

**UNIVERSITI TEKNOLOGI MARA**

**APPLYING PERSUASIVE STRATEGIES IN  
DESIGNING DIET MOBILE  
APPLICATION FOR OBESITY WOMEN**

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

**Faculty of Computer and Mathematical Sciences**

January 2015

## ABSTRACT

The habit eating without considering what the food contains and effects to the body becomes uncontrolled because people do not know what the best diets for them. Malaysian obesity statistic stated that diet mobile application role is insignificant with respect to Malaysia citizens. Although they are many application diet available, it is still the obesity problem in Malaysia increase year by year. It is because existing diet mobile application typically included only a minority of the persuasive strategies which is its just provide a self-monitoring diet tracking. Persuasive strategies that help improve motivation were missing across the application. Therefore, the first objective of this research is to identify the user requirements of mobile diet application. Additionally, second objective is to propose the design of diet mobile application design using persuasive strategies. This research was conducted using qualitative methods whereby interview approach was used to collect the data. The data were collected from the obesity women within the Kuala Lumpur areas. Besides that, the main contribution of this research is to apply persuasive strategies in diet mobile application design for women obesity. So the significance of this application is to increase the motivate level for obesity women to lose their weight. Thus, the result of this research shows that the potential persuasive strategies is monitoring and tracking, social support and rewards.

## ACKNOWLEDGEMENT

First and foremost, the deepest gratitude of all shall be bestowed to Allah the Almighty and The Merciful for all the insight which He gave to us that lead to the completion of this research. Without His blessings and consent, I might not have enough courage and determination to complete this research. All my thanks and appreciation will be lay upon Him.

My deepest gratitude is extended to Dr Fariza Hanis Bt Abdul Razak, for all assistance, advice, guidance, encouragement, new ideas and invaluable support given as my project supervisor for a better quality in my research. Thank you for being such a great mentor.

Not forgetting very special thanks to all participant and all the lecturers, friends also colleagues of Master Science (Information Technology) for their support and encouragement during the process of completing this research.

Finally, I would like to express my deepest gratitude to my beloved parents and families for all support and courage towards my success. Without their personal sacrifices and being a constant source for encouragement, especially in the final stages, this thesis would not have been possible.

Thank You.

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