

**MOBILE WEB BASED ANNOUNCEMENT SYSTEM FOR MAYBANK
COLLEGE**

ABDULMONEM IBRAHIM SHENNAT

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By

ABDULMONEM IBRAHIM SHENNAT

(Matric No: 88913)

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ABSTRACT

Mobile Announcements help users to receive announcements and information wherever and whenever they are. With the increasing popularity of mobile communications and mobile computing, the demand for mobile announcements applications grows. This study leads to develop mobile application to announce news, activities, and trips will enable staff at Kolej Maybank to deliver the announcements directly to students who will be able to view those announcements through their mobile phones. The application was implemented and tested through a usability survey, the application was found workable with limited functionality to upload, view announcements.

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LIST OF ABBREVIATIONS

B-MAD	Based Mobile Announcement Delivery
GPS	Global Positioning System
ICT	Information Communication Technology
LBS	Location Based Service
MASMC	Mobile Announcement System for Maybank College
MMS	Multimedia Messaging Services
PDA	Personal Digital Assistant
PHP	Personal Home Page
PUEU	Perceived Usefulness and Ease of Use
RUP	Rational Unified Process
SMS	Short Message Service
TAM	Technology Acceptance Model
UA	Unified Approach
UML	Unified Modelling Language
UUM	Universiti Utara Malaysia
WAP	Wireless Application Protocol
WML	Wireless Markup Language

CHAPTER 1

INTRODUCTION

This chapter briefly explains the background of the study that mainly involves the importance of mobile web technology in the development of announcements procedures within educational environments. The problem statement, objectives, significance of the project and scopes will also be introduced.

1.1 Background

Rapid advancement in information communication technology (ICT) and in related telecommunication knowledge has led to the emergence of mobile computing (Chipangura *et al*, 2006). Mobile computing provides instant deployment of service over a large geographical area and offers every user an equivalent service of quality. Kurkovsky and Harihar (2006) stated that the unique features of handheld devices, including their mobility, personalization and location-awareness generate new types of applications, such as mobile announcement. Mobile announcements applications deliver valued information to the users that they can benefit from. The process of promoting of information, services and products via computer networks is known as e-advertisement or e-announcement, while with mobile devices this process is known as m-advertisement or m-announcement. According to Aalto *et al*. (2006), Announcements on mobile devices have large potential due to the very personal and

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