UNIVERSITI TEKNOLOGI MARA

INTERCORRELATION OF BUSINESS MODEL FOR DESIGN ELDERLY CARE (E-CARE) PORTAL A CASE STUDY: SENIOR CITIZEN CLUB OF SECTION 24, SHAH ALAM

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ABSTRACT

The aim of this paper is to develop a business model that can correlate for designing an elderly care services (E-Care) portal. Then, with specific findings from this research, a proposed has made up to Senior Citizen Club of Section 24, Shah Alam as a case study to investigate the types of care services for elderly community as the content to put inside E-Care portal. Meanwhile, the request for elderly care services has risen in demands among the senior citizen. So, this research will go further to offer knowledge related to elderly care so the knowledge will easily be discovered by all caregivers. Furthermore, through E-Care portal also senior citizen can keep their connection with each other across the social network. Then, the method approach used for this research will consist of two phases which are in the first phase was to develop business model by using business model canvas tool (Canvanizer) and the second phase was to design an elderly care services (E-care) Portal by adapting SDLC methodology. Then, a mix mode method used to analyze the data findings based on statistical analysis on types of care services. Then, the previous data being compared with the data gathered through discussion with the club's president and the results show that there are 3 types of care services that are the most vital desired by the elderly community. Besides, overall from the literature review show that business model canvas is the most suitable tool for developing business model to design E-Care portal. Hence, this research can go further by studies about the structural assurance concept on elderly care services and research on the issues on design web portal that is accessible by the most elderly community.

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