

HYPERMEDIA: MALL ELECTRONIC DIRECTORY (*MED*)

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ABSTRACT

The birth of the Mall Electronic Directory or MED is triggered by the development of malls in Malaysia and inspired by the Conventional Directory used in all the malls. With the advancement of Malaysia in economy more and more Mega Malls, which place hundreds of stores, are being built and Malaysia's advancement in information technology has called for a new method in relaying the malls' information. This thesis is produced to comply with the above-mentioned issue. It will discuss the objectives and the methodology undertaken in producing the first prototype of the Hypermedia application. As an overview, MED can be viewed as an alternative way in representing the mall's information or in other word, enhanced digitized hypermedia form of the conventional mall directory. Developed to enhance the usability of the conventional directory, MED allow the user to experience new way of accessing information with the functions provided. The dynamic characteristic of MED allow new information to be updated instantaneously thus users will get the up to date information as compared with the periodically update of the conventional directory. The application is developed by adopting the Evolutionary Prototyping, further detailed methodologies used in developing this prototype is discussed in Chapter 3 of this thesis. MED is fully developed using the Macromedia suite (Macromedia Director, Macromedia DreamWeaver, Macromedia Flash), Adobe Suite (Adobe Photoshop, Adobe Premier), Spin Panorama, Microsoft FrontPage and Microsoft InterDev.

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