

Android-based Mobile Apps: MYPOCKETZOO

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Abstract

This The smartphone is becoming a principal part of human daily life. One of the basic advantages of smartphones is that users can easily use multiple applications on their device to perform their desired actions. Therefore, mobile application development is important targets for various services in the market including in the tourism industry. The element of a smartphone application is the user interface (UI). UI is designed using multimedia elements by displaying in terms of pictures, colors, text, animation, video and even sound. An engaging and interacting UI makes an application easy to use and attracts users to browse it. This study aims to describe the development of the MYPOCKETZOO application as an application containing four (4) zoos in Malaysia. It easier for visitor to get information about the animals in the zoo, explore places to visit, maps and directions of tour guide as well as facilities available in the zoo area interactively.

Keywords: User Interface (UI), Multimedia, Mobile Application, Zoo

1. INTRODUCTION

In the era of the pandemic and explosion of the industrial revolution 4.0, digital technology has rapidly changed the norms of life and the way of people to obtain information through technology at the fingertips and has impacted various changes into various sectors of the economy including the tourism industry. The tourism industry is a service-based sector commonly used as a tool to stimulate the country's economy, then there is a need for tourists to travel and appreciate the fauna treasures in Malaysia, including the existence of zoos such as the Taiping Zoo, National Zoo, Malacca Zoo and Johor Zoo which houses a variety of animals as a family tourist destination. The MYPOCKETZOO application was developed using graphics multimedia software's including Adobe Animate, Adobe Illustrator, Adobe Photoshop and Adobe Audition. Users can download applications from the google app store into their smartphone and can access them anywhere and anytime. Use of this application can also prevent the use of paper which is easy to tear and environmentally friendly.

2. PROBLEM STATEMENT

- The available applications are less interesting and less interactive.
- There are not many zoo applications available.
- Zoos is struggling in the pandemic, with this app developed at least it can help to raise the fund and get the support they need.

3. OBJECTIVES

- Provide more interactive applications to users.
- Upgrade existing applications.
- Helps make it easier for visitors to explore MYPOCKETZOO apps.

4. USEFULLNESS

MYPOCKETZOO is one stop an information centre prototype of mobile application that provides visitors with information and recognizes animals in zoo in Malaysia, contains interactive zoo location maps and facilitate visitors to visit, ticket payment information and visit times, and contains puzzle games to play. The MYPOCKETZOO app, for a start-up contains information about the Taiping Zoo, Safari Night.

5. NOVELTY

MYPOCKETZOO will be the first Zoo application that covered more than one zoo in Malaysia and allows users to interact with audiovisual information via gamification, visualization, and even VR (VirtualReality)/AR(Augmented Reality).

6. USE INTERFACE (UI) AND IMPLEMENTATION

The first page of MYPOCKETZOO with nature themed design. The application logo/icon is put in the center and bigger to make it looks stand out. By clicking the “Enter” button, there will be four options of Zoos that users can choose from. (refer to Fig. 1: App Introduction)



Fig. 1: App Introduction Page



Fig. 2: The Rules, Map and Info

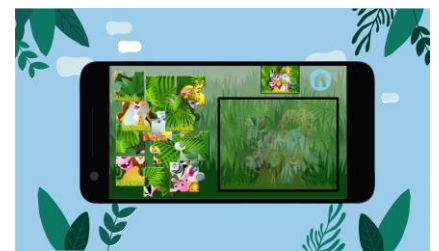


Fig. 3: Puzzle Game

The next page is the main page for the selected zoo that users chose. We provided a map of the zoo that users can use as their guide and explore places to visit. The “Rules” button will take users to the next page which they can know more about the rules in the zoo environment for the safety of the animals and visitors. Besides, we also provided information and gallery of the zoo on the info sections. (refer to Fig. 2: The Rules, Map and Info)

A new addition to our application is the puzzle games which users can enjoy in their free time. (refer to Fig. 3: Puzzle Game)

The main content of MYPOCKETZOO is the animal's sections. Users can choose any animals that available in the app that they want to know more about. We provided, details, images and sound for each animal. There are a variety of animal species that we choose from selected zoo.

The MYPOCKETZOO development process starts with a research on identifying the problem existed based on the previous zoo application and finding the right solution to make MYPOCKETZOO more interesting and interactive. Once the research is done, the designing process then continue for each page and the button in the application. All the designing process was done using Adobe Illustrator and Adobe Photoshop. (refer to Fig. 4: Storyboard of MYPOCKETZOO & Fig. 5: Flowchart of MyPocketZoo)

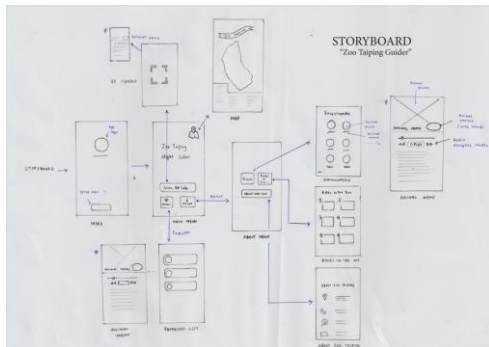


Fig. 4: Storyboard of MYPOCKETZOO

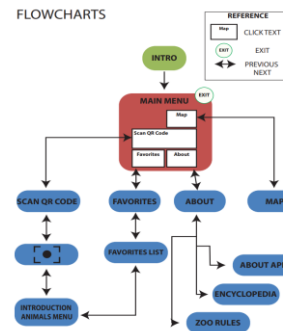


Fig. 5: Flowchart of MYPOCKETZOO

7. COMMERCIALIZATION POTENTIAL

MYPOCKETZOO is very easy to access to links and very interesting because it is animated and has audio sound to each animal. We plan in the future to develop the facilities of VR (virtual reality) and AR (Augmented Reality) to make this application more creative and interactive. It is a variety of creative digital uses in educating visitors and the younger generation about the importance of preserving fauna treasures in Malaysia. MYPOCKETZOO application has been registered under the intellectual property of which the registration number is LY2021J02590. Registration of intellectual property is important to protect the copyright of this app from being replicated.

8. CONCLUSION

Hopefully the development of this application can help to increase the level of efficiency as well time management when traveling to make it more efficient and convenient. With the development of this application, tourism industry in Malaysia can be run widely and globally and indirectly bring it to a great impact on our country.

9. REFERENCES

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