



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

**“Optimizing Innovation in Knowledge, Education and Design”**

## ***EXTENDED ABSTRACT***



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*“Optimizing Innovation in Knowledge, Education and Design”*

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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 3<sup>rd</sup> 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

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





## SHOPFinder APPLICATION

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### ABSTRACT

SHOPFinder is a mobile application created to improve the travel experience by giving customers a convenient and customized buying experience. The app provides a wide choice of travel-related goods, including necessities, apparel, accessories, and mementos, all of which have been carefully chosen to meet the needs and preferences of travellers. Innovative features including augmented reality product visualization, geo-location-based suggestions, virtual personal shopping assistants, and social shopping integration are included. Users of the app may quickly browse, choose, and buy things while also taking advantage of special deals and discounts. By exhibiting distinctive goods from various locations, the app promotes local business support, community participation, and cross-cultural interaction. By emphasizing products with ethical and ecologically conscious sourcing, it encourages sustainability and ethical buying habits.

Keyword : Location, Product, Mobile Platforms, Ethical Purchase



## OBJECTIVES

### 1. Providing consumers with a seamless and convenient buying experiences.

This involves providing a wide range of travel-related goods, including baggage, gadgets, apparel, and local mementos. The app should have an intuitive user experience that makes it simple to browse, filter, and buy things. The goal is to make purchasing travel necessities a seamless aspect of the whole travel app experience.

### 2. Competitive prices and unique offers

Offering customers competitive prices and unique offers for travel-related goods is another goal of the shopping capabilities in travel apps. This may entail collaborating with suppliers and merchants to provide app users with exclusive offers, lower rates, and special promotions on high-quality products. The app attempts to strengthen the value proposition for travellers and persuade them to make purchases through the app rather than on other platforms by offering affordable choices.

### 3. Offer personalized suggestions and bespoke buying experiences.

In order to comprehend users' preferences and provide pertinent product recommendations, data analytics and users' profiling will be used based on their interests, trip plans, and previous behaviour. The software seeks to improve user engagement, user happiness, and eventually raise conversion rates by creating personalized shopping experiences.

## NOVELTY OF SHOPFinder

### 1. Location-based Recommendations

SHOPFinder can use user location data to present suggestions that are very pertinent to the user's current location. For instance, the app may give recommendations for nearby specialized shops, local markets, or special deals on high-quality or distinctive goods while a user is in a certain city or area. The purchasing experience becomes more individualized and adapted to the context of the consumer's current trip thanks to this feature, which also adds a layer of discovery.

### 2. Shopping in Augmented Reality (AR)

The implementation of AR technology into travel shopping apps is a cutting-edge development. Customers may try on garments or accessories by visualizing how the item would appear in the real world in holographic form before purchasing. Travel shopping applications that integrate AR provide a distinctive and immersive shopping experience, empowering users to make better educated purchases.

### 3. Integration of Social Shopping and Influencers

Some travel shopping programmes provide social shopping capabilities that allow users to interact with influencers in the travel industry or other travellers who discuss their buying adventures. Through influencer-generated content, users may find new items, be inspired by influencer recommendations, and even make direct product purchases. This social integration gives travelling shoppers a sense of community and gives them a platform to discuss their shopping adventures and look for ideas.

## UNIQUENESS OF SHOPFinder

### 1. Deals & Discounts on Products Related to Travel

Travel-related products are frequently the subject of special offers and discounts on mobile shopping apps. Users can gain benefit from exclusive deals, discounts, or packaged packages created especially for travellers. Users may save money on their trip purchases because to this distinctiveness, which also enhances the general utility of the travel app.

### 2. Integration with Itineraries


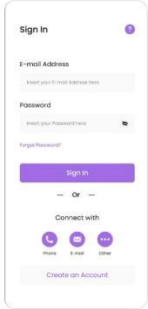
Travel plans and itineraries may be easily integrated with the purchase of travel apps. Users may quickly purchase for the necessities for each leg of their journey while having access to their travel information. The app may advise users to acquire winter clothing or accessories in advance of a vacation, for instance, if they have a flight scheduled to a chilly location. By streamlining the purchasing process and integrating it with the customer's travel itinerary

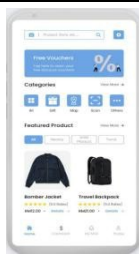



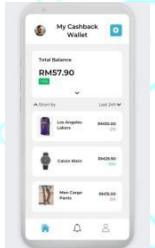

### 3. Destination-driven Suggestions

SHOPFinder offers suggestions based on the users' intended destinations. Apps can recommend goods that are in demand or practical for people visiting regions. Customers will be able to locate high-quality, pertinent items that improve their travel experience thanks to this personalized approach.

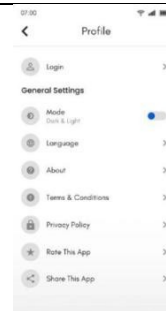
## METHOD (PROCESS ON HOW TO USE THE APPS)

*Table 1 : Descriptions and features of SHOPFinder application*

Description	Design
1. Download the application on Google Play Store or Apple Store.	
2. After downloaded the application, you need to register or sign in your account	

<p>3. After done registered or signed in, you will be directed into the homepage. This is the homepage of our application. There are many features available in this application such as Gift suggestions, Mall navigation map, Scan to shop and many more.</p>	
<p>4. You may use the virtual testing item, you need go to one of the clothes shop or any other shop product. After that, you can click into the blue button at right in line with colour. Then it will appear in hologram and then you can try out the clothes virtually.</p>	
<p>5. In order to scan of the product, you can go to the homepage and click the scan button. After that, you just need to scan your product there, then it will give you the similar product or the nearest shop that sell the similar product that you have scan</p>	
<p>6. Next is the mall navigation features, when you enter the mall and wanted to find shop, just click on the map button at the homepage. After that just search the name of the shop then it will directly give you direction to the shop in the mall.</p>	
<p>7. If you want to check the cashback, just click on the cashback button, then it will bring you to the cashback page. From there you can check your total cashback balance in your e-wallet. You also can see the items that you have purchased before.</p>	
<p>8. If you want to buy gifts for your friends and family, go to the homepage of the application, click the gift button, then it will bring you to this gift suggestion page. From there, it will give you the best and recommended gifts which suitable as you preferred.</p>	

9. This is the view of SHOPFinder profile. From here you can change the language, the mode of the application either you want to set it light or dark. You may also view the privacy policy and many more.



## SOCIAL BENEFITS

This application can give benefits through the community engagement. According to N.Gupta (2015), public attitudes towards nanotechnology have revealed that perceptions of risk and reward play a significant role in determining whether or not a technology is accepted. Travel shopping applications can help travellers feel more connected to one another. With real-time access to your company, users feel a greater sense of loyalty. Besides that, with community access, you are able to provide updates, fix problems and communicate with your users directly, helping you provide loads of extra value (Yaekyum Lee, 2022). These applications frequently include social aspects that let the users interact, share stories, give and receive advice from other travellers. Users are able to debate on the items and the purchasing experience while it also offer criticism and suggestions. As a result, a friendly and engaging community is created, enabling vacationers to meet others who share their interests and develop new connections. Moreover, it also can give potential through cultural exchange and local empowerment. Travel shopping apps may encourage cultural exchange by showcasing regional craftspeople, companies, and goods from various locations. These applications frequently provide distinctive, regionally produced goods that highlight the workmanship and cultural legacy of a place. These applications assist in the empowerment of local communities and the preservation of traditional handicraft and cultural practices by enticing tourists to make purchases from local merchants and craftsmen.

## ACKNOWLEDGEMENT

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