

**A PERSONALIZED AND LOCATION-BASED RECOMMENDATION
SYSTEM FOR FLORISTS USING GEOCODING AND
COLLABORATIVE FILTERING**

Undergraduate Final Project
Submitted as one of the requirements to obtain
Sarjana Komputer (S.Kom)

By:

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Faculty of Computing
Information Technology Study Program
Cikarang
March 2023

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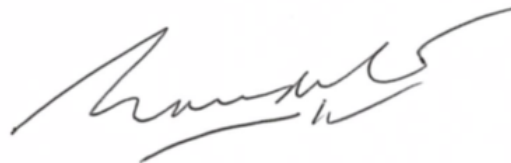
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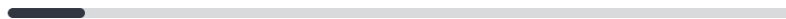
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ABSTRACT

The florist industry is growing rapidly and has become increasingly competitive, making it challenging for customers to choose the right florist for their needs. Customers may have a difficult time choosing the right florist for their needs, as they may be overwhelmed by the number of options available or unsure about the quality and reliability of a particular florist. Furthermore, customers may not have a clear idea of what they are looking for in a florist or may have specific preferences that are difficult to articulate. This can make it challenging for businesses to effectively market their services and connect with potential customers.

A recommendation system that leverages collaborative filtering and geocoding can help solve these problems by providing customers with personalized recommendations based on their preferences and location. This can help customers make more informed decisions and simplify the process of selecting a florist.

Therefore, to solve this problem, a personalized and location-based recommendation system for florists that utilizes collaborative filtering and geocoding is needed to recommend the right florists to customers based on their preferences and location. The proposed system uses collaborative filtering to analyze customer preferences and generate personalized recommendations. It also utilizes geocoding to determine the location of the customer and the florists, allowing the system to recommend nearby florists. Haversine formula will be used to calculate the distance between the customer and florists. The recommendation system was implemented as a web-based application to enable easy access for users.

Keywords: Florist, Web-Based Application, Collaborative Filtering, Recommendation System, Geocoding, Haversine Formula.

ACKNOWLEDGEMENTS

First of all, I would like to thank God, for all of His blessing, love, opportunity, health, and mercy that have been given to me until this day to complete this final project. While working on this final project, a lot of people have provided motivation, advice, and support for me. Therefore, I would also like to take this opportunity to express my sincerest gratitude to:

1. My parents, Mr. Lay Sui Fong and Mrs. Bun Ling-Ling, for their unwavering support, love, and encouragement that have been given to me. Their belief in me have been my driving force to do this project with diligence and determination. Also, my sisters, Melly and Jenny, for their support, patience, understanding, and willingness to lend an ear when I needed to bounce ideas.
2. Mr. Ronny Juwono, as my final project advisor, who has given me guidance, advice, and knowledge from the early development until at the very end of this final project.
3. Dean Faculty of Computing, Head of IT and IS Study Program, Lecturers, and Staffs, who have taught and given me knowledge throughout my study in the university.
4. My support system, SYLD, ADSY TECH, Borong Buddies, and Samuel, for being a constant source of support and encouragement for me throughout this project. Their constant presence, whether through a listening ear or a loving word, has been a source of strength and inspiration. Thank you for being there for me every step of the way.
5. My twinnie, Gia, for her constant presence through all of my ups and downs. Thank you for always being there to lend an ear and made my college journey more special and memorable.
6. My special one, Seventeen, for making a beautiful music, motivated me, and give me such a positive energy. Thank you for being the one who got me through all the hardest things in life, cheering me up when I needed it the most, and thank you for always makes things better.

TABLE OF CONTENTS

ABSTRACT	i
DEDICATION	ii
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENTS	vi
LIST OF TABLES	vii
LIST OF FIGURES	xi
CHAPTER I	
I. INTRODUCTION	1
1.1 Background	1
1.2 Problem Statement	1
1.3 Objectives	2
1.4 Scope and Limitation	2
1.4.1 Scope	2
1.4.2 Limitation	3
1.5 Methodology	3
1.6 Outline.....	4
CHAPTER II	
II. LITERATURE REVIEW	6
2.1 Data Scraper.....	6
2.2 Recommendation System.....	6
2.2.1. Content-Based Filtering	6
2.2.2. Collaborative Filtering	7
2.2.3. Hybrid Filtering	7
2.3 Geocoding	8
2.4 Haversine Formula.....	8

2.5	Related Work	9
2.5.1.	Yelp.....	9
2.5.2.	Google Maps.....	10

CHAPTER III

III.	SYSTEM ANALYSIS.....	11
3.1	System Overview	11
3.2	Analysis of the system requirements	11
3.2.1	Analysis of the functional requirements.....	11
3.2.2	Analysis of the non-functional requirements	12
3.2.2.1	Software & Hardware Requirements	12
3.3	Use Case Diagram.....	13
3.3.1	Actor Identification	13
3.3.2	Admin Use Case Diagram.....	13
3.3.3	Users Use Case Diagram.....	14
3.4	Use Case Narrative	14
3.5	Swim Lane Diagram	20

CHAPTER IV

IV.	SYSTEM DESIGN.....	25
4.1	User Interface Design	25
4.1.1	Home Page	25
4.1.2	Sign In Page.....	25
4.1.3	Register Page.....	26
4.1.4	User's Home Page	27
4.1.5	Profile Page	27
4.1.6	Search Page	28
4.1.7	See Details Page	28
4.1.8	Explore Page.....	29
4.1.9	Liked Page.....	29
4.1.10	Recommendation Page.....	29

4.2	Class Diagram.....	30
4.3	Entity Relationship Diagram.....	31

CHAPTER V

V.	SYSTEM IMPLEMENTATION.....	32
5.1	User Interface Development	32
5.1.1	Home Page	32
5.1.2	Login Page.....	33
5.1.3	Register Page.....	33
5.1.4	User’s Home Page	34
5.1.5	Profile Page	34
5.1.6	Search Page	36
5.1.7	Explore Page.....	36
5.1.8	Recommendation Page.....	37
5.1.9	Liked Page.....	37
5.1.10	See Details Page	53
5.2	Application Details	39
5.2.1	Florists Near You (Home Page).....	39
5.2.2	Search Engine (Search Page)	41
5.2.3	Personalized Recommendation (Recommendation Page).....	42

CHAPTER VI

VI.	SYSTEM TESTING	49
6.1	Testing Environment.....	49
6.2	Testing Scenario.....	49
6.2.1	Login & Register.....	49
6.2.2	Forgot Password.....	53
6.2.3	Search-Based Florist	56
6.2.4	Location-Based Florist Recommendation.....	60
6.2.5	Personalized Florist Recommendation	63

CHAPTER VII

VII. CONCLUSION AND FUTURE WORK	65
7.1 Conclusion	65
7.2 Future Work	65
REFERENCES	67

LIST OF TABLES

Table 3.1 Functional Requirements Table	12
Table 3.2 Software & Hardware Requirements Table	12
Table 3.3 Use Case Narrative for Sign In	14
Table 3.4 Use Case Narrative for Register	15
Table 3.5 Use Case Narrative for View All Florist	16
Table 3.6 Use Case Narrative for View Florist Information	16
Table 3.7 Use Case Narrative for Like Florist	17
Table 3.8 Use Case Narrative for View Florist Recommendation	18
Table 3.9 Use Case Narrative for Search Florist	18
Table 6.1 Login and Register Testing Scenario	49
Table 6.2 Forgot Password Testing Scenario	53
Table 6.3 Search-Based Florist Testing Scenario	56
Table 6.4 Location-Based Florist Recommendation Testing Scenario	60
Table 6.5 Personalized Florist Recommendation Testing Scenario	63

LIST OF FIGURES

Figure 2.1 Yelp	10
Figure 2.2 Google Maps	10
Figure 3.1 Actor Identification	13
Figure 3.2 Use Case Diagram for Admin	13
Figure 3.3 Use Case Diagram for System Users.....	14
Figure 3.4 Sign In Swim Lane Diagram	20
Figure 3.5 Register Swim Lane Diagram	21
Figure 3.6 View All Florist Swim Lane Diagram.....	21
Figure 3.7 View Florist Information Swim Lane Diagram.....	22
Figure 3.8 Like Florist Swim Lane Diagram	22
Figure 3.9 View Florist Recommendation Swim Lane Diagram	23
Figure 3.10 Search Florist Swim Lane Diagram	24
Figure 4.1 Home Page Layout	25
Figure 4.2 Sign In Page Layout	26
Figure 4.3 Register Page Layout.....	26
Figure 4.4 User's Home Page Layout.....	27
Figure 4.5 Profile Page Layout	27
Figure 4.6 Search Page Layout	28
Figure 4.7 See Details Page Layout.....	28
Figure 4.8 Explore Page Layout	29
Figure 4.9 Liked Page Layout.....	29
Figure 4.10 Recommendation Page Layout.....	29
Figure 4.11 Class Diagram of the Florist Recommendation System.....	30
Figure 4.12 Entity Relationship Diagram of the Florist Recommendation System	31
Figure 5.1 Home Page User Interface.....	32
Figure 5.2 Login Page User Interface	33
Figure 5.3 Register Page User Interface	33

Figure 5.4 User's Home Page User Interface	34
Figure 5.5 Profile Page (Personal Information) User Interface	35
Figure 5.6 Profile Page (Change Password) User Interface	35
Figure 5.7 Profile Page (Delete Account) User Interface	36
Figure 5.8 Search Page User Interface.....	36
Figure 5.9 Explore Page User Interface	37
Figure 5.10 Recommendation Page User Interface	37
Figure 5.11 Liked Page User Interface	38
Figure 5.12 See Details Page User Interface	38
Figure 5.13 Code for Retrieving User's Address from Database	39
Figure 5.14 Code for Retrieving User's Address Coordinate with Geocoding	39
Figure 5.15 Code for SQL Query to Calculate Distance with Haversine Formula	40
Figure 5.16 Code for Retrieving the Result	41
Figure 5.17 Code for Search Engine Form	41
Figure 5.18 Code for Form Checking and Geocode API.....	42
Figure 5.19 Code for SQL Query to Calculate Distance with Haversine Formula	42
Figure 5.20 Code for checking whether user is logged in or not.....	42
Figure 5.21 Code for getData function	43
Figure 5.22 Code for calculateSimilarity function	44
Figure 5.23 Code for getRecommendations function	45
Figure 5.24 Code for getMostLiked function	46
Figure 5.25 Code for generates recommendations	47
Figure 5.26 Code for generates most liked florists	48
Figure 6.1 Login Pop-Up Form	51
Figure 6.2 Register Pop-Up Form.....	51
Figure 6.3 Forgot Password Page	52
Figure 6.4 Required Message (Login & Register).....	52
Figure 6.5 Incorrect Message (Login)	52
Figure 6.6 User's Home Page	52

Figure 6.7 Email already exist Message	53
Figure 6.8 Successful Register Message.....	53
Figure 6.9 Required Message (Forgot Password).....	54
Figure 6.10 Incorrect Message (Forgot Password)	54
Figure 6.11 Link to Reset Password	54
Figure 6.12 Reset Password Page	55
Figure 6.13 Required Message (Reset Password).....	55
Figure 6.14 Incorrect Message (Reset Password).....	55
Figure 6.15 Successful Changed Message (Reset Password).....	56
Figure 6.16 Required Message (Search).....	57
Figure 6.17 No Florist Found Message (Search).....	57
Figure 6.18 Florist within 5 km Distance (Search).....	58
Figure 6.19 Florist within 10 km Distance (Search).....	58
Figure 6.20 Florist within 25 km Distance (Search).....	59
Figure 6.21 Florist within 50 and 100 km Distance (Search)	59
Figure 6.22 No Florist Found Message (Search)	59
Figure 6.23 Invalid Input Message (Search).....	60
Figure 6.24 No Florist Result & Update Address Message.....	61
Figure 6.25 Florists Near User & Distance Result	61
Figure 6.26 Successfully Like Message & Directed to Liked Page	62
Figure 6.27 Florist's Details	62
Figure 6.28 Directed to WhatsApp Application	63
Figure 6.29 Rate Florist First Message (Recommendation)	64
Figure 6.30 Personalized Florist Recommendations Result (Recommendation)	64