

**Universiti Teknologi MARA**

**Mall Directory Mobile Application By  
Using Schneiderman's Eight Golden  
Rules Design Principle**

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**Thesis submitted in fulfillment of the requirement for  
Bachelor of Information Technology (Hons)  
Information Systems Engineering  
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## **STUDENT'S DECLARATION**

I certify that this report and the project which it refers is the product of my own work and that any idea or quotation from the work of other people, published or otherwise are fully acknowledged in accordance with the standard referring practices of the discipline.

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## **SUPERVISOR'S APPROVAL**

### **MALL DIRECTORY MOBILE APPLICATION BY USING SCHNEIDERMAN'S EIGHT GOLDEN RULES DESIGN PRINCIPLE**

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This report was prepared under the supervision of project supervisor, Dr. Elin Eliana Abdul Rahim. It was submitted to Faculty of Computer and Mathematical Sciences and was accepted in partial fulfilment of the requirements for the degree of Bachelor of Information Technology (Hons) Information Systems Engineering.

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## **ABSTRACT**

Shopping mall is a place where people spent their time to shopping, watch movies and also can be a leisure venue for family. There is a lot shop accumulated inside one mall. In order to ease visitors to search for their desired shop, most of shopping mall today has provided navigation in shopping mall. For example, mall directory kiosk and mall directory brochure. However, the current approach of using this kind of mall directory is seems to be not sufficient enough. There is numbers of problem that could emerge by using the current mall directory. One of the problem is it may cause the situation in front of the mall directory kiosk being crowded. Besides that, visitors also tend to spend their time in to wait for their turn in order to use the mall directory. Other than that, it also may lead to time consuming problem for the new visitor. In addition, the current mall directory did not provide navigation for visitors. It also has no mobility. In order to minimize this problem, this research is conducted to develop the prototype of mall directory mobile application as a solution to the problems. This research consists of six chapters. The first chapter is discussing about the aim of the research, the problem statement, the objectives, scope, and significance of the project. Second chapter is about the literature review that is needed in order to complete this project. The third chapter is discussing about the methodology that will be implement in this project. Chapter four is about the development of the mall directory mobile application. Chapter five shows the evaluation and result that has been achieved from the evaluation session that has been conducted in order to evaluate this project. The last chapter is about discussion and conclusion of this project. This chapter also is discussing about the limitations and recommendations of this project.

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