# END-USER PREFERENCES FOR SPREADER LAYOUT

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# END-USER PREFERENCES FOR SPREADER LAYOUT

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# ABSTRACT

Acquiring information about user preferences for forum chat layout can be the key for continuously access of the portal. Forum chat is a chatting technique that commonly uses in social networking website. Using forum chat all users can post their stories in front of body layout of website then other users can comment it. Computer Science Department of UiTM Kedah needs to develop a portal that can give interactive session between Computer Science's Lecturers and their students. From the set of possible behaviour, two different layouts will propose for developing prototype of Computer Science Department Portal which includes online forum chat spot name as Spreader. This research proposed an importance measure that considers which layout most prefer by end-users base on Nielsen's criteria; learnability and user satisfaction. With this information, a new analysis to place Spreader in portal layout successfully performed. This analysis can acts as guideline for applying in any other portal in order to make portal become more interactive than before. The respective results give very important insight regarding end-user preferences and prompt the interactivity of the portal layout.

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| | |
|---|---|
| UiTM | Universiti Teknologi MARA |
| PUEU | Perceive Usefulness and Ease of Use |

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# CHAPTER 1

# INTRODUCTION

In June 2006, Universiti Teknologi MARA (UiTM) Kedah campus received the first batch of students of Diploma in Computer Science. During that time, Computer Science students and lecturers were under the Department of Information Technology and Quantitative Science. Two years later on July 2008, Department of Computer Science was split from previous department and effectively started its operation during July – November 2008 semester.

Chief coordinator is responsible for all lecturers and students in Computer Science Department. His role is to provide information to all lecturers and students. Chief coordinator also announces news and department agenda from time to time. The Department wanted to have some effective web based system in distributing information and announcement from chief coordinator. Computer Science Department until now only has a static website that design by programmer of UiTM Information Technology (IT) Unit.

In order to make interactivity becomes successful in website, one chatting or forum feature successfully designed in this project. The brand new forum layout is called a Spreader. This idea adapted from other forum chat such as Wall for Facebook (Figure 1), Tweets for Twitter (Figure 2) and Status & Mood for MySpace (Figure 3).

The contents of the thesis is for internal user only

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