

UNIVERSITI TEKNOLOGI MARA

**ISLAMIC SPIRITUAL USER
EXPERIENCE (iSUX) MODEL:
A CASE STUDY OF MUSLIM OLDER
ADULTS USING AL-QURAN
MOBILE APPLICATION**

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ABSTRACT

This thesis presents a model which aims to highlight spirituality elements from the perspective of user experience. Despite high profile calls for research in the area of spirituality, the research pertaining spirituality in HCI is still in infancy. Recent literatures discovers most studies focus on design for Islamic spiritual user experience and evaluation of spiritual application for adult users, but fundamental of spirituality and its elements from the view of user experience is limited. Besides, current UX Model did not support designing for Islamic spiritual user experience. This research focused on Islamic spiritual user experience for older adult users while previous research focusing on the adult users. Older adults has been chosen as target user because older adults are more spiritually inclined as they aged. Therefore, there is a need for HCI researchers to understand and identify elements of Islamic spiritual user experience that can be used as guideline in design or evaluation of Islamic spiritual user experience especially for the older adults. The aim of this research is to develop a model for Islamic spiritual user experience based on the older adults. The study employs qualitative method approach within an interpretive paradigm. The Geneva Emotional Musical Scale (GEMS) was adopted as a theoretical lens in order to gain deeper insights on the spirituality elements. A single case study which involved Kompleks Warga Emas (KWE) was conducted to research on the spirituality user experience elements among older adults. The triangulation of qualitative data collection through diary, interviews and observations was done. All data were analyzed by verbatim using thematic analysis. Six themes emerged from the analysis which are effectiveness, efficiency, learnability, satisfaction, sublimity and vitality. These themes are further categorized into 10 attributes; effectiveness (accessibility features), efficiency (simplicity and portability), learnability, satisfaction (attractiveness and reliability), sublimity (transcendence and peacefulness) and vitality (energy and joyful activation). These are embedded into a model called Islamic Spiritual User Experience (iSUX) which are evaluated by the Islamic religious experts, user experience expert and older adult's representatives. The feedback is analysed to help improve the model. Finally, the Islamic Spiritual User Experience (iSUX) Model is hope can increase the understanding of spirituality from the domain of user experience.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

It is the objective of this study to investigate the Muslim older adults' Islamic spiritual user experience while engaging spiritual mobile application. User experience (UX) is the study pertaining user's subjective experience or non-instrumental qualities that talks around user's feeling and emotions while using products. Spirituality from Islamic perspectives has several definitions but importantly is related to religiosity and connection with the God. The intention of the study is to present the model of Islamic spiritual user experience (iSUX) that describes the elements of Islamic spiritual user experience of the older adults. As older adults are more spiritually inclined as they aged, therefore, it is important for the researchers to have clear understanding on spirituality elements that could help the developers and researchers in designing spiritual mobile applications that are tailored to older adults' needs and preferences. This introductory chapter introduces the reader to area of concern of the research examined by this thesis.

1.2 Research Motivation

Spirituality is the most important part of life for every people. As for Muslims, spirituality is a constant reference to God and ensuring that everything must be done in accordance with God's pleasure. Spirituality is the feeling of connectedness to the higher power or consciousness and it also develop individual beliefs, practices and rituals (Ahmad & Khan, 2015). Spirituality is an important area of research since it is believed that spirituality have positive associations with emotional and intellectual factors (Dewiyanti & Kusuma, 2012), psychology well-being (Momtaz, Hamid, Ibrahim, Yahaya, & Abdullah, 2012), mental and physical health (Ahmad & Khan, 2015; Yahaya et al., 2012) and also helps in coping with life distress (Ng et al., 2017).

Nowadays, people start to use technology in many ways to support spirituality. There are a lot of technological applications including the ICT tools such as email, SMS, computer software, websites and mobile applications for supporting spirituality practices. The use of technology in spirituality is also high. For instance, Buie & Blythe (2013) reported that there are almost 6,000 iPhone and iPad applications exist in the