

Universiti Teknologi MARA

**English Reading Courseware using
Persuasive Design Strategy for Kindergarten**

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ABSTRACT

There is a wide range of English Reading Courseware for kindergarten. However, it is difficult for the developer to select an appropriate theory that is parallel to the English course. We propose to use a Persuasive Design Strategy in constructing the courseware as it ensures an efficient motivating roadmap and at the same time, we are focusing on our target user to engage the changes from traditional method to the CD-ROM based teaching assistance. The developer conducted an interview and researches of case study to obtain an information and used Read Easy Phonics Book as a reference. Before the courseware development begins, we make sure to sketch and organized a storyboard and navigation map. This is because, both are a great tools to ensure the developer know and understand the flow of the courseware content from the beginning to the end. After the development is complete, the expert and user evaluation had been done. The expert are required to fill in the result in Expert Evaluation Form, meanwhile the user evaluation are measured by using usability metrics of effectiveness, efficiency, and satisfaction. The evaluation is functioning as a measurement of the courseware succession and every comment and suggestions received from the expert will be considered as an enhancement in future.

TABLE OF CONTENTS

CONTENT	PAGE
SUPERVISOR APPROVAL	iii
STUDENT DECLARATION	iv
ACKNOWLEDGEMENT	v
ABSTRACT	vi
TABLE OF CONTENTS	vii
LIST OF FIGURES	xi
LIST OF TABLES	xii
LIST OF ABBREVIATIONS	xiii

CHAPTER ONE: INTRODUCTION

1.1 Background of study	1
1.2 Current practice	2
1.3 Problem statement	3
1.4 Research Objective	5
1.6 Research Significance	6
1.7 Project framework	6
1.8 Gantt Chart	7
1.9 Conclusion	8

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction	9
2.2 Area of interest	9
2.2.3 Advantages and disadvantages of educational courseware	
Error! Bookmark not defined.	
2.3 English for Kindergarten	13

2.4 Persuasive strategy in English Learning	14
2.4.1 Persuasive technology	14
2.4.2 Persuasive design strategy	16
2.5 System Development Models	17
2.5.1 ADDIE Model	17
2.6 Similar Existing Courseware	19
2.6.1 e-Learning for kids	19
2.6.2 Pearson New Big Fun	20
2.6.3 ABCmouse.com	21
2.7 Implication of Literature Review	21
2.8 Conclusion	23

CHAPTER THREE: METHODOLOGY

3.1 Introduction	25
3.2 Project development Methodology	25
3.3 Analysis	27
3.3.1 Principles of Persuasive Design Strategy	27
3.4 Design	29
3.4.1 Navigation map	29
3.4.2 Storyboard	31
3.5 Development	34
3.5.1 Software and hardware specifications	34
3.6 Implementation	35
3.7 Evaluation	39
3.7.1 Expert Evaluation	40
3.7.2 User Evaluation using Usability Metrics	43
3.8 Conclusions	44

CHAPTER FOUR: RESULT AND FINDINGS

4.1 Introduction	45
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