Universiti Teknologi MARA

Development of *Waqf* Persuasive Web-based System

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ABSTRACT

Development of *Waqf* Persuasive Web-based System is a development of a *waqf* system by applying persuasive technology elements. Persuasive technology is brought into a narrow scope to have a focus on the project development. The project focused is on a persuasive technology which is informativeness, liking, and authority. The selected persuasive technology is being selected based on the problem identified during the first phase of development methodology which is data requirement. Reviews on literature as well as numbers of interviews had been done on this stage. There are numbers of *waqf* websites already existed in Malaysia. Yet, those websites do not play the role of persuasive to attract the user on *waqf* awareness. The system proposed open the new insight of *waqf* website design to trigger the user attention as well as to create credible *waqf* website The website is designed in the way of flexibility and responsive features which allow the user to access the system anywhere and anytime. In short term plan, the system will help and give benefits to society to be persuaded on *waqf* awareness via website design. In the future, the plan is to deploy this system in other elements of persuasive technique.

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CHAPTER 1

INTRODUCTION

This chapter discussed on the overview of the project including project background, problem statement, project aim, project objectives, project scope, as well as the project significance. The purpose of this chapter is to give the readers a better understanding about the project that the researcher is working on.

1.1   Project Background

Today, computers and websites are obtruding upon the modern life. Technology is an everyday presence for a large portion of world population and can be accessed easily and   quickly. The new generation of website technology has opened up opportunity to influence user (Oines-Kukkonen, 2010) as well as inspire users to change their behaviour (Harjumaa, 2014). There has been huge involvement in describing how internet and computer technology influences, motivates and persuades societies in changing their behaviour and attitudes (Zulkifli et al., 2013). There are in Malaysia alone there are some websites that promotes about Islamic donations especially *waqf*. A studied done by Dunham Company in its article; The Growing Importance of Charity Websites to Philanthropy on 2010 states that, charitable organizations were seeing general increase in online donations. This trend is repeating as well in 2012 and 2013. The results showed that percentage of donors donating on charity sites has moderately stayed. This technology of changing person's attitudes or behaviours is called persuasive technology. Persuasive technology in designing this donation type of websites requires the demanding of motivation and persuading skills (Abdul et al.,