UNIVERSITI TEKNOLOGI MARA

USABILITY AND ENHANCEMENT ON *KITARECYCLE* MOBILE APPS

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ABSTRACT

The population of Malaysia is increasing rapidly, generating a worrying amount of solid waste management. Therefore, there's an urgency to respond to the mounting issue of solid waste management in Malaysia. *KITARecycle* is an incentive-based program introduced by SWM Environment Sdn Bhd. This research aims to see the design features installed in the *KITARecycle* mobile app, identify if the *KITARecycle* mobile app is suitable for the user to utilize in the recycling process, and determine the residents' level of awareness towards the *KITARecycle* program and mobile apps. From the findings, the improvements and recommendations can be applied according to ISO 9241-11. A survey of 100 Melaka residents is conducted with experts, and SWM representative interviews are evaluated using Neilsen's usability heuristic principles. This study found that the mobile application campaign is not being utilised optimally due to the lack of awareness of recycling activities. From the data collected, it is asserted that the public awareness of the existence of this program is low; hence, in conclusion, the campaign has failed to create a meaningful impact on the community.

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