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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)**  
**UiTM Kedah Branch**  
**Malaysia**



## DOUBLE T (TABLE TRACKING)

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### ABSTRACT

Double T (Table Tracking) is a digital standee for guests at large hotel restaurants. This Digital Standee has a facility where customers can easily find their table in the great hall or restaurant area. This digital standee is designed to make it easier for customers to find a table. The purpose of the product was created to make it easier for customers because Double T has the data of customers who attend the restaurant or event. This is because this product also has a table position map in the restaurant to make it easier for customers to find a table. The product is also constantly updated with current customer data and changes in the current table position. Double T not only has a map to make it easy for customers to find a table but it is also equipped with a menu where customers can reserve the table they want. Each customer's tap has a different taste. For example, customers who want to dine while enjoying a beautiful view.

Double T, which is a digital standee, will show the table image they want and make things easier. Customers no longer need to look for an empty table for them to sit at because Double T will show whether the table is reserved or not. For example, an organiser who holds a large-scale event and whose table has been named after someone will make it easier for customers to find their table by typing their name in Double T and exiting to go to their table.

**Keywords:** Digital Standee, Find Table, Maps, Booking, and Large Restaurant or Hall

## INTRODUCTION

Among the problems that often occur when hotels hold events for their customers is the lack of hotel employees for event management. This is because the majority of hotel employees will be more focused on the programme of the ceremony to be held. Therefore, the hotel is not able to provide employees to manage the reception department as well as give souvenirs to the guests present at the event. This will cause the hotel to not have a sufficient number of employees to welcome guests at the ceremony.

In addition, the position of the table for an event at the hotel is not according to the customer's taste. This happens because every client and guest has a different taste for holding their ceremony. Therefore, the hotel is not able to provide the event programme desired by its own customers. This is because the hotel is more focused on the preparation of the event that is held, which involves the hotel itself.

In addition, there are often mistakes in giving table numbers to guests for an event. This is because the large number of customers or guests will cause confusion for the hotel employees themselves. Therefore, the frequency of employees making mistakes is high, and this will cause the programme of the ceremony to not be carried out properly according to the client's own planner. Lastly, customers often forget table numbers and invitation cards for events they attend. This happens because the parties holding the ceremony at the hotel are not only focused on a certain party, but customers and guests also involve the school or a certain university. Therefore, guests will forget their table number or get the wrong table number and not bring their invitation card before the ceremony.

## PRODUCT OBJECTIVE AND NOVELTY

Double T is a digital standee that has a facility where customers can easily find their table in the great hall or restaurant area using high technology. This digital standee is designed to make it easier for customers to find their reservation table. The purpose of the product is to make it easier for customers because Double T has data of the customers who attend the restaurant or

event. This is because this product also has a table position map in the restaurant to make it easier for customers to find a table. Double T also constantly updated with current customers data and changes in current table position. Double T not only has a map to make it easier for customers to find a table, but it also equipped with a menu where customers can reserve the table they want

## **CREATIVITY**

Double T was created to make it easier for customers to find a table reserved for them at events that have been set up for them. This will increase customer satisfaction when attending the event. The product also provides a map for the entire event to make it easier for customers to find the desired table either by the window or in an area with a beautiful view. This is because the majority of customers do not agree with the event programme that has been set by the hotel itself. Therefore, with the presence of Double T, we will be able to help customers organise their own events.

In addition, double T also provides a map for the table position that has been set for customers in the event. This will make it easier for customers to find a table at the event. In addition, the preparation of a map for the entire event is also provided to the customer. This is to make it easier for guests to know the position of their table because the hotel has prepared a map for the table position for the event.

## **USEFULNESS**

Double T is used to provide a list of customer names and table numbers for them in case guests forget about the event programme held in the hotel hall. This will further simplify the programme of the ceremony because guests will still be involved in it if there are guests who forget their table number and the ceremony they are attending. In addition, Double T is also very useful when hotels are understaffed to ensure customers find a table available for them before an event. This is because Double T does not need many employees for reception matters for the event because Double T has reduced its dependence on the number of employees that need to be provided to manage the guests of the event. This will reduce the problem of a lack of workers to manage important parts of the ceremony.

## **OVERALL AND ACCEPTABILITY AND PRACTICALLY**

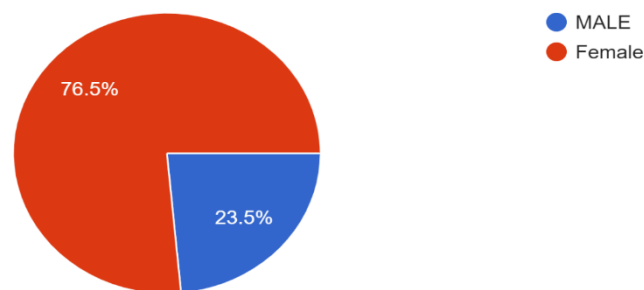
For the overall acceptability and practicality of the Double T standee, the existence of Double T can help the hotel to reduce the human workforce and at the same time it can also reduce the problem of labour shortage. It can also save customers time when they want to find their

reservation desk by just entering a few customer information. In addition, Double T standee data will always be up to date depending on the customers reservation and the old data will be deleted immediately to protect the personal data of previous customers.

## COMMERCIAL VALUE AND MARKETABILITY

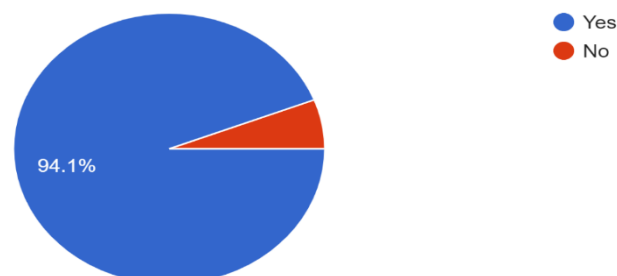
Commercial value for our product is RM2500. This is because the materials that will be used are high quality electronic materials that require a relatively high cost. The price offered is reasonable with the product created. With the price offered, the hotel will choose this product because it uses high quality materials and is guaranteed to be safe.

GENDER  
 17 responses



**Figure 1.** Total number of customer responses

19. Do you agree with the creation of Double T? Adakah anda setuju dengan penciptaan Double T?  
 17 responses



**Figure 2.** Customer Agreement

Figure 2 shows that the number of customers who agree with the creation of this product is as much as 94.1% respondent. This shows that if this product is created, customers will be more satisfied to visit the hotel and the hotel will get more profit.

It is easy to sell because this product has not been used anywhere in the hotel and has no competitors. Therefore, the hotel will buy this product because it will make work easier at the hotel.

## **COST AND ECONOMIC EFFECTIVENESS**

For cost or effectiveness, Double T standee was created with a view to cut labour cost or reduce the number of workers so hotel owners do not have to bear the hefty hiring costs. Furthermore, with the presence of Double T standee, it can allow the hotel owner to gain more profit in the future. Besides that, the creation of this Double T standee can also bring a new image or vision for the hospitality industry today with cutting-edge and up-to-date technology considering that it is now a technology era. This can invest in high quality production machinery, double tracking software enterprise resource planning software and other forms of automation.

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