

UNIVERSITI TEKNOLOGI MARA

**JEMPUT²: THE DEVELOPMENT OF MOBILE
APPLICATION FOR LOCATING NEARBY
TRAVEL BUDDY TO EXPLORE LOCAL FOOD**

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JULY 2019

ACKNOWLEDGEMENT

Alhamdulillah, praises and thanks to Allah because of His Almighty and His utmost blessings, I was able to finish this research within time duration given. Firstly, my special thanks goes to my supervisor, Dr. Afdallyna Fathiyah binti Harun. Special appreciation also goes to my beloved parents, Mohamed Rashdan bin Jamaluddin and Norini Binti Abd Ghani. Last but not least, I would like to give my gratitude to all my friends that have helped me in completing this final year project.

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ABSTRACT

Malaysia is listed as one of the hotspots for travelling destination as it is famously known for its extremely diversified cultures, ethnicity, languages, religions and most importantly food. Unfortunately, the Malaysian local food is poorly being promoted and highlighted in the international market. There are many mobile applications that are related to travel partner or travel buddy searching in the market but non-of the mobile application is focused on promoting the Malaysian local food. Thus, the objectives of this project are to identify the user requirements of Jemput² mobile application for locating nearby local food restaurants and to explore the local food with a travel buddy, to design and to develop the Jemput² mobile application. The scope of this project is for user to locate nearby local food restaurants and find a travel buddy nearby to enjoy the local food together. This project uses the Design Thinking methodology to develop the Jemput² mobile application. The Design Thinking methodology is divided into 5 phase which are Empathize, Define, Ideate, Prototype, and Testing. The findings of this project is the travelers have a few problems in exploring local food. Firstly, travelers often define on web recommendation to find places that they are going to visit and to look for places to eat which might be biased. Besides, there are many applications that are related to travel partner searching in the market but non- of the mobile application is focused on promoting Malaysian local food that is already widely known for their own uniqueness, variety and culture-related. This point is supported by interviews that have been conducted with 3 travelers that have more than 5 years of travelling experiences. Based on the interviews, the travelers also claimed that it is hard to know whether the origin of the food that are eating in Malaysia is indeed a local Malaysian dish. Thus the result of this project is a mobile application that will locate nearby Malaysian local food restaurants and stalls as well as nearby travel buddies to enjoy the Malaysian local food together to help improve the gastronomic experience and to give more genuine tips about the local food.

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Keywords: travel, travel buddy, Malaysian local food, Design Thinking, gastronomic experience, mobile technology

CHAPTER 1

INTRODUCTION

This chapter explains the background and rationale of this project. In this chapter, the project background, problem statement, research questions, objectives, scope and significance are provided.

1.1 PROJECT BACKGROUND

Tourism in general is the activities of people travelling to and staying in certain places which are outside their usual environment for leisure, business or other purposes for not more than one consecutive year. According to United Nations World Tourism Organization (2016), tourism is defined as the movement of people to countries or places outside their usual environment for personal or business/professional purposes and these people are called visitors. Some people travel for fun and these people are called tourists. They usually travel to do an activity that they cannot do at home such as sightseeing, hiking and camping (United Nations World Tourism Organization, 2016).

Tourism Malaysia which is under the Ministry of Tourism and Culture have been using the successful tagline of “Malaysia Truly Asia” to promote the country’s tourism activities. According to Malaysia Tourism Statistics, tourist arrivals to Malaysia in January 2016 is 2,376,166 and has increased to 2,646,810 by 2017 (Ministry of Tourism and Culture of Malaysia, 2016).

People travel to learn about a new culture, enjoy their holidays with some breathtaking views, and experience the taste of local delicacies. Travel makes everybody a more awesome person. This is because the experience that anybody will get while traveling teaches us the important values of life such as understanding a new culture, making new friends, and being grateful for the mother nature that can never be found anywhere else (Norton, 2013). Thus, it is important to get as many experiences as you can while you are traveling. Exploring the taste of local food is one of the ways to enjoy and improve travelling experience as not only travelers can know the story behind the food but also the culture that stands behind (Matt, 2014).

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