

# **2010 International Conference on User Science and Engineering**

**(i-USEr 2010)**

**Shah Alam, Selangor, Malaysia  
13 – 15 December 2010**



**IEEE Catalog Number: CFP1087L-PRT  
ISBN: 978-1-4244-9048-6**

# TABLE OF CONTENTS

<b>MESSAGE FROM THE CHAIR</b>	<b>i</b>
<b>LIST OF COMMITTEE</b>	<b>ii</b>
<b>PAPERS</b>	
<b>User Experience: Assessing the Effectiveness of Internet Booking Service</b> <i>Idyawati H, Murni Mahmud, Abu Osman Md Tap</i>	<b>1</b>
<b>Designing to Support Empathy : Understanding User Experience by Using a Model of Interaction in Meeting Human Needs</b> <i>Romiza Md Nor, Ralf Muhlberger</i>	<b>7</b>
<b>A Study on Web Experience among Visually Impaired Users in Malaysia</b> <i>Bavani Ramayah, Azizah Jaafar, Noor Faezah Mohd Yatim</i>	<b>11</b>
<b>How the agent's gender influence users' evaluation of a QA system</b> <i>Andreea Niculescu, Dennis Hofs, Betsy van Dijk, Anton Nijholt</i>	<b>16</b>
<b>A Case Study of Jawi Editor in the XO-Laptop Simulated Environment</b> <i>Khaled Ismail, Raja Jamilah Raja Yusof, Nazeen Jomhari</i>	<b>21</b>
<b>Level of Acceptance and Factors Influencing Students' Intention to Use UCSI University's E-mail System</b> <i>Mohamed Yamin, Yvonne Lee</i>	<b>26</b>
<b>An Article Retrieval Support System that Learns User's Kansei</b> <i>Yuichi Murakami, Shingo Nakamura, Shuji Hashimoto</i>	<b>32</b>
<b>Kansei Affinity Cluster for Affective Product Design</b> <i>Anitawati Mohd Lokman, Kamalia Azma Kamaruddin</i>	<b>38</b>
<b>Haptic Assessment in Fabrics with Kansei Evaluation</b> <i>Nazlina Shaari</i>	<b>44</b>
<b>To 'Dump' or Not To 'Dump': Changing, Supporting or Distracting Behavior</b> <i>Azrina Kamaruddin, Alan Dix</i>	<b>49</b>
<b>Information Elements of a Website that Promotes Trust in e-Commerce</b> <i>Zaiton Abu Bakar, Mohd Sazili Shahibi, Muhamad Khairulnizam Zaini, Juwahir Ali</i>	<b>55</b>
<b>Examining the Efficacy of Pictograms on Public Telephony in Malaysia</b> <i>Chee Weng Khong, Chui Yin Wong</i>	<b>59</b>
<b>Suitability of Collaborative Learning Activities in Web 2.0 environment</b> <i>Halina M. Dahlan, Ismail Mohamed Ali, Ab. Razak Che Hussin</i>	<b>65</b>
<b>Institutional Strategy for Effective Blended E-Learning : HCI Perspective of Sustainable Embedding</b> <i>Hisham Md. Basir, Adnan Ahmad, Nor Laila Mohd Noor</i>	<b>71</b>
<b>Assessment of Motivational Qualities for E-Learning Website</b> <i>Fauzi Mohd Saman, Wan Abdul Rahim Wan Mohd Isa, Noorfariyani Azyanti Mazilan</i>	<b>77</b>
<b>Investigating Collaborative Interaction using Interactive Table and IR devices</b> <i>T. Puckdeepun, J. Jaafar, M. F. Hassan, F. A. Hussin</i>	<b>83</b>

<b>Designing an Interactive Abacus Learning Application for Beginners: A Prototype</b> <i>Suzana Baharudin, Riaza Mohd Rias, Mariam Farida Ahmad</i>	<b>89</b>
<b>Implementation of Design and Learning Theories in Multimedia Courseware Development : Lines &amp; Planes in 3-Dimensions</b> <i>Syazwan Noordin, Wan Fatimah Wan Ahmad</i>	<b>93</b>
<b>Applying the Retrospective Think-Aloud Protocol in Usability Evaluations with Children: Seeing Through Children's Eyes</b> <i>Areej Al-Wabil, Luluah Al-Husian, Rana Al-Murshad, Abeer Al-Najfan</i>	<b>98</b>
<b>Usability Testing with Children : Laboratory vs Field Studies</b> <i>Fariza Hanis Abdul Razak, Hanayanti Hafit, Nadia Sedi, Nur 'Atiqah Zubaidi, Haryani Haron</i>	<b>104</b>
<b>Usability Management System (USEMATE): A Web-Based Automated System for Managing Usability Testing Systematically</b> <i>Wan Fatimah Wan Ahmad, Suziah Sulaiman, Farah Syahidah Johari</i>	<b>110</b>
<b>An Interaction Design for MEL-SindD : A Basic Reading Courseware for Down Syndrome Children</b> <i>Rahmah Lob Yussof, Tengku Nazatul Shima Tengku Paris, Halimah Badioze Zaman</i>	<b>116</b>
<b>ROBIN: Activity Based Robot Management System</b> <i>Adriana G Wilde, Pascal Bruegger, Benjamin Hadorn, Béat Hirsbrunner</i>	<b>122</b>
<b>Design an Artificial Mirror System as an Interaction Method for the Life Logging System</b> <i>Abeer Mohammed AL-Shiha, Satnam Dlay, Wai Lok Woo</i>	<b>128</b>
<b>Interaction Design Issues: A Literature Review</b> <i>D'oria Islamiah Rosli, Rose Alinda Alias, Azizah Abdul Rahman</i>	<b>133</b>
<b>A Framework for Graceful Interaction: Applying Laban Effort Theory to Define Graceful Movement Quality</b> <i>Wan Norizan Wan Hashim, Nor Laila Md Noor, Wan Adilah Wan Adnan</i>	<b>139</b>
<b>An Overview of Human-Computer Interaction Patterns in Pervasive Systems</b> <i>Adriana G Wilde, Pascal Bruegger, Béat Hirsbrunner</i>	<b>145</b>
<b>The Development and Usability of Malaysian Sexuality Education (MSE) Courseware</b> <i>Chan S.L. , Azizah Jaafar</i>	<b>151</b>
<b>An Augmented Reality Exhibition Guide for the iPhone</b> <i>Mohamed Ashraf Nassar, Fatma Meawad</i>	<b>157</b>
<b>Designing E-commerce User Interface</b> <i>Noorfadzilah Md Zainudin, Wan Fatimah Wan Ahmad, Goh Kim Nee</i>	<b>163</b>
<b>User-Interface Design: A Case Study of Partially Sighted Children in Malaysia</b> <i>Mawar Madiyah, Syariffanor Hisham</i>	<b>168</b>
<b>User Interface Design Using Cognitive Approach : A Case Study of Malaysian Government Web Portal</b> <i>Kalsom Nasir, Nor Hapiza Mohd Ariffin, Farrah Muslihah Shuib</i>	<b>174</b>
<b>Hearing but Not Listening: Auditory Icons and Presence</b> <i>Hanif Baharin, Ralf Mühlberger</i>	<b>179</b>
<b>Information dependences about customer preferences in the NPD Process</b> <i>Maria-Jesus Agost, Margarita Vergara</i>	<b>185</b>

<b>Beauty Measuring System Based on the Divine Ratio, An Exploratory Research</b> <i>Yaseen Ahmed Meenai, Mohammed Haider Abbas</i>	<b>189</b>
<b>Survey Based Usability Evaluation of MS Word</b> <i>Abdul Rauf, Sadia Batoool, Shafiq Ur Rehman, Arshad Ali Shahid</i>	<b>193</b>
<b>An Assessment Study On Usability Of Academic Management System</b> <i>Wan Azlan Wan Hassan, Norhawani Ahmad Teridi, Khairul Annuar Abdullah, Azhar Hamid, Norziha Megat Mohd Zainuddin</i>	<b>199</b>
<b>Assessing the Accessibility and Usability of Malaysia Higher Education Website</b> <i>Maslina Abdul Aziz, Wan Abdul Rahim Wan Mohd Isa, Norzainuriah Nordin</i>	<b>203</b>
<b>Visualizing Quran Documents Results by Stemming Semantic Speech Query</b> <i>M.A.Yunus, R. Zainuddin, N. Abdullah</i>	<b>209</b>
<b>Equipment Management System (EqMS): Information Visualization System Perspectives</b> <i>Mohd Fadhlul Wafi Mahadi, Ruhaila Maskat, Emma Nuraihan Mior Ibrahim, Wan Nor Amalina Wan Hariri</i>	<b>214</b>
<b>Organizing Ready-Made Virtual Objects for Virtual Environmen</b> <i>W M Rizhan W Idris, Md Yazid Mohd Saman, Aziz Ahmad, Ahmad Shukri M. Noor</i>	<b>220</b>
<b>A Study of Design Principles and Requirements for the M-Learning Application Development</b> <i>Ahmad Sobri Hashim, Wan Fatimah Wan Ahmad, Rohiza Ahmad</i>	<b>226</b>
<b>Designing Interfaces in a Mobile Environment: An Implementation on a Programming Language</b> <i>Riaza Mohd Rias, Fazilah Ismail</i>	<b>232</b>
<b>A Comparison of Audio and Tactile Displays for Non-Visual Target Selection Tasks</b> <i>Eakachai Charoenchaimonkon, Paul Janecek, Matthew N. Dailey, Atiwong Suchato</i>	<b>238</b>
<b>Comparison of Touch and Speech-enabled IVR Systems in Low Literacy Users</b> <i>T. Jama Ndwe, Mqhele Dlodlo, Jeffery Nichols</i>	<b>244</b>
<b>Narrative in Text, Photo and Video in Social Space</b> <i>Nazeen Jomhari , Victor M. Gonzalez, Raja Jamilah Raja Yusof</i>	<b>250</b>
<b>Islamic Ethical Values in Information System Design</b> <i>Fadzlin Ahmadon, Rosmawati Nordin, Rashidah Mohd Rawi</i>	<b>256</b>
<b>Preliminary investigation of Islamic Websites Design &amp; Content Feature: A heuristic evaluation from user perspective</b> <i>Mansur Aliyu, Murni Mahmud, Abu Osman Md Tap</i>	<b>262</b>
<b>Evaluating Trust Elements in the context of Islamic based Informational Websites</b> <i>Emma Nuraihan Mior Ibrahim, Wan Nur Intan Izzati Wan Hamzah, Jamaliah Taslim, Wan Adilah Wan Adnan</i>	<b>268</b>
<b>A Study on User Involvement in Design Development</b> <i>Nasser Koleini Mamaghani, Mahshid Barani</i>	<b>273</b>
<b>Online Information Sharing Issues in Website Personalization</b> <i>Mohd Norhisham Razali, Fariza Hanis Abdul Razak, Tan Soo Fun, Rozita Hanapi</i>	<b>278</b>
<b>Towards Engineering HCI - Privacy Requirement in Malaysia: A Preliminary Study on Small-Medium E-Commerce Privacy Adoptions</b> <i>Wan Abdul Rahim Wan Mohd Isa, Nor Asiakin Hasbullah, Nor Laila Md Noor, Nor Farizma Manaf</i>	<b>284</b>

<b>Effect of Workspace Awareness for the All-for-One-Type Multilingual Conference Support System</b> <i>Mai Miyabe, Takashi Yoshino</i>	<b>290</b>
<b>Investigating Ergonomics Awareness Among University Students</b> <i>Juliana Hamka Kamaroddin, Wan Faezah Abbas, Maslina Abdul Aziz, Nurain Muhamad Sakri, Azman Ariffin</i>	<b>296</b>
<b>Fuzzy Index Poverty (FIP ): Measuring Poverty In Rural Area Of Terengganu</b> <i>Mahmod Othman, Shezrin Hawani Amir Hamzah, Mohamad Fadhili Yahaya</i>	<b>301</b>
<b>Real-Time Content Translation Framework for Interactive Public Display Systems</b> <i>T. Le Grange, D. Leow, L. Laxman, A. Lau</i>	<b>307</b>
<b>Learning from the Appropriation of Photologs</b> <i>Haliyana Khalid, Alan Dix</i>	<b>311</b>