

THE MOST PREFERRED BUILDING TRANSPORT BETWEEN
ESCALATOR AND ELEVATOR AMONG TEENAGER

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MARCH 2014 - JULY 2014

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ABSTRACT

It is a research to understand the most preferred building transportation between escalator and elevator in shopping mall among teenagers. This qualitative research was inspired by reading few articles regarding how to create a community user-friendly escalator and elevator. Shopping mall suppose to be community hubs that are user-friendly not only towards the adults, but also towards the children, youth and elders. The part that is always neglected and poorly understands is how to create an younger-friendly shopping mall. A search for the truth started by understanding the problems that always occurs to the elders by going through several books, magazine article and journal, the problem faced by this people began to graspable. As a case study, ten shopping malls are chosen with different surrounding throughout the Ipoh and Seri Iskandar Perak and also Kuala Lumpur. Through a comprehensive observation, photo collection and several users interview, the finding data are collected and analyzed. The data showed that most of the teenagers prefer to use escalator. From this research, we can deduce that it is important to provide the good design for both escalator and elevator. Initiative to inform regarding the awareness of this case must be done, from the authority to the architect in planning shopping mall in the importance the building transportation. Although it might seems as a small components in the shopping mall but it definitely gives a great impact in creating a better community shopping mall especially among teenager.