FACULTY OF SCIENCE
CHIANG MAI UNIVERSITY

Title :   AgroKnow Web Application Enhancement and Optimization

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ABSTRACT

Betagro Public Company Limited wants to improve the AgroKnow web application, which functions as a catalog system for products in the agricultural industry. The web application categorizes the main products into four categories: AHB (Medicines and vaccines for animals), Feed, Farm Equipment, and Lab Service. Due to limitations and complexities in the previous system, new features have been added to improve efficiency and meet user needs.

AgroKnow is part of the software development project within Betagro aimed at enhancing the efficiency of the web application and addressing the limitations and needs of users. The new features added to the AgroKnow web application include Language Switcher: Added the capability to switch between Thai and English, allowing sales staff to present products conveniently in both languages, One Page Generator: Provides convenience for sales staff in creating and customizing PDF pages for sharing product information with customers, Search Improvement: Enhanced the search system to be more accurate and faster, improving the overall usability of the web application, BIT Calculator: A feature for calculating estimated prices of agricultural equipment based on customer requirements, helping to increase confidence in purchasing decisions, Database Design: Redesigned the database structure to support more complex features and enhance the stability of web application operations.

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