E-BOOK ON COMPETENCY BASED TALENT MANAGEMENT(CBTM)

NUR ATHIRAH IZZATI BINTI SHAFIE

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

E-BOOK ON COMPETENCY BASED TALENT MANAGEMENT (CBTM)

NUR ATHIRAH IZZATI BINTI SHAFIE

This report is submitted in partial fulfillment of the requirements for the
Bachelor of [Computer Science (Interactive Media)] with Honours.

FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2020/2021

DECLARATION

I hereby declare that this project report entitled

[E-BOOK ON COMPETENCY BASED TALENT MANAGEMENT]

is written by me and is my own effort and that no part has been plagiarized

without citations.

STUDENT   :   Date : 20/6/2021

_____

(NUR ATHIRAH IZZATI BINTI SHAFIE)

I hereby declare that I have read this project report and found

this project report is sufficient in term of the scope and quality for the award of

Bachelor of [Computer Science (Interactive Media)] with Honours.

SUPERVISOR   :

_____ Date : 01/07/2021

(PROF TS. DR FAAIZAH BINTI SHAHBODIN)

DEDICATION

To my dear parents and family, who have always given me encouragement and support throughout my education at this university. Also, to my supervisor Professor Ts. Dr Faaizah Binti Shahbodin who has always been my guide in making this project. Not forgetting also to all my friends who have guided, inspired and helped me complete my project.

ACKNOWLEDGEMENTS

ABSTRACT

This project is developed for Projek Sarjana Muda (PSM). Kotobee Author is a comprehensive eBook creator and EPUB editor, suitable for education, training, and publishing. E-book is an electronic book that looks like a textbook, but it is in digital way, which more sophisticated and efficient to use. For this project, the reason for making this eBook, is due to increase the understanding of employees in an organization related to Competency Based Talent Management. In addition, the project is to provide an alternative platform for employees that can help or enhance their knowledge sessions as well as provide new experiences in reading in this era. The methodology used for this project is a multimedia project development process which consists of three phases namely pre-production, production, and post-production. This research provides a perception of what an eBook is and the benefits, disadvantages, techniques, and structure of using it as a book that has a scholarly element.

ABSTRAK

Projek ini dibangunkan untuk Projek Sarjana Muda (PSM). Kotobee Author adalah pencipta eBook yang komprehensif dan editor EPUB, sesuai untuk pendidikan, latihan, dan penerbitan. E-book adalah buku elektronik yang kelihatan seperti buku teks, tetapi dalam bentuk digital, yang lebih canggih dan cekap digunakan. Untuk projek ini, alasan untuk membuat eBook ini, adalah kerana meningkatkan pemahaman pekerja dalam organisasi yang berkaitan dengan Pengurusan Bakat Berasaskan Kompetensi. Di samping itu, projek ini adalah untuk menyediakan platform alternatif untuk pekerja yang dapat membantu atau meningkatkan sesi pengetahuan mereka serta memberikan pengalaman baru dalam membaca di era ini. Metodologi yang digunakan untuk projek ini adalah proses pembangunan projek multimedia yang terdiri daripada tiga fasa iaitu pra-pengeluaran, pengeluaran dan pasca-pengeluaran. Penyelidikan ini memberikan persepsi tentang apa itu eBook dan faedah, kekurangan, teknik, dan struktur menggunakannya sebagai buku yang mempunyai unsur ilmiah.

TABLE OF CONTENTS

PAGE

LIST OF TABLES

PAGE

LIST OF FIGURES

LIST OF ABBREVIATIONS

UTeM	**-**	**Universiti Teknikal Malaysia Melaka**
FYP	**-**	**Final Year Project**
eBook	**-**	**Electronic Book**
CBTM	**-**	**Competency Based Talent Management**

Chapter 1: INTRODUCTION

1.1 Introduction

Competency Based Talent Management (CBTM) is managing talent that defines the competencies required for organisational success and provides a framework for ensuring employees (people) are hired, developed and promoted and generally managed according to these competencies.

This project is an eBook project that based on Competency Based Talent Management (CBTM). This eBook contains interactive elements such as videos, audio, images gallery, 3D objects and games. This eBook is intended specifically for people who is an organization. This eBook is made to replace a book to attract people to read the book.

1.2 Problem Statements

- **Difficulty of people in understanding the text in the book:**
  - ➢ People use all three methods, namely visual, auditory and kinesthetic to receive and learn new information and experiences. So, the printed book has only visuals where some people who are dominant with auditory and kinesthetic methods do not understand the content of the book.

- **Boring reading a book:**
  - ➢ Printed books are usually black and white that have static text and pictures only. There is no multimedia element to interest reader to read it.

- **Printed books do not follow current circulation technology :**
  - ➢ The use of printed books does not follow the trend of the use of current technology.

1.3 Objectives

This project embarks on the following objectives:

1. To explore the features of Kotobee Author that can be used to develop an interactive eBook
2. To develop an interactive eBook on Competency Based Talent Management (CBTM)
3. To measure user satisfaction of using an interactive eBook on Competency Based Talent Management (CBTM)

1.4 Scope

- **Target User:**
  - The main target user is employee who are in an organization, but can also be read by other users. The eBook can be downloaded to all devices to make it easier for users to read the eBook whenever and wherever they want.

- **Specific Functionality:**

No.	Module	Description
1.	Text	Text is indeed needed in the making of books including digital books.
2.	Video	Allow people to watch the videos provided in the eBook. This video was self-produced by developer.
3.	Graphics Images	Allows people to view the image, touch it to get more information.
4.	Audio	Allows the user to play the audio contained in the eBook
5.	2D Animation	To make it easier for readers to better understand the contents of the eBook and as entertainment so that readers do not feel bored.
6.	Quiz	Allows the reader to answer the quiz provided so that the reader can see the level of understanding of the reader through the quiz.

7.	3D Model	In addition to inserting 2D images, users can view the examples provided in the 3D model.

Table 1.1 Specific Functionality

1.5   Project Significant

This project gives importance to the targeted users using the eBook app for find out about Competency Based Talent Management (CBTM). Suitable for employees in an organization, they can learn about good management competencies. This eBook can also attract readers to gain knowledge from this eBook because there are multimedia elements that can attract readers to read it.

1.6   Conclusion

In this chapter, the basic structure of the project such as problem statement, scope, objectives, and output has been discussed and stated. In the next chapter, the review of the related and previous work and methodology will be discussed.
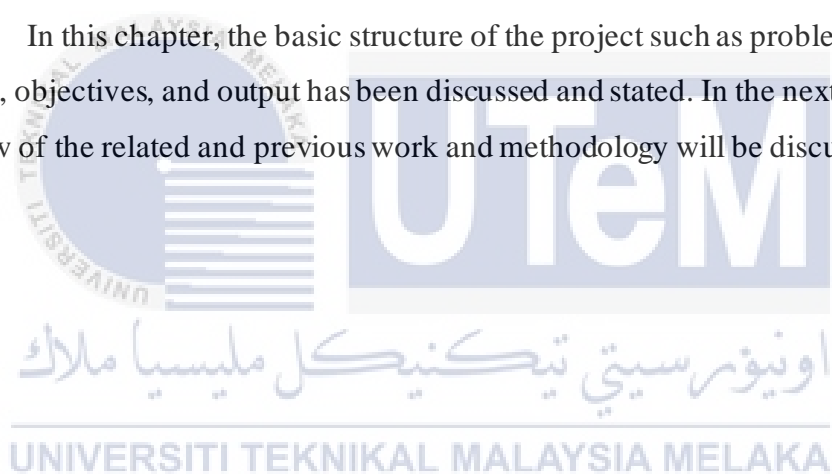
CHAPTER 2: LITERATURE REVIEW AND PROJECT METHODOLOGY

2.1   Introduction

This chapter will discuss about the findings and research of the related topic about the approach of learning tools with multiple approach such as image, video, animation etc. Besides, this chapter also cover the project methodology to show the process and direction of the development and the requirements such as software and hardware in order to develop the application.

2.1.1   Literature Review

Excerpted from the "Capterra.com" website, Kotobee Author is a comprehensive eBook creator and EPUB editor, ideal for education, training, and publishing. Kotobee Authors is the winner of the 2016 Academic Choice Smart Media Award. You can easily create interactive eBooks rich in video, audio, 3D, book widgets, questions, and more. Customize the look and feel of your eBook app and emulate the results on different platforms and devices. Export your eBook to 10+ different formats, such as web applications, mobile applications, and electronic libraries. Kotobee Author got 4.6 /5.0 stars, which most users gave positive reviews about the use of this application. Unlike the Turning eBook, Turning contains a powerful set of audience engagement tools to increase participation and retention. Create exciting online courses and quizzes in minutes and enhance your presentation with interactive whiteboards and customizable remote response devices. Most people give 4.1/5.0 stars for this software (Capterra.com).

Based on price, Kotobee Author is much more expensive for premium than Turning. The price of Kotobee Author can reach 150 $ compared to Turning which costs 1 $. Through user reviews, they find it easier to use Kotobee Author than Turning. Features are also more numerous in Kotobee Author than Turning. Both can be used in Windows and Mac. Finally, many suggest the use of Kotobee Author over Turning. (Capterra.com

2.2   Domain

Based on the Cambridge dictionary, education is the process of teaching or learning, especially in school or college, or the knowledge you gain from the environment. Education also thinks about teaching strategies and speculation. This is a way to provide general information, improvement and understanding about something. Education is not only for students, but for everyone including employees to acquire any knowledge.

Nowadays, many technologies are increasingly advanced to convey knowledge other than textbooks. Among them are electronic books or better known as e-Books. Agree with Britannica.com, the E-book, in a full electronic book, is a digital file containing a body of text and images suitable for electronic distribution and display on screen in a manner like a printed book. E-books can be created by converting a printer's source file into a format optimized for easy download and on-screen reading or can be retrieved from a database or a group of text files that were not created just for printing.

This project focuses on the knowledge conveyed through electronic books written through the Kotobee Author application. The main reason for using this e-Book is because it has many multimedia elements that can grab the reader's attention and a lot of knowledge that the reader can get about talent competency management.

2.3   Existing System

i)   CBTM notes in power point form

Figure 2.1 CBTM notes in power point form *(Source: Note from Prof Ts. Dr Faaizah)*

CBTM notes in the form of power point has a complete note guide to be used as a reference for making eBooks. There are many educators listed in this note which include lecturers from various local universities including UTEM.

But this note has only pictures and writing. Interactive multimedia elements are not implemented. The arrangement of the notes is also cluttered, difficult to understand. In addition, this note is only held by educators who do research related to this CBTM topic only. So, it is difficult to get information related to this topic in Malaysia.

ii)   Textbook Competency Based Talent And Performance Management
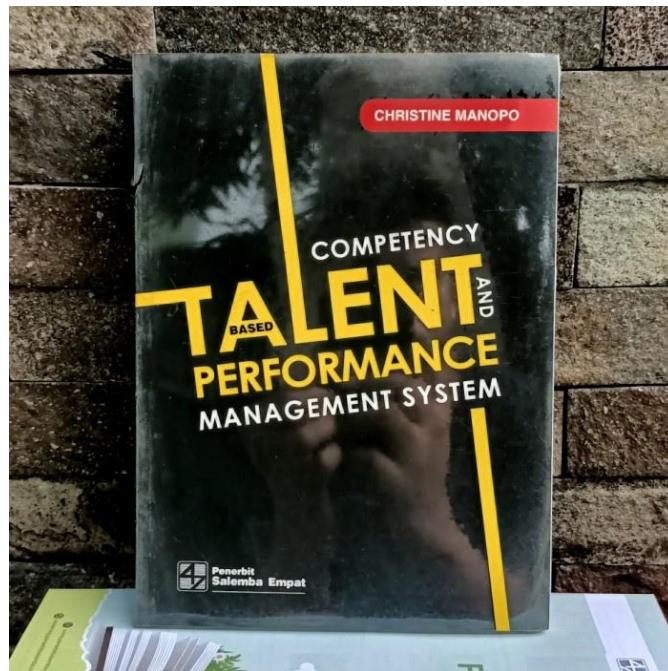
Figure 2.2 Textbook of CBTM *(Source: Shopee Malaysia)*

This book is intended as a practical guide for everyone in the organization to be able to perform their role and function as an individual responsible for managing a competent talent system. This book contains pictures and writings that describe in detail related to the topic. The book is available on the Shopee platform, but not in Malaysia, it is from Indonesia. So, it does not contain many elements of work in organizations in Malaysia.

Textbooks also use black, white, and gray as the primary colors. So it's not interesting to look at and read. The use of detailed sentences also makes the reader bored to read them. Readers will also find it difficult to find key words in the book if they are not careful about the words written because the sentences used are too detailed.

2.3.1 Comparison of Existing System

Table 2.1 shows a comparison of the existing systems. There are many criteria needed to develop this Competency Based Talent Management related topic.

Focus is one of the criteria that attracts users to use the application. Comparison between current books and notes for existing systems as shown in table 2.1 below.

Existing System	CBTM notes in power point form	Textbook of CBTM
Platform	Digital platform power point form	Traditional platform textbook.
Target user	Employees	Employees
Price	Free	RM 36.37
Features	- The colour used is interesting and not dull - Using graphic images to make reader more understand.	- Using white, grey and black colour. - Using graphic to make reader more understand.
Strength	- The content is simple and easy to use. - Provide graphical design.	- Provide graphical design
Weakness	- Not contain interactive element.	- Not contain interactive element.

Table 2.1 The comparison between existing system

2.4 Project Methodology

This project will be developed using a multimedia production process that can be categorized into 3 main stages, namely pre-production, production and post-production. A healthy multimedia production process is tailored to the type and scale of the individual project, but certain concepts apply no matter what developer develops.

2.4.1 Pre-Production

As noted above, pre-production has a huge impact on how the rest of the work will run. Planning is very important for a good end result because managing expectations is key at this stage of the process.

First, when the writing of the manuscript is complete, the editorial board reads and accepts it, while assessing the risks and possible benefits. Then, they negotiate rights and contracts are signed, with or without a literary agent. Communication is very important from the beginning. The goals and ambitions of writers and publishers must be clear from the outset.

There is also the possibility of contracts with foreign publishers for translation and everything related to it. This can also happen after the publication of a book.

Then came the publishing plan where some big decisions were made, such as print, format, collection, price, release date. This decision may be more risky, depending on the money involved, how well -known the author is, and, as explained in this story, it is based on human love and sensitivity.

Plans for dates and releases must always anticipate possible delays in each production step. Since everything is ready, then production can begin. Of course the plan can change and be adjusted along the way, but the plan is there as a good reference for all the work that needs to be done.

2.4.2 Production

At this point, once everything was decided, production began by perfecting the original manuscript. The task of editing and reading evidence requires a lot of time and focus.

Without studying the question of how many editors should interfere with the text, let us emphasize again the importance of multimedia and communication

elements. The author should be open to suggestions and the editor should understand what the author means. This can really be a time and energy consuming task.

Then comes the layout and design. There are some decisions that must be made so that the number of pages in the booklet corresponds to the multimedia element itself as well as on the text, there needs to be a stipulation on the spacing and lettering of the words. That also has to do with the format of the book. Then get proof of color and ozalid.

Ideally, each step should have enough time to complete, but this is rare. If you take too much time with design and writing, then the evidence will have less time to study. This can happen in any different part of the process.

2.4.3 Post-Production

This eBook is done, so it's time to release it. Marketing and communication are very important to reach readers. Publishers must have the space and an efficient way to publish eBooks.

Every step is very important. The text is important, the multimedia element is also important, yes, but in fact, if one thing goes wrong or is delayed, it can affect other things. If the cover is bad, it's harder for anyone to pick up the book and look inside. If the layout is poorly thought out, it is difficult to read the text. If you have the perfect book but don't know it exists, you're not going to get the audience you need.

2.4.4 Instructional Design

The goal of this project is to increase employees' understanding for Competency Based Talent Management as this topic related to the way for employees to work in an organization, by providing an interesting note as well to give them more understand. They will learn a few important things in the book and can use that knowledge while working.

2.5   Project Requirement

To create this eBook, there are several software and hardware used. The requirements for both software and hardware are described as follows:

2.5.1   Software Requirement

Software that be used to develop this eBook are:

- Kotobee Author

- Adobe Illustrator 2020

- Adobe Photoshop 2020

- Voice Changer

2.5.2   Hardware Requirement

- Hp Laptop

- Acer Desktop

- Smartphone

2.6   Conclusion

In conclusion, before implementing any project, study and analyze the existing system for us to know the weaknesses of the system and can be improved for our project. The methodology used to implement the project should be carefully selected so that the project can be planned without any problems. Follow the 3 existing multimedia development processes, namely pre-production, production and post-production to plan project development more systematically. The use of the right hardware and software is also important to make the project run more smoothly.

CHAPTER 3: ANALYSIS

3.1 Introduction

This chapter covers the more detailed study of the project to understand more about the purpose of this project. In this chapter, it will provide the current scenario analysis and requirement analysis to identify the needs of the user to understand the approach used. The software requirement and hardware requirement for this project will list down to give the best assistance throughout the development phase. This chapter also show the milestone as guideline and reference to create this project to complete on time.

3.2 Current Scenario Analysis

The purpose of current system analysis is to identify deficiencies and problems with the current system. This is used to assess overall usability and user satisfaction with the current system to facilitate decision -making on the strategic and tactical viability of the current system.

Nowadays, various types of electronic books or better known as e-Books have been produced in the market. Various types of book genres have been developed for different types of users such as children, teenagers and adults. However, some e-Books that have ever been produced have not received public attention. This is because, people prefer to watch than read.

The available E-Book related to this project is Competency Based Talent Management which is suitable for people who work in an organization. If observed, e-Books related to this scientific topic are less in the market. If any, it is only in the form of a textbook, not an electronic book. So, the uniqueness of this eBook is that it has multimedia elements that can attract people to read it.

3.3　Requirement Analysis

Requirement analysis is the process by which user expectations for a new or modified product are calculated. Requirement analysis encompasses the tasks of determining the results or requirements that must be met for a modern project, analyzing, documenting, validating, and managing software or framework requirements. These requirements must be measurable, detailed and relevant. Requirements are documented, measurable, help identify potential business opportunities and are determined to facilitate their design and implementation. Requirements must also be analyzed before proceeding to the next phase.

3.3.1　Project Requirement

Project requirements are tasks that must be completed to guarantee project completion. Users provide a clear picture of the work to be done and to tailor project assets to organizational targets. Project requirements are where all requirements in terms of user requirements, hardware and software must be perfect and complete. Because if these requirements are not sufficient, the project will not run as planned and will cause problems during the development process.

3.3.1.1　Requirement Gathering

The requirement gathering is a process in which various stakeholders like consumers, vendors, their customers will produce a list of requirements that they want in their products. This method does not simply ask stakeholders what they would like to do with their program, as they are not informed of all the possibilities that exist in a particular situation and may be limited by their participation in the current situation.

There are various techniques used to gather the requirements to create a product, such as asking interview questions, through observation, distributing questionnaires to target users, performing document analysis, gathering as many ideas as possible and identifying possible solutions to problems.

For this project, the method used to gather all the information, ideas and problems that arise is through the observation of employees in an organization and inquiries to the educators who do research related to this topic. Also review the available products and make comparisons between them to find out the shortcomings and problems of those products. By analyzing various aspects of the framework and imagining the possibilities, the proliferation of ideas is used.

3.3.1.2 Technical Analysis

The main software used to create this eBook is by using Kotobee authors. Kotobee Author is an interactive eBook creator and EPUB editor, ideal for education, training, and publishing that allows designers to create beautiful multi-touch textbooks. With widgets provided such as pop overs, interactive photos, media galleries, videos etc., these interactive elements will make users feel fun to use and make them want to explore the book while reading.

3.3.1.3 Resource Analysis

To develop this eBook project, the multimedia elements that need to be used are pictures, 2D animations, audio, graphics, and video. These resources can be created or designed in specific software such as Adobe Illustrator 2020, Adobe Animate 2020, Voice Changer and others. Table 3.1 will describe each of the software and hardware required for the multimedia elements for this eBook project.

3.3.2 Software Requirement

This project requires software to develop multimedia elements in the eBook such as software in development and documentation. Table 3.1 above shows the software that needed in develop this project, without all these software the project will not successfully develop.

Software	Function
Kotobee Author	- Kotobee author is the platform where to make this eBook. - All content in the eBook was placed in this software.
Kotobee Reader	- Books is where the CBTM eBook is displayed and target user must have this if want to use the eBook.
Adobe Illustrator 2020	- Used to create and design all the character in the eBook and vector images for this project.
Adobe Photoshop 2020	- Used to edit and remove image backgrounds
Adobe Animate 2020	- Used to create 2D animations
Voice Changer	- Used to convert the actual sound to the sound of the animated character

Table 3.1 Software used in this project.

3.3.3 Hardware Requirement

In addition to software, hardware is also a necessary requirement to make this electronic book. Hardware requirements for this project as shown in the table 3.2.

Hardware	Function
Hp Laptop	Laptop used to produce all the development of the project with all the software mentioned above. It is also used to conduct the proposal and report of the project.
Xiaomi Smartphone	Smartphones are used to run Voice Changer applications that will convert real voices to animated character voices.
Acer Desktop	Used as a secondary tool for editing 2D animations, photos and videos.

Table 3.2 Hardware used in this project.

3.3.4   Project Schedules and Milestone

The project schedule and milestones are one of the important documents to compile before the project starts. This is because without planning and time management, the project may not be completed on time. This also serves as a guide to estimate the flow of the project as well as its progress. The project schedule and milestone are described as following table 3.3 and table 3.4.

Project activities	Week															
	13	14	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Project briefing	■															
Idea discussion with supervisor	■															
Submit proposal	■	■														
Gathering all the requirements		■	■	■												
Design the storyboard				■	■											
Design the interface of the product						■	■	■	■	■						
Apply all the content in the eBook.							■	■	■	■	■	■	■	■	■	
Testing the product														■	■	■

Evaluate the product														
Final presentation														

Table 3.3 The Gantt chart of the project.

No	Project Activities	Start	End
1.	Project briefing	29/1/2021	29/1/2021
2.	Idea discussion with supervisor	15/3/2021	21/3/2021
3.	Submit proposal	22/3/2021	28/3/2021
4.	Gathering all the requirements	29/3/2021	4/4/2021
5.	Design the storyboard	5/4/2021	18/4/2021
6.	Design the interface of the product	19/4/2021	25/4/2021
7.	Apply all the content in the eBook	26/4/2021	30/5/2021
8.	Testing the product	31/5/2021	6/6/2021
9.	Evaluate the product	14/6/2021	20/6/2021
10.	Final presentation	21/6/2021	27/6/2021

Table 3.4 The milestone of the project.

3.4 Conclusion

In conclusion, needs analysis is important for a project because all user requirements need to be met before designing a product. The analysis shows the overall views of the users to do the development of this project which are related to each other throughout the course of this project. Of course software and hardware requirements also need to be analyzed to prepare materials to run the project. Project schedules and milestones are also analyzed from the initial idea to the entire development process up to PSM 2. In the next chapter, the project will be continued.

CHAPTER 4: DESIGN

4.1 Introduction

This chapter will discuss the design phase of the project in detail which includes storyboards, product release design and other documentation. The design phase consists of three parts known as system architecture, interface design of the project, preliminary design of the project which will explained in details in a storyboard.

4.2 System Architecture

This project is a digitally made scientific knowledge book. Because this eBook is digital in nature, users who are employees in an organization can use this eBook not only at work, but they can also access this book wherever and whenever they want. They can also access it not only by using a computer that can support Windows and Mac, but they can also read this eBook using their smartphone by simply having to download the Kotobee Reader app in the play store.

4.3 Preliminary Design

In the preliminary design the features were arranged and planned. A description of the project's feature set will be explained through a storyboard. The storyboard design will show in detail how the interactive content in the eBook works, the interface design, how the questions for the topic are featured and the important features of the project.

4.3.1 Storyboard Design

Storyboard below will describe the interfaces of the eBook.
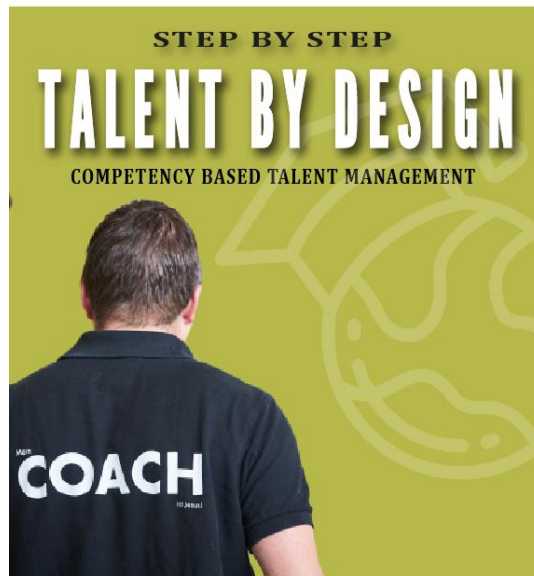
Series 1

Figure 4.1 Cover page for CBTM eBook

Figure 4.1 above is the front page of the eBook. Once users have downloaded this book, they can click on the cover image section of this eBook to read a synopsis related to this book. In the cover page there is also the name of the author and publisher of this eBook.

Figure 4.2 Table of content

Figure 4.2 above shows the table of contents of the eBook, where all the subtopics in the book will be displayed there. Also, users can select the topic they want to read by clicking on the topic title, then it will automatically go directly to the subtopic page. They don't have to go through all the pages just to go to the subtopic they want to read.

Figure 4.3 Subtopic interface

Figure 4.3 shows the subtopic interface, where this interface design is applied to all subtopic titles. This is the first chapter that users will see if they click on a subtopic title in the content list.
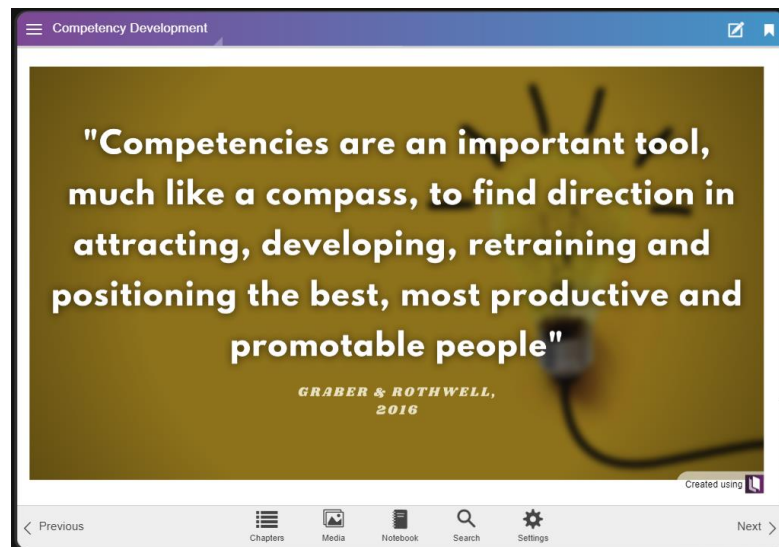
Figure 4.4 One of the interface for content in chapter 1

This is the first page of content in chapter 1, each content in the book has a different interface design and different widgets are used. For this page, contains a graphic picture of the text.
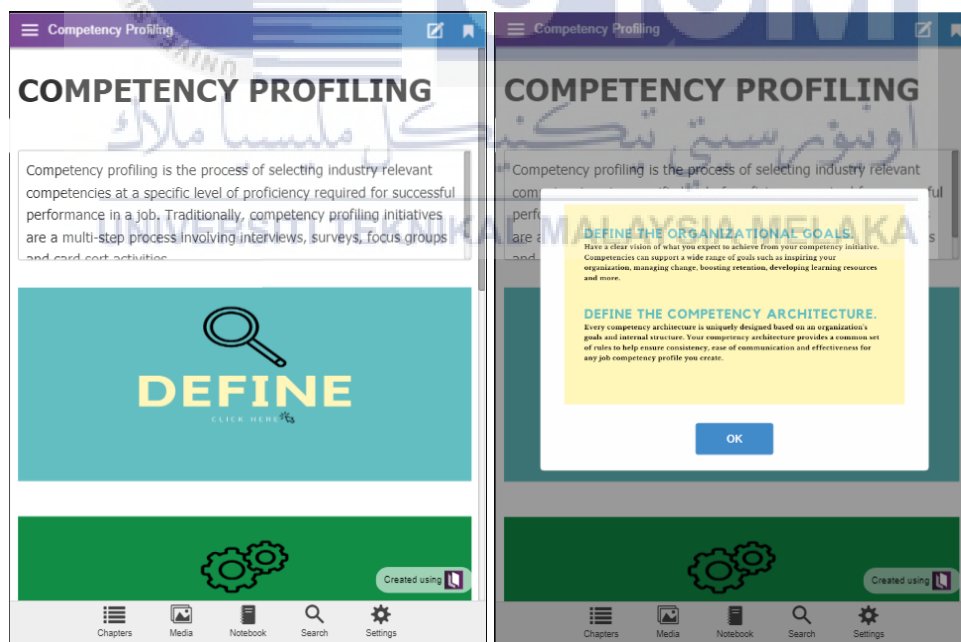

Figure 4.5 Popup Message appeared at the box.

Figure 4.5 above shows that the popup message appears when the user clicks on the box.
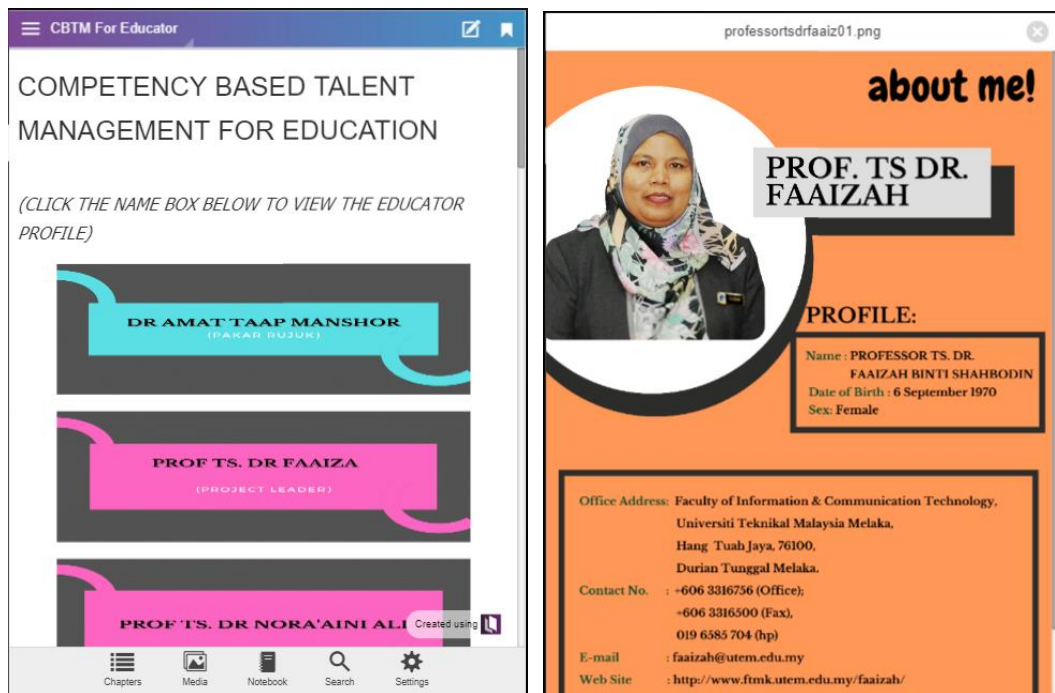
Figure 4.7 Widget interactive image applied to this page

As for this interface shown in Figure 4.7, an animated box is used to display the name of the educator of CBTM, and this page also contains a widget called an interactive image. Users can click the animation box to see the full description.
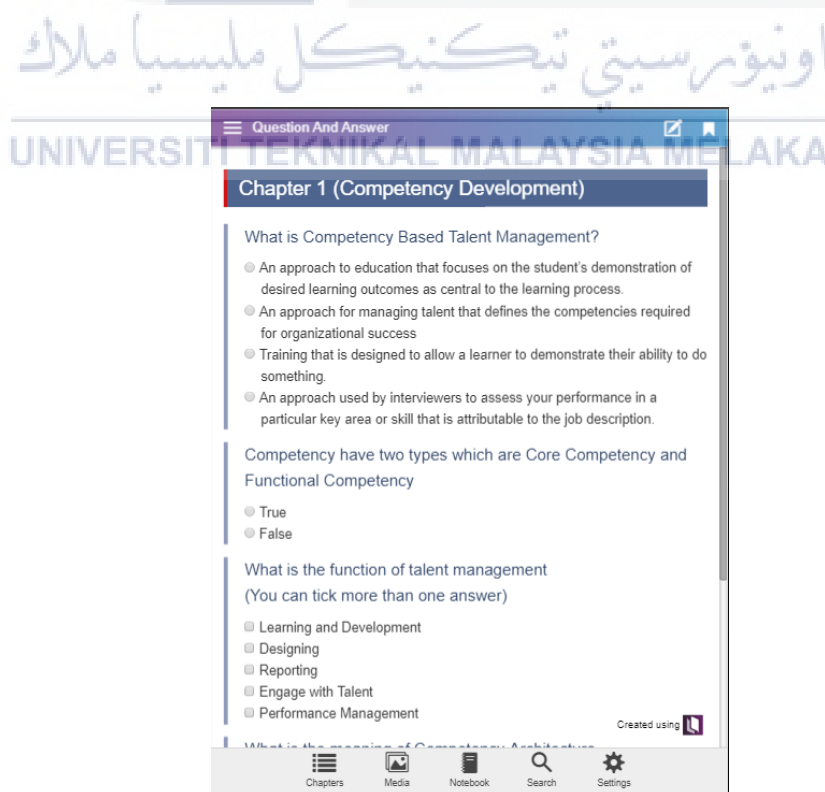

Figure 4.8 Interface for exercise section

Figure 4.8 above shows the interface for the section to answer the question, This question element is indeed available in Kotobee Author, and it is only necessary to design a question to be placed in this element.
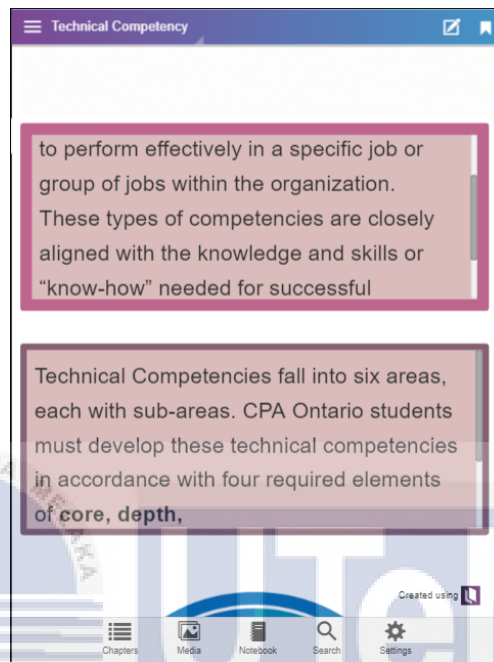

Figure 4.9 Widget scrolling sidebar applied to this page

Figure 4.9 shows the scrolling sidebar widget in use. This scrolling sidebar can save space. Can place text, images, and shapes on the scrolling sidebar. Users need to scroll down to see the information.

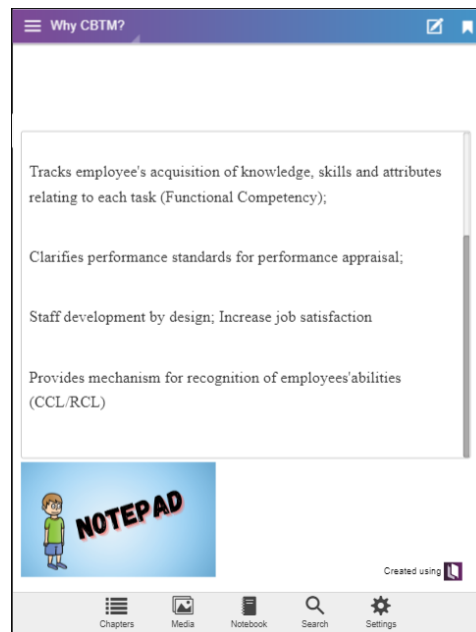**Figure 4.10 Widget from Book Widget called whiteboard.**

Figure 4.10 shows a notepad using a Book Widget called a whiteboard widget. This notepad can be used by users to type in any keywords related to the topic being read. Interestingly, regarding this notepad, users can download notes in this notepad to be stored in the user's device.
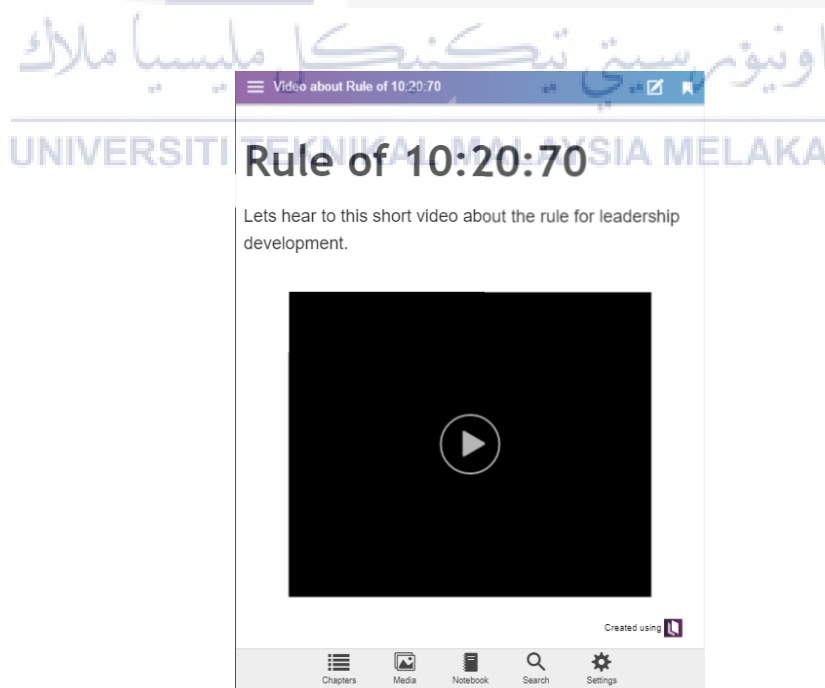

Figure 4.11 Video

Figure 4.11 shows videos related to the topic being read.
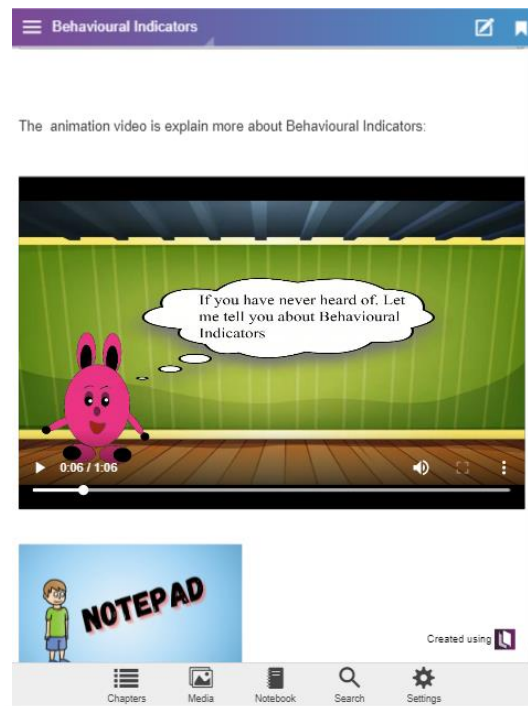
Figure 4.12 Video Animation 2D

Figure 4.12 shows a 2D animation developed using the Adobe Animate 2020 application. It tells with respect to the topic being read.

4.4 User Interface Design

User interface design is the process by which designers leverage to build interfaces in computerized software or tools, focusing on appearance or style. The designer aims to create an interface that customers find easy to use and enjoyable. UI design refers to graphical user interfaces and other forms.

4.4.1 Navigation Design

The navigation design will show in the flowchart below.

Figure 4.13 Flowchart of the system

4.5   Conclusion

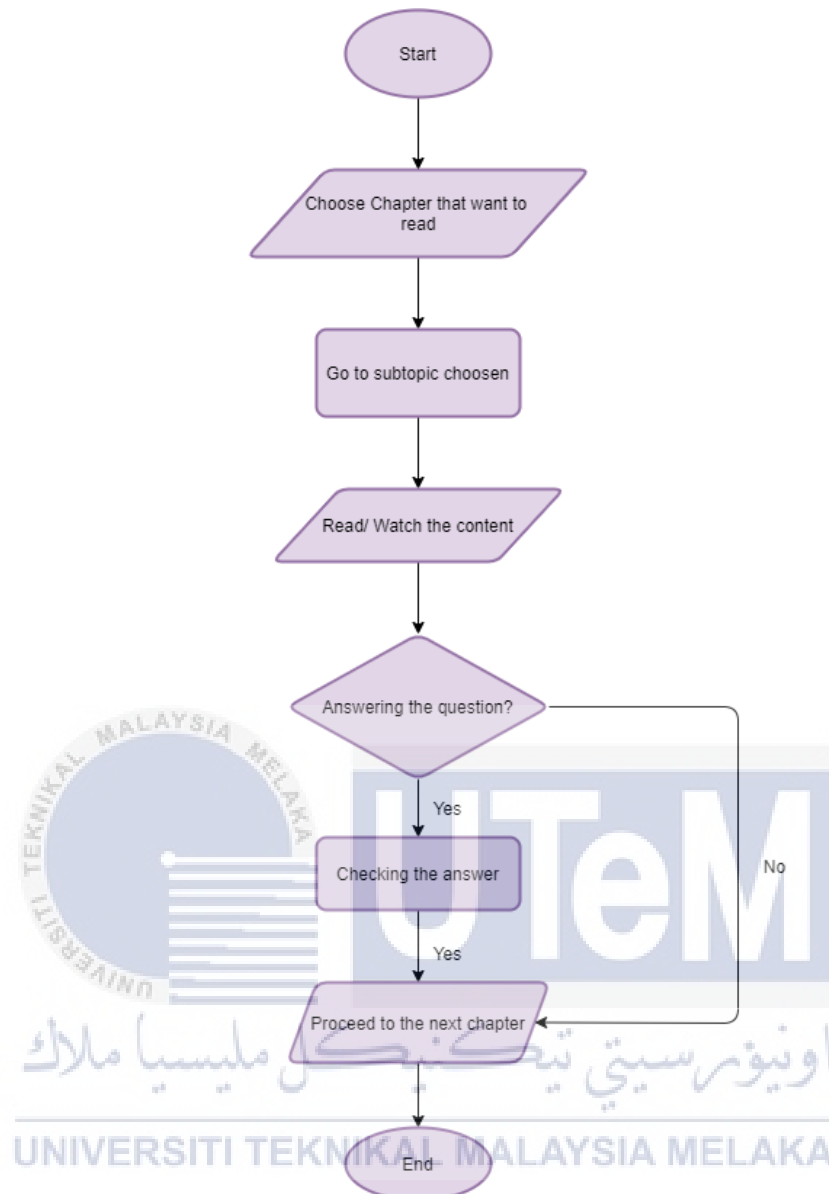In conclusion, this topic shows almost the entire design of the eBook interface using storyboards. All ideas, and information gathered have been included in this project. Also, in this chapter describes the project flow using a flow chart of how the eBook works. In the next chapter, will discuss the implementation or expansion of the project.

CHAPTER 5: IMPLEMENTATION

5.1 Introduction

This chapter will discuss about the development of the project, this is the phase where the method to implement the multimedia elements likes text, graphics, video, audio, and animation 2D in the e-Book. This chapter not only discusses media creation, but will explain details on media integration, product configuration management and implementation as well.

5.2 Media Creation

In this section, media creation is the collections of various productions of media which describe each media in details. The media creation consists of production of texts, graphics, audio, video and animation that works in the application.

5.2.1 Production of Texts

This section describes the types of texts, fonts handling and texts format that used in the application. Text is important especially for book. With the use of text, the user is easier to understand and much of the content in this book requires text. Table 5.1 shows the examples of text usage in this project.

No.	Example	Type of Texts	Font Type	Font Size
1.	TALENT BY DESIGN	Title of the book	League Gothic	112.33 pt
2.	COMPETENCY DEVELOPMENT	Chapter title	Trebuchet MS	22pt

3.	Competency	Title in the subtopic	Libre Baskerville	26.7pt
4.	DEFINE CLICK HERE	Instruction	-Kollektif -Gidole	- 25.1pt - 4.1 pt

Table 5.1 The font used in the eBook.

5.2.2 Production of Graphics

Graphics are also used in this project. This element is an important multimedia element after the text. Images including pictures, icons, illustrations etc. are part of the graphics. The graphics attract the attention of the users and make the product look attractive and not too clear and dull. The graphics used in the eBook are made using adobe illustrations and adobe photoshop. Table 5.2 below shows some examples of graphic that used in this eBook.

Type of Graphics	Example
Click icon	
One of the images used to support the content.	

One of the pictures taken using the camera	

Table 5.2 Graphic used in the project.

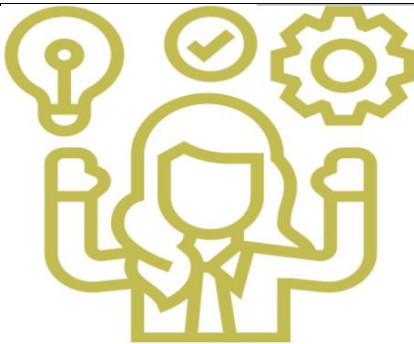### 5.2.3 Production of Audio

Audio is an element used for the reader to listen to the reading in case the reader is lazy to read. The text is translated into audio using a text -to -audio conversion application on the ttsmp3.com website. Once the text is placed, it will be audio and the audio will be exported as MP3. In addition, the Voice Changer application available on smartphones is also used to convert the voice of a 2D animated character into a cartoon voice.

5.2.4 Production of the Video 2D Animation

2D animation means two -dimensional animation, which means that the characters and backgrounds in this kind of project are made in a two -dimensional flat space. Adobe animate has been used as a place to create these short animations and animated characters have been created using adobe illustrator.

5.3 Media Integration

The text used fonts and all the 2D graphics edited in Adobe Photoshop and Illustrator exported in form of jpg or png. The audio created with the Voice Changer exported in MP3 format.The 2D animation created with Adobe Animate than exported to MOV format. With all the preparation done, the project will be built in Kotobee Author and be able to publish.
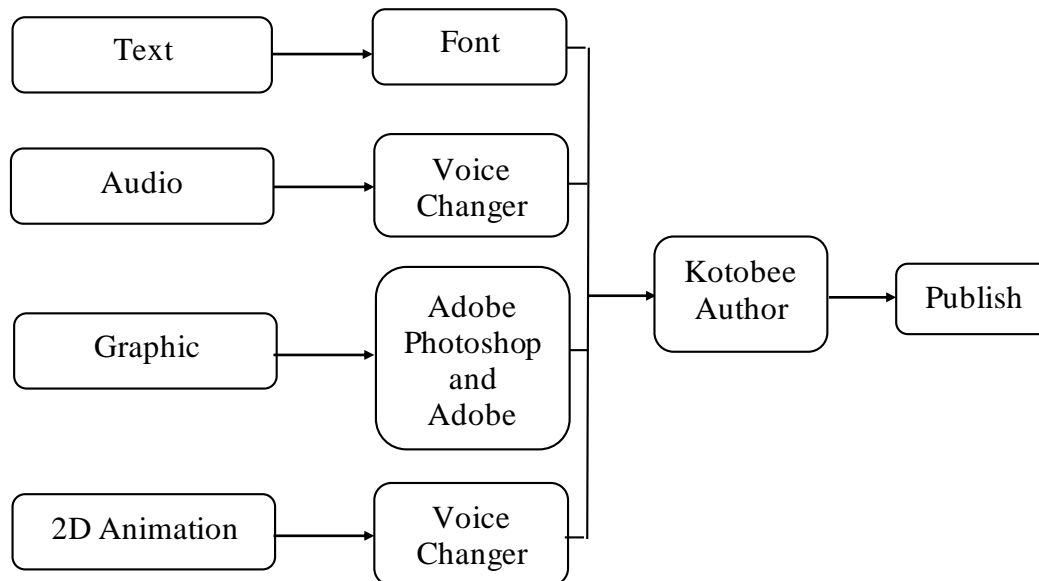
Figure 5.1 Media Integration Process

5.4 Product Configuration Management

The configuration process is important, and it is essential to explain all the software used in developing this project. It is to be able to achieve the impact of desire. The software configuration is shown in the table below.

Software	Configuration setting
Kotobee Author	

Adobe Illustrator 2020	
Adobe Photoshop 2020	
Adobe Animate 2020	
Voice Changer	

Table 5.3 Software configuration process

5.5   Implementation Status

Implementation status is to track the progress of the activities to complete this interactive eBook, Competency Based Talent Management (CBTM). Table below show the implementation status, which there is listed down in the general components task in the overall implementation phase of the project.

Module Name	Gathering all the requirements for the project.
Duration to Complete	2 weeks
Description	Collect all requirements before making the eBook
Status	Complete (On Time)

Table 5.4 Progress in Making eBook

Module Name	Design the storyboard
Duration to Complete	2 weeks
Description	Design the interface of eBook by using the storyboard
Status	Complete (On Time)

Table 5.5 Progress in Making eBook

Module Name	Implementation
Duration to Complete	9 weeks
Description	Stage that combine all of the multimedia elements and the content happen.

Status	In Time

Table 5.6 Progress in Making eBook

5.6   Conclusion

In conclusion, the details were explained in this chapter during the implementation process. After the implementation process, the eBook is finally can be preview and do a testing. The next chapter will discuss the testing moment where to test how smooth the project works.

CHAPTER 6: TESTING

6.1   Introduction

This chapter will detail the testing phase for this project. The testing phase for this interactive eBook was developed so that developers could find out to what extent end users received this eBook. This chapter consists of a test design, test and analytical results, testing, and tracking execution. The evaluation will be done using questionnaire.

For the interactive eBook for Competency -Based Talent Management (CBTM), testing will be conducted on target users ranging from people aged 18 to 55 years. An important part of this testing element is that the strategies to be used are learning, effectiveness and flexibility, functionality, satisfaction, and the design of this eBook is interesting or not. The test phase will be discussed in this chapter.

6.2   Test Plan

6.2.1   Test User

Test users should determine how many target user participants of this project are interested in trying out the interactive eBook that has already been published. The people involved in the test are the people who meet the scope of the project. The testing phase will be done by providing survey queries to real -time users. Users will click on the link provided in the survey to download the eBook application using an android smartphone. After that, users can answer the survey in the google form link provided.

6.2.2   Test Environment

The test environment is the currently selected location or position testing process. It also determines the hardware that will be used during the testing process. The testing environment is important to ensure that the testing process can be

performed without difficulty. In this testing, an Android Smartphone is required as hardware for eBook testing.

6.2.3   Test Schedule

The test schedule is a table that identifies all the jobs required for a successful testing effort, the schedule for all test activities and the duration of the test has been shown in table 6.1 below.

Process	Description
Tester/ User	Public (User aged 18 to 55 years)
No. of Tester/ User	35 Users
Testing Date	27-28th August 2021
Testing Duration	Depends on the users
Testing Venue	Online

Table 6.1 Schedule of testing activity

6.3   Test Strategy

The testing strategy in this project is a part that must be planned to complete the research. This technique serves as a research guideline. In this project, 35 respondents who use Android smartphones have tested this eBook application after downloading this application through a link placed in the google form.

Once they test it, they must answer all the questions in google form. The survey was conducted in an online mood because the Covid-19 pandemic that hit the country has caused everyone to stay at home and not be able to go out without a reasonable reason. A survey set is provided where it contains several learnable and

effective sections. Each question was assessed from a scale of 1 to 5 where 1 strongly disagreed and 5 strongly agreed.

6.4 Test Implementation

6.4.1 Test Description

The test description will explain the test objectives and the expected test results. During the evaluation session, a survey -related google form was distributed to the target people aged between 18 to 55 years for user acceptance testing. Respondents will perform the test online by downloading the application provided in the google form. After downloading, they need to test all the available components. All respondents must respond to the survey form provided by the developer.

6.4.2 Test Data

Data for testing this application will be collected after the test session is complete. All test results were recorded for analysis. Purpose testing and user acceptance testing is to evaluate the effectiveness of the use of interactive eBooks, in chapter one, the project achieves the specified objectives or not. Both test results will be obtained and analyzed.

6.5 Test Results and Analysis

The results of the assessment will be shown on the results and analysis. These results and analysis are also to assess whether the target user likes this eBook or not. From the results obtained from the users, almost all of them gave a positive response and they were all satisfied with the final product.

6.5.1 Testing result for survey question

This survey form is divided into two sections. Section A is general information and Section B is Design the Application where users will give a scale of 1 to 5 related to this eBook application.

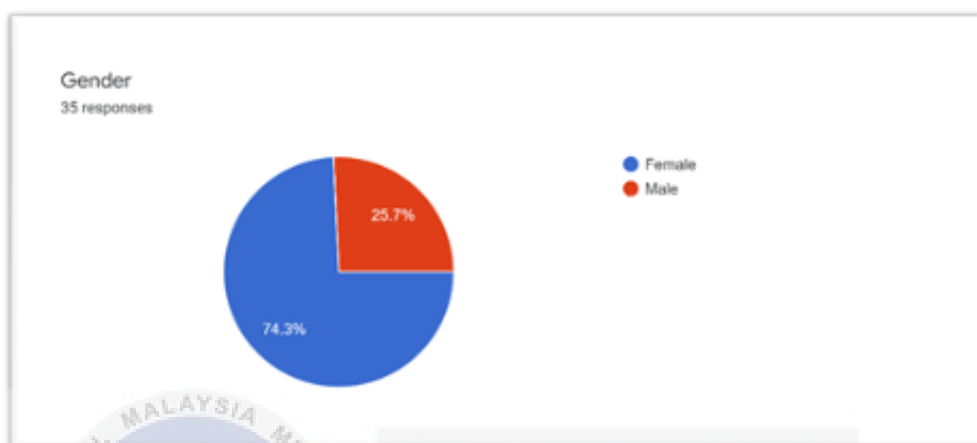**Section A: General Information**

Question 1

Figure 6.1: Testing result for question 1

Gender	Results
Female	74.3% = 26
Male	25.7% = 9

Table 6.2 Testing result for question 1

Question 2

Age
35 responses

- 18-25
- 26-35
- 36-45
- 46-55

85.7%
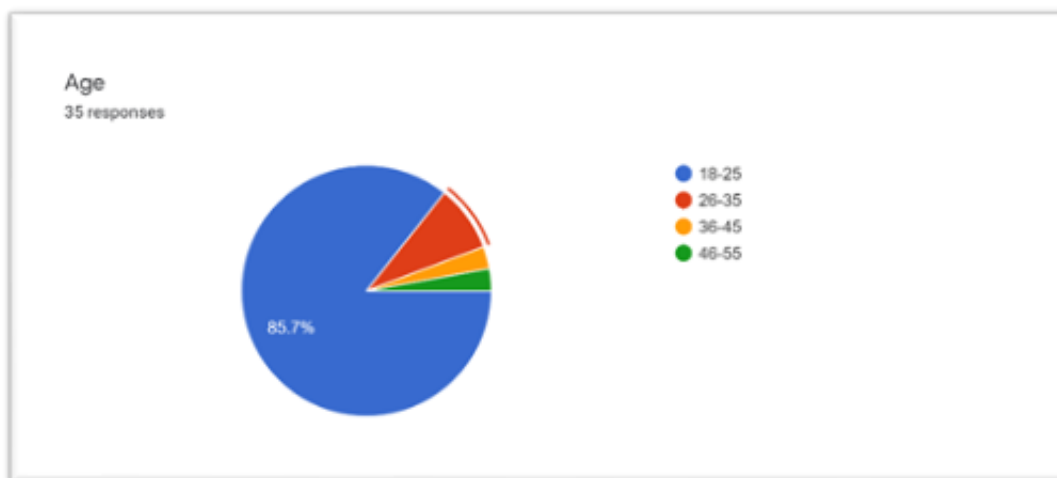
Figure 6.2: Testing result for question 2

Ages	Results
18 - 25	85.7% = 30
26 - 35	8.6% = 3
36 – 45	2.9% = 1
46 - 55	2.9% = 1

Table 6.3 Testing result for question 2

Question 3
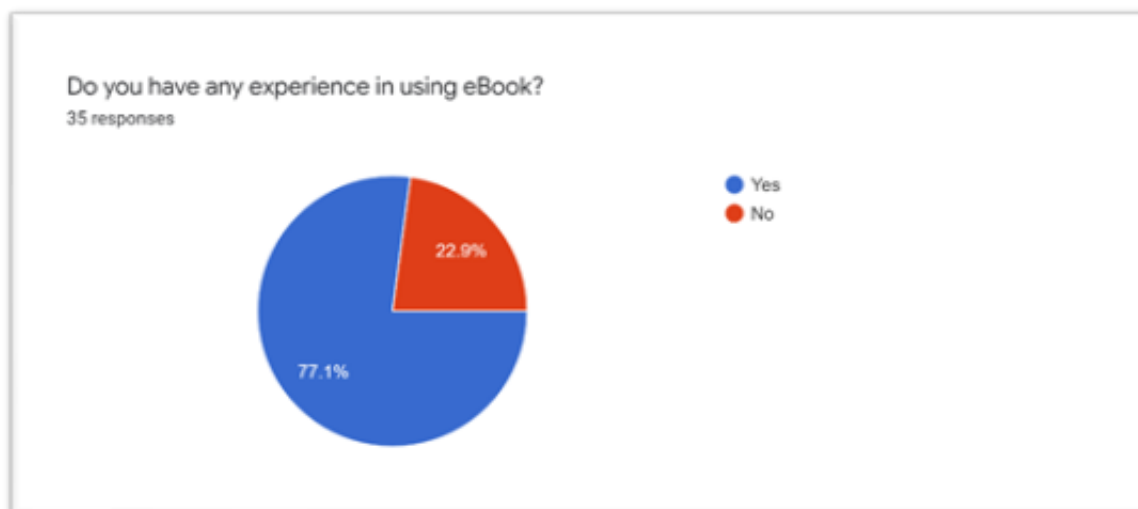
Figure 6.3: Testing result for question 3

Experience using eBook	Results
Yes	77.1% = 27
No	22.9% = 8

Table 6.4 Testing result for question 3

Question 4
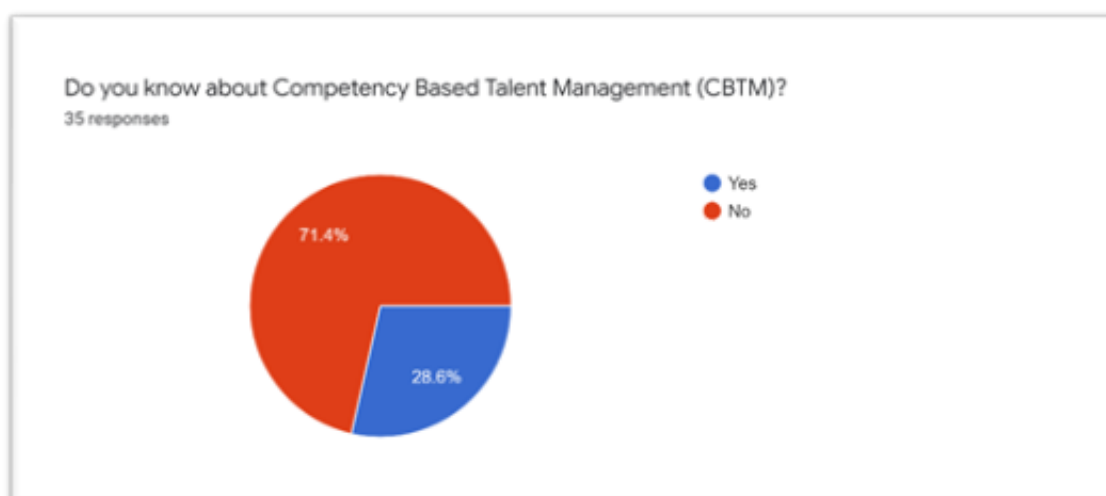
Figure 6.4: Testing result for question 4

Know about CBTM	Results
Yes	28.6% = 10
No	71.4% = 25

Table 6.5 Testing result for question 4

Question 5

Figure 6.5: Testing result for question 5

Where did user hear about CBTM	Count of User Results
At work	18.2% = 2
Friend	63.6% = 7
Social Media	72.7% = 8

| By reading | 18.2% = 2 |

Table 6.6 Testing result for question 5

For this question 5, only 11 respondents answered. One respondent had answered he heard about CBTM at work, friends, social media and by reading, one respondent answered friends, social media and by reading. 3 respondents answered friends and social media, one respondent answered at work, 2 respondents answered friends and 3 more respondents answered social media.

Section B: Design of Application

Figure 6.6: Testing result regarding the content of eBook

Testing result regarding the content of the book where the instructions given in the book are easy to understand or not. Most users say agree and strongly agree on the understanding of the eBook instructions. Only one user strongly disagreed about it.

The font usage

35 responses
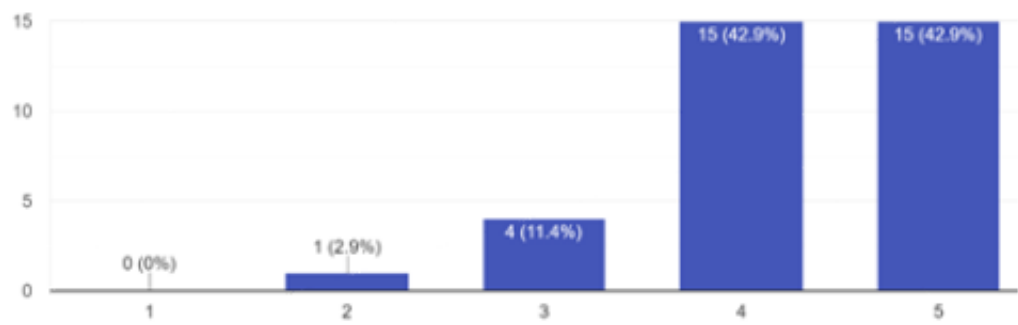
Attractive and appropriate interactive elements.

35 responses
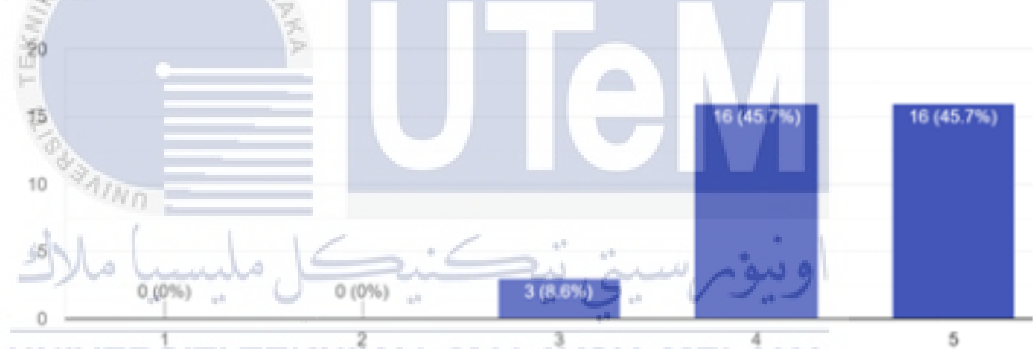
Clear voice usage

35 responses

The use of appropriate designs and colours

35 responses

Appropriate use of graphics and images
35 responses
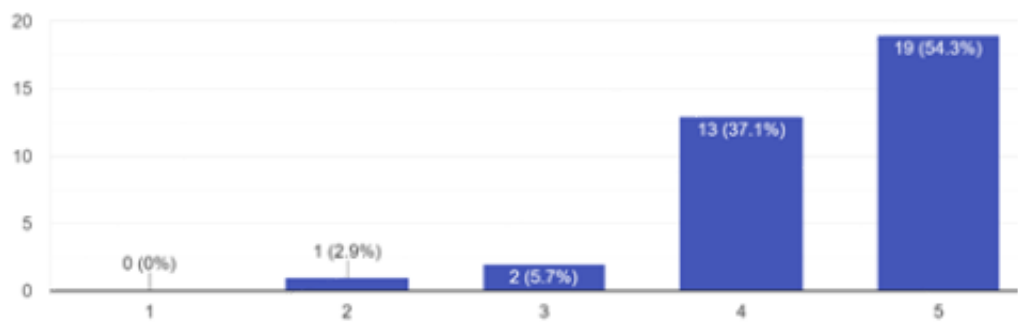
The use of an appropriate layout
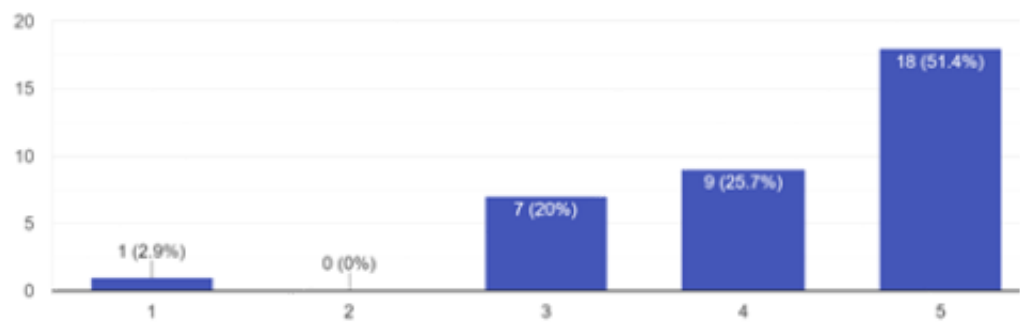35 responses

The use of interesting 2D Animation
35 responses
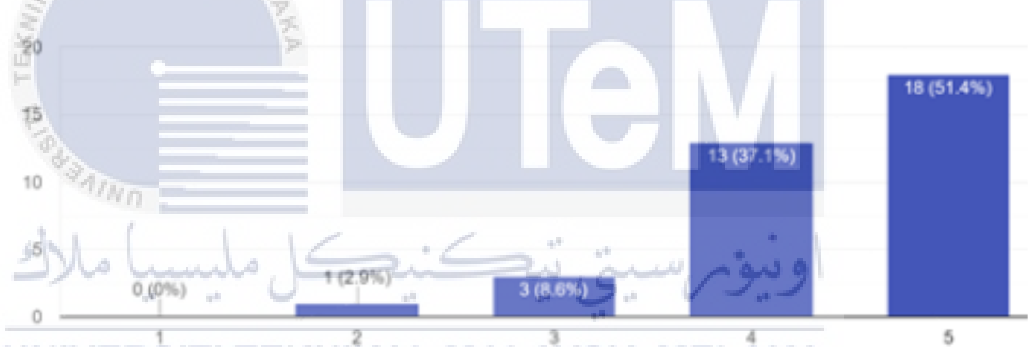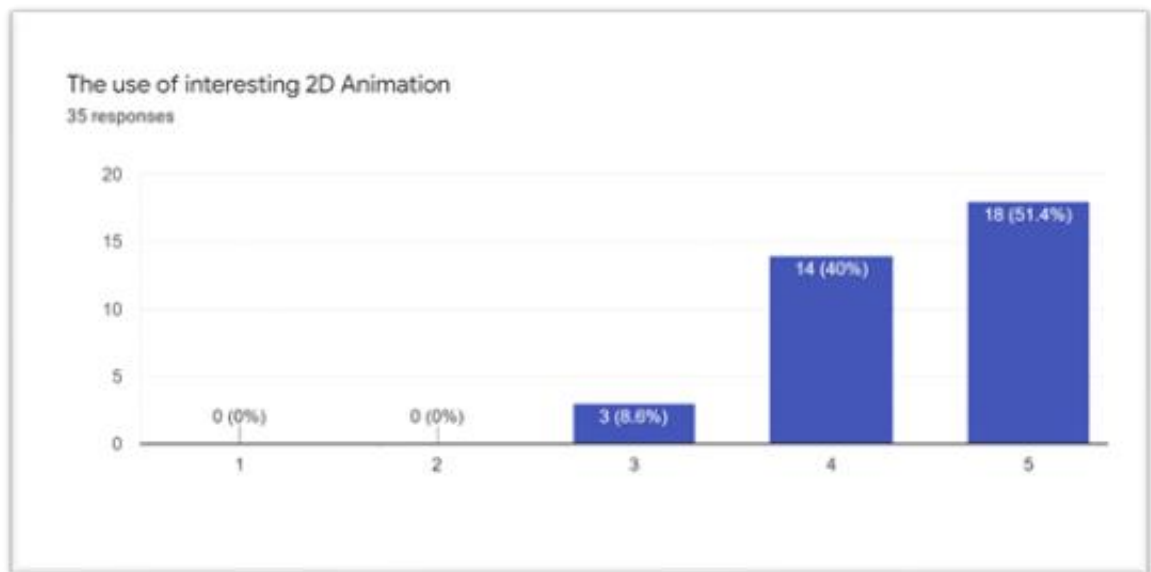
Figure 6.6: Testing result regarding designing

Figure 6.6 above shows the results regarding the design which consists of seven questions, the results also show that most of them strongly agree with the statement. For the use of fonts for this eBook, 15 people agree, 15 people strongly agree, 4 people maintain and one disagree. As for the attractive element question, most said agree and strongly agree. For the question of the use of clear voice, design and color, graphics and image, layout and 2D animation, many respondents strongly agreed on the matter.

Overall, the application works smoothly
35 responses
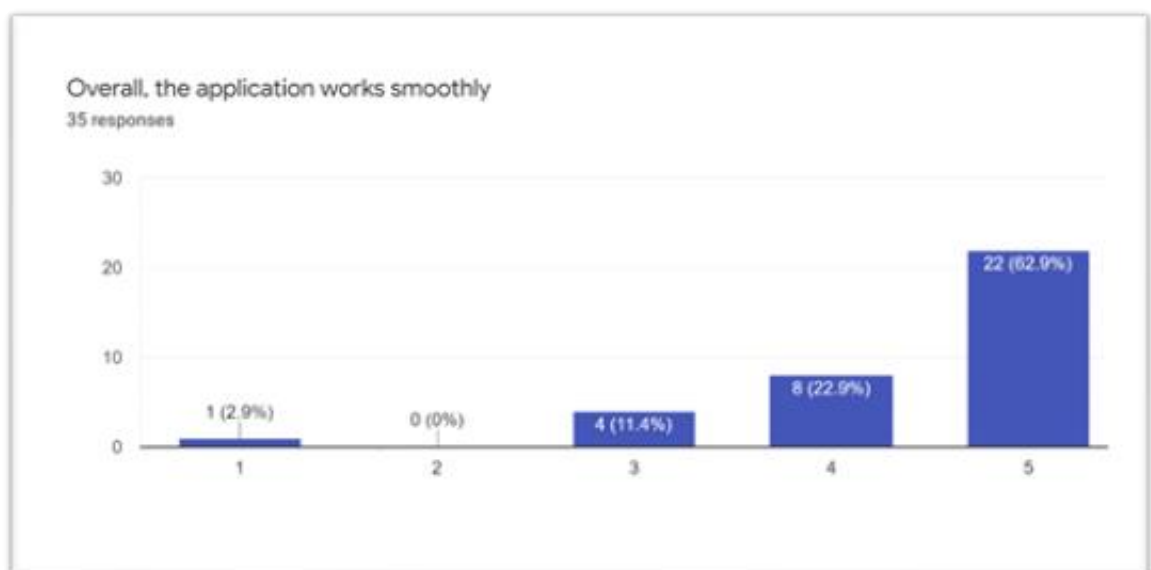
Figure 6.7: Testing result regarding overall

For figure 6.7 above, 22 respondents strongly agree that the whole application works smoothly, 8 respondents agree, 4 respondents maintain and one strongly disagrees with the application working smoothly. So, many users strongly agree with this application.

6.6 Conclusion

The main goal of this testing phase is to test the interactive efficiency of eBooks as a medium to replace textbooks that are loaded with words so as to make readers bored of reading them. Feedback from test results will help the possible production of flagship products in the future. In addition, by completing this test, developers will get feedback on what they need to make their product even better. The following chapter will be the end of the entire area of this project.
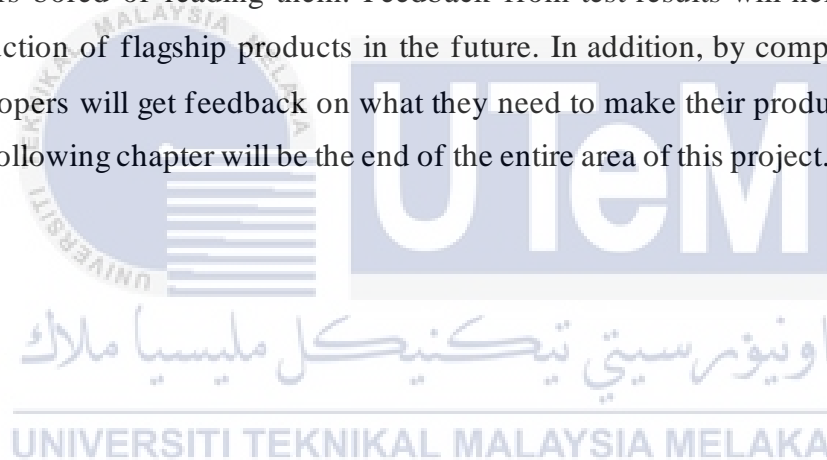
CHAPTER 7: PROJECT CONCLUSION

7.1   Observation on Weaknesses and Strength

Every product produced must have weaknesses and strengths. Several weaknesses and strengths have been found in the interactive making of this eBook during the testing and evaluation process. This chapter will describe the weaknesses and strengths of the product so that it can be improved.

7.1.1   Project Weaknesses

There are several weaknesses identified in this project. First, reduction of video and image elements in this interactive eBook because this eBook makes extensive use of text. Next, this eBook application is developed in Kotobee Author software. The main problem of Kotobee Author is that when wanting to publish an eBook, a large amount of money is required. This also causes this eBook can only be published in the form of a mobile application that only supports Android smartphones only because publishing in a mobile application is the cheapest compared to others such as eBooks on the desktop and on the website. This mobile application also causes eBooks to have to be reduced to pages in it because the mobile application only supports 100mb per eBook. Also, the problem is related to Android smartphones, there are some Android smartphones cannot download this eBook application. This causes users to not be able to answer the given survey.

7.1.2   Project Strength

On the other hand, there are also strengths of this eBook that have been identified throughout the project. Among them, Kotobee Author is easy to operate because it has various facilities to make eBooks more interactive and interesting. So, in this eBook there are various multimedia elements that are interesting to read and easy to understand by users. Also, although this eBook is published in an Android smartphone app, but it makes it easier for users to download it as most of the users are Android users. Next, once the eBook is downloaded in the smartphone, users no

longer need to use the internet to read the eBook, it can be read without an internet connection. Finally, not many book publishers want to publish a title like this eBook, so it makes this eBook special because it is rare to find eBook content like this.

7.2 Propositions for Improvement

This interactive eBook needs some improvements to overcome those shortcomings. Among them, making this eBook more interactive by adding many more video and image elements and reducing the use of text. This is because the user's eyes are more interested in seeing videos and pictures than seeing a lot of text. But since the mobile app only supports the 100mb size format, it is quite difficult to include many video and image elements in the eBook.

In addition, another enhancement requirement for this interactive eBook is to be implemented on more platforms such as iOS and in ePUB format. This will increase the user's choice to run on the platform of their desire. However, due to limited cost, time and resources, it can only be published in the Android smartphone platform. The size of this mobile app format is also limited because it can only support up to 100mb with a relatively expensive price of $30.

7.3 Project Contribution

The main contribution of this interactive eBook is as one of the best sharing mediums on Competency Based Talent Management for everyone especially for those who work in an organization. This eBook is very useful for all communities. This project can indirectly influence the readers who read this eBook by giving them good information. An important aspect of this eBook is that it conveys useful talent management information and methods to the reader. So, readers will get useful input from this eBook.

In addition, this eBook application can facilitate those who like to read books. This is because during the Covid-19 epidemic, it is very difficult for someone to go out and buy books, so with this eBook application, they do not have to go out to buy books,

instead they can download this eBook application on their smartphones. With this eBook app, paper usage can be reduced and the house will not be littered with books.

7.4 Conclusion

In conclusion, after reviewing the entire project, the main purpose of this interactive eBook has achieved the main goal based on each goal specified in each chapter. This interactive eBook application has helped readers add to their knowledge of Competency Based Talent Management (CBTM). However, this eBook interactive application still needs improvements so that it will be more interactive and make it easier for users to use it. Therefore, the project was successfully completed within the given time frame and achieved the project objectives.

REFERENCES

3 Key Characteristics of Competency-Based Learning. Blackboard Blog. (n.d.).
    https://blog.blackboard.com/3-key-characteristics-of-competency-based-
    learning/.

Beckett, S. (n.d.). *9 Steps to Creating Competency Profiles*. Hrsg.ca.
    https://resources.hrsg.ca/blog/infographics/competency-profiling-process.

Centre for Professional & Leadership Development (Professional-UKM). (2020,
    January 30). Competency Based Talent Management Module 1 & 2.

*Cognitive Competencies: Understand the important cognitive skills required in the
    workplace. A Must-Have HR Handbook*. mettl.com. (n.d.).
    https://mettl.com/en/cognitive-competencies/.

Kotobee Author Pricing, Alternatives & More 2021. Capterra. (n.d.).
    https://www.capterra.com/p/160177/Kotobee-Author/.

Lestal, J., Justin Lestal check more articles by Justin Lestal, check more articles by
    Justin Lestal, & Piwiec, K. (2021, March 23). *What is a competency
    assessment – all you need to know*. DevSkiller.
    https://devskiller.com/competency-assessment/.

Lewis, J. (2016, October 26). *What Is a Strength-Based Organization?* Small
    Business - Chron.com. https://smallbusiness.chron.com/strengthbased-
    organization-32507.html.

Martins, A. (2019, December 31). *The Three Tenses of a Book - Pre-production,
    Production and Post-Production*. Medium.

https://medium.com/@anamartins_44393/the-three-tenses-of-a-book-pre-production-production-and-post-production-ffe65a68ebb.

Neelie Verlinden Neelie Verlinden is the Co-Founder and Editor-in-Chief of AIHR Digital. She's an experienced digital HR & HR Tech writer, & Neelie Verlinden is the Co-Founder and Editor-in-Chief of AIHR Digital. She's an experienced digital HR & HR Tech writer. (2021, May 26). *What is a Talent Management Dashboard?* AIHR Digital. https://www.digitalhrtech.com/talent-management-dashboard-functions-examples/.

Shahbodin, F. (n.d.). CBTM for Educator. Melaka.

Shopee Malaysia. (n.d.). https://shopee.com.my/Original-Competency-Based-Talent-and-Performance-Management-System-Salemba-Four-i.344620699.10810380619.

UPM. (2019, March 5). TaME_2018_-_CBTM_FULL-2.pdf. Serdang; UPM.

Vijua. (n.d.). *Interactive Ebook Creation & Digital Publishing*. Kotobee. https://www.kotobee.com/.

VishalPostgraduate in M.B.A (H.R) – Professional Cricketer. (2021, March 19). *What Is Competency Mapping? Process, Method, Type, Example*. Geektonight. https://www.geektonight.com/competency-mapping/.

APPENDIX A : GOOGLE FORM

The efectiveness of Interactive eBook on Competency Based Talent Management (CBTM) topic

Assalamualaikum and hi, my name is Nur Athirah Izzati Binti Shafie, a final year student from Universiti Teknikal Malaysia Melaka (UTeM) with a Bachelor in Computer Science (Interactive Media) with Honours.

I am currently doing my final year project on creation of Interactive eBook for Competency Based Talent Management (CBTM) topic. This survey is to measure the effectiveness of eBook created.

Thank you!

* Required

Please tick (/) in the relevant box.

Section A : General Information

1. Gender *

    Mark only one oval.

    ( ) Female
    ( ) Male

2. Age *

    Mark only one oval.

    ( ) 18-25
    ( ) 26-35
    ( ) 36-45
    ( ) 46-55

    3. Do you have any experience in using eBook? *

Mark only one oval.

◯   Yes

◯   No

CHAPTER 8: COMPETENCY BASED TALENT MANAGEMENT (CBTM)

Competency -Based Talent Management (CBTM) is an approach to talent management that determines the competencies required for organizational success, and provides a framework to ensure employees are recruited, developed, promoted and generally managed in accordance with these competencies.

4.   Do you know about Competency Based Talent
      Management (CBTM)? *

       Mark only one oval.

◯   Yes

◯   No

5.   If your answer yes, where did you hear about
      CBTM?
      Check all that apply.

☐   At work

☐   Friend

☐   Social Media

☐   By reading

Other: ☐   _____

Section B : Design of Application	In this section, you may click the link below to get overview of the eBook Link: https://s3.eu-west -2.amazonaws.com/apps.kotobee.com/bitrise_550d7f9ccbd118c9/com.NAIS.CBTM_9b0c30 361a-48 ad-8753-b6c1d76a8993/ap p-release.ap k

6.   The contents in the eBook is easy to understand. *

      Mark only one oval.

           1   2   3   4   5

Strongly disagree ⬭ ⬭ ⬭ ⬭ ⬭ Strongly agree

7. The font usage *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	⬭	⬭	⬭	⬭	⬭	Strongly agree

8. Attractive and appropriate interactive elements. *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	⬭	⬭	⬭	⬭	⬭	Strongly agree

9. Clear voice usage *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	⬭	⬭	⬭	⬭	⬭	Strongly agree

10. The use of appropriate designs and colours *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	⬭	⬭	⬭	⬭	⬭	Strongly agree

11. Appropriate use of graphics and images *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

12. The use of an appropriate layout *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

13. The use of interesting 2D Animation *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

14. Overall, the application works smoothly *

Mark only one oval.

	1	2	3	4	5	
Strongly disagree	◯	◯	◯	◯	◯	Strongly agree

APPENDIX B : TURNITIN RESULT

cbtm

ORIGINALITY REPORT

22% SIMILARITY INDEX	**5**% INTERNET SOURCES	**1**% PUBLICATIONS	**21**% STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Universiti Teknikal Malaysia Melaka Student Paper	**17**%
2	www.capterra.com Internet Source	**1**%
3	Submitted to Southampton Solent University Student Paper	**1**%
4	www.britannica.com Internet Source	<**1**%
5	Submitted to Stadio Holdings Student Paper	<**1**%
6	www.coursehero.com Internet Source	<**1**%
7	Submitted to Bridgepoint Education Student Paper	<**1**%
8	Submitted to Camarines Sur Polytechnic Colleges Student Paper	<**1**%
9	Submitted to University of Aberdeen	<**1**%