

UNIVERSITI TEKNOLOGI MARA

**USER'S PERCEPTIONS OF SIGNAGE
SYSTEM AT NATIONAL MUSEUM**

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requirements for degree of
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AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Signage may communicate information, directions, or any prescription which easily be recognized by any kind of visitor. There has been a kind of study completed about user perception and wayfinding, but the studies have focused either on the efficiency of signage design or user experience. Therefore, this study aims to determine user preference towards signage where could best be designed for museums to create ease of wayfinding. It is important to know how visitants respond to a certain form of sign and to assess this answer to achieve the most effective method of the signage system. This research used a quantitative method. Literature reviews and questionnaires have been conducted to accumulate the required data. A survey was administered to the public to gather knowledge from their experience and satisfaction about the signage design. Eighty respondents completed the questionnaire by the visitor that has been to the National Museum of Malaysia. The respondents answered the survey regarding elements of the signage system, wayfinding, user experience. The outcomes of this study can be used to support designers of museum signage in illustrating information and delivering the most successful wayfinding method to allow visitants to efficiently navigate during an exhibit space. It is hoped that the study can contribute to the improvement of the signage system and wayfinding elements at the National Museum.

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