



INTERNATIONAL EXHIBITION & SYMPOSIUM ON PRODUCTIVITY, INNOVATION, KNOWLEDGE & EDUCATION

“Optimizing Innovation in Knowledge, Education and Design”

## ***EXTENDED ABSTRACT***



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*“Optimizing Innovation in Knowledge, Education and Design”*

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|     |                                                                                                                                                                                                                                                            |         |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| 5.  | EVABrainiac: The Best Destination for Your Intelligence<br><i>Husnul Izzati Binti Hassan, Muhammad Hazim Bin Hisham, Nurul Aqilah Binti Sohaimi, Safwah Malyanah Binti Sahariddun, Siti Nur Zuriati Binti Azman &amp; Dr. Farah Adilla Binti Ab Rahman</i> | 405-409 |
| 6.  | OSEM Luggage<br><i>Crystal Marvella Jasren, Erzivericella Buing, Nurazlina &amp; Cindy Johnny</i>                                                                                                                                                          | 410-415 |
| 7.  | KAECPR App<br><i>Amiruddin bin Junli, Siti Nor Ismalina binti Isa, Farrah Shafeera binti Ibrahim, Rosuzeita Fauzi &amp; Muhamad Ridhwan bin Abd Rahman</i>                                                                                                 | 416-420 |
| 8.  | Wonder Guide App<br><i>Tomy Masital, Muhammad E-man Arrazzaq, Nur Syafiqah binti Sairan, Siti Anis Farhanah binti Mohd Faisal &amp; Spencer Hedley Mogindol</i>                                                                                            | 421-426 |
| 9.  | MY Culture Wise Application<br><i>Viliannie Fung, Irdhina Hani binti Ramji, Jerad Jay Janis &amp; Alvin Gatu</i>                                                                                                                                           | 427-431 |
| 10. | Preparing the Inevitable: How JUNBI Eases the Burden of Death Planning<br><i>Syairunessa Farhana Mohamad Handal, NurFakiera Mohamad Yussuf, Nur' Atasha Amiera Nurdin, Muhammad Firdaus Karia &amp; Adrianna Aziz</i>                                      | 432-436 |
| 11. | Eyetraxia<br><i>Nurul Eva Natasah Binti Nordin, Anis Sabrina Binti Nasir, Beatrice Elvina Anak Jolis &amp; Nur Murniza Binti Mohd Zaidi</i>                                                                                                                | 437-441 |
| 12. | Brainy Burner<br><i>Winnie Limau Anak Jekeri, Dexter Petrus, Hailin Jaibah, Mohammad Syafie Bin Asmara &amp; Umairah Binti Abd Khalid</i>                                                                                                                  | 442-447 |
| 13. | NeuroTravel<br><i>Nur Ellyvia Lengidang Binti Muhammad Bunyau, Allanis Brooklyn Anak Nawin, Anis Nadhirah Binti Romel Shaadat Khan &amp; Alvin Gatu</i>                                                                                                    | 448-452 |
| 14. | GroomGenie Kit<br><i>Azie Anjelly Ranty Binti Betty, Nur Sahirah Binti Zainuddin, Viona Maria Anak Guan &amp; Nur Murniza Mohd. Zaidi</i>                                                                                                                  | 453-457 |
| 15. | MyAbilityAssist<br><i>Rosevelt Kulong Anak Rudy, Muhamad Dzulhaziq Hiznie Bin Patehi, Izwana Binti Md.Ideris@ Idris, Alya Alyani Syazwina Binti Alihan &amp; Alvin Gatu</i>                                                                                | 458-462 |
| 16. | AquaSaver Band: Scuba Emergency Bracelet<br><i>Mohd Zulfahmi Bin Ashan, Debra Utih Anak Francis, Floria Ann Anak Dominic, Stephanie Pilem &amp; Boyd Sun Fatt</i>                                                                                          | 463-467 |

Assalamualaikum warahmatullahi wabarakatuh,



First and foremost, I would like to express my gratitude to the organizing committee of i-Spike 2023 for their tremendous efforts in bringing this online competition a reality. I must extend my congratulations to the committee for successfully delivering on their promise to make i-Spike 2023 a meaningful event for academics worldwide.

The theme for this event, 'Optimizing Innovation in Knowledge, Education, and Design,' is both timely and highly relevant in today's world, especially at the tertiary level. Innovation plays a central role in our daily lives, offering new solutions for products, processes, and services. By adopting a strategic approach to 'Optimizing Innovation in Knowledge, Education, and Design,' we have the potential to enhance support for learners and educators, while also expanding opportunities for learner engagement, interactivity, and access to education.

I am awed by the magnitude and multitude of participants in this competition. I am also confident that all the innovations presented have provided valuable insights into the significance of innovative and advanced teaching materials in promoting sustainable development for the betterment of teaching and learning. Hopefully, this will mark the beginning of a long series of i-Spike events in the future.

It is also my hope that you find i-Spike 2023 to be an excellent platform for learning, sharing, and collaboration. Once again, I want to thank all the committee members of i-Spike 2023 for their hard work in making this event a reality. I would also like to extend my congratulations to all the winners, and I hope that each of you will successfully achieve your intended goals through your participation in this competition.

*Professor Dr. Roshima Haji Said*  
RECTOR  
UiTM KEDAH BRANCH



## WELCOME MESSAGE (i-SPIKE 2023 CHAIR)



We are looking forward to welcoming you to the 3<sup>rd</sup> International Exhibition & Symposium on Productivity, Innovation, Knowledge, and Education 2023 (i-SPIKE 2023). Your presence here is a clear, crystal-clear testimony to the importance you place on the research and innovation arena. The theme of this year's Innovation is "*Optimizing Innovation in Knowledge, Education, & Design*". We believe that the presentations by the distinguished innovators will contribute immensely to a deeper understanding of the current issues in relation to the theme.

i-SPIKE 2023 offers a platform for nurturing the next generation of innovators and fostering cutting-edge innovations at the crossroads of collaboration, creativity, and enthusiasm. We enthusiastically welcome junior and young inventors from schools and universities, as well as local and foreign academicians and industry professionals, to showcase their innovative products and engage in knowledge sharing. All submissions have been rigorously evaluated by expert juries comprising professionals from both industry and academia.

On behalf of the conference organisers, I would like to extend our sincere thanks for your participation, and we hope you enjoy the event. A special note of appreciation goes out to all the committee members of i-SPIKE 2023; your dedication and hard work are greatly appreciated.

*Dr. Junaida Ismail*

Chair

3<sup>rd</sup> International Exhibition & Symposium Productivity, Innovation, Knowledge, and Education 2023 (i-SPIKE 2023)



## EYETRIXIA

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### ABSTRACT

Eyetrixia is a powerful tool for aiding in the search and recovery of missing individuals. As in the tourism sector, there are a lot of articles and news stories we see every day about people going missing while they travel. In this matter, we should be aware of this matter. This is why we designed the application for everyone to use while they are travelling. For example, if we search for missing people, it's always associated with extreme activities such as 'people went missing while hiking'. This application will help you enhance the efficiency and effectiveness of search operations because it provides real-time tracking, communication features, collaboration tools, and data organisation features. By organising and centralising data, Eyetrixia aims to locate the missing person, provide timely updates on their whereabouts, and locate the missing person. These apps enhance search efforts by leveraging GPS, cellular networks, and social media integration, empowering communities to actively contribute to the search efforts, and increasing the chances of locating missing individuals. Tracking someone missing apps have powerful features that can revolutionise search and recovery operations, helping reunite families with missing loved ones. This abstract explores the key objectives and features of these apps.

**Keyword:** Tracker, Mobile application, Compact, Lost travelers, Tracking

## INTRODUCTION OF EYETRIXIA

"Eyetraxia" is a mobile app that captures user activity data to enhance the user experience. It aims to track the location and movements of individuals, allowing them to activate their GPS. This technology is designed to help travellers and tour guides avoid missing individuals during travel. As smartphones become more prevalent, companies can leverage "Eyetraxia" to reduce missing cases and improve the overall user experience. The Travel Tracker gadget offers real-time tracking of locations, allowing tourists to easily monitor their belongings on their mobile phones. The app features item labelling, sharing, and personalization, ensuring safe travel and confident exploration. According to one report, a person went missing while travelling. According to Malaymail (2023), an Umrah pilgrim who has been missing in Mecca since December has yet to be found. According to his eldest son, Muhammad Nabil Musthafa, the search for missing teacher Musthafa Kamal Abdullah, 49, who went missing more than a month ago while performing the umrah pilgrimage in Mecca, Saudi Arabia, has continued. In another issue, people went missing while hiking. According to Mohd Farhaan Shah (2022), on Tuesday, December 20, Skudai Fire and Rescue Department operation chief Mohd Khairi Zainudin said the hiker, 56, was found safe and in stable condition. It takes 1 day and a half. These types of problems occur all year. According to our own research, people of all generations, from Gen Z to baby boomers, are using their smartphones more frequently than ever before.

## OBJECTIVE

The main objective of this project is to help track and locate the missing person. Eyetraxia, with its own GPS, cellular networks, or other technologies that track location, can achieve this goal in real-time. With this app, finding someone is no longer that hard. Just keep your connection with the Eyetraxia application, and it can track you and find the person who went missing. Second Eyetraxia Keep you updated on a regular basis. To assist search parties and law enforcement agencies involved in the search operation, Eyetraxia provides timely updates on the location of the missing person. As a result, search efforts can be directed more effectively, and the chances of finding the missing person are increased. Third, Eyetraxia has organised data and has data accessible regarding the missing people. Data about the missing person can be collected, organised, and stored with these apps, including physical descriptions, recent activities, and photographs. It ensures that critical data is readily available when needed to those authorised to participate in the search operation.

## NOVELTY

We have seen a lot of news talk about missing people, and we should be aware of this matter. According to Khilak Budhathoki (2017), there have been 62 cases of tourists going missing from different parts of Nepal in the last five years. Only 11 of them survived to be found alive. Nepalese government records show 51 tourists are still missing. There's a recent article mentioning missing people, and it takes three days to find them, and sadly, that person is dead. According to Nino Bucci (2023), a missing Australian tourist was found dead in Kazakhstan's mountains after being missing for three days, authorities said. But with Eyetraxia, which everyone can apply on a daily basis, finding someone missing will be easier than before. With a lot of features, that can help everyone who has issues finding missing people. Eyetraxia is also providing tourists with location-based services. Tourists and travellers can customise this app to cater specifically to their needs. Assisting tourists in navigating unfamiliar environments and finding their way if they become lost or separated from their group, Eyetraxia can integrate location-based services such as mapping, nearby points of interest, or emergency services.

Multilingual helplines, localization tools, and translation tools are available through Eyetraxia. By doing this, tourists can communicate effectively with local authorities or search and rescue teams when seeking assistance or reporting incidents.

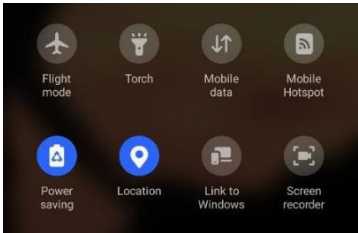
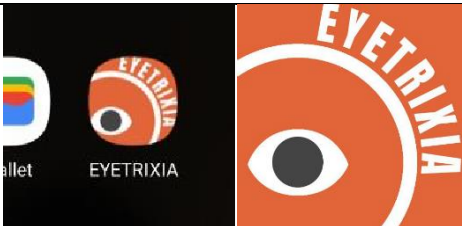
### SPECIAL CRITERIA

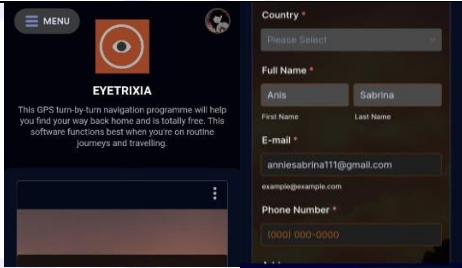
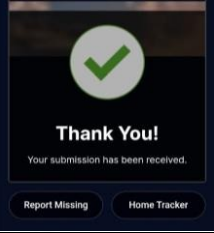
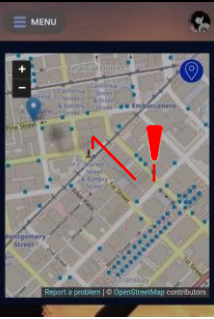
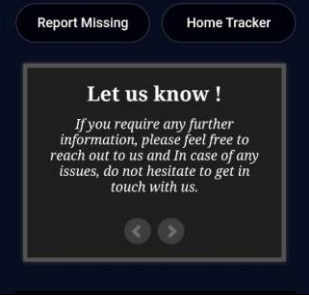
If your phone is lost or stolen, "Eyetraxia" can assist you in getting it back. However, this is not the only advantage or specialty of the app. The unique feature of Eyetraxia tracking is that it is personal, such as keeping track of the locations of a consumer's beloved family members or watching over their personal belongings. This can be beneficial for a variety of reasons, such as verifying that the tourists in the vehicles are being driven safely and notifying the tour guide if the person or tourist is missing or is too far from where they should be. The technology behind "Eyetraxia" is quite effective overall. For asset tracking and personal tracking, it enables real-time tracking of the locations of every person. It can help with theft prevention, route optimisation, cost reduction, and productivity improvement. It can also offer helpful information and help tour guides stay in touch and informed. Eyetraxia's availability for distribution at no cost to all users is another unique feature. This might help lower costs for several travel agencies around the world. Not only for agencies but also for all travellers who are going to use it.

### THE PROCESS OF EYETRAXIA

Our product seeks to track down tourists in order to safeguard them against any risks or dangers that may occur while on a trip. The team has outlined the steps for using the "Eyetraxia" software in Table 1.

**Table 1:** The process of Eyetraxia

|                                                                                     |                                                                                                                                                                                                                                                             |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <ol style="list-style-type: none"> <li>1. Please be sure to switch on your location before downloading Eyetraxia</li> <li>2. Do NOT turn it off while using the applications or while travelling to prevent disconnections with your tour guide.</li> </ol> |
|  | <ol style="list-style-type: none"> <li>1. You can download it on the Play Store or the Apple App Store.</li> <li>2. Or you can wait for your tour guide to provide you the link or QR code.</li> </ol>                                                      |
|  | <ol style="list-style-type: none"> <li>1. Please verify that Eyetraxia app's logo is orange and black.</li> <li>2. Open the app after the download is complete.</li> </ol>                                                                                  |

|                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | <ol style="list-style-type: none"> <li>1. The Eyetrixia app's home page can be seen after you launch it.</li> <li>2. Please make sure to register before starting any travel activities.</li> <li>3. Please fill out the form completely to prevent missing information.</li> </ol>                                                                                                                             |
|    | <ol style="list-style-type: none"> <li>1. Once you have finished registration, kindly click submits.</li> <li>2. There are two buttons, as can be seen below the submission button.</li> </ol>                                                                                                                                                                                                                  |
|   | <ol style="list-style-type: none"> <li>1. The "Report missing" button will alert your tour guide app that you are missing if you click it.</li> <li>2. The app will also automatically put in your tour guide's phone number or the police department in case of an emergency.</li> </ol>                                                                                                                       |
|  | <ol style="list-style-type: none"> <li>1. The "Home tracker" button on the app will immediately provide you with information about the location of the hotel you are currently staying at.</li> <li>2. To make it simple for you to return to where they are, the tour guide may also shift the location to where he is.</li> <li>3. To return to your hotel, the app will display the safer routes.</li> </ol> |
|  | <ol style="list-style-type: none"> <li>1. The names of the tour guides and those in charge of the tour are listed below the buttons.</li> <li>2. Strangers or the police can look for the missing person's phone and use the app to get in touch with the tour guides.</li> </ol>                                                                                                                               |



1. The app will include a video underneath the information explaining how you can use the feature.

## PRODUCT COMMERCIALIZATION

A comprehensive strategy for travel tracker marketing should target specific demographics and psychographic characteristics, continuously evaluate, and refine strategies based on feedback and market trends and adapt to changing consumer needs. Product commercialization involves bringing an eyewear product to market, focusing on various aspects to increase visibility, attract clients, and generate revenue. Market research helps understand the target audience, identify consumer categories, and develop a user-friendly gadget. Branding and positioning are crucial, along with a strong identity and unique selling characteristics. Pricing strategy is crucial, considering factors like manufacturing costs, rival pricing, and perceived value. Distribution channels, marketing, promotion, sales, and customer service are essential for promoting the product and enhancing travel experiences. Continuous monitoring of the market, competitors, and consumer feedback is crucial for informed decisions and maximising the product's performance in the marketplace.

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