

POINT OF INTEREST IN PENANG INTERACTIVE EBOOK



UNIVERSITI TEKNIKAL MALAYSIA MELAKA

BORANG PENGESAHAN STATUS TESIS*

JUDUL: Point of Interest in Penang Interactive eBook

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POINT OF INTEREST IN PENANG INTERACTIVE EBOOK

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اوننورسي تيكنيكل ماليسا ملاك
This report is submitted in partial fulfilment of the requirements for the Bachelor
of Computer Science (Media Interactive)
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

**FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY
UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

2016

DECLARATION

I hereby declare that this project report entitled
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is written by me and is my own effort and that no part has been plagiarized
without citations.

STUDENT

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Date: 23 / 8 / 16

(HONG FU SENG)



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

This project is dedicated to my supervisor who have guided me in the project development and my friends that help me in solving problems. Besides that, this project also dedicated to my family that support me all the way.



ACKNOWLEDGEMENTS

I am very appreciate and thanks for the helping and guiding of my supervisor, Professor Dr. Faaizah binti Shahbodin during the development of interactive eBook project. I feel very happy and luckily can complete my final year project within the time. Besides that, I would like to thanks my friends that helping me in solving problems. I feel very grateful that can produce a good product with the amazing assets. Finally, I also like to thanks my family that support me all the time during the development of project.



ABSTRACT

Many peoples like to travel. It becomes a hobby for every person nowadays. Before going travel, peoples like to do a lot of research and preparation in order to have a fun and meaningful journey. So, the peoples would like spend money to buy the travel guide book as their guidelines. Besides that, the tourist also take a lot of brochures when reaching the destination. It is too inconvenient to bring the books and brochures along the journey. So, the interactive eBook titled “Point of Interest in Penang” is developed in order to make the journey meaningful in Penang. It is very helpful and convenient for whom that have a vacation in Penang. The interactive eBook provides the media contents and interactivity like picture, audio, video, button control and also hyperlinks. Hence, interactive eBook has a lot of advantages and solve many problems. In the development of the interactive eBook, there are 45 users tested on this product which are public group and expert group. In overall, most of the users agreed that this interactive eBook is useful and bring convenient as a guideline go to the Penang. However, this interactive eBook has limitation which only provided in iOS platform. In future, it can be developed and provided in others platform like Android OS platform.

ABSTRAK

Kini, ramai orang suka melancong. Ia telah menjadi salah satu hobi untuk semua orang. Sebelum pergi melancong ke sesuatu tempat, pelancong suka banyak membuat penyelidikan dan penyediaan untuk mempunyai satu pelancongan yang bermakna dan menyeronokkan. Jadi, orang-orang akan menghabiskan wang untuk membeli buku panduan sebagai garis panduan mereka. Selain itu, pelancong juga mengambil banyak risalah apabila sampai ke destinasi. Ia terlalu menyusahkan untuk membawa buku-buku dan risalah di sepanjang perjalanan. Jadi, interactive eBook bertajuk "Point of Interest in Penang" dihasilkan untuk memudahkan pelancong yang datang berlancong ke Pulau Pinang. Ia amat berguna dan mudah bagi sesiapa yang berlancong di Pulau Pinang. Interactive eBook menyediakan kandungan media dan interaktiviti seperti gambar, bunyi, video, butang kawalan dan juga hiperpautan. Oleh itu, interactive eBook mempunyai banyak kelebihan dan menyelesaikan banyak masalah. Di samping itu, sebanyak 45 orang pengguna telah diuji menggunakan produk ini. Ia telah dibahagi kepada 2 kumpulan iaitu kumpulan pelancong dengan kumpulan pakar IT. Kebanyakan pengguna bersetuju bahawa interactive eBook ini amat berguna dan memudahkan masa berlancong ke Pulau Pinang. Walau bagaimanapun, interactive eBook ini mumpunyai hadnya iaitu hanya boleh digunakan dalam iOS platform. Pada masa depan, interactive eBook ini boleh dihasilkan dan sokong platform lain seperti Android OS platform.

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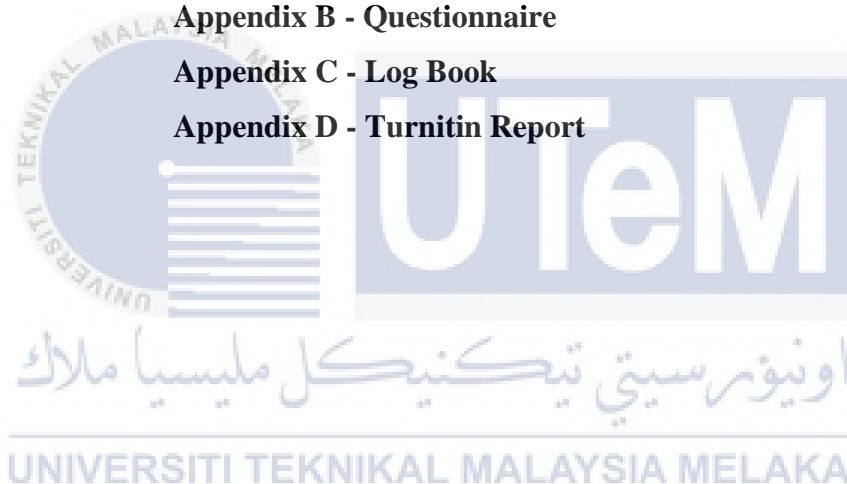
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CHAPTER I

INTRODUCTION



1.1 Project Background

Nowadays, Apple Electronic Books are an excellent compliment to the Apple devices (iPhone, iPad) and to the needs of travel. Even after the computer revolution, the significant materials demands for searching and viewing were a bone of contention. For a traveller, they need to do research and write into a notebook or buy the travel guide books before going travel. With a advent of slim and increasingly affordable electronics devices, interactive eBook (iBooks) holds the potential to make the travel more exciting and interesting.

Many people buy the travel guide book although the price is cost expensive before travelling. Besides that, people also bring it or take the brochure along the journey to search for the locations manually.

With iBooks, the contents are coming alive in ways that the traveller alike. For traveller, iBooks can make the journey more interesting than ever. Simply using the touchscreen to click the hyperlinks, picture ,video and etc.,then it pops up all the detailed information in interesting ways to fulfill needs of traveller.

1.2 Problem Statement

- Most people find that they hard to bring travel guide books or brochure to travel somewhere.
- Most people find that they take time to search and find location when using travel guide books or brochure.
- Most people find that sometimes the information in travel guide books or brochure does not same with real , because the information is not up-to-date.

1.3 Objective

The objective for this project are:

- To study the elements of interactive eBook.
- To develop an interactive eBook for travel purpose by using InDesign tools.
- To investigate the effectiveness by using interactive eBook when travelling.

1.4 Scope

- Target users – age between 15 and 65.
- It required an Apple devices like iPhone, iPad, iPod touch and Mac in order for the application to work.

1.5 Project Significance

- This application will let the traveller experiences the new technology in travelling to somewhere.
- This application can be access in anywhere and anytime with the use of Apple devices (iPad and iPhone).
- This application will bring the convenient to the traveller when travelling.
- The user can easy download the interactive eBook in their Apple devices and view offline.

1.6 Define Project

- I. iBooks - An e-book application by Apple Inc. for its iOS and OS X operating systems and devices.
- II. Adobe Indesign CC 2015 – A desktop publishing software application by Adobe. The industry-leading page design and layout toolset lets the user work across desktop and mobile devices to create, preflight and publish everything from printed books and brochures to digital magazines, iPad apps, eBooks and interactive online documents.

1.7 Expect Output

- An interactive eBook titled “Point of Interest of Penang” will be developed.
- It holds the concept leaving paper behind to replace paper-based document.
- The iBooks is successfully promoted to the traveller that have a trip to Penang.

1.8 Conclusion

In conclusion, interactive eBook titled “Point of Interest in Penang” will be create to bring the convenient to the traveller which have a trip to Penang. This application is developed and designed by using Adobe Indesign CC 2015. The traveller need to download the interactive eBook into their iOS devices and the use it in anywhere and anytime. The traveller just only touch on the screen and the contents will display on the screen. It provides the alternative ways to display what the information that needed by the traveller like interactive maps.

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This chapter is all about the introduction of this project. Next chapter will develop the literature review and project methodology. In the next chapter will discuss about the domain of the project, comparison of existing system, project methodology and project requirements.

CHAPTER II

LITERATURE REVIEW AND PROJECT METHODOLOGY



2.1 Introduction

During the development of the project, interactive eBook titled “Point of Interest in Penang” will be create to improve of the existing products. The product is developed and designed for the users who that have a trip or vacation to Penang. Interactive eBook will replace the guidebook or brochure along the trip by using the electronic devices. It provides the basic functions for the user like hyperlinks, view images and videos, maps and so on. Furthermore, the users can get the information that needed easily. Users just need to download it from the iBooks store in their Apple electronic devices at anytime and anywhere.

In this chapter will develop the literature review and project methodology. It will discuss about the domain of the project, review of the research, comparison of existing system, project methodology and also the project requirements.

2.2 Domain

The domain of this project will be focusing on the interactive eBook titled “Point of Interest in Penang” that implemented in the electronic devices, for example: android phones, iOS devices and computer.

What is interactive eBook? Interactive eBook is an electronic book or a digital book is a book-publication in digital form, consisting of text, images, video, animation, audio or both, readable on computers or other electronic devices. Interactive eBook may be readable in low light or even in the darkness. It allows the readers to look up words or find certain information immediately. It usually has a lower cost than paper books (Jeremy Greenfield, 2013, January 9).

Besides that, eBook have a lot of benefits and advantages. It is very simple and easy to purchase and download through internet. eBook take up less space in the electronic devices and also portable. This is because can carry hundreds of books with the electronic devices without worrying about their weight. The eBooks are safely stored and carried from one place to another easily compared to paper books, the readers can read the eBooks anywhere at any time (Remez Sasson, The Benefits and Advantages of eBooks, Retrieved from http://www.successconsciousness.com/ebooks_benefits.htm).

Penang, one of the historic city of the Straits of Malacca has developed over 500 years of trading and exchanges. At the World Heritage Committee Session in July 2008, the capital of Penang, Georgetown was listed as UNESCO World Heritage Sites. Featuring residential and commercial buildings, Georgetown represents the British era from the end of the 18th century (Timothy Tye, George Town UNESCO World Heritage Site, 2009, 4 February).

In conclusion, this project will develop an interactive eBook titled “Point of Interest in Penang” to introduce the attractions in Penang for all the peoples that have a trip to Penang.



2.3 Review of Previous Research

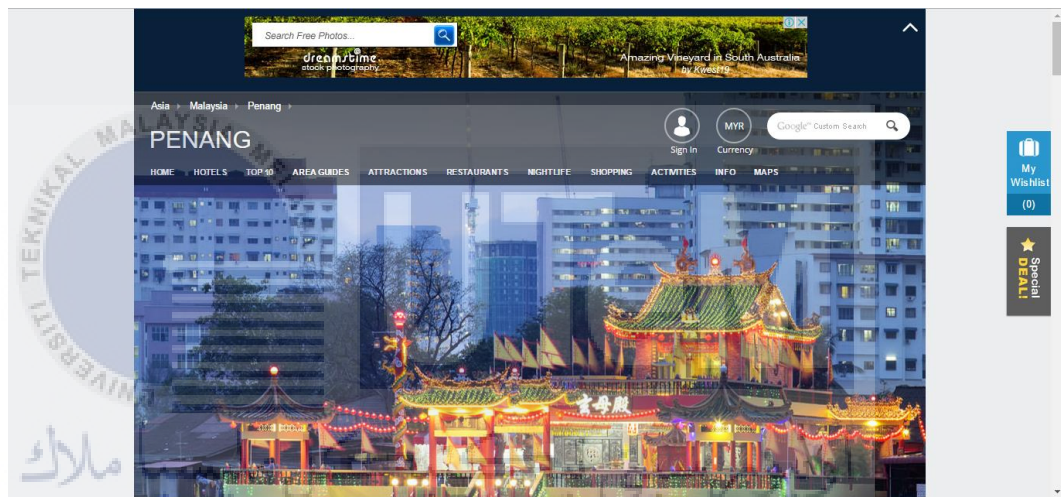
Electronic book (digital book, eBook, e-book) is a book publication in digital form which consisting of text, images or both. Sometimes it defines as an electronic version of printed book and exist without any printed equivalent. It is readable on any electronic devices such as handheld devices or computers. In the previous research, eBook reading increasing by 5% adult from 2013 to 2014 in US.

In early 1990's, the eBook is readable in an e-reader which is an eBook reader software that designed primarily for reading eBook. In 2010, Apple Company releases the iPad bundled with an eBook app called iBooks. After that, the idea of the new generation digital book called “interactive eBook” was purposed in 2011. The interactive eBook which consisting of more than text and images, there is video, animation, hyperlink and audio that can interact with the readers efficiently.

2.4 Existing System

There are some websites and mobile applications about the attractions in Penang that exists in present. In this section will discuss the existing system from Figure 2.1 to Figure 2.3 and the interactive eBook will be develop in this project.

i. Website



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Figure 2.1: Penang Attraction Website

<http://www.penang.ws/penang-attractions/#>

In the Figure 2.1 shows website about the attractions of Penang. This website provides a lot of information like attractions' address, contact number, operation hour and also map to the users. Besides that, this website allows the users to search and book the hotels around the Penang.