

**UNIVERSITI TEKNOLOGI MARA**

**THE IMPLEMENTATION OF  
A MULTIMEDIA-STORYTELLING-AGENT DESIGN  
IN A COMMERCIAL ORIENTED WEBSITE:  
CASE STUDIES**

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As an academician, I will strive to share and keep improving my knowledge for anyone who needs it. As my hope for the future, this thesis will become a stepping-stone to writing, especially topics related to web design technology.

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## **ABSTRACT**

Storytelling can be a very useful tool in the marketing arena, but sadly, it is not utilized appropriately. Most storytelling techniques rely on linear media such as books, film, or television where the user's experience is fully under the control of the author/director. This research clarifies how storytelling for corporate users can be applied to a 'non-linear tool' like a website. It includes guidelines of storytelling design elements for commercial website. In this study involving PutraNet website, the researcher has made a comparative study through similar websites to add facts. Theories have been gained through books, e-books, journals, e-journals, websites and observations. Storytelling covers digital storytelling, web storytelling, web usability and multimedia design. To complete the implementation, some opinions through selected corporate users, PutraNet dealers, web producers, academician and public from online questionnaire were quoted. As Multimedia Storytelling Agent is a new method, the research outcome will give guidelines for web designers who want to apply the same thing. Corporate users will be served with infotainment in getting information. Providers will be facilitated in marketing their products. Academician, Researcher or Developer who want to come up with the same concept will also get additional reference.