USER ACCEPTANCE OF HAULAGE WAP BASED ENQUIRY

ASMAH BINTI AHMAD

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By
ASMAH BINTI AHMAD

KOLEJ SASTERA DAN SAINS
(College of Arts and Sciences)
Universiti Utara Malaysia

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Nama Penyelia Kedua
(Name of 2nd Supervisor): **MR. MOHD RUSHDI IDRUS**

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ABSTRACT (BAHASA MALAYSIA)

Pembangunan pesat dalam teknologi mudah alih didapati sangat berguna dalam industri logistik pada hari ini. Teknologi ini telah digunakan dengan meluas dalam pelancongan, perkhidmatan bantuan museum dan membeli-belah, tempahan tiket, e-pembelajaran dan lain-lain. Walaubagaimana pun keupayaan perkhimatan teknologi mudah alih terhadap perniagaan pengangkutan adalah sukar untuk diramalkan. Ini adalah kerana pengujian ke atas penerimaan pengguna terhadap sistem tersebut perlu dilakukan melalui perlaksanaan sistem sebenar. Prototaip adalah satu pendekatan dimana pengujian dilakukan ke atas applikasi yang tidak berfungsi sepenuhnya. Oleh yang demikian kajian ini bertujuan untuk mengguna pedekatan prototaip dalam proses pembangunan sistem supaya satu ujian terdapat penerimaan pengguna dapat dilaksanakan. Pendekatan ini dapat menjimatkan wang dan masa disamping dapat meningkatkan produktiviti dan kualiti dalam pembangunan applikasi.

ABSTRACT (ENGLISH)

With rapid growth in development of mobile technology has been found useful in logistic industry. It is widely used in tourism, museum guides, shopping guides, ticket booking, e-learning etc. However the potential of mobile service for haulage business is difficult to estimate in prior because hardly any user acceptance can be test without carry any implementation of the application. Prototyping is an approach that is not implements full functionality application. Therefore this study was conducted to use prototyping into the development process in order to be able test on the early user acceptance in a real context. This approach can save money and time and also increase in productivity and quality of the application development.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

Mobile network has become more attractive with the advance in mobile devices and wireless telecommunication infrastructure that allow user to transmit information through a wireless environment. It has been approved with the increase of services offered through the networks from simple services to the sensitive application. To deploy data-oriented applications for mobile terminals, the wireless application protocol (WAP) has provided a promising solution. Although it is only on a small screen but the innovative in the screen design can achieve significant improvement in user satisfaction and performance. Buchanan et al (2001) have applied standard human computer interaction (HCI) approaches to the design and evaluation of service and also developed a set of mobile service usability principles which can be used to improved user experience on small screen mobile devices.

The contents of the thesis is for internal user only

CHAPTER 6

CONCLUSION

6.0 Conclusion

WAP enables technologies that bridge a gap between mobile world and the Internet. Although there are limitations of graphic display with WAP design, however, users still manage to get the information at flexible place. Therefore, an important characteristic that was emphasized during the system coding is the information to include in the design not the graphic. With the deck concept all the require information can be process by web server and transform to a meaningful pattern. Beside, Technology Acceptance Model is suitable to be use in the user acceptance study. Although the technology is still new for the user but they can understand the system function and answer the questionnaire accordingly.

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