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 addictives 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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"In the Name of ALLAH, the Most Merciful, the Most Gracious"

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