UNIVERSITI TEKNOLOGI MARA

MOMMACARE- THE MOBILE APPLICATION FOR CONFINEMENT CARE SERVICES

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ABSTRACT

Confinement care services are in high demand nowadays as there are not many people that have the know-how that have been passed between generation. Besides, there are not many people can provide care for mother in confinement as it has many traditional rule to be followed. Even though it is highly demanded but it is really hard to find for a services when it is needed. Thus, this project purpose is to provide a new innovative way in finding the confinement care services for the users. Having an idea of using only one application to search for confinement care service is better than the traditional approach which is asking people around and tons of searching through various kind of social media. The objective of this project are to identify the user requirements for MOMMACARE -The Mobile Application for confinement care services, to design and develop MOMMACARE by following the Mobile Application Development Life Cycle (MADLC) methodology throughout the development process. This project aims at efficiently search for confinement care services nearby the target users housing area as well as make it easier for them to look for it using only one platform instead of asking around to people around them. Besides, the mobile application will also enable the user to contact the services provider directly and collect all the information that they wanted before hiring them. The platform of this project is android and the target user are mothers in confinement or pregnant mothers.

Keywords: Confinement care service, Service, Mobile application, Android, Mobile Application Development Life Cycle (MADLC)

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CHAPTER 1

INTRODUCTION

This chapter provides the overview of the project and further discussion on the background of the project, the problem statement, the aim of this project, the objectives of the project, the scope and limitation of the project, the significance as well as the summary of the project.

1.1. Project Background

Mobile technology plays an important roles in our life as nowadays we depend on it all the time to complete our daily task such as searching the recipes to cooks for the day and many more. This is the era where we can access information anywhere at any time. Oza (2017) mention in the article that the unlimited usage of mobile application are making people wanting more of these kind of application that help them to have an easy lifestyle and living . In fact, according to the global Mobile Workforce Forecast Update 2016-2022 from Strategy Analytics said that global mobile workforce is expected to rise from current 1.45 billion to 1.87 billion by 2022. In the article written by Oza (2017) he also stated that people are using variety of mobile application on daily basis such as communication, education, cooking, social media, shopping etc.

From an article written by Shokurova (2019), there are increasing gaining momentum from an economic perspective by the food delivery applications, and according to Durai (2019) the soaring popularity of food delivery has to do with higher Internet penetration rates in Malaysia based on data from Malaysian Communication and Multimedia Commission shows that 87.4%, moreover mobile phone purchases also contributed to the rises of food delivery as the food must be ordered through mobile phones. A quantitative research by J.Das (2018) the comparation for the top four food delivery application namely, Zomato founded in July 2008 by Deepinder Goyal and Pankaj Chaddah, Swiggy founded in 2016 , Foodpanda founded in 2012 by Kiren Tanna, Bnejamin Bauer,Felix Plog and Rohit Chadda and Ubereats founded in August 2014 by Travis Kalanick and Garret Camp and all of these application are available in Apple Store and Google Play Store the users are most likely to use Zomato for providing better discount and choices of restaurants, moreover it is ranked on the top for theirs delivery on time service with a better customer services. In addition, Parashar and Ghadiyali (2002) stated that what attracts the customers are because of the special offer that offered to them and the best way they receive the offer are by social media marketing. The rises in amount of online ordering food ordering is because it is convenience and control, personal interaction with restaurant employees, the satisfaction level of consumers after online food