UNIVERSITI TEKNOLOGI MARA

APPLYING KANSEI WEB DESIGN GUIDELINE © INTO KAMPUNG TENGAH HOMESTAY WEBSITE

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ABSTRACT

Kampung Tengah Homestay Website was developed to automate the booking of homestay at Kampung Tengah, Melaka. Unfortunately, during the development, the website did not go through any usability testing. Thus the main objective of this study are (i) to investigate problems associated with existing Kampung Tengah Homestay Website, (ii) to design Kampung Tengah Homestay Website using Kansei Web Design Guideline © and (iii) to evaluate the Kansei elements of Homestay Kampung Tengah. The methods that are used in this study are (i) interview (ii) Kansei evaluation using 5 semantic differential scale and (iii) Kansei Web Design Guideline ©. From the preliminary investigation, it has been found that Kampung Tengah Homestay Website produces some errors and induces Boring and Classic Kansei. Five new specimens of Kampung Tengah Homestay Website were developed using the Kansei Web Design Guideline © in this research. The new specimens are intended to induce simple, charming and professional Kansei. Kansei evaluation was done to evaluate the current Kampung Tengah Homestay Website and the newly developed five specimens. There are 20 Kansei words in the checklist. The words were filtered based on the Kansei Affinity Cluster. 30 subjects were employed for the Kansei evaluation purposes. The five new Kampung Tengah Homestay Website have successfully induced Kansei based on the design guideline. It has been proven that Kansei Web Design Guideline © can be used to embed Kansei on Kampung Tengah Homestay Website. Kansei Web Design Guideline © is now proven that it can be used to design more than just E-Commerce website. The new Kampung Tengah Homestay Website specimens could generate more revenue for the homestay owner since users of Kampung Tengah Homestay Website will most likely enjoy visiting the Kampung Tengah Homestay Website.

Keywords: Kansei Engineering, Kansei Web Design Guideline ©, Kansei, homestay website, Kampung Tengah, Kansei Affinity Cluster

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