

UNIVERSITI TEKNOLOGI MARA

**USING VISUAL INTERACTION
TO ALLEVIATE WAITING ANXIETY
IN WAITING AREA**

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Dissertation submitted in partial fulfillment of the requirements
for the degree of
Master of Computer Science

Faculty of Computer and Mathematical Sciences

January 2015

AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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Abstract

This project investigates the possibilities of visual interaction to improve the waiting experience of clients in waiting area. The research question is: How can game application be used in a waiting room to positively influence the waiting experience of clients?. More specifically, the project aims to find out how selected visual interaction tool (game application and informative visualization) can be used for both: to lower clients' level of waiting anxiety, and to improve clients' perception in regards to the perceived waiting time duration. To test these, field experiment at a waiting area with two sampling groups was conducted. A survey with questionnaires was constructed to collect first hand data for the field experiment.

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