

**Universiti Teknologi MARA**

**Applying Cognitive Approach towards Designing  
UiTM Main Campus Information Kiosk Interface**

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Thesis submitted in fulfillment of the requirements for  
**Bachelor of Science (Hons) Information System Engineering**  
**Faculty of Computer Science and Mathematics**

May 2009

## ACKNOWLEDGEMENT

*In the name of Allah, the Most Merciful and the Most Compassionate.*

Alhamdulillah and peace upon Prophet Muhammad S.A.W., finally this thesis is finished according to the time given and the objectives required.

I would like to express my appreciation to the following individuals who contributed to the completion of this thesis. For the first and foremost, I would like to thank to my supervisor, Pn. Jamaliah Binti Taslim for her supervision. She assists a lot and gave idea and guidance through the whole process in doing the thesis. Also not to be forgot my previous supervisor, En. Wan Abdul Rahim Bin Wan Mohd Isa for his supervision during my thesis proposal semester.

A special thanks to Prof. Madya Rashidah Rawi and Pn. Wan Nor Amalina Binti Wan Hariri, as the thesis coordinator for the subject IT Project (ITS690). Their lectures in class help a lot in coming out with this thesis.

Lastly, to my family especially my beloved parents, Abdullah Bin Arshad and thank you very much for their pray, support and encouragement. Thank you also to my friends and other people who directly or indirectly contributed to this research.

Thank you.

UiTM Shah Alam, 28 May 2009

Nur Hidayatun Binti Abdullah

## **ABSTRACT**

There is a continuing trend among organizations and institutions to build kiosk as another way for them to provide information about their services to public people. Information kiosk which is usually can be found in shopping mall, airport, and railway station, gives people facilities to access venue's information such as directories, tourism guides, and more. However, there are certain cases that the kiosk is not used effectively, or people are not likely to use it. One of the reasons is because of the interface design of the kiosk itself. Sometimes kiosk interface design is too complex and hard to be understood by public users with very different level of skills in using computer-based system. Users may have little time to use the system, so it must be able to produce information quickly. By applying cognitive approach in designing the interface, the users can easily interact with the kiosk in retrieving the information and can have better understanding of the interface, thus will reduce time consuming in front of the kiosk because it consider humans' cognitive needs. This research focuses on the interface design of information kiosk for UiTM Shah Alam main campus. The interface applied cognitive approach and kiosk interface design guidelines. The requirements are gathered through interview and questionnaires. At the end of this research, a prototype of user interface for UiTM Shah Alam main campus is developed. This research can be useful for designers if they are to design the interface that meets users's satisfactions.

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# **CHAPTER 1**

## **1.0 INTRODUCTION**

This chapter will discuss on the background of the research and the research problem to understand what contribute to the carrying out of this research. Objectives, scope, and significances of the research titled “Applying Cognitive Approach towards Designing UiTM Main Campus Information Kiosk Interface” are also described clearly in this chapter.

## **1.1 Research Background**

In recent years, kiosk systems have come into wide use and have been gaining popularity all over the world. As a kind of small information center, kiosk systems play an important role in providing information to the public (Cui & Tong, 2004). Borchers et. al. (1995) have classified kiosk systems into four basic types according to their major task; information kiosks, advertising kiosks, service kiosks, and entertainment kiosks. Information kiosks, or public access kiosks, are located in public thoroughfares, shopping malls, airports, railways stations, and other locations as a substitute for, or to complement customer service through a human service agent (Slack & Rowley, 2002). It can deliver services at the point of need, for example, when we got lost in a huge shopping mall and we want to find the entrance or location of shops in that shopping mall. This kiosk can give information that we need at that time.