

**UNIVERSITI TEKNOLOGI MARA**

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

**MOHAMED AMEER BIN AZEEZ**

Computing Project submitted in partial fulfillment  
of the requirements for the degree of  
**Master of Science in Information Technology**

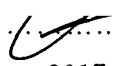
**Faculty of Computer and Mathematical Sciences**

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## AUTHOR'S DECLARATION

I declare that the work in this Computing Project was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as reference work. This Computing Project has not been submitted to any other academic institution on non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student	:	MOHAMED AMEER BIN AZEEL
Student I.D. No.	:	2015212492
Programme	:	Master of Science in Information Technology
Faculty	:	Computer and Mathematical Sciences
Computing Project Title	:	EMOTION-BASED FEEDBACK CLASSIFICATION FOR MOBILE TOURISM APPLICATION (EMOTOUR)
Signature of Student	:	..... 
Date	:	January 2017

## **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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