

UNIVERSITI TEKNOLOGI MARA

**INVESTIGATING EXISTING USER MENTAL MODEL
FOR SPECIFIC TASKS USING PERSONAL MOBILE
PHONE: CASE STUDY OF SINGLE MOTHERS AT
JENGKA, PAHANG**

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ABSTRACT

Everybody has their own special needs and requirements which make them unlikely similar from others. Single mothers are part of community who needs to pay attention not only to common social righteousness but they also need to focus to technology usage. This research is focusing on evaluating the single mothers' interaction on camera phone. Researcher selected camera phone because all of the respondents like to use camera phone in their daily life. Many researchers are interested in exploring the practice of using camera phone, but yet there are no researches which solely focus on what actually single mothers expect from a camera phone. Researcher conducted evaluation with seven single mothers separately. Several techniques like interview and observation regarding three simple tasks which are taking, browsing and sharing picture to assess participant's mental model have been applied to complete this research. The result highlights that single mothers use camera phone for some determinations which are personal, social and learning purposes. The results also indicate illustrated existing single mothers' mental model for those three tasks. Moreover, the recommendations to improve behavior of single mothers during tasks were constructed based on their interaction design on camera phone. In conclusion, it is important to understand single mothers' mental model in order to determine their unique user requirements for better interaction design of future camera phone.

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