



# EXTENDED ABSTRACT



**InViCCAD 2025**  
1<sup>ST</sup> INTERNATIONAL VIRTUAL COMPETITION OF CREATIVE  
ARTS & INNOVATIVE DESIGN IN TEACHING & LEARNING



# Design Innovation Academic Show 2025



Organized by



Fakulti  
Seni Lukis & Seni Reka  
Cawangan Kedah



اوسها تقوى موليا

Collaboration with



#perubahanluarbiasa  
#ADpilihanpertama



**EXTENDED  
ABSTRACT**

**Design  
Innovation  
Academic  
Show 2025**





DIAS 2025 (Design Innovation Academic Show) is all about "Transcending the Boundaries of Creativity: Innovation in Art & Design for 21st Century Education." This vibrant program shines a spotlight on how creativity and innovation are reshaping modern education.

It consists of three key components. First up is the Mindareka Design Show, an exhibition that showcases students' final year projects and creative designs, giving them a chance to connect with industry professionals and the wider community. Next, we have the Northern Innovation Academic Tour (NIAT), which takes participants on an academic adventure to select institutions and innovation centers in the northern region, aimed at promoting knowledge sharing and building strong academic and professional networks.

Finally, there's the 1st International Virtual Competition of Creative Arts & Innovative Design in Teaching & Learning (InViCCAID), a global competition that recognizes outstanding practices in teaching and learning by blending art, technology, and innovative design. But DIAS 2025 is more than just a talent showcase; it's a powerful platform for empowering both students and educators, while also strengthening collaborations between universities, creative industries, and global communities. With its inclusive and interdisciplinary approach, this initiative strives to spark relevant, competitive, and impactful ideas and innovations that truly benefit society and push the future of education forward.



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**Prof. Dr. Roshima Haji Said**  
Acting Rector  
UiTM Kedah Branch

# Rector's Message

I am delighted to extend my heartfelt congratulations to the College of Creative Arts, UiTM Kedah Branch, for bringing MINDAREKA 2024 - Unleashing Your Visual Creativity to fruition. The triumphs of past MINDAREKA editions undoubtedly fueled the organization of this year's event, making MINDAREKA 2024 a reality.

MINDAREKA 2024 - Unleashing Your Visual Creativity stands as a testament to the dedication of students at the College of Creative Arts, UiTM Kedah Branch, providing them with a platform to showcase their final art projects. Beyond serving as a space for the exploration of fresh, innovative, and entrepreneurial concepts, this exhibition is poised to connect aspiring talents with potential clients and employers.

I extend my sincere gratitude to all participants whose enthusiasm and support have contributed to the success of MINDAREKA 2024 - Unleashing Your Visual Creativity. Their unwavering belief and commitment have truly brought this event to life, marking it as a resounding triumph!





# Head of Faculty Message

It is an honour to introduce DIAS 2025 – Design Innovation Academic Show, held under the theme “Transcending the Boundaries of Creativity: Innovation in Art & Design for 21st-Century Education.” This significant event reflects the faculty’s ongoing commitment to fostering a culture of innovation, critical thinking, and creative exploration among our students and academic community. As we navigate the complexities of the 21st century, it becomes increasingly clear that education must go beyond traditional boundaries to embrace multidisciplinary approaches that are both relevant and future-forward.

The three core components of DIAS 2025, Mindareka Design Show, Northern Innovation Academic Tour (NIAT), and the 1st International Virtual Competition of Creative Arts & Innovative Design in Teaching & Learning (InViCCAID) which is serve as vital platforms to highlight the convergence of design, technology, and pedagogy. These initiatives not only empower our students to showcase their talents and ideas, but also create opportunities for engagement with industry leaders, academic peers, and global collaborators. The Mindareka Design Show celebrates student creativity and innovation through compelling final year projects. NIAT fosters knowledge sharing and institutional partnerships through academic visits and exchanges, while InViCCAID offers international recognition for excellence in integrating art and design into teaching and learning.

I would like to express my deepest appreciation to the organising committee, faculty members, students, and strategic partners who have worked tirelessly to bring this programme to life. Your dedication and collaborative spirit have made DIAS 2025 a reality and a reflection of our shared vision for transformative education. It is my hope that this platform will continue to inspire meaningful dialogue, cultivate groundbreaking ideas, and spark a new wave of innovation that enriches both education and society.



**Mohamat Najib Mat Noor**  
Head of Faculty  
Faculty of Arts & Design  
UiTM Kedah Branch





***Industrial  
Design  
(Diploma)***





## A STUDY ON ENHANCING PRAYER ZONES EXPERIENCES FOR MUSLIMAH:

### BENEFITS OF STORAGE AND ORGANIZATION ON MADAD SPACE

SELOURA

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#### ABSTRACT

This project focuses on the development of a practical and user-friendly organiser specifically tailored for Muslim women in prayer spaces at the Murtadha Dakwah Centre (MADAD) in Sungai Petani, Kedah. The primary aim is to address the common challenges faced by Muslim women in managing their personal belongings, such as handbags, wallets, spectacles, and other essentials during prayers. Observations at MADAD identified problems such as disorganised prayer areas and concerns about the safety of personal belongings, largely due to the lack of an appropriate storage solution. Adopting the Human-Centred Design (HCD) approach, the design process emphasised a thorough understanding of user behaviour, cultural sensitivities, and ergonomic considerations. The final product is a soft, compact organiser equipped with accessible compartments that allow users to safely store their items without disrupting prayer postures or movements. The design ensures that it blends seamlessly into the prayer environment while maintaining ease of use. User feedback during the evaluation phase indicated that the organiser significantly improved spatial tidiness, offered greater convenience, and contributed to a sense of emotional ease and focus during prayer. In conclusion, this design solution offers a respectful and functional improvement to the communal prayer experience of women for Muslimah, aligning with both practical needs and cultural values in religious settings.

**KEYWORDS:** Muslimah organizer, prayer space, human-centered design, personal belongings,

## INTRODUCTION

In shared religious spaces, particularly during prayers, Muslimah often face difficulties managing personal belongings such as handbags, wallets, and glasses. These challenges can lead to cluttered prayer areas and raise concerns over the safety and organisation of personal items, potentially disturbing the sanctity and focus of worship. At the Murtadha Dakwah Centre (MADAD) in Sungai Petani, Kedah, such issues were observed among female congregants, highlighting the need for an effective and user-friendly storage solution. This project aims to develop a practical organiser that addresses these concerns, enhancing both the physical environment and the emotional comfort of Muslimah women during prayers. Guided by the Human-Centred Design (HCD) approach, the project focused on understanding user behaviour, cultural values, and ergonomic needs. Through direct observation and user feedback, the design process led to the creation of a compact organiser with accessible compartments that allow safe storage of personal items without disrupting the flow or movements of prayer. The organiser was tested and refined based on real user input, which confirmed its usefulness in promoting tidiness, comfort, and a sense of peace during worship. This project ultimately contributes a respectful and functional solution that supports the spiritual and practical needs of Muslim women in communal prayer settings.



Figure 1.1 The picture of observation in Muslimah prayer area



A welcoming, organised prayer space like MADAD is not solely defined by its appearance but by how it supports the emotional and spiritual needs of its users. For Muslimah who attend prayers regularly, there is a clear need for a practical and respectful way to store personal belongings such as bags, wallets, and glasses. Without proper storage, these items are often left on the floor or in open areas, creating clutter and raising concerns about safety and potential disruptions during worship. Such conditions can lead to discomfort and distraction, affecting one's ability to focus fully during prayer. Ensuring that personal items are stored neatly and securely helps promote a sense of calm, respect, and order within the prayer environment. This highlights the importance of thoughtful design in creating spaces that look organised and enhance the overall prayer experience by supporting comfort, security, and spiritual concentration for all users.

## **RESEARCH METHODS**

The research methodology was used to gather data on the experiences of Muslimah in MADAD prayer zones. The research uses qualitative methods such as non-participant observation, interviews, and user persona creation. These methods help uncover hidden problems, behaviours, and preferences that users may not always express directly. The study focuses on real-life prayer settings under MADAD management in Sungai Petani. By observing user interactions and gathering firsthand feedback, the research ensures that the final product is practical and aligned with Muslimah needs. The methodology supports the iterative design process central to HCD.

## **METHOD OF DATA ANALYSIS**

This data collection is done through non-participant and naturalistic observation. The analysis process began by reviewing all relevant information and taking photographs during the observation. There are some steps that were taken while observing: (1) Muslimah Behaviour Muslimah documented their actions and interactions while handling their personal possessions. (2) Identify the issue. By taking notes and photographs, we identified the main challenges faced by Muslimah, including the lack of proper storage, privacy, safety, and comfort. Unorganized prayer

spaces were the root cause of these problems. We collected qualitative data. By observing their behaviour, researchers recorded that many Muslim women placed their belongings on the floor, lacked privacy, had no safety, and experienced unhygienic conditions. The design and development of the Muslimah Organiser prototype were directly based on what we learnt from this research. The product was made with strong wood for the structure, soft felt fabric for the cover of wood, and an acrylic half-cylinder that is engraved with Islamic symbols.

## DESIGN DEVELOPMENT

The design development process began with initial observations at the MADAD prayer space to identify real issues faced by Muslimah during congregational prayers. Key problems included the lack of proper storage for personal items, leading to clutter and discomfort. Using the Human-Centred Design (HCD) approach, the team conducted informal interviews and gathered feedback from users to better understand their needs, preferences, and daily prayer routines. Based on the insights collected, initial sketches and concept ideas were created, focusing on functionality, accessibility, and respect for prayer movements. Several prototypes were then developed using soft, lightweight materials and tested on-site for usability and comfort. User feedback was collected at each stage to refine the organiser's size, compartment layout, and material choice. The final design is a compact, portable organiser with easy-to-reach compartments that provide safe storage without interrupting prayer flow. This iterative process ensured the product met both practical and spiritual requirements effectively.





Picture 1 The process of Design Development

## RESULTS AND DISCUSSION/FINDINGS



Picture 2 The picture of the Muslimah using the product

Providing storage options in the Muslimah prayer area in MADAD is more than just practical, and it is also about keeping things tidy and making sure everyone is comfortable. Managing personal belongings like wallets, glasses, and bags in a way that feels safe and comfortable. The Muslimah Organiser can help with that. It contributes to the creation of a calm and clutter-free prayer space by providing a useful, considerate, and easy-to-use storage solution. The organiser has acrylic half cylinders that are transparent to place glasses inside it, wood for the base wrapped with felt fabric, and laser engraving for aesthetics. Its design facilitates rapid access and natural hand motions without interfering with prayer.

## CONCLUSION & RECOMMENDATION

The Muslim organiser demonstrates how human-centered design can address real-life challenges in culturally sensitive and sacred spaces like MADAD. By integrating practical storage features into a thoughtfully crafted design using wood, felt fabric, acrylic, and laser engraving, it supports the comfort, safety, and spiritual focus of Muslimah during prayer. The careful selection of materials and compartment layout ensures that personal belongings can be stored securely and conveniently. This solution not only enhances cleanliness and organisation, but it also respects the cultural and emotional needs of its users. As a recommendation, future improvements may include exploring modular or foldable designs for easier portability. The study successfully identified key issues faced by Muslimah in prayer areas, such as the lack of proper storage, hygiene concerns, and no safety. Field research, which involved observation and interviews, clearly defined the challenges. Using the HCD framework, a design solution in the form of a practical organiser unit was developed specifically for Muslimah users. This organiser product directly responds to real needs, providing a cleaner, safer, and more organised space for women to focus on their prayer. The use of user feedback throughout the process ensured that the solution was not only practical but also meaningful and respectful of cultural values. The result is a thoughtful, functional design that enhances spiritual experiences in communal prayer spaces.



*Picture 3 Environment and product usage of Final Design*



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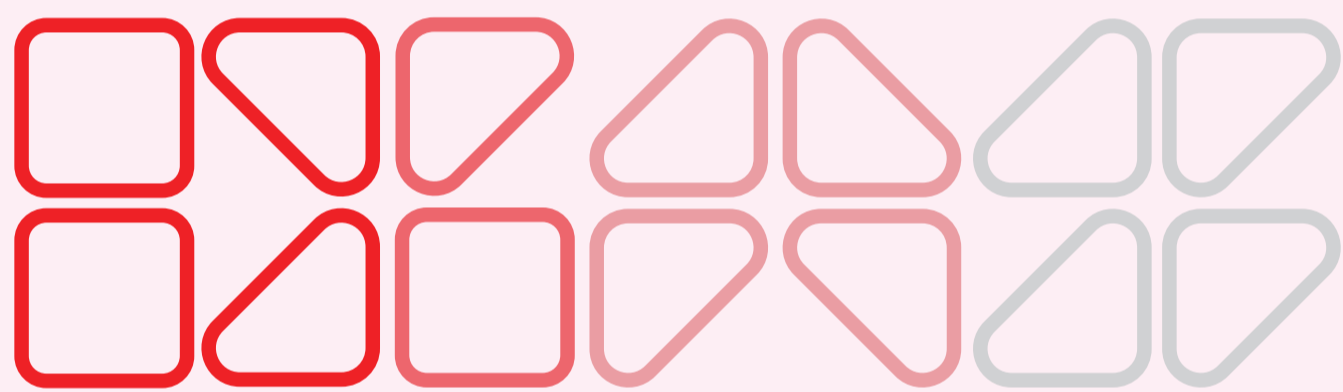
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