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**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**  
**Special Interest Group, Public Interest Centre of Excellence (SIG PICE)**  
**UiTM Kedah Branch**  
**Malaysia**



## **EFOOCAN: MUSLIM AND VEGETARIAN FRIENDLY APPS**

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### **ABSTRACT**

efoocan application is being created to provide a convenient tool for Muslim and vegetarian travellers while they are travelling. This application will have the functionality of scanning food product's barcode, menu recipes option and searching tool to find halal/vegetarian restaurants or cafes. To use this application, consumers can download the apps through Apple Store or Play Store and then consumers can scan products by scanning a QR code program that requires food manufacturers to provide detailed information about ingredients, certificated Halal and some ideas of recipes based on the food as well as option to find Halal/ Vegetarian restaurants near the locations using GPS features. The introduction of this app is to solve the

problem of difficulty to find halal or vegetarian food when travelling abroad as well as to avoid food fraud. The objective is to simplify for Muslim and Vegetarian travellers to identify Halal and vegetarian foods. Besides, it is also to make sure consumers increase user confidence while using the application. Lastly, it is also to be able to influence the level of learning content detail that can be used to help solve problems more effectively. This scanning feature can recognise the barcode to identify the ingredients in the food contained such as instant foods at convenience stores beside of Halal certification. Even though this application is focusing on Muslim and Vegetarian travellers, it also can be used by general consumers that prioritise healthy food and lifestyle. The benefits of efoocan is that it provides assurance to targeted travellers that the food they consume is Halal and suitable to eat and gives benefits to society by promoting transparency and accountability in the food industry. The marketing approach of this app is by advertising near all convenience stores so travellers are aware of our app. The commercialization potential of this application through collaboration with government and non-governmental organisations (NGO) to promote this application for more exposure to increase healthy lifestyle.

**Keywords:** Muslim, Vegetarian, Scan Halal Food, Healthy, Application

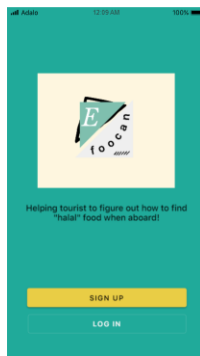
## I. INTRODUCTION

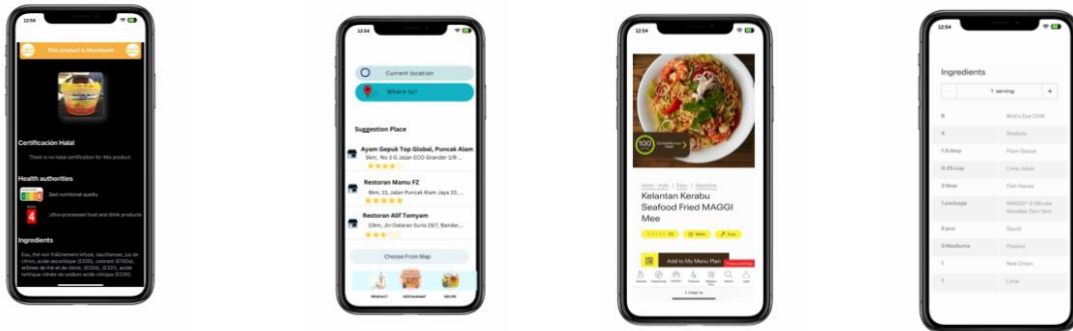
The increase in the number of Muslims and vegetarians could be attributed to a variety of cultural, dietary, ethical and religious reasons. When it comes to travelling, both Muslim and vegetarians have a common concern which they need to ensure that the foods and beverages are prepared according to Halal guidelines or does not contain any forbidden ingredients such as alcohol, pork products and any by-products of animals that haven't been killed in a certain way are all examples of this. Halal certification is used by market participants to entice customers to buy their products as a result of the halal market (Krishnan, W. H., 2018). Halal has been a remarkable trend for Muslim all around the world which is also part of their important practice in faith. Besides, people are getting more prioritise their physical and mental health which influenced them practising as being a vegetarian. The halal industry is an area that has not yet been fully investigated and has significant future growth potential (Jaapar et al., 2021). Most tourists nowadays use technology as their guide when travelling either domestically or abroad, especially looking for places to eat, accommodation, therapy, transport, activities and so on. Arguably, it is an important aspect to teach people about the awareness of using friendly apps to facilitate their journey without hesitation especially for Muslim and vegetarian travellers. Muslims may access mobile applications to check the availability of Halal food goods on the market (Azreen, 2017).

## II. PROBLEM STATEMENT

There are significant problems when travelling nowadays. Efoocan specialises in difficulty to find halal or vegetarian food and avoid from food fraud. This is because, according to Rena Elisa Johari, Halal Food Supply and Integrity Services, PwC Malaysia says all stakeholders in the food industry have potential due to the halal food market's enormous expansion. However, customer perceptions of halal food are brittle; in their words, "once broken, considered sold." Given the possibility of fraudulent advertising or food fraud, consumers are no longer willing to accept food goods that are halal-certified at face value. Improved raw material access, halal food safety, quality, and integrity, as well as the development of the essential expertise are all required to foster trust in this burgeoning worldwide business. Other than that, The Muslim community in Britain is vulnerable to hostility and suspicion from people who do not grasp what is actually meant by "halal" due to the Islamic requirement for halal meat and the intricacy and range of procedures utilised in halal meat production (Lever and Fischer 2018). This is why we created Efoocan app is to solve the problem of difficulty to find halal or vegetarian food when travelling abroad as well as to avoid food fraud. Through the use of these applications, vegetarian and Muslim travellers will find it simpler to enjoy halal and non-restrictive vegetarian meals when travelling.

### III. PRODUCT DESIGN





**Figure 1:** Application Interface

## A. PRODUCT BENEFIT

This application was created to reassure targeted travellers that the food they are taking is Halal and fit for consumption and to benefit the community by promoting transparency and accountability in the food industry. So when users use these apps, they can be more confident to eat outside food while travelling. This is because these apps also list the ingredients used to make a product. In addition to finding halal food, travellers will find out more about the halal restaurants closest to their location more easily. Indirectly, users don't need to spend time searching for halal food options. They can simply search for halal-certified businesses through the app. Next, the food quality rating is also included in this app through user feedback. Finally, this tool makes it easier for users to find food recipes to cook the product they have purchased. They just need to find the ingredients that have been listed and follow all the measurements that have been provided.

## IV. RESULT AND FINDING OF THE FEASIBILITY SURVEY

The feasibility survey was carried out to get feedback from potential users. A google form questionnaire was used as the main channel for distribution to 50 respondents. The respondents' demographic results from Section A show that the respondents were males (52%), while females respondents were (48%) and most of them were aged between 18-25 years old (82%). The respondents are mostly Malay (84%) and the majority of them are single (94%). The respondents' employment status results show that the majority of the respondents are students (70%). The results also show that the majority of them are degree students (64%).

Section B measures the respondents' awareness. The result shows that the most of them (92%) ever felt indecisive when buying food while travelling. The majority of the respondents had problems finding halal food in a tourist destination they visited before. The result also shows that the majority of the respondents (92%) usually look for signs or labels indicating that a food product is halal or vegetarian when buying in a convenience store in a foreign country. They also usually make sure the food they eat is halal relying on the halal certification that is posted at the product and restaurant (50%). 83.7% of the respondents also strongly agree that it is important to have a user-friendly interface in the food scanning app. Majority of the respondents (86%) were definitely interested in using a food scanning app to identify suitable food options while travelling. The last question that was asked to the respondents was dietary requirements or restrictions they have while travelling, whether it is halal, vegetarian, vegan, gluten-free or other than that. The most chosen were halal food which was 45% and vegetarian 30%.

Based on the interview with 99 Speedmart retail outlet, it will bring convenience as customers will be more alert and gather information with the ingredients they consume. Regarding putting the Qr Code in the store, it can be helpful to reach out easily by the community. This can be considered worthwhile and need to have more exposure to the company since most convenience stores depend on their policies. Overall, the idea of this app was acceptable as what had been shown with the feature function offered.



**Figure 2.** Visit to Speedmart99 Retail Outlet

## V. CONCLUSION

Efoocan Muslim and friendly application is designed to cater to the needs of Muslim and vegetarian travellers by providing a convenient tool to identify halal and vegetarian food options. The app offers features such as barcode scanning, menu recipes, and a search tool to locate halal/vegetarian restaurants or cafes. By downloading the app and scanning product



barcodes, users can access detailed information about ingredients, halal certification, and recipe ideas. The app aims to address the challenges of finding suitable food while travelling abroad and to combat food fraud. In summary, efoocan aims to provide assurance to Muslim and vegetarian travellers that the food they consume is halal and suitable, while also promoting transparency and accountability in the food industry. The app's features and objectives cater to the specific needs of its target audience while offering benefits to society at large.

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