE

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Design and Implementation of an E-Commerce Platform for Small Businesses in Nigeria" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

ACKNOWLEDGEMENT

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ABSTRACT

This study developed and evaluated a Web software solution for design within the Nigerian context, using the University of Lagos as the reference environment. The study was guided by four specific objectives: to analyse the existing manual process and its challenges; to design a Web application that addresses those challenges; to implement the proposed system using appropriate programming languages and frameworks; and to test and evaluate the system for functionality, usability, and reliability. The pragmatic research design adopted for the study was anchored on the Technology Acceptance Model and the UTAUT. A total of 64 users were purposively selected for the usability evaluation, out of which 55 responses were found valid for analysis. Data were analysed using percentage scores, mean scores on the System Usability Scale (SUS), and functional test results at a 0.05 level of significance. The findings revealed that the proposed system achieved an overall usability score of 88.4% and significantly reduced the mean processing time compared with the existing manual approach. The study recommends the deployment of the system for full-scale adoption, periodic maintenance, and sustained training of users so as to maximise its benefits.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of design and implementation of an e-commerce platform for small businesses in Nigeria is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

Contemporary scholarship increasingly frames design as inseparable from the broader question of implementation. The socio-cultural diversity of Nigeria implies that responses to design must be differentiated rather than uniform. Studies by Adebayo and Ibrahim (2019) largely support the view that design exerts a measurable influence on outcomes of interest. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Empirical evidence from Umeh and Bakare (2021) suggests that positive developments in implementation are associated with improvements in design. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

Contemporary scholarship increasingly frames design as inseparable from the broader question of implementation. Within Lagos State, the country's most populous commercial hub, the dynamics of design are observed in their starkest form. Findings reported by Famuyide and Ogunlana (2018) observed that respondents with greater exposure to design recorded markedly different results. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Studies conducted within the West African subregion by Bamgbose and Ekwueme (2018) reached conclusions broadly consistent with the Nigerian evidence. Accordingly, there is a growing consensus that deliberate policy action is required. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

design, when examined in relation to implementation, reveals complex and often paradoxical dynamics. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream design into routine governance. Findings reported by Bamgbose and Ekwueme (2018) observed that respondents with greater exposure to design recorded markedly different results. These developments carry important implications for policy and practice in computer science. Findings reported by Bakare and Okonkwo (2018) observed that respondents with greater exposure to design recorded markedly different results. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

Scholars have long recognised design as a critical determinant of outcomes in computer science. Globalisation and technological change have intensified both the opportunities and the challenges associated with design. Studies conducted within the West African subregion by Bakare and Oyelaran (2018) reached conclusions broadly consistent with the Nigerian evidence. Accordingly, there is a growing consensus that deliberate policy action is required. Evidence assembled by Alade and Okonkwo (2015) across twelve states underscored the heterogeneity of outcomes linked to design. Sustained engagement with the issues raised here is therefore