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International Teaching Aid
Competition 2023

Reconnoitering Innovative Ideas in Postnormal Times

iTAC

2023

iTAC 2023
INTERNATIONAL TEACHING AID COMPETITION
E-PROCEEDINGS

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PREFACE

iTAC or International Teaching Aid Competition 2023 was a venue for academicians, researchers, industries, junior and young inventors to showcase their innovative ideas not only in the teaching and learning sphere but also in other numerous disciplines of study. This competition was organised by the Special Interest Group, Public Interest Centre of Excellence (SIG PICE) UiTM Kedah Branch, Malaysia. Its main aim was to promote the production of innovative ideas among academicians, students and also the public at large.

In accordance with the theme "Reconnoitering Innovative Ideas in Post-normal Times", the development of novel ideas from the perspectives of interdisciplinary innovations is more compelling today, especially in the post-covid 19 times. Post-pandemic initiatives are the most relevant in the current world to adapt to new ways of doing things and all these surely require networking and collaboration. Rising to the occasion, iTAC 2023 has managed to attract more than 267 participations for all categories. The staggering number of submissions has proven the relevance of this competition to the academic world and beyond in urging the culture of innovating ideas.

iTAC 2023 committee would like to thank all creative participants for showcasing their innovative ideas with us. As expected in any competition, there will be those who win and those who lose. Congratulations to all the award recipients (Diamond, Gold, Silver and Bronze) for their winning entries. Those who did not make the cut this year can always improve and join us again later.

It is hoped that iTAC 2023 has been a worthy platform for all participating innovators who have shown ingenious efforts in their products and ideas. This compilation of extended abstracts published as iTAC 2023 E-Proceedings contains insights into what current researchers, both experienced and novice, find important and relevant in the post-normal times.

Best regards,

iTAC 2023 Committee
Special Interest Group, Public Interest Centre of Excellence (SIG PICE)
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ROAMING RANGERS: A TRAVEL WEBSITE FOR ALL TYPES OF TRAVELLER

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ABSTRACT

Roaming Ranger is a travel website designed to provide the best possible travel experience for all types of travellers. This website provides travellers with a hassle-free experience by collaborating with several organisations. Travellers, for instance, have the freedom to book a package that includes all services or just the services they require. The website seeks to make trip preparation simple and convenient by offering an all-in-one solution. This might lessen the tension and stress that they frequently face. For first-time travellers, Roaming Ranger creates itineraries that you may modify by entering an estimation cost of the travel package to best fit your budget. The website also provides virtual tours for those who want to feel and see the place before they go. The customer care chat option on Roaming Ranger is one of its most notable characteristics. This feature allows customers to ask any questions they may have and get answers from a real person. Plus, customers can choose their own rate packages. For example, they can choose a 5 star hotel but want a 3 star food and beverages. Roaming Ranger also has a review section for experienced customers to recommend places to go and things to do. This feature is particularly useful for people who are looking for recommendations on where to go and what to do. Finally, Roaming Ranger rewards its regular customers by

providing free shuttle drivers for their travel experience. This is a great way to make their travel experience even more enjoyable and to show appreciation for their loyalty. Overall, Roaming Ranger is a fresh idea that is sure to revolutionise the travel industry. With its unique features it is sure to be a hit with travellers everywhere.

Keywords: website, travellers, virtual tours, travel, packages, hassle-free, all-in-one

PRODUCT CONCEPT/ OBJECTIVE

The product aims to provide an exceptional travel experience for all types of travellers, including those on websites. Its primary objective is customer satisfaction, allowing users to improve their knowledge and learn about their destination. The product also serves as a helpful tool for new travellers, offering virtual tours, tentatives, and packages through trusted agencies. Food features help tourists find local cuisine, including halal options and recommended foods, allowing them to appreciate the culture and cuisine of their destination. The product also includes a customer care chat for customer support and engagement, ensuring a positive experience for all users. Feedback is welcome to improve the product and the tourism industry.

NOVELTY

To make the travel website stand out, it's important to incorporate novelty into our offerings. One way to do this is by offering exclusive access to lesser-known destinations, local experiences or cultural events that are not typically available through other travel websites. Another way is by offering personalised travel packages that are tailored to the individual preferences and interests of each customer to provide a more personalised and unique experience. Finally, incorporating emerging technologies, such as virtual tours can provide innovative and immersive travel experiences that are not typically available through other travel websites.

CREATIVITY

Based on other people's first travelling experience, they find it hard to plan their trip. So, to help ease their travelling, we have decided to create an itinerary generator to put on our website. Overall, it is convenient to first time travellers as it will lessen their burden to plan their adventurous trip. Next, Customer Care Chat is created on Rooming Rangers Website so that travellers can ask real time staff about our website or anything that they are curious about. This system will help kill the curiosity that the travellers have in mind and will help those who are

new to travelling. Furthermore, the Virtual Tour function on our website will help those who cannot travel or for those who would want to see the place first without travelling. This is one of the unique features on our website as our website will be one of the rarest websites to provide it locally. It is a convenient function to all the travellers because they can see the place first without even travelling and this can also create a good opportunity for those who couldn't travel because of their sickness. Also, the review section created a mix of reviews. One is like a blog and the other one is a comment on the place. Lastly, reward to our loyal customers Roaming Ranger rewards its regular customers by providing free shuttle drivers for their travel experience.

USEFULNESS

One thing about travelling is that travellers have to open multiple tabs to do research about the places that they want to go. So, the Rooming Rangers website aims to solve that problem for travellers. Just open the website and you will find everything that you want to know. Next, our website is designed to make all users understand immediately about what we are selling and what type of service that we provide. Plus, as we all know the layout on laptops and phones are different, which makes users find it hard to understand, so we have designed it as simple as possible so that people with all types of ages can access it. Lastly, sometimes websites can be hard to handle especially when you are new to it. So, we make sure that each section will have a step-by-step guide on how to purchase our package and how to use our service.

OVERALL ACCEPTABILITY

For Roaming Ranger to be successful, it must meet several criteria. The product must be well-designed and well-built with features that meet the needs and expectations of potential customers. The website must be marketed effectively, with a clear message that communicates the product's benefits and differentiates it from competitors. The product must meet a real need or solve a real problem for potential customers. Additionally, Roaming Ranger must be supported by excellent customer service with a focus on addressing customer needs and resolving any issues that arise.

MARKETABILITY

The focus of Roaming Rangers is to ease the burden of first time and frequent travellers. Roaming Rangers stands out in this matter and will gain market value by first, the ability to generate revenue through commissions earned on bookings made through its platform. When users book travel experiences through Roaming Ranger, the website earns a commission on each booking. This way will be able to attract a larger customer base. Second, build customer loyalty through benefits for regular customers. By offering free shuttle drivers, it can encourage

customers to return to the website for their travel planning needs. This can result in repeat business and positive word-of-mouth referrals. And finally, price-sensitive for customers. By offering price ranges for customers to choose from, this will attract more travellers wanting to use the website as they can plan their travel according to their budget and services that they want.

ECONOMIC EFFECTIVENESS

The economic effectiveness of Roaming Rangers is that through our website, a lot of people are going to be more interested in travelling in the future. They will find the ease of use of our website will make travellers want to travel often and this will boost revenue for the country and also travel agents. This can be seen by travel agents who will have to produce more packages for customers, and we will market it through our website through various ways that are interesting. And finally, this can generate revenue to the country through tourism.

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