

UNIVERSITI TEKNOLOGI MARA

**DESIGNING HALAL-CHECKER
MOBILE APPLICATION (I-SCAN) USING
CONTEXTUAL DESIGN MODEL**

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ABSTRACT

Nowadays there are varieties of imported food products available in the market and most food manufacturers are monopolized by non-Muslims. There are still cases of misused of the halal logo by irresponsible traders and most imported food products used number coded food additives or e-numbers. It is a very challenging process to determine the Muslim consumers's expectation and needs to solve this matter especially when travelling abroad and when e-code or e-number is visible in the food products. The main objective of this project is to design Halal-Checker Mobile Application using Contextual Design Model. The results shown in this study are; (i) contextual design processes and (ii) prototype of Halal-checker mobile application. Future work involve usability evaluation of halal-checker mobile application.

Keywords: E-numbers, Muslims Consumer, Contextual Design Model, Halal-Checker Mobile Application

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TABLE OF CONTENTS

	Page
STUDENT'S DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	ix
CHAPTER 1: INTRODUCTION	
1.1 Project Background	2
1.2 Problem Statement	4
1.3 Aim	4
1.4 Objectives	4
1.5 Scope	5
1.6 Project Significance	5
1.8 Project Design	6
1.9 Outline of the Report	6
CHAPTER 2: LITERATURE REVIEW	
2.1 User-Centered Design	8
2.2 UCD Models and Approaches	9
2.2.1 The importance of UCD	11
2.3 Principles of User-Centered Systems Design	12
2.4 Methods of UCD	13
2.5 Contextual Design	15
2.5.1 Contextual Inquiry	16
2.5.2 Interpret and Work Model	16
2.5.3 Affinity & Work Model Consolidation	17
2.5.4 Vision & Storyboard	17
2.5.5 User Environment Design	17

2.5.6 Paper Prototype	18
2.6 Mobile Technology	18
2.6.1 Optical character Recognition Overview	20
2.6.2 Principle of OCR	22
2.7 Overview of Halal Food	22
2.7.1 Islamic Dietary Terms	23
2.7.1.1 Halal	23
2.7.1.2 Haraam	24
2.7.1.3 Mushbooh	25
2.8 Overview of E-Numbers	25
2.8.1 E-numbers and Halal food	27
2.9 Conclusion	28
 CHAPTER 3: METHODOLOGY	
3.1 Project Approach	29
3.2 Phase 1: Investigate requirements Halal-Checker Mobile Application (I-Scan)	30
3.2.1 Contextual Inquiry	30
3.2.1.1 Setting project focus	31
3.2.1.2 Planning contextual interviews	31
3.2.2 Work Model	33
3.2.3 Consolidation	33
3.2.4 Persona	34
3.3 Phase 2: Design Halal-Checker Mobile Application using Contextual Design Model	34
3.3.1 Visioning	34
3.3.2 User Environment Design	35
3.4 Phase 3: Develop Halal-Checker Mobile Application	35
3.4.1 Prototype	35
3.5 Conclusion	35