UNIVERSITI TEKNOLOGI MARA

EMOTION-BASED FEEDBACK CLASSIFICATION FOR MOBILE TOURISM APPLICATION (EMOTOUR)

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ABSTRACT

Past studies have shown that the use of smartphones and mobile applications can greatly affect a user and their emotions. Nowadays, the use of mobile applications is ubiquitous and are popular. Tourism based applications are one of the popular applications that offer users with navigation, travel tips, travel plans and provide users feedback reviews. Even though tourism applications offers these features, it lacks the feature of emotion based feedback. This research proposes a classification of emotion-based feedbacks by using emoticons and a user interface design for emotive tourism mobile application (EmoTour). It begins by comparisons of current tourism applications, acquiring user feedbacks from interviews, analyzing the feedback through Thematic Analysis approach and presenting the prototype of EmoTour. The EmoTour is developed based on the emotion feature of feedback reviews that the users feel when they experience a certain location. The emotion feedback proposed contains the use of emoticons that are represented by acknowledged emoticons which represents all different emotions. With the implementation of EmoTour, anyone can benefit the use of the feedback review at anytime and anywhere using their smartphones. A selected group of informants consisting of two lecturers and three travelers had participated in interview sessions to provide the input for the content of the Thematic Analysis themes. The themes were then reviewed for the design of EmoTour application modules which lead to the findings of this research. The result of this research will become a reference to the application developers to improve the usability and emotional feature of user experiences (UX) of their applications.

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CHAPTER TWO
LITERATURE REVIEW

2.1   INTRODUCTION

Chapter 2 discusses about the literature reviews related to the research.   The literature reviews included here refers to other related material, information and existing documents. A broad literature search was conducted through the use of Science Direct and Springer Link databases in an online library. A total of 10 dissertations, 5 scholar proceedings, 2 books and journals were reviewed. At the current time of writing, there are no similar papers to be reviewed with regarding applications that have been developed with emotive features. Therefore, the literature reviews points specifically focuses on mobile application characteristics, tourist guide applications and emotions and relevant points to develop the tourism application with emotive features.

2.2   MOBILE APPLICATION CHARACTERISTICS

Of the many papers reviewed, there are different approaches to developing the characteristics of the features in mobile application. One method to approach this is to introduce the usability of different types of icons in mobile applications. In one research carried out on students of a university, the researcher has discovered that some usability of the use of abstract icons are the same as compared to concrete icons (Susan, 2000). Based on another method done by the same researcher about icons and its characteristics, it was discovered that those students involved in that research had come across a few issues when trying to memorize the meaning of un-labeled icons over a period of one week. Nevertheless, the issues seemed to have reduced when exposed to the same icons over a longer period of time. There are also age related matters that affects the use of certain mobile application characteristics. It differs from a younger group of users to an older generation of users as it can be seen that there are different levels of interaction with the applications. These can be simply changed by making the application have a much more