UNIVERSITI TEKNOLOGI MARA

DESIGNING MOBILE INFORMATION ARCHITECTURE (IA) M-HEALTH LEARNING APPLICATION FOR TRADITIONAL MALAY MEDICINAL PLANTS WITH MEDICINAL PROPERTIES USING USER PERSONA AND CULTURE DIMENSION

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ABSTRACT

There is deficiency of content structuring in existing m-Health application due to weak structuring of information architecture and poor usage user interface design. The reason is explained by the lack of incorporating cultural elements in the design of information architecture. The main objectives of this study are; to investigate the requirements of mobile learning application m-Health Malay, to design a mobile learning application for m-Health Malay traditional plant by using User Persona and Cultural Dimensions and, to evaluate the design m-Health Malay traditional plant. The research methodology involves using Goal Directed Design is adapted as the research approach. Based on interview with some experts, the study purposes two designs for Mobile Information Architecture (IA) m-Health learning application for traditional Malay medicinal plants with medicinal properties using user persona and culture dimension. The first design is based on high power distance and uncertainty avoidance. Design showing detail on the function and more structure on the access of the information of the m-Health application design and the second design is based on low power distance and uncertainty avoidance. Design is showing more on the graphics and image to access on information in the m-Health application design. Those designs are being be evaluated and user persona prefers designing two over design one. The design was evaluated and the result show it is proven that designing m-Health application towards content, context and navigation is partly influenced by culture. The design can be used by stakeholder, SMEs and end users to conduct mobile learning. As a conclusion, the design was developed for m-Health based on cultural dimensions and user persona. Future work may involve incorporating cultural dimensions and user persona in other different type of applications such as mobile travel, mobile banking, mobile shopping, mobile entertainment, mobile gaming, mobile creative industries, mobile trade, mobile commerce and mobile education.

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TABLE OF CONTENTS

		Page
AUTHOR'S DECLARATION		ii
ABSTRACT		iii
ACKNOWLEDGEMENT		iv
TABLE OF CONTENTS		v
LIST OF TABLES		vi
LIST OF FIGURES		vii
CHAPTER ONE: INTRODUCTION		
1.1	Introduction	1
1.2	Background of Study	1
1.3	Problem Statement	2
1.4	Research Aim	3
1.5	Research Question	3
1.6	Research Objective	3
1.7	Scope	3
1.8	Expected Outcome	4
1.9	Significance of the Study	4
1.10	Research Design Summary	4
1.11	Report Outline	5
CHAPTER TWO: LITERATURE REVIEW		
2.1	Introduction	6
2.2	Mobile Learning	6
2.3	M-Health Application	7
	2.3.1 Existing applications of m-Health application plant	8
2.4	Mobile Information Architecture	10

2.5	Information Architecture (IA)	11
	2.5.1 Content	11
	2.5.2 Context	11
	2.5.3 Navigation	12
	2.5.4 User	12
	2.5.5 Relevant design to the dimensions of Navigation in IA	13
	2.5.6 Relevant design to the dimensions of Context in IA	14
	2.5.7 Relevant design to the dimensions of Content in IA	15
2.6	Definition of Culture	16
2.7	Culture Dimension	16
2.8	Hofstede's Culture dimension, Hall Context & Trompenaars Theory	17
	2.8.1 Power Distance	17
	2.8.2 Uncertainty avoidance	17
	2.8.3 Individualism vs Collectivism	17
	2.8.4 Masculinity vs Femininity	18
	2.8.5 Long Term Orientation (LTO) vs Short Term Orientation(STO)	18
	2.8.6 High vs low Context	18
	2.8.7 Monochronic vs Polychronic Time	19
	2.8.8 Universalism vs Particularism	19
	2.8.9 Information Architecture Design culture dimensions	20
2.9	Malay Culture	21
	2.9.1 Malay Attitudes and Morals	21
	2.9.2 Malay Language	21
2.10	Mobile Application Development Using Personas	22
2.11	User Centered Design	23
	2.11.1 Contextual Design	24
	2.11.2 Goal Directed Design	25
2.12	Summary	27