

MELAKA
INTERNATIONAL
INTELLECTUAL EXPOSITION

MIIEX'24

12 JUNE '24

Dewan Taming Sari,
Universiti Teknologi MARA Caw. Melaka,
Kampus Alor Gajah, Melaka

*"Empowerment of Special
Needs through Invention
& Innovation"*

**EXTENDED
ABSTRACT**

MiiEX'2024

MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION 2024

**“EMPOWERMENT OF SPECIAL NEEDS THROUGH INVENTION AND
INNOVATION”**

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UiTM Cawangan Melaka

KM26 Jalan Lendu,

78000 Alor Gajah

Melaka Bandaraya Bersejarah

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MiiEX'2024

MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION 2024

“EMPOWERMENT OF SPECIAL NEEDS THROUGH INVENTION AND
INNOVATION”

EDITORS AND COMPILERS:

Dr Maimunah Johari

Puan Norlinda Tendot Abu Bakar

Puan Maymunah Ismail

Puan Nor Halawah Ahmad

Cik Afzan Shahilla Amir Hamzah

Puan Azira Rahim

COVER DESIGN:

Rashidy Samsudin

Wan Nur Khalisah Shamsudin

Ridzuan Adli bin Azidin

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INNOVATION, INVENTION, AND DESIGN

FOREWORD BY THE RECTOR OF UiTM CAWANGAN MELAKA



Professor Ts. Dr. Mohd Rasdi bin Zaidi

Rector, Universiti Teknologi MARA (UiTM)

Cawangan Melaka

Welcome to the Melaka International Intellectual Exposition 2024 (MIIEX '24). It is an honour for me, on behalf of UiTM Cawangan Melaka, to thank all of you for joining MIIEX '24. We are proud to inform you that this is the 13th consecutive year that UiTM Cawangan Melaka is organizing this exposition. Since 2009, UiTM Cawangan Melaka has successfully hosted this innovation exposition. Not only have we succeeded in organizing the exposition, but we have also successfully embarked on commercialized products.

2024 is a special year where MIIEX 2024 emphasizes the development of special needs. As we know, special needs indicate a limitation in a person's ability to engage in and benefit from various aspects, such as daily activities and education. Hence, with the theme "Empowering Special Needs Through Invention and Innovation," it is a platform for industries, professionals, academicians, students, and communities to share their innovative ideas and products to increase accessibility for those with special needs.

The successful implementation of MIIEX '24 is our joint success. This event was supported by the Melaka state government through YB Datuk Fairul Nizam bin Roslan, the EXCO of Science, Technology, Innovation, and Digital Communication. I also want to express my

gratitude to Universitas Negeri Padang, Indonesia, Universitas Muhammadiyah, Makassar, Indonesia, the International Association of Economic and Businesses (IAEB), Universiti Sains Islam Malaysia, Ibnu Umami Maktum Research Center (UMMI), USIM, and The Southeast Asia Minister of Education Organization Regional Centre for Special Educational Needs (SEAMEO SEN) as our co-collaborators for MIIEX 2024.

The collaboration from various parties in MIIEX '24 is a platform that will improve cooperation and interweaving among industries, professionals, academicians, students, and communities in shaping their potential in developing innovation products. This exposition also serves as a platform to cultivate and uphold the nation's innovation culture by presenting new ideas and research by young people, especially from academia and universities. Indirectly, MIIEX '24 will encourage all inventors towards empowering Science, Technology, Engineering, and Mathematics (STEM), especially in primary and secondary schools.

The new digital landscape also inspires more innovation and new ideas that contribute to various activities, such as business and industries. As a university that encourages "Research and Innovation," we aim to foster more innovative products that benefit scholars, industries, and communities, addressing issues to improve our present and future life.

This exposition would never happen without dedication, teamwork, and commitment. A round of applause should be given to the committee teams, who are the backbone of this exposition. Their hard work, effort, and time made this exposition possible.

Finally, I would like to conclude this brief remark by thanking all the participants and stakeholders for joining the exposition. We hope that this collaboration never ends here.

Thank you.

FOREWORD BY THE DEPUTY RECTOR (RESEARCH & INDUSTRIAL LINKAGES)



Associate Professor. Dr. Nur Hayati binti Abd Rahman

Deputy Rector (Research & Industrial Linkages), Universiti Teknologi MARA (UiTM) Cawangan Melaka

With much passion and privilege, let me warmly welcome all of you to the Melaka International Innovation Exhibition (MIIEEX), UiTM Cawangan Melaka's flagship event. I firmly believe that events such as these demonstrate the gradual evolution of this platform in terms of its significance and its governing principles within the sphere of learning and the broader scholarly society.

The theme for this year, "Empowering Special Needs Through Invention and Innovation," strongly connects to our mission of using research and technology to make a positive impact on the world we live in. Besides enforcing the message of diversity, this theme also reaffirms our focus on creating products to improve the lives of people with disabilities (PWDs). Such innovations are vital as only through focused constructive changes can society become more sensitive to the needs of all members.

MIIEEX allows researchers, students, and industry professionals to come together, share their innovative research, and develop viable research partnerships. It has been great to see the enthusiasm of the participants and the efforts they put into their projects, which can offer various social and economic benefits. This is why one can state that MIIEEX is a great

opportunity for creating connections between the academic environment and industry, facilitating the implementation of innovative and promising projects.

Finally, I would like to express my sincere appreciation to all the members and supporters of the organizing committee, all the participants, sponsors, and everyone involved in preparing this event. I want to express my gratitude for your commitment and involvement, as the success of MIIEX and the development of an active culture of innovation in our university and beyond is partly owed to your support.

Thank you

FOREWORD BY THE PROJECT DIRECTOR



Dr Zulkefli bin Muhamad Hanapiyah

Senior Lecturer

Assalamualaikum and Warmest Greetings,

It gives me a great pleasure, on behalf of the organizing committee, to welcome all participants and speakers to the Melaka International Intellectual Exposition 2024 (MIIEX '24) with the theme "Empowering Special Needs Through Invention and Innovation." We are honoured and pleased to welcome all participants to this biennial event.

MIIEX '24 is a platform that gathers experts from local and international industries, academia, scientists, researchers, and the community to contribute to the advancement of scientific and technological knowledge. This knowledge helps develop disruptive innovation products that improve daily activities for businesses and the community, especially those with special needs.

MIIEX '24 provides an atmosphere for inventors of all levels to gain new exposure and collaborate. Indirectly, this promotes a collaborative and innovative culture that focuses on cutting-edge technologies and new standards in technology and creativity.

MIIEX '24 is anticipated to serve as an arena for participants to acquire and disseminate revolutionary information on ideas and innovation. It is intended that the competition will expose the contestants' minds to the latest technologies and designs, aligning with the government's goal of encouraging innovation in Malaysia.

Finally, I want to compliment my fellow committee members on their amazing efforts, which were vital to the event's success. In addition, I want to thank our co-organizers, event sponsors, and participants. Optimistically, we hope that all new knowledge discovered, invented, or innovated will lead us toward future sustainability.

Thank you.

**FOREWORD BY MELAKA STATE EXCO OF SCIENCE, TECHNOLOGY,
INNOVATION AND DIGITAL COMMUNICATIONS**



YB Datuk Fairul Nizam bin Roslan

Melaka State Exco of Science, Technology, Innovation and Digital Communications

Welcome to the Melaka International Intellectual Exposition 2024 (MIIEX '24). It is an honor for me, on behalf of UiTM Cawangan Melaka, to thank all of you for joining MIIEX '24. We are proud to inform you that this is the 13th consecutive year that UiTM Cawangan Melaka is organizing this exposition. Since 2009, UiTM Cawangan Melaka has successfully hosted this innovation exposition. Not only have we succeeded in organizing the exposition, but we have also successfully embarked on commercialized products.

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Finally, I would like to conclude this brief remark by thanking all the participants and stakeholders for joining the exposition. We hope that this collaboration never ends here.

Thank you.

MIIEX'24 ORGANISING COMMITTEE

COMMITTEE	NAME
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	TUAN MUHAMMAD IDRIS IRFAN BIN TUAN MOHD AZAHAR
	RASEEDA BINTI HAMZAH
	TS. DR. NOR AFIRDAUS BINTI ZAINAL ABIDIN
DESIGN & MULTIMEDIA	EN RASHIDY SAMSUDIN
	RIDZUAN ADLI BIN AZIDIN
	WAN NUR KHALISAH SHAMSUDIN
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	BUSHRA ABDUL HALIM
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	FAIQAH HAFIDZAH BINTI HALIM
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	PN MAYMUNAH ISMAIL
	PN NOR HALAWAH AHMAD
	PN AZIRA RAHIM
	NORLINDA TENDOT ABU BAKAR
	AFZAN SHAHILLA AMIR HAMZAH
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	ENCIK KHAIRI BIN KHAIRUDDIN
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	MOHD SUFIAN AB KADIR
	SITI MARIAM ALI
	ERRATUL SHELA ESHAK
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	MASLIZA BINTI MOHD RAZALI
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	AFZAN SAHILLA BINTI MOHD AMIR HAMZAH
	MUHAMMAD FURQAN BIN AZHAR
	KHAIRUL AZHAR BIN LOCHMAN

ABOUT MIIEX'24

MIIEX'24 is an innovation competition annually organised by UiTM Melaka with the intention to bring together ideas and inspiration that could fit in for commercialization needs.

This event creates a platform for researchers to establish networking, partnership and opportunities to collaborate with industries.

OBJECTIVES

1. Encourage and instil passion towards inventing and innovating among UiTM Cawangan Melaka staff, students and academicians of local and international higher education institutions;
2. Highlight distinguished talents of skilful inventors and exhibit intellectual products, inventions and innovations among local and private tertiary institutions, government and private agencies, including international participants;
3. Become an effective Business Matching platform for participating research products, matching industries and partnering government agencies;
4. Recognise, inspire and promote invention and innovation products to be patented and commercialized;
5. Increase passion towards inventing and innovating through research and boost interests of government and non-government agencies to obtain consultancy services from a line up experts of higher education institutions and UiTM Cawangan Melaka.

THEME

'EMPOWERMENT OF SPECIAL NEEDS THROUGH INVENTION AND INNOVATION'

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Brailletouch Pricemarkers

Aliah Nur Dinie Binti Khairuddin¹, Nur Syahirah Binti Che Adenan², Amirah Batrisyia Binti Azizan³ & Nurdarwisyah Binti Muhammad Faiz⁴, Dr. Irfah Najihah Binti Basir⁵

Faculty of Business and Management, UiTM Cawangan Melaka, Kampus Bandaraya Melaka

Corresponding Author's email: irfah@uitm.edu.my

Abstract

In this era of globalization, the need for inclusivity and accessibility has never been more important. Despite advances in technology and cultural awareness, people with visual impairments continue to face significant challenges to fully participate in their daily lives. Shopping, an essential part of daily life for many people, becomes a challenging task for those who are visually impaired. It reveals that nine out of 10 blind or partially sighted individuals encounter difficulties in accessing information on food packaging, highlighting the significant need for enhanced accessibility measures. The lack of easily accessible information about product details and prices forces them to rely only on sighted assistance which sometimes can lead to inconvenience, compromising their sense of control and authority. Therefore, it is vital to propose a price tag with incorporated Braille, allowing blind consumers to independently access pricing details through touch. Brailletouch Pricemarkers enables blind individuals to make informed purchasing decisions, contributing to more effective budgeting and financial planning. By knowing the prices of products, blind consumers can allocate their financial resources more efficiently and avoid overspending. This Brailletouch Pricemarkers enhance overall literacy and independence for people with visual impairments. With Brailletouch Pricemarkers, businesses can attract a broader customer base including individuals with visual impairments who actively seek out businesses that prioritize accessibility. Businesses that prioritize accessibility and diversity are perceived as more favorably by the public and this positive perception lead to increased customer loyalty, as customers are more inclined to frequent establishments that prioritize inclusivity and equal access.

Keywords: Inclusivity, Shopping, Braille, Price Tag, Blind

1. INTRODUCTION

Sighted consumers take for granted daily chores like finding products, navigating aisles, and reading labels. For the blind or visually handicapped, finding the right pricing and navigating the aisles can be challenging and require assistance from the store staff or companions to help them move through the store safely and price checking. (Aahnaporwal, 2023). Nine out of ten blind or partially sighted people find food package information difficult or impossible to read, according to RNIB research. Price tag designs for visually challenged consumers are the focus of our research because visually impaired individuals face significant barriers when it comes to accessing pricing information in traditional retail environments (Mashiata, 2022). To improve autonomous product identification, it is vital to incorporate tactile components, braille labels, and easily legible price tags. Braille price tags help blind shoppers navigate aisles. Now blind buyers can use the braille price tag to estimate the price of their favoured purchases. Finally, Braille pricing tags help blind individuals succeed financially. Blind customers no longer have to budget; they may use Braille receipts to track their expenditures.

2. OBJECTIVE

The objective of this study is to assess the efficacy and usefulness of standard braille price tags in improving accessibility for people with visual impairments in retail situations. The study intends to evaluate the tags' accessibility, durability, and user experience, with an emphasis on their capacity to reliably and effectively transmit pricing information. The project will employ observational studies of people with visual impairments interacting with standard braille price tags in a variety of retail situations. It will pay attention to how participants locate, read, and use the braille tags to acquire pricing information while shopping and user input to identify potential design and implementation changes to optimise the operation of traditional braille price tags and promote better inclusion in retail environments.

3. NOVELTY & INVENTIVENESS

In Malaysia, where 75% of public establishments lack accessibility for people with disabilities (Pfordten, 2023), the introduction of Braille price tags addresses a pressing social issue. By integrating Braille directly onto retail price tags, Malaysia is taking a significant step towards inclusivity for visually impaired individuals. This innovative approach overcomes structural obstacles in the retail industry, showcasing a seamless integration of tactile information into

product pricing. Advocate for policies or incentives that encourage businesses to adopt Braille price tags and seek support for awareness campaigns or training programs. The practical implementation of Braille price tags not only promotes accessibility but also empowers individuals and promotes a more equal society (Hoskin et al., 2022). This initiative reflects a commitment to proactive change, transforming retail operations towards customer-centric inclusivity and fostering a sense of belonging for all individuals, regardless of ability.

4. PRACTICALITY & USEFULNESS

Braille price tags are helpful because they enable people who are blind or visually impaired to buy on their own. According to The World Health Organisation (WHO) from 2019 to 2023 ,it is estimated that 36 million individuals worldwide are categorised as blind, out of the 2.2 billion people who have some form of vision impairment or blindness. For these people, having price information accessible via Braille tags not only increases their independence but also fosters diversity in retail settings. Businesses may access a sizable market sector and promote equality and dignity for those with visual impairments by providing services to this group (World Health Organisation, 2023). Each price tag is equipped with Braille encoding, which consists of raised dots arranged in specific patterns representing alphanumeric characters. These raised dots allow visually impaired individuals to read the information through touch (Sight Scotland,2020). By incorporating braille on price tags alongside visual pricing information, blind consumers can independently access the same pricing details as sighted shoppers. Access to pricing information empowers blind individuals to make autonomous choices based on their preferences, needs, and budget constraints. It promotes independence and autonomy, aligning with principles of dignity and respect for individuals with disabilities (Medium: Braille in everyday life, 2023)

5. CONCLUSION

In conclusion, developing and implementing of braille price tags is a key step towards increasing inclusion and accessibility in retail environments. By seamlessly incorporating tactile indications alongside standard price information, these tags enable people with visual disabilities to navigate shopping experiences with independence and confidence. This claim is supported by a study conducted by the National Federation of the Blind, which found that 70%

of visually impaired individuals reported difficulty in accessing price information while shopping (National Federation of the blind, 2019.) Without suitable accessibility measures, such as braille labels, audio explanations, or digital assistance, those with disabilities may struggle to determine product pricing on their own, thus leading to irritation and feelings of exclusion from the shopping experience. Furthermore, the World Blind Union emphasizes that standardizing braille formatting and using robust materials promotes consistent reading and lifespan across varied retail environments (Jubeh et al., 2020). As merchants increasingly see the significance of meeting the needs of all consumers, the widespread use of braille price tags demonstrates a visible commitment to establishing more inclusive environments.

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