

# Lookup

## Interactive Travel Blog Website

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**Abstract**— *Malaysia is one of the most visited countries in the Southeast Asia region, along with Thailand and Singapore. But various wrong impression makes Malaysia fall off their image and integrity. The project aims to create a local website that is only connected to Malaysian tourism destinations and provides helpful information for users with some immersive multimedia elements as printed outlets become more costly and unavailable. Furthermore, this website will undoubtedly support small businesses by promoting locations, food, and community. The Waterfall Model was used as the research model for this project. According to the poll results, most respondents believe that the website helps expose them to new locations, food, and culture in Malaysia and can be used as a forum for sharing knowledge.*

**Keywords**—*tourism, multimedia elements, small businesses, sharing knowledge*

### I. INTRODUCTION

When most tourists need information, particularly about travel, they turn to newspapers and magazines. The issue is that written sources are costly, difficult to bring around, and unavailable at all times. That new government promotion is seen as less effective in attracting visitors to Malaysia, such as the selection of the logo of the year to visit Malaysia, which is seen as plain, lazy, and unprofessional, and has also become a contentious subject on social media [1]. In the last four years, negative stereotypes about Malaysia have emerged, including unattractive tourist destinations, Malaysian attitudes, and tourist protection, especially on the island of Semporna, which has seen numerous kidnapping cases. The three objectives of the project are as follows:

- 1) To develop a website related to Malaysian's tourism.
- 2) To provide helpful information for users with interactive multimedia elements regarding destination, food, and culture.
- 3) To evaluate the effectiveness of the website as a medium to deliver information.

There are many considerations to consider when determining the target demographic for this initiative or website to make the method of providing and receiving information more effective. Sex, age, and ethnicity, as well as their attitudes and desires, are among the influences. It is not challenging to decide gender because we already know that both men and women enjoy travelling, seeing beautiful places, and eating a wide variety of foods, particularly during the holiday season. Anyone can browse this website because the information offered is very straightforward and straight to the point. The method of receiving information from users must be simple because there is a user-friendly navigation system, fitting colours, and different multimedia elements such as pictures and videos.

### II. LITERATURE REVIEW

#### A. General Concept of Website

The utilisation of interactive multimedia components such as text, photos, and videos and the use of appropriate colours is the foundation for a good website. Web development is a blend of technology, content, site architecture, design, and interaction [2]. Therefore, the success of a site is determined by how these five components are used during the creation process.

#### B. Web Design

When creating a website, a layout design that adheres to industry standards will always be appreciated and provide a positive first impression to visitors, which is critical for grabbing their attention and determining whether they will remain or not [3]. In addition, the navigation system's purpose is to provide visitors with information in a straightforward manner.

#### C. Web Marketing

Online marketing is the process of promoting a website and attracting people to it. The goal is to provide customers with a cause to visit the website and to deliver enticing material that will entice them to return.

## Case Study



Fig.1. Lokakal Homepage

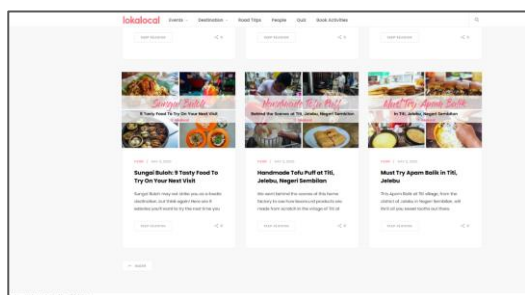


Fig.2. Localokal Content Page

The addition of versatility and modern-style architecture to Lokakal are its strengths. The arrangement of headers is perfect, and most notably, their emblem, which is their brand, is put next to the left. Since the user's attention would be more focused on the subject presented, pink as the primary colour and white as the theme for this website is ideal. The platform also employs a tall page style, in which the user can quickly scroll down the page to locate the information they need without having to press. "Continuation is scrolling. Clicking is a choice" [4]. Appropriate and easy-to-read fonts is also an incentive for people to keep reading and exploring this platform.

The drawbacks of Lokakal include a fundamental flaw in the website's design: there is no footer, which is responsible for supporting the site and protecting your posts. The most common things often feature in the footer are social network connections, question boxes, and copyright.

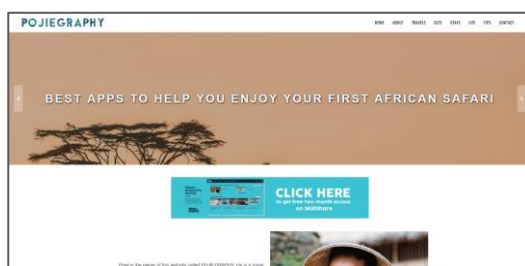


Fig.3. Pojiegraphy Homepage

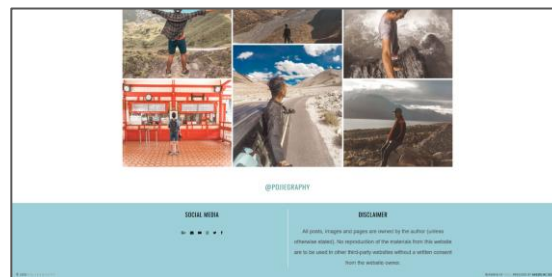


Fig.4. Pojiegraphy footer

The site's strengths are its ability to relay information quickly, communicate with visitors, and be entirely usable. The contents load quicker, giving users a very positive first impression. On top of that, most users demand web pages to load quick [5]. Extra delays of a few milliseconds may cause users to leave a page unexpectedly.

This platform is tedious due to the absence of appealing colours. While the font is excellent, the scale of the heading title is enormous. According to studies, overall font size evokes deeper emotions and conveys meaning [6]. Moreover, adding a text style like a drop shadow to a heading title isn't acceptable. Furthermore, the placement of advertisements in the form of in-line commercials is incorrect because it disrupts consumers who must be keen to discover facts while still hurting feelings and well-being [7].

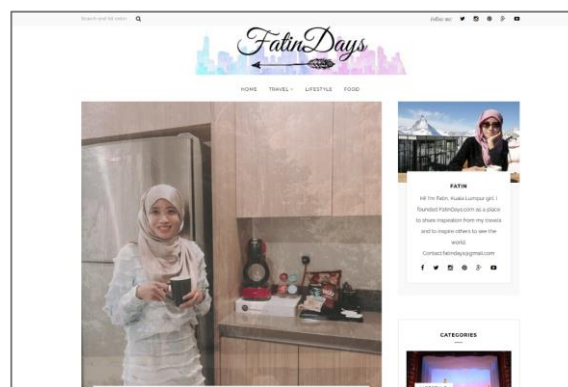


Fig.5. Fatim Days Homepage

The user benefits from the sticky header on this site, so there is no need to scroll up to enter the sub-menu. The use of calm colours is ideal because it is relaxing and enjoyable to learn. Meanwhile, the right-hand direction of the ad is also very accurate because it does not obstruct or interrupt the user's attention. It is a brilliant idea to have a footer and a newsletter as one of the ways to keep in contact with guests. According to other research, the newsletter aims to provide consumers with daily updates on the company, such as new offerings, sales, or promotions [8].

Table 1: Comparison between 4 travel blog sites

| Site            | Lokalocal Site | Pojiegraphy Site | Fatindays | Lookup! Site |
|-----------------|----------------|------------------|-----------|--------------|
| Aspects         |                |                  |           |              |
| Navigation      | Good           | Good             | Good      | Excellent    |
| Responsiveness  | Good           | Average          | Good      | Good         |
| Header & Footer | Good           | Average          | Good      | Excellent    |
| Image Quality   | Average        | Average          | Good      | Good         |
| Colour Wise     | Good           | Average          | Good      | Excellent    |
| Contents        | Good           | Good             | Good      | Good         |
| User-friendly   | Good           | Average          | Good      | Excellent    |

### III. RESEARCH METHODOLOGY

The methodology is a vital factor in the implementation phase of any project. Each project has various processes, strategies, instruments, and results that help improve this website and identify what is missing and items that need to be improved. "Research technique helps one discover power and vulnerabilities, as well as the opportunities and paths for more enhancements and refinements,"[9]. The first Software Development Life Cycle (SDLC) is the Waterfall model, which describes the different phases involved in the website development process.

#### Waterfall Model

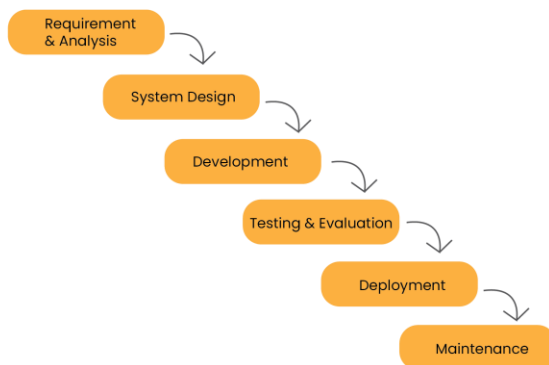


Fig.6. Waterfall Model

#### Requirement & Analysis

This step serves as the start of the project's growth. During this process, any facts and studies are discovered, such as through internet and journal analysis, books, people, and any other material available. Since they are still in the early stages, any changes can be changed and considered during this process. Studies on existing travel blog websites, especially Malaysian blogs, are also carried out to obtain factual data to enhance or prevent developing this fascinating website until the delivery is made.

#### System Design

Creating and having a wireframe as a guide and a rough idea give the real imagination on how the website would look in navigation, media, and content placement. Significant features often found during the designing process include flexibility for this website to run on desktop, correct typography such as typeface, scale, letter-alignment, and colour so that the readability score improves, indicating that users are interested in continuing to browse the site.

#### Development

In this stage, all concept knowledge is converted to code. Traditional web programming languages such as Hypertext Markup Language (HTML) and Hypertext Preprocessor (PHP) are used to create the travel blog platform. In contrast, database languages such as Structured Query Language (SQL) are used to store the site database, and Cascading Style Sheets (CSS) are used to style all HTML and PHP content. The structure will be created in small groups.

#### Testing and Evaluation

This is the point where the evaluation phase will begin as the prototype was completed. The information acquired throughout this process impacts the efficacy and consistency of the service provided to customers and what works and what does not.

#### Deployment

After completing functional and non-functional testing, the market and customers shall test the project upon release. Because all that is required is a link, the developer can distribute the product electronically online. The only prerequisite on the client-side is a decent internet connection and a supported browser such as Google Chrome, Firefox, or Microsoft Edge.

#### Maintenance

Maintenance is needed to ensure that the project continues to function correctly. Changes in software and hardware may occur, but this does not imply that previous software and hardware are unsuitable for future development. As a developer, staying vigilant is critical to overseeing the project and ensuring that the software functions as intended.

#### IV. PROTOTYPE/ PRODUCT DEVELOPMENT

Lookup, interactive travel blog website contains 11 pages.

##### Site Map



Fig.7. Lookup Site Map

##### Colour Scheme

Colour is a significant aspect of design and website growth. The use of excellent and pleasant colours is difficult and time-consuming since it must be consistent with the logo and the details to be communicated. Leaving a good impact on consumers show the success of visual harmony by picking the correct colour. To prepare a great colour mix, you must first consider the fundamentals of colour, such as font colour to complement a dark background colour.

##### Font Selection

For the design to look perfect, the font we use should reflect the brand. Using several typefaces, families, weights, and font hierarchy in a project would almost certainly result in users finding it difficult to read, see, or even print. Furthermore, understanding font selection is critical because each line of text has its own identity, such as a popular and broad font for headings, a regular font for paragraphs, and an italic font for sanserif and quotes.



Fig.8. Font selection



Fig.9. Lookup Logo

##### Button

The button gives the ability the user to act as a go-between for the user and the product. The task to navigate between sites, upload information, and validate a transaction was done by button. Most buttons created by developers in the sense of web design are hyperlinks. The text acts as a button without the need for any additional design elements such as a border, style, or background colour.

##### Prototype Design

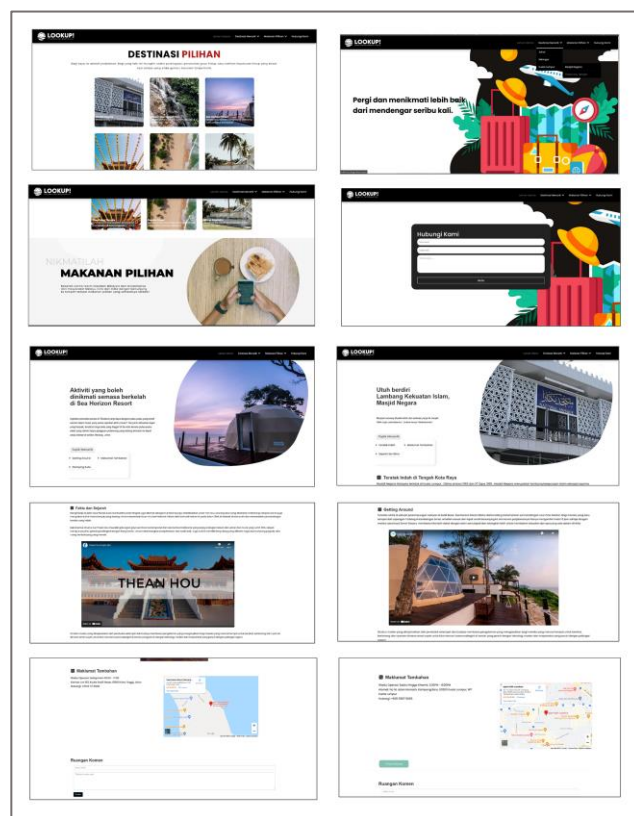


Fig.10. Lookup Logo

#### V. RESULT AND DISCUSSION

This chapter details all of the experiments carried out for this initiative. This measure is essential as a means of change. This experiment was carried out by sending a questionnaire to everyone via WhatsApp and Instagram at random. The developer sent all questions via Google form. The shared link included the entire list of questions and a link to the website, a promotional video, and a video demo. This questionnaire is

divided into three sections: general information, site quality, and research related questions.

## Results

A total of 23 people has attempted to explore the page and answer the questions. The survey aims to look at the research's goals and how user-friendly the web is. Developers will use this survey to evaluate how the platform has reached out to users regarding reviews.

### General Information

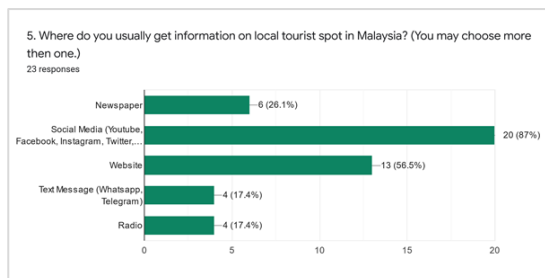


Fig.11. Part A Question 5

The infographic reveals that 87 per cent of all respondents get their knowledge about specific spots from social media, which is understandable given that using a phone is already a must. However, with 56.5 per cent on the internet, it remains crucial as a source of information.

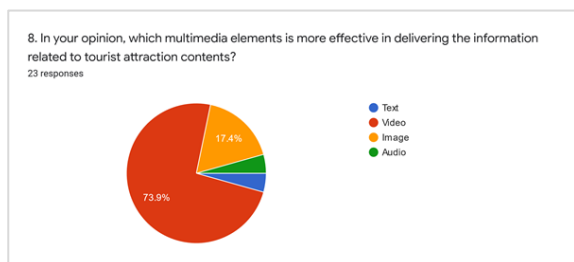


Fig.12. Part A Question 8

The infographic's results indicate that 73.9 per cent of respondents choose to use video while looking for facts. Text and audio each scored 4.3 per cent, indicating that the customer believes the content is delivered ineffectively.

### Research Related Question

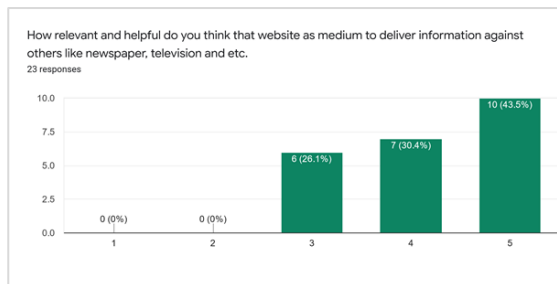


Fig.13. Part C Question 20

The infographic indicates that most respondents (73.9%) believe that websites are essential and valuable as a means for delivering content compared to other media such as newspapers and television.

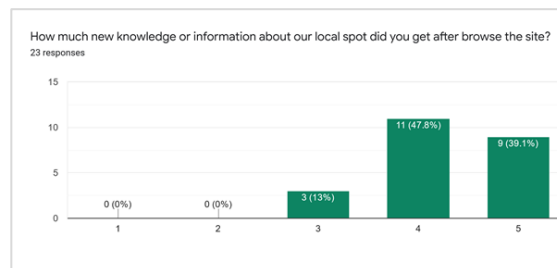


Fig.14. Part C Question 21

After searching this site, the infographic reveals that all respondents find something new to read or explore, with a peak at range 4, 47.8%, indicating that they only know a few sites on this site.

## VI. CONCLUSION AND RECOMMENDATION

Lookup is a project to create a travel blog website that provides a snapshot of facts about Malaysia's exciting destinations and food choices. Each website post includes facts and history, activities available, costs, and additional details such as the URL, operating hours, and order buttons. Furthermore, interactive features such as images, videos, navigation keys, and a comment section can provide users with an engaging browsing experience. By having specific results that support the aims, the researcher was able to accomplish its goals. This also demonstrates that "Lookup Interactive Travel Blog Website" is an excellent resource for the local tourist seeking knowledge about Malaysia's tourism industry.

### Future Recommendation

There are a few insightful and good suggestions for the website's potential growth, such as by providing more detail about destinations according to each state in Malaysia and organising food sections by state. Next, make this website responsive and compatible with a wide range of device resolutions (desktop, mobile, and phone). Lastly, by creating a login page that allows the administrator to view, edit, and save data without going to MySQL to do so.

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