



International Teaching Aid
Competition 2023

Reconnoitering Innovative Ideas in Postnormal Times

iTAC

2023

iTAC 2023
INTERNATIONAL TEACHING AID COMPETITION
E-PROCEEDINGS

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PREFACE

iTAC or International Teaching Aid Competition 2023 was a venue for academicians, researchers, industries, junior and young inventors to showcase their innovative ideas not only in the teaching and learning sphere but also in other numerous disciplines of study. This competition was organised by the Special Interest Group, Public Interest Centre of Excellence (SIG PICE) UiTM Kedah Branch, Malaysia. Its main aim was to promote the production of innovative ideas among academicians, students and also the public at large.

In accordance with the theme "Reconnoitering Innovative Ideas in Post-normal Times", the development of novel ideas from the perspectives of interdisciplinary innovations is more compelling today, especially in the post-covid 19 times. Post-pandemic initiatives are the most relevant in the current world to adapt to new ways of doing things and all these surely require networking and collaboration. Rising to the occasion, iTAC 2023 has managed to attract more than 267 participations for all categories. The staggering number of submissions has proven the relevance of this competition to the academic world and beyond in urging the culture of innovating ideas.

iTAC 2023 committee would like to thank all creative participants for showcasing their innovative ideas with us. As expected in any competition, there will be those who win and those who lose. Congratulations to all the award recipients (Diamond, Gold, Silver and Bronze) for their winning entries. Those who did not make the cut this year can always improve and join us again later.

It is hoped that iTAC 2023 has been a worthy platform for all participating innovators who have shown ingenious efforts in their products and ideas. This compilation of extended abstracts published as iTAC 2023 E-Proceedings contains insights into what current researchers, both experienced and novice, find important and relevant in the post-normal times.

Best regards,

iTAC 2023 Committee
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GRAPEVINE APPLICATION

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ABSTRACT

Grapevine Travel is the idea that can be described as an application that is designed to provide the best possible experience for all types of travelers. This application is designed to gain a satisfaction for the users to experience before and during use. The purpose of this new product is to market the new place as well as give information that is useful for them before they made a decision. The application provides the easiest way for the user by knowing the latest update and details about the place. This application targeted places such as Islamic Art Museum, National Museum and also any Historical Museum around. Grapevine Travel has introduced three features that combine into one application. First, navigation and location. The user can perform a location-based search for entertainment venues. This is suitable for travelers who want to know the place before they go and get to know more details regarding the place such as the current weather, current situation and their rules and regulations of the place. Secondly, 360- degree virtual reality. The viewer can view a 360-degree view of the location to have a better idea of how it appears and whether it is safe for them to visit or not. A final point, AR videos information. When reaching the location, the user may use this app to learn more about the area, including its history and any other relevant information, by pointing the phone's

camera at the objects you want to learn more about, which will trigger an augmented reality (AR) video to appear. Overall, Grapevine Travel provides travelers with their unique feature that can encourage travelers to travel to one particular place without doubt.

Keywords: Application, AR video information, 360-degree virtual reality

PRODUCT CONCEPT

In the current day, it can be shown that people's resistance to visiting museums may be related to their failure to understand the information and pictures displayed inside museum grounds. These obstacles might be caused by a variety of things, including learning difficulties, age, language challenges, or simply not being interested in the material being covered. Our purpose is to effectively promote museums while developing visitor comprehension, thus we came up with a creative approach called Grapevine that satisfies both of these objectives. Our innovative product has been carefully developed not only to advertise museums but also to furnish interested individuals with informative augmented reality (AR) video content and 360-degree Virtual Reality (VR) experiences.

PRODUCT USEFULNESS

Grapevine is one application that can be installed on mobile phones. This software might be useful for tourists who want to visit a museum while on vacation. There are three features of grapevine that can be useful:

- Navigation and Location.

The user can perform a location-based search for entertainment venues. This is suitable for travelers who want to know the place before they go and get to know more details regarding the place such as the current weather, current situation and their rules and regulations.

- 360- Degree Virtual Reality.

The viewer can see a 360-degree view of the location to have a better idea of how it appears and whether it is safe for them to visit or not.

- AR Video Information.

When reaching the location, the traveler may use this app to learn more about the area, including its history and any other relevant information, by pointing the phone's camera at the objects that they want to learn about, and it will trigger an augmented reality video of information to appear.

PRODUCT NOVELTY

In the field of innovation, novelty is an important idea because it is a desired attribute of company concepts, services, products, and features. An idea might be known to the corporation and the rest of the world. We may evaluate its originality in this particular class of products from a different approach, though. Despite being well known, the concept and the technology being suggested might be viewed for the first time as a component of a certain class of goods, making it a candidate for product innovation that we invent.

- Augmented reality (AR) video information

Grapevine Application brings the traveler augmented reality (AR) video information that can integrate digital information with the user's environment in real time. The primary benefit of AR is that it manages to blend digital and three-dimensional (3D) components with an individual's perception of the real world. Besides this AR delivers visual elements, sound and other sensory information to the user through their device. For training, education, audits, and inspections, AR is most frequently utilized in the sector. In light of this, we anticipate that users who visit the museum will greatly benefit from this augmented reality. As previously said, after pointing the phone's camera towards the museum's photos, the images will be moved automatically. In addition to reading the information at the museum, visitors can view moving visuals that give them the impression that they are in the actual surroundings.

- 360-degree Virtual Reality (VR)

Users of augmented reality (AR) encounter a real-world environment with created perceptual information superimposed on top of it, as opposed to virtual reality (VR), which produces an entirely fabricated environment. In order to record 360-degree videos, a camera is used. The environment mirror will provide more accurate results because it will closely reflect reality. Users can find out if the location has undergone renovations or if it is safe to visit. Additionally, the location will update the view of the surroundings twice a year. The decision to visit a museum and the selection of the best museum can both be advantageous to the traveler.

CREATIVITY

Being creative is having the capacity to think of something unexpected, unusual, and original. It must be engaging, expressive, and helpful to the user. We created a user-friendly interior design for this app that is appropriate for all social groups in order to address the issue of application misinformation.

- The user must enter the state or any museum in Malaysia they wish to visit when they first start the app. The software will recommend museums, and the user can choose any of those museums to visit. The user will be presented with three options after selecting the museum they wish to visit: museum information, a 360-degree virtual tour, and augmented reality video information. There may be special information with each choice.
- First, users can select one of these three options to learn more about the area, its surroundings, the closest lodging, and the modes of transportation available to them for traveling to the museum. The second option is a 360-degree virtual tour (VR), which allows the user to see the area up close, and the third choice is augmented reality video information (AR), which allows the user to watch moving visuals alongside the information in addition to reading the information sign that has been provided.

OVERALL ACCEPTABILITY

Grapevine Travel have received few positive feedback from the surveys that have been done. As per surveys recently, Grapevine Travel is being viewed to bring benefits not only to the users but also to the destination which is the museums.

Furthermore, the positive feedback that has been received is that Grapevine Travel can be applied on the things that need more detailed information. As we are all well-aware that museums will always provide information for each historic event and artifacts but with this application, extra information can be added on. With this, not only the visitors gain new information and knowledge, the museum itself can save the cost and space in providing information. In the 21st century, technology is the main product that people always use no matter how old you are. Only with a smartphone, you can experience more excitement than usual. So, it is very convenient and easy to use while visiting. Moreover, this application is totally free.

Based on the positive feedback, these museums still want to use their own way in handling their museum but at the same time they agree to upgrading their services to keep visitors feel comfortable and enjoy while visiting.

COMMERCIAL VALUE

Grapevine Application designed to gain satisfaction for the users to experience before and during use of the apps. So it is important as an application designer to ensure satisfaction of consumer needs in gaining their trust and repeat use of the applications. There are some commercial values that need to be taken into account which are, value towards the consumer,

business and economy. They can get benefits when they use the application in terms of getting information, as for business it can gain revenue whenever users physically visit there and for the economy, it can boost up the entertainment sector as well.

Following with, sales volume that depends on value added over time into grapevine application. It will keep updating in terms of the content and anything would always be upgraded over time. By that, it can increase revenue from it. Besides, users can get more details of information as well as for navigation and location. Lastly, users can make decision making without doubt with Grapevine Application.

COST THAT NEED TO BE CONSIDER

In making an application we also have a cost that needs to be considered.

- **Content Management System (CMS)**
In the making of Grapevine Application we use Content Management System (CMS). Grapevine Application needs this system to be included for users to get information and things that related with information given. Content Management system (CMS) is software that helps users create, manage, and modify content on a website without the need for technical knowledge.
- **Web Design Software**
Website design software is the one that helps in creating the website that we need within the budget and with as little hassle as possible. It includes intuitive features and easy – customization tools. Additionally with Web Design Software, this software is important for a new application to create and customize their apps. Grapevine Application needs this software to keep updating in terms of the details and information as well as to get the best design and friendly use.

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