

2022  
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# Extended Abstract

International Innovation & Design in Library &  
Information Science Competition (InDeLib2022)

*Organized by*

Faculty of Information Management  
UiTM Kedah Branch



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MARA

**Editors**

Asmadi Mohammed Ghazali  
Abd Latif Abdul Rahman

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First Edition 2023

Perpustakaan Negara Malaysia

e ISBN 978-967-2948-46-9



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## INFOADVISER

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### Abstract

InfoAdviser is an information-searching application focusing on the latest issues. InfoAdviser offers advice from information experts on the latest issues and quality (good) information from reliable information sources. The purpose of the InfoAdviser is to use the library as an information expert to serve the community with reliable sources. The issue that motivates the project is lots of issues about misleading information. The InfoAdviser take Service Innovation Model by Den Hertog and the Uses and Gratification Theory by Blumer and Katz. The service innovation model comprises six-dimension signalling user needs and technological options; conceptualising; (un-)bundling; co-producing and orchestrating; scaling and stretching; and learning and adapting. The use and gratification focus on the needs, motives, and gratifications as a motive in using media. Based on the service innovation model and use and gratification theory, the InfoAdviser is proposed to address the issue. The InfoAdviser is an easy-to-use application that provides information on the latest issue by combining search results from the library WebOpac, news, research articles, data and statistics, and videos. The InfoAdviser offers information quality (selected and evaluated by an information expert) and combines information resources for the community based on their need. The InfoAdviser is a shift in providing information services to users by highlighting the information sources based on information search. The InfoAdviser offers information services based on users' information needs by minimizing the need for library orientation by providing an application that is simple and easy to use without needing much time to learn about the site.

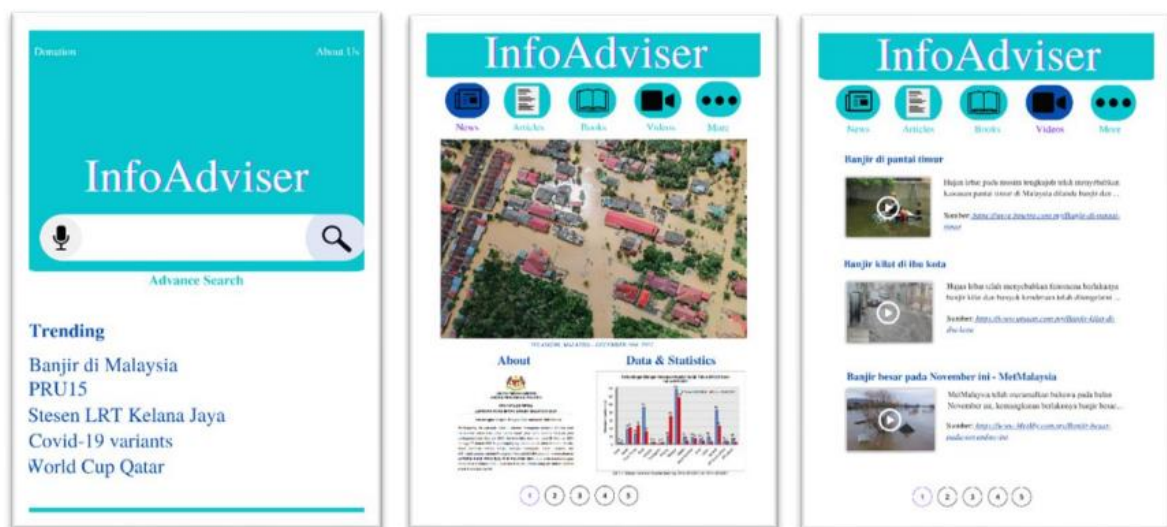
### Keywords

InfoAdviser; Information sharing; Service innovation; Knowledge management; User gratification.

### Product Description

- Simple, functional and trusted.
- InfoAdviser is an interactive app designed with a straightforward user interface.
- InfoAdviser functions as a good substitute for a variety of information platforms.
- The information material sources used by InfoAdviser are reliable and controlled by information experts. Integrates existing information resources in a single convenient platform.
- InfoAdviser is Malaysia's latest domestic information app that features news, trivia, and facts from Malaysia and worldwide.
- Information at your fingertips.
- Choose topics that interest you.
- Choose your favourite topics and interests to follow, such as politics, sports, academics, and 20 more.
- Maximizing the value of information.
- Offering the latest issues and sources that information experts have validated to prevent fake news and misleading information.
- Easy to be used.
- InfoAdvisers are designed to be very simple. It's user-interface allows you to navigate easily even though you are using the app for the first time.





### Novelty and Uniqueness

The InfoAdviser is a shift in providing information services to users by highlighting the information sources based on information search in one site. The InfoAdviser offers information services based on users' information needs by minimizing the need for library orientation by offering a simple and easy site without needing much time to learn about the site.

### Benefit to Mankind

A user-oriented services innovation benefited the community by serving the community with quality information selected and evaluated by the information expert.

### Potential Commercialization

We have expanded the services to specialize groups of users (e.g. researchers, and decision-makers).

### Acknowledgement

We want to express our gratitude to God and our appreciation for the period of divine mercy and grace that allowed us to join the IndeLib2022 with the InfoAdviser project. We want to take this opportunity to express our gratitude to everyone, especially our parents, for their endless love. We also thank Miss Zuraidah Binti Arif, our lecturer, for this opportunity. This project has helped us to do much research and learn new things, and we are thankful to them. Lastly, our gratitude also to our friends. We are grateful for their aspirational guidance, invaluable constructive criticism, and friendly advice.