

UNIVERSITI TEKNOLOGI MARA

**DEVELOPMENT OF MYBINA MOBILE:
A CASE STUDY AT
FOCUS JADELINE SDN. BHD.**

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ABSTRACT

Construction Industry is one of the most important sectors in a developing country like Malaysia. The dissemination of information among developers and major players in a construction project plays a critical role in a construction project's lifecycle. Information regarding construction project is highly sought after by company that run its business by providing product and services that is required for the industry. The internet is currently the best medium to exchange or distribute such information, and with the advancement of the mobile technology it has become much more efficient. A website is an effective and cost efficient medium for disseminating information and with the Mobile phone ability as a tool to access the internet, the availability of information have increased exponentially. Various company, researchers and website developers spent huge amount of resources to improve their website service on mobile devices, which lead to the invention of responsive and adaptive website technology. Focus Jadeline Sdn. Bhd. is one of the companies that disseminate construction information to their subscriber through website. Because of the increasing usage of mobile devices among their subscribers, the company has been looking into ways that better serve mobile device users. The developer set three main objectives in this research to assist Focus Jadeline Sdn. Bhd. to decide if developing a website that is optimized for mobile is feasible for them or not. The first objective is to gather a requirement for the mobile optimized website. The second objective is to design a website prototype based on the requirements. The third and final objective is to develop a prototype version of the website which will help the company in their decision making. For future development, Focus Jadeline Sdn. Bhd. could choose to improve this prototype to replace the existing website or use it as an alternative for any of their subscribers who prefer to access information through mobile devices. The findings in this research include the interface design, use case diagram, optimization guidelines and also a website prototype that include the required functions. This research presents the developer's findings during the development of the mobile optimized website prototype.

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