



INTERNATIONAL EXHIBITION & SYMPOSIUM ON PRODUCTIVITY, INNOVATION, KNOWLEDGE & EDUCATION

“Optimizing Innovation in Knowledge, Education and Design”

EXTENDED ABSTRACT



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Nurfaznim Shuib

Cover design : Syahrini Shawalludin

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Assalamualaikum warahmatullahi wabarakatuh,

First and foremost, I would like to express my gratitude to the organizing committee of i-Spike 2023 for their tremendous efforts in bringing this online competition a reality. I must extend my congratulations to the committee for successfully delivering on their promise to make i-Spike 2023 a meaningful event for academics worldwide.

The theme for this event, 'Optimizing Innovation in Knowledge, Education, and Design,' is both timely and highly relevant in today's world, especially at the tertiary level. Innovation plays a central role in our daily lives, offering new solutions for products, processes, and services. By adopting a strategic approach to 'Optimizing Innovation in Knowledge, Education, and Design,' we have the potential to enhance support for learners and educators, while also expanding opportunities for learner engagement, interactivity, and access to education.

I am awed by the magnitude and multitude of participants in this competition. I am also confident that all the innovations presented have provided valuable insights into the significance of innovative and advanced teaching materials in promoting sustainable development for the betterment of teaching and learning. Hopefully, this will mark the beginning of a long series of i-Spike events in the future.

It is also my hope that you find i-Spike 2023 to be an excellent platform for learning, sharing, and collaboration. Once again, I want to thank all the committee members of i-Spike 2023 for their hard work in making this event a reality. I would also like to extend my congratulations to all the winners, and I hope that each of you will successfully achieve your intended goals through your participation in this competition.

Professor Dr. Roshima Haji Said
RECTOR
UiTM KEDAH BRANCH



WELCOME MESSAGE (i-SPIKE 2023 CHAIR)

We are looking forward to welcoming you to the 3rd International Exhibition & Symposium on Productivity, Innovation, Knowledge, and Education 2023 (i-SPIKE 2023). Your presence here is a clear, crystal-clear testimony to the importance you place on the research and innovation arena. The theme of this year's Innovation is "*Optimizing Innovation in Knowledge, Education, & Design*". We believe that the presentations by the distinguished innovators will contribute immensely to a deeper understanding of the current issues in relation to the theme.

i-SPIKE 2023 offers a platform for nurturing the next generation of innovators and fostering cutting-edge innovations at the crossroads of collaboration, creativity, and enthusiasm. We enthusiastically welcome junior and young inventors from schools and universities, as well as local and foreign academicians and industry professionals, to showcase their innovative products and engage in knowledge sharing. All submissions have been rigorously evaluated by expert juries comprising professionals from both industry and academia.

On behalf of the conference organisers, I would like to extend our sincere thanks for your participation, and we hope you enjoy the event. A special note of appreciation goes out to all the committee members of i-SPIKE 2023; your dedication and hard work are greatly appreciated.

Dr. Junaida Ismail

Chair

3rd International Exhibition & Symposium Productivity, Innovation, Knowledge, and Education 2023 (i-SPIKE 2023)

WONDER GUIDE APP

Tomy Masital

Faculty of Hotel and Tourism Management, Universiti
Teknologi MARA
Tomymasital139@gmail.com

Muhammad E-man Arrazzaq

Faculty of Hotel and Tourism Management, Universiti
Teknologi MARA
Muhd.eman.abdullah@gmail.com

Nur Syafiqah binti Sairan

Faculty of Hotel and Tourism Management, Universiti
Teknologi MARA
Syaff079@gmail.com

Siti Anis Farhanah binti Mohd Faisal

Faculty of Hotel and Tourism Management, Universiti
Teknologi MARA
Sitianisfarhanah@gmail.com

Spencer Hedley Mogindol

Faculty of Hotel and Tourism Management, Universiti Teknologi MARA
spenc497@uitm.edu.my

ABSTRACT

Wonder Guide App is a comprehensive city guide app designed to enhance the travel experience by providing personalized recommendations based on users' preferences and interests. The objectives of this app are to help users to manage their time while the user is at the destination. This can mean that before the trip or holidays happen, they can manage their time wisely by using this app by using the itinerary feature. Second is to improve the overall experience by providing the best recommendations for the user based on their preferences and interest. Users can get better recommendations by using this application and it can improve the user's experience while on vacation without having to search on the website. Last but not least is to provide travelers with relevant and timely information about their travel destinations, including suggested itineraries and places of interest, to help users get the most out of their trip. Users can take advantage of a lot of time by using this app without having to think because this app provides better recommendations that can be given to users themselves as a result of their interests and preferences. By inputting basic trip information such as dates and trip type, users can receive tailored suggestions for things to do, places to eat, and attractions to visit. The app offers 100% accurate information, allowing users to save time on research by comparing restaurants directly within the app with its user-friendly interface. The app utilizes Global Positioning System (GPS) technology to help users navigate their surroundings, making it a reliable guide for finding nearby amenities. This app aims to revolutionize travel planning and provide an exceptional travel experience for all users.

Keywords: digital app, wonder guide, tour guide, travel app, personalized app

ISSUE

Different individuals have varying degrees of spatial awareness (10 Common Travel Problems and How to Deal With Them, n.d.-b). While some people have an exceptional sense of spatial orientation, others may not be so adept. However, it is safe to say that almost everyone has experienced the unsettling sensation of loss at least once in their lifetime. This disturbing experience often creates fear, causing one's heart to race and panic. It may get lost in various environments, especially the first time in an unknown destination which can cause us to get lost.

According to Sood (2022), insufficient preparation before embarking on a trip is a frequent mistake made by novice travelers. Not possessing a comprehensive grasp of the destination's geography, significant landmarks, or even the fundamental street layout can contribute to becoming lost upon arrival. A lack of familiarity with local neighborhoods, transportation hubs, or prominent landmarks increases the likelihood of losing one's sense of direction and feeling disoriented. Therefore, with the Wonder Guide app, this app can be a guide, especially for those traveling overseas for the first time. This app can facilitate and provide a better experience for first-time travelers.

ABOUT WONDER GUIDE APP

Wonder Guide App is a city guide app that provides personalized recommendations for things to do, places to eat, and other attractions based on the user's preferences and interests. Other than that, visitors can start by entering their basic information about their trip such as dates that they'll be visiting and the type of trips they're taking, for example, solo trips, family, romantic, adventure, and so on. To get a sense of the user's preferences and interests, Wonder Guide App will ask a few questions to travelers to help Wonder Guide App understand them. Wonder Guide can also provide useful information such as maps, transportation options, and tips for getting around the city. Additionally, Wonder Guide App could allow users to save their favorite places and activities to a 'wish list' or 'bucket list' that they can refer to in the future or share with friends after their vacation.

OBJECTIVES

The objective of creating this app is to help users to manage their time while they are at the destination. This can mean that before the trip or holidays happen, they can manage their time wisely by using this app by using the itinerary feature. Second is to improve the overall experience by providing the best recommendations for the user based on their preferences and interests. Users can get better recommendations by using this application and it can improve the user's experience while on vacation without having to search on the website. Last but not least is to provide travelers with relevant and timely information about their travel destinations, including suggested itineraries and places of interest, to help users get the most out of their trip. Users can take advantage of a lot of time by using this app without having to think because this app provides better recommendations that can be given to users themselves as a result of their interests and preferences.

NOVELTY AND UNIQUENESS

Wonder Guide brings together a range of novel features and unique advantages to enhance the travel experience. With 100% accuracy, the app delivers detailed information tailored to users' preferences, ensuring a memorable journey. By saving time on research, Wonder Guide allows users to compare restaurants directly, streamlining the planning process. Accessible on popular app platforms, it prioritizes user privacy by not requiring confidential information. Moreover, the app's Global Positioning System (GPS) simplifies navigation, enabling users to easily locate desired establishments. Its comprehensive travel planning capabilities, including itinerary management, eliminate travel hassles. The app's traveler ratings empower users to make informed choices, and their feedback contributes to a dynamic community of shared experiences. Wonder Guide combines these novel and unique features, providing an all-in-one solution for seamless and enriching travel adventures.

BENEFITS TO MANKIND

Wonder Guide App offers personalized recommendations, convenient trip planning features, and useful information to enhance travelers' experiences, making their trips more enjoyable, efficient, and memorable.

SOCIETAL BENEFITS

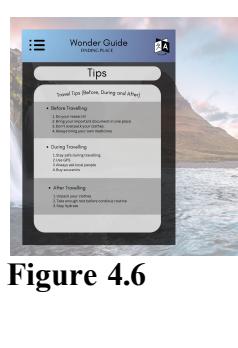
A Wonder Guide App that provides guidance to people during their travels can have several social benefits. The first one is local community empowerment. This is because the app can highlight local businesses, artisans, and attractions, directing travelers to support them. By promoting local establishments, the app can contribute to the economic development of the communities visited. Next is the benefit to promoting Off-the-Beaten-Path destinations. The app can showcase lesser-known or remote destinations by the recommendations given, encouraging travelers to explore beyond popular tourist spots. The app can help distribute tourism more evenly and alleviate the burden on overcrowded areas. It also provides an opportunity for local communities in these less-visited places to benefit from tourism through this app.

PROCESS OF USING WONDER GUIDE APP

Our app aims to help and guide users before, during and after their vacation so that no time is wasted while on vacation looking for interesting places. In Table 1, the team has explained in detail the process of using Wonder Guide.

Table 1. Process of Using Wonder Guide App

 <p>Figure 1</p>	<p>Step 1: Download the app from your app store if you are an iPhone phone user but if your android phone is used you can download it from the play store.</p>	 <p>Figure 2</p>	<p>Step 2: After downloading the app enter the app and set your date when you travel, set the location where you go, set the type of your trip whether it is individual, with family, or with a group, and finally, the user will fill in the tourist preferences section where the filling is for the application to find out what the tourist's priorities are for traveling.</p>
 <p>Figure 3</p>	<p>Step 3: After completing the second step, recommendations will come out specifically for the places visited by the user. In which the user only needs to choose which one is the best option given by the Wonder Guide App that will be chosen by the user.</p> <p>For example, if the user is looking for a suitable restaurant for their children, the user only needs to search through the recommendations given by the Wonder Guide App.</p>	 <p>Figure 4</p>	<p>Step 4: After the recommendation the user will go back to the main menu of the app and after that user can click on the additional feature which is at the top of the screen on the left side and has the three-dot symbol which can make it easier for the user to not have to download other applications.</p> <p>Which of those features have maps that can identify the users location and can be used to find where they want to go.</p>
 <p>Figure 3.1</p>		 <p>Figure 4.1</p>	<p>In addition, there is also a reminder which serves to remind the user about their activities while on holiday.</p> <p>This application also provides notes for the user to record important things while at the destination, for example buying souvenirs.</p>

			<p>Figure 4.4</p>	<p>Next, this feature is a personalized app, so this itinerary comes from the first software they did in the second step. Other than that, the user can create their itinerary according to the user's preferences so that the user can maximize the vacation and experience more. This feature includes a bucket list that lists the recommended places by the Wonder Guide App for the user's destination. Users can add places they want to visit to their bucket list and organize it by day. This allows users to plan their desired visits and include activities they wish to do while at the destination.</p>
			<p>Figure 4.5</p>	<p>Finally, tips. These tips feature is more of a notification to the user about the place, which these tips aim to tell the user what the user needs to do, and what can't be done so that you can always be prepared and at the same time be able to take care of the user's safety.</p>
			<p>Figure 4.6</p>	

COMMERCIALIZATION

One effective commercialization strategy for the Wonder Guide App is to incorporate in-app advertising and sponsored recommendations, partnering with local businesses and travel-related services to display targeted ads based on user location, preferences, and interests. This generates revenue while maintaining a balanced user experience. Additionally, the app can explore partnerships and affiliations with travel service providers, earning referral commissions or revenue-sharing agreements, enhancing its value proposition and providing users seamless access to a variety of services. By combining these strategies, the Wonder Guide App can successfully monetize its user base while delivering relevant and valuable content.

ACKNOWLEDGEMENTS

We would like to express our special thanks to our lecturer, Dr. Spencer Hedley Mogindol as well as our supervisor who gave us this golden opportunity to do this brilliant project for the “International Exhibition & Symposium on Productivity, Innovation, Knowledge & Education (i-SPiKE) 2023” competition, which also encouraged us in participating on this competition and we came to learn so many new things we are really thankful to them. Secondly, we would also like to thank our parents and friends who helped us a lot in

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