



**“IDEASPARK.MY: UNIVERSITY STUDENTS IDEAS VIABILITY  
PLATFORM”**

By

ABULMIZAN BIN SAID MOHD TAHIR 18096

A dissertation submitted to the  
Business Information System Programme  
Universiti Teknologi PETRONAS  
In partial fulfilment of the requirement for the  
BACHELOR OF TECHNOLOGY (HONS)  
BUSINESS INFORMATION SYSTEM)

Universiti Teknologi PETRONAS

Bandar Seri Iskandar

31750 Tronoh

Perak Darul Ridzuan

## **CERTIFICATE OF APPROVAL**

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Approved by,

---

(Dr. Emy Elyanee Binti Mustapha)

UNIVERSITITEKNOLOGI PETRONAS

Bandar Seri Iskandar, 31750 Tronoh

Perak Darul Ridzuan

## **CERTIFICATE OF ORIGINALITY**

This is to certify that I am responsible for the work submitted in this project, that the original work is my own except as specified in the reference and acknowledgements, and that the original work contained herein has not been undertaken or done by unspecified sources or persons.

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(Abulmizan Bin Said Mohamad Tahir)

Business Information System

ID: 18096

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## **ABSTRACT**

Entrepreneurship has become very crucial to every country ever since the age of globalization due to the growth of entrepreneurial activities that will result in creating jobs for the society, as well as reducing the unemployment rate. Many fresh graduates especially non business students they have the intention to becoming entrepreneur and starting-up own business, however, most of them failed to become one. It may be due to lack of guidance on how to become a successful entrepreneur and lack of awareness on available platform where they could explore more into issues and available programs related to Startup. Even though many students do possess creative and innovative project throughout their studies but they are not aware and expose to the extendibility and viability of their ideas as business prospect. Therefore, in order to help to control this issue, IDEASPARK.MY, crowdsourcing platform specifically for students to validate their project ideas as a viable business prospects. This platform is to provide entrepreneurs with a kick start market validation of their ideas and entrepreneurial pathway of one's should face to become a successful entrepreneur.

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# CHAPTER 1

## 1.0 INTRODUCTION

### 1.0 Introduction

The entrepreneurship development in Malaysia has been significantly growing for the past few years. Considering the crucial role of entrepreneurial development, Malaysia has put this sector into one of their national agenda for the year 2015. Economically, the significant of entrepreneurship is undeniable as it has been proven in supporting various mechanisms. Young Malaysians should dream big and turn their passions into success stories through entrepreneurship, said Prime Minister Datuk Seri Najib Razak (Abas, A., Lee, K.K., 2014). At tertiary level, entrepreneurial education has becoming one of the crucial components in private (IPTS) and public higher learning institutions (IPTA) to produce a well-rounded graduate for the industry. Since the country is moving forward to see the bigger picture of future entrepreneurs among university students, education is seen to be one of the most effective ways to imprint entrepreneurial mindset among university students. According to Baughn, Cao, Le, Lim, & Neupert, (2006) the nature of self-employed itself linked with highest hierarchy of need on self-actualization, greater satisfaction and independence which attract most of GenY graduates to have desire venturing into business. One of the reasons that is still uncertain from all the studies that has been carried out, is factor to differentiate students with strong entrepreneurship intention and vice versa. Past research that has been done on factors affecting personality that drive students career decision on choosing to be self-employ as a choice are still limited (Luthje & Franke, 2003). Hence, this project is an attempt on the initial phase to encourage students to venture their project as business prospect. Author initiatives are to develop platform which will assist students to validate their ideas to community and also turn it into a viable product.

According the (Nordin, M.K., 2010) “Ministry of Higher Education is working to establish Generic Student Attributes or GSA to make Malaysian Higher Education Institutions: Shaping an Entrepreneurial Agenda sure all the students will enrich themselves as a complete and comprehensive student who has a numbers of added values such as communications skill, the ability to think critically and solve problem, leadership skill and team spirit and entrepreneurship skills. These efforts are designed to encourage both the academic and social

development of our graduates. These GSA also should be embedded in the extra-curricular activities through clubs, sports, cultural and other non-academic activities during which students will learn how to organize events, lead others in accomplishing projects, communicate their creative thoughts and ideas to committee members, learn how to manage time, resources and finances, and at the same also acquire “people skills”

Institution of Higher Learning (IHL) should aims to produce students of not only excellent in academically but also well rounded in terms of entrepreneurial knowledge upon graduation. It is important for students to possessed entrepreneurial knowledge as they ought to have the basic knowledge on business planning and management before they face the real business world which can be increasingly complex and competitive. Considering all of these factors, MOHE indeed has put on a lot of efforts to establish entrepreneurial units, councils and cooperations with Institution of Higher Learning (IHL) to carry out entrepreneurial cultural programs such as Enactus which is previously known as SIFE and Graduate Entrepreneurship Program (GEP). The remainder of this paper is divided into three sections. First, the review of related literature is presented and hypotheses are formulated. Next, the outline of the methods and followed by a presentation of results and discussions.

### **1.1 Background of Study**

Entrepreneurship has become very crucial to every country ever since the age of globalization due to the growth of entrepreneurial activities that will result in creating jobs for the society, as well as reducing the unemployment rate (Abdullah Azhar, Annum Javaid, Mohsin Rehman & Asma Hyder, 2010). Nafukho and Helen Muyia (2010) proved that entrepreneurship is vital in creating and fulfilling a healthy economy. This is supported by Dickson, Solomon and Mark Weaver (2008) where growth of entrepreneurship is significant to economic status of a country.

Ideaspark.my is developed with an initial target to encourage UTP students, especially the Final year students to validate their project ideas through online crowd validation and enhance their project marketability also the views on its feasibility and sustainability. It is one of the efforts that has been made to inspire a creative and innovative culture among undergraduates community through continuous contribution of constructive ideas, feasibly towards business opportunities that could be foreseen in all respects.

## **1.2 Problem Statement**

### **1.2.1 Problem Identification**

Many fresh graduates especially non business students have the intention to become entrepreneur and start-up own business, however, most of them failed to become one. It may be due to lack of guidance on how to become a successful entrepreneur and lack of awareness on available platform where they could explore more into issues and available programs related to Startup. There may also be others who are potential entrepreneurs but are not properly aware of the career options that are open to them (Advising Entrepreneurial Students, n.d.). Nowadays when students doing course project or final year project mainly it is due to fulfil the Institution academic requirement. Even though many students do possess creative and innovative project, but they are not aware and expose to the extendibility and viability of their ideas as business prospect.

### **1.2.2 Significance of Study**

The significance of this study is to expose the student's project viability as business prospect where they could launch a Start-up and earn money out of their project. Entrepreneurship is not an outcome of simple efforts. Students need to possess strong passion and determinacy, therefore this platform envision as initial phase to spark students passion by validating to what extend their project viable for business venture through ideaspark.my. According to Bandura (1986) education are not only serves to prepare prospect related to venture creation and knowledge transfer but also to equip one's with relevant skills to enhance their potential to become successful entrepreneur. It requires a regular and passion to pursue one's intention. Attitude towards entrepreneurship and self-efficacy have significant factors influencing entrepreneurial intention as well as identifying entrepreneurs succeed (De Noble, Jung & Ehlich, 1999). Therefore by exposing students with initial phase to become a successful entrepreneur through validation phase is hoping to enhance student self-efficiency towards their project viability.

Therefore through development of these platform is hoped to facilitate student's entrepreneurial intention with validation of their project ideas align with viability of business point of view. This is also to alter graduates passion to further pursue their project into viable business product for the industry.

### **1.3 Objectives of Study**

The first aim of this project is to develop community platform that provide online market validation specifically for projects done by students. This platform envisions validating viability of student's project as business idea and at the same time imprinting entrepreneurial intention on students considering the capabilities and marketability of their ideas as business opportunities.

The specific objectives are:

1. To develop a platform that can facilitate students projects to become a viable product/real business idea
2. To served as a platform for students to gain traction through enhancing their marketability post and successful validation via Ideaspark.my

## 1.4 Project Scope

### 1.4.1 Platform

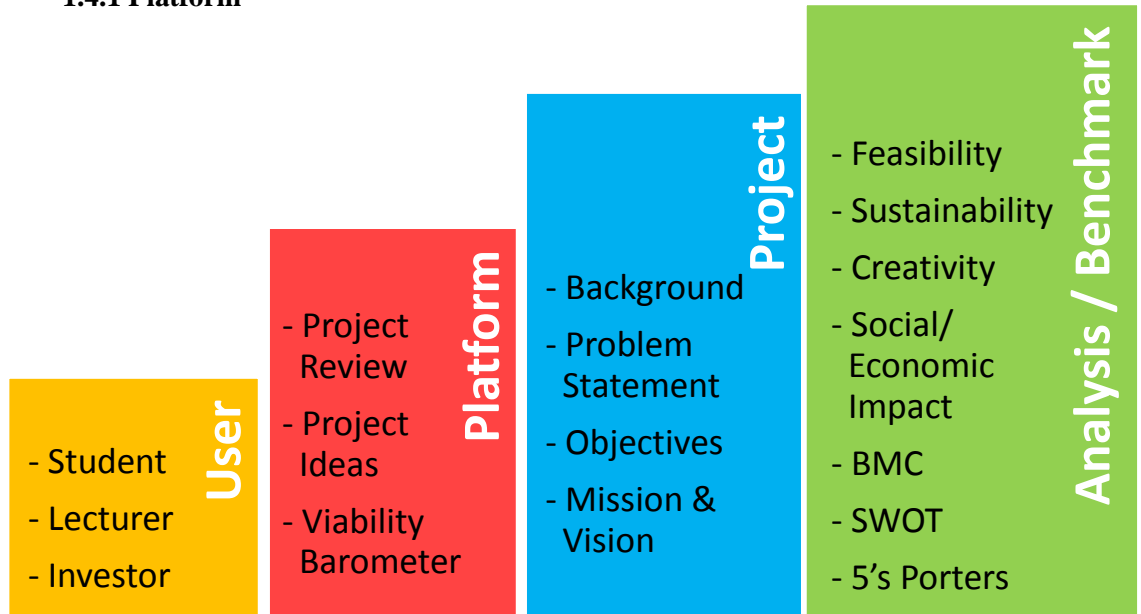


Figure 1.1: ideaspark.my Scope

### 1.4.2 Project Owner

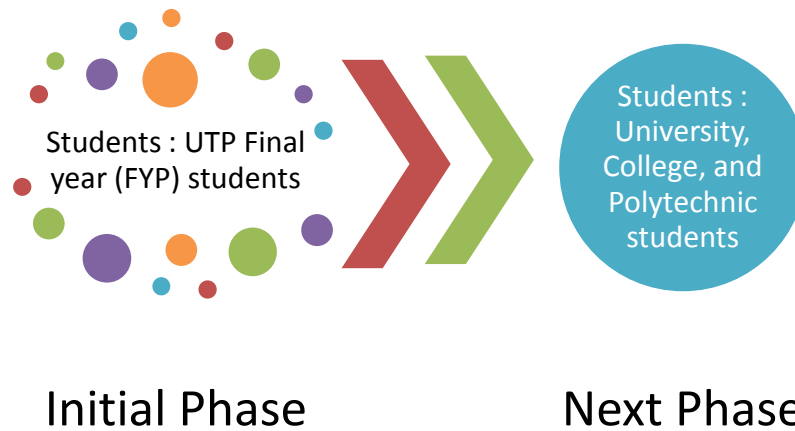


Figure 1.2: Target User

The scope of this project will be on University, College, and Polytechnic students who have a creative project to be validated based on its feasibility, sustainability, creativity and social/economic impact. Initial phase of this project will be focusing on UTP student's especially Final year students to validate their project idea through online crowd's validation and enhance their project marketability and view on its feasibility and sustainability. Targeted crowds are among the community and industry people who are looking for project or ideas to be invested in. On the analysis part of the project author use five methods which is through Business Model Canvas, SWOT Analysis, 5's porter model, as well as by using survey for pre and post completed the viability set benchmark

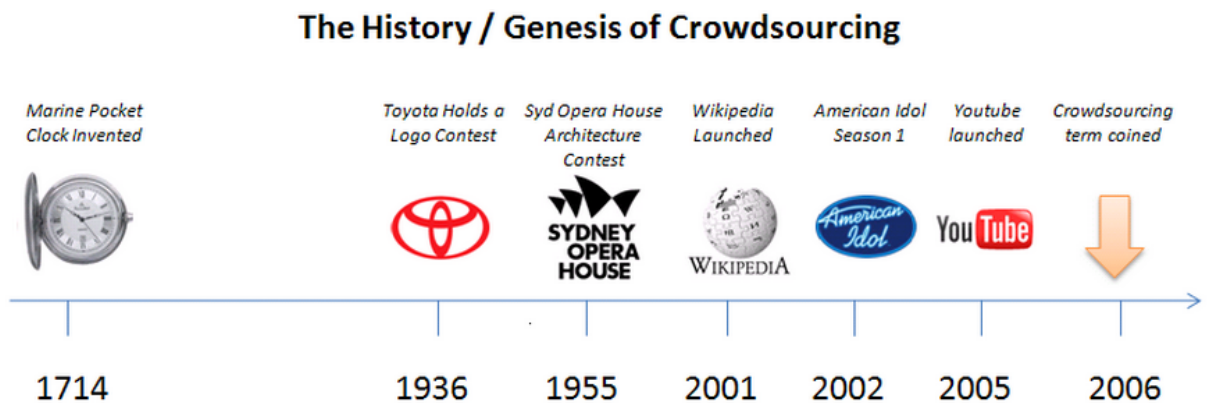


## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Introduction

Crowdsourcing is a set of steps in acquiring needed services, contents or ideas through soliciting contribution from crowds (large group of people) and mainly people from online community instead of traditional employers or suppliers (Merriam Webster Wikipedia, 2015). Crowdsourcing was originally a buzz word used in 2006 by Wired Magazine author Jeff Howe, but the concept of crowdsourcing was invented and used as early as 1714. The concept of crowdsourcing was in fact used to crowdsource some of world’s biggest brands and extraordinary inventions.



**Figure 2.1: History/Genesis of Crowdsourcing**

Originally, the concept of crowdsourcing was invented in 1714 when British had facing an issue that made sailing a deathly journey which estimated around thousands or seamen killed every year due to longitude problem. In order to solve the problem, the British Government was trying to seek for problem solving innovation by offering large ransoms for the new invention. This was possibly one of the first examples of crowdsourcing which was later won by John Harrison on the invention of 'marine chronometer' an accurate, vacuum sealed pocket watches.

In 1936, one of Japanese's largest automobile firm, Toyota decided to redesign their logo and held a logo contest. The participation was received staggering number of participant with more than 2,600 entries received. The winner was a design with three Japanese katakana letters for "Toyoda", the design which later being further modified to "Toyota".

There are also other significant crowdsourcing events have occurred which are Sydney's Harbor Architecture contest in 1955, the launch of Wikipedia crowdsource knowledge in 2001, reality shows of American Idol 1 in 2002 which is a public crowdsourcing contests, and also launching of YouTube a crowdsourced entertainment in 2005.



**Figure 2.2: Wikipedia crowdsource knowledge**

### **2.1.1 Benefits of Crowdsourcing**

One of the most significant benefits of crowdsourcing are it helps to stimulate creativity and one's innovation. According to Tokarchuk et al. (2012), the crowdsourcing workers define it as it gives benefits to differentiate reputation, the expectation of mutual benefits, altruism, self-esteem, competition, learning, personal satisfaction, and monetary reward. Based on analysis from 250 examples, Malone et al. (2010) identify three main sources of motivations to crowdsource the ideas of others which includes money, love and their personal satisfaction, also being define as a feeling in contributing a greater good and to be part of a larger team.

Generally, we are now aware on which kind of consumers are most likely to participate in a crowdsourcing project. This is really interesting because now we know the characteristics and driving force of motivation for consumer to generally participate in crowdsourcing projects and the reason why they are interested, as most of the cases there will be no monetary rewards will be paid to the consumers. According to Ryan and Deci (2000) individuals can be triggered to participate in crowdsourcing by two types of motivations which are extrinsic and intrinsic motivations. An extrinsic oriented person is motivated to perform an activity driven by external reward, for example benefits, perk and recognition over the work done for their contribution towards one goal on the opportunity of financial rewards. Whereas a person who is motivated intrinsically would contribute and be part of crowdsourcing initiative for their

personal sake. It is possible that these group of people motivated by possibly of employment or experience.

There is a lot of amazing achievement derived from crowdsourcing concept but in reality, in order to attract and gather a crowd is not as easy as we can imagine. One of the general concepts of crowdsourcing is innovative and creative crowdsourcing, whereby organizations or individual usually outsource innovation or creativity to the online crowd. In these day, the concept of crowdsourcing is not only limited to innovation and creativity but it is diverse into other aspects such as funding, online validation and knowledge-based crowdsourcing.

### **2.1.2 Crowdsourcing: New revolution for entrepreneur**

Internet is a source of information without boundaries, considering the geographical limitation, crowdsourcing allows access crowd of talented and innovative people to channel their creative visions toward useful endeavour. Crowdsourcing is getting more appealing for upcoming entrepreneurs that have limited resources and usually during early phase of starting up a venture. By crowdsourcing, entrepreneurs are able to access in terms of funding, knowledge, opinion, expertise and unlimited resources from community.

The beauty pedagogy involvement of community or crowds for one's ideas has inspired the author to develop a crowdsourcing platform called IDEASPARK.MY specifically for students to validate their project ideas as a viable business prospects. This platform is to provide entrepreneurs with a kick start market validation of their ideas and entrepreneurial pathway of one's should face to become a successful entrepreneur.

To determine the long-term viability of crowdsourcing, the following comparison will analyse four popular crowdsourcing platforms including author platform: Kickstarter, IndieGoGo, and Quirky. Using the comparative analysis method, author compares in detail on mechanisms of each platform possessed in order to determine the differences and classification of method used with author platform. This analysis will further discussed at the end of this chapter under sub section 2.5 comparative analysis.

## **2.2 Entrepreneurship in Malaysia**

The establishment of new business will not only improves nation economically but also help in lowering unemployment issue through job creation as well as better productivity and efficiency, which also leads to nourishing more creativity and innovation (Lautenschläger and Haase, 2011). According to Jones and English (2004) the entrepreneurial education is referring to the sequential steps nurturing one's skills on the ability to be able to sense opportunity and self-determination, knowledge and passion to act on them. The early concept

of entrepreneurship development as applied education was introduced since 1938. After that in 1953, University of Illinois start to offer entrepreneurship course named “small business or entrepreneurship development “. Based on McMullan and Long (1987) in the end of 1960s the entrepreneurial education has finally spread all over the world.

In Universiti Teknologi PETRONAS (UTP), they are expecting in producing a well-rounded student not only excellent academically but also nurtured with diverse of skills and knowledge and one of them is entrepreneurship skills. In UTP, entrepreneurship course is listed as one of the choices for extracurricular courses other than Small Business and Entrepreneurship courses which are offered by Department of Management and Humanities. The process of entrepreneurship includes the environmental impact as well as the process involves in researching, planning and assisting in entrepreneurial education and training (Zakaria et al., 2011). In fact in Malaysia, there is a significant number of entrepreneurship degree programmes offered by UUM, UNITEN, UPM and UM. For deeper exposure in entrepreneurship Master level on entrepreneurship course under the Master of Business Administration (MBA) is also offered in some Institutes of Higher Learning (Faudziah and Habshah, 2006).

In Malaysia, the importance of entrepreneurship concept exposure and activity are continuously growing ominously. As the government has started to perceive the significant growth of entrepreneurship fostering nation economy, there are significant supports and policies established to assist entrepreneurs including funding, expert advisory and training. In 2015 budget, Prime Minister Datuk Seri Najib focuses on continuous support on entrepreneurship from various points including funding, nurturing and producing more creative entrepreneurs. Based on Malaysia Budget (2015), government is trying to attract more experienced entrepreneurs or expatriate to establish Startups in Malaysia, in fact they have also announced paid-up capital for Startups is set at RM 75 000 for expatriate Startup and will be grant a work pass for one year.

#### **2.4.1 Entrepreneurial Intention among Student**

Nowadays, undergraduate and/or graduated student has grown interest rapidly in term of entrepreneurial intention. In Indian University, it is depend on luck to lead other people for entrepreneurial intention among their students, Bhandari (2006). Stated that student who had higher risk taking propensity, internal locus of control, higher achievement an innovativeness has higher in term entrepreneurially inclination. This result is based on investigation done among fourth year students from only two Turkish universities, Gürol and Atsan (2006). It is also suggested by Lee et al. (2006) for effectiveness entrepreneurial education, the customized approaches which is based on unique cultural context is needed. According to Wu and Wu

(2008) diversity in entrepreneurial education can help to perceive better entrepreneurial intentions among students. In Malaysia, even though the awareness on entrepreneurial intention of students still insignificant but it is growing in a promising pace. Nowadays in Higher Learning Institute we can see numbers of students venture in business related activities from dropship, credit transfer, Multi-level marketing (MLM) venture and etc. This shows that students in Malaysia are aware entrepreneurial benefits to stand financially independent, but to what extend they are aware on the prospect of their own course or final year project as a potential pathway to their financial freedom?

In Malaysia students are reluctant to further extend their final year project as a viable product maybe due to low entrepreneurial intention and lack of confident and encouragement when it comes to the viability of one's project whether it is viable or not to the market. Students lack of intention in pursuing entrepreneurship as career choice also due to academic-oriented structure in Malaysia education system. When students doing course project or even their final year project mainly for the sake to fulfil the Institution academic requirement rather than to implement and sustain it for greater good. Even though many students do possess creative and innovative project throughout their studies but they are not aware and expose to the extendibility and viability of their ideas as business prospect. Malaysia as a developing country which envision to be develop nation by 2020 need more entrepreneur to further drive Malaysia economic progress. Therefore in short, when there is more entrepreneurs in the country, more job will be created thus it will decrease unemployment rate and provide healthy economic growth of a nation.

#### **2.4.2 Entrepreneurship Initiatives in Malaysia**

Malaysia has a vision to become a developed nation by the year 2020, however considering the insufficient innovation in terms of quantity and quality in human capital and brain drain phenomena has delayed down the progress to achieve this vision. In conjunction to this issue, the Ministry of Higher Education (MoHE) of Malaysia has issued initiatives to develop an innovative human capital (IHC) for university level which are assigned by National Coordination Taskforce for Innovation (NCTI). In these initiatives, the key element on the implementation of Innovative Human Capital (IHC) is to foster and improve entrepreneurial skills through education.

To instil the right skills needed to become a successful entrepreneur education plays an important roles to mould proper guidance on how to successfully launch a venture (Lebusa, 2011). According to Jones and English (2004), on the education structure should fulfill two objectives which is enterprise development objectives and personal development objectives. The first objectives which is personal development objectives emphasize on imprinting

entrepreneurial mindset and skills on students where they will expose on the ideal concept of entrepreneurship, skills and attitude one's should possess. Whereas for enterprise development it emphasize on guiding students to identify and sized opportunity as well as the process involved when venturing into business including monetization, business plan and strategy development. Most importantly they need to operate these objectives simultaneously.

Students in Malaysia are lack of entrepreneurial skill which is caused by its education system whereby only specialize entrepreneur education can be a subject for business students only thus many Malaysian students lack in the knowledge and have narrow view on business perspective. They are also unable to be flexible to branch it in other working areas. Therefore, it is the responsibility of higher education which in this case, the university to bring in entrepreneurial education not only to business students but to all students so that they can see themselves as the job creators instead of job seekers because there are many cases that the originator of product ideas do not come from business background. (Ahmad et al., 2004)

As the matter of fact, Frederick et al. (2007) argued about the idea of business plan. According to him, "many of the best ideas in business plan competitions come from non-business major". This shows that it is not necessarily only for business student, but student who does not come from business background has the possibility to be more creative and innovative.

By applying appropriate skill of enterprising quality such as initiative, innovation, creativity and risk-taking into the work environment either self-employment or as an employee in a small start-up firm can assure the success in that environment and culture. New entrepreneurial initiatives can raise the productivity level, increase competitive and encourage innovation as they look at above qualities as a crucial for competitiveness.

# Multimillion ringgit budget for start-ups

**SPECIAL FUND:** SMEs to get financing assistance in form of loans, equity or both

CHERYL YVONNE ACHU

**A** MULTIMILLION ringgit fund has been created from the 2015 Budget for start-up loans, business accelerator programmes and various other incentives.

Placed under the SME Investment Partner, the special fund reaffirms the importance of small and medium enterprises for national growth.

Under the programme, SMEs will be given financing assistance in the form of loans, equity or both, particularly at the startup stage.

An initial fund totalling RM375 million will be provided for a period of five years, of which RM250 million is from SME Bank and RM125 million from private investors.

In addition, RM10 million will be allocated for the Business Accelerator Programme under SME Corp.

To enhance use of new technology, automation and innovation in the development of SMEs, RM80 million is allocated for a soft loan scheme for automation and



*International Trade and Industry Minister Datuk Seri Mustapa Mohamed said the 2015 Budget has been very encouraging*

modernisation of SMEs under the Malaysian Industrial Development Finance Bhd.

SMEs are the backbone of the Malaysian economy, accounting for more than 90 per cent of all businesses in the manufacturing, services and the agricultural sector, and providing for 65 per cent of total employment.

Currently, the sector contribute 33 per cent to gross domestic product and the share is targeted to increase to 41 per cent by 2020.

International Trade and Industry Minister Datuk Seri Mustapa Mohamed said 2015 Budget has been very encouraging with continued support for SMEs and entrepreneurship development.

He said the 2015 Budget is a windfall for SMEs in terms of access to financing.

"The two financing platforms introduced are the syariah-based Investment Account Platform (IAP) and SME Investment Partner (SIP). Both programmes, with a total allocation of RM525 million, will provide financing for early stage SMEs," he said, adding that the SIP is a programme introduced under the SME Masterplan.

In addition, the High Impact Programme 2 under the SME Masterplan, the Technology Commercialisation Platform, has received an additional allocation of RM50 million, Mustapa said.

The government has also taken necessary measures to ensure that SMEs are not adversely affected by the ongoing policy reforms such as the Goods and Services Tax, which will come into effect next April.

**Figure 2.3: Fund Initiatives under 2015 Budget**

## 2.4.3 Youth Entrepreneurship through Innovation

As entrepreneurial qualities are crucial for competitiveness, the government has prioritizes the enhancement of innovation culture which spurs entrepreneurship activities locally and internationally. Innovation has become among the top agendas to bring about economic growth. Among the initiatives is the establishment of the Malaysian Global Innovation and Creative Centre (MaGIC), a one-stop centre to enhance entrepreneurship and support companies involved in creative multimedia.

Another initiative is by Yayasan Inovasi Malaysia (YIM) aims to bring innovation in our country to the next level. YIM focuses on mainstreaming a new culture of innovation among SMEs, NGOs and communities. It is also targeting to mainstream the new culture of innovation includes creating awareness among the public as well as extracting innovations, adding value to those innovations and moving them towards commercialization.

In 2014, Malaysia was ranked 33rd in the Global Innovation Index;

Country / Economy	Income	2014		2013		2012		2011	
		Rank	Score (0-100)	Rank	Score (0-100)	Rank	Score (0-100)	Rank	Score (0-10)
Switzerland	HI	1	64.78	1	66.59	1	68.20	1	63.82
Sweden	HI	3	62.29	2	61.36	2	64.80	2	62.12
Finland	HI	4	60.67	6	59.51	4	61.80	5	57.50
USA	HI	6	60.09	5	60.31	10	57.70	7	56.57
Singapore	HI	7	59.24	8	59.41	3	63.50	3	59.64
Denmark	HI	8	57.52	9	58.34	7	59.90	6	56.96
Hong Kong (SAR)	HI	10	56.82	7	59.43	8	58.70	4	58.80
Spain	HI	27	49.27	26	49.41	29	47.20	32	43.81
Slovenia	HI	28	47.23	30	47.32	26	49.90	30	45.07
China	UM	29	46.57	35	44.66	34	45.40	29	46.43
Cyprus	HI	30	45.82	27	49.32	28	47.90	28	46.45
Portugal	HI	32	45.63	34	45.10	35	45.30	33	42.40
<b>Malaysia</b>	<b>UM</b>	<b>33</b>	<b>45.60</b>	<b>32</b>	<b>46.92</b>	<b>32</b>	<b>45.90</b>	<b>31</b>	<b>44.05</b>

**Table 2.1: Malaysia ranking a score in Global Innovation Index (GI), 2011-2014**

#### **2.4.4 Importance of Youth Entrepreneurship**

As a matter of fact, there is a reason why government put so much effort to empower youth involvement in entrepreneurship. Datuk Seri Najib Tun Razak, Malaysia's Prime Minister on his speech during the grand opening of GREAT 2014 said that, as the nation is moving toward the vision in becoming a developed country in the year of 2020, Malaysia requires more start-up ideas and plans as it is crucial to provide jobs for both self-employed youths. According to him, start-up is important as it can bring back alienated youths into the economics mainstream thus can help to reduce socio-psychological problems and delinquency among young generation that arises from joblessness. Besides, startup can also promote innovative and resilience in youths and also promote the revitalization of the local community. Next, he also highlighted that youths are the next generation which may be particularly show interest to new economic opportunities also trends and in other way it can help them to develop new skills or experiences which can be applied to many other challenges in real life. By us empowering them, it gives the youths which majority are the generation Y a sense of belonging and feel appreciated.



### 2.4.5 Empowering Youth Entrepreneurship

Government has put in many initiatives to empower youth entrepreneurship in private and government agencies. One of the initiatives is through empowerment of social entrepreneur and leadership; in (Malaysia Budget, 2015) under the sixth strategy on developing national youth transformation programme government initiatives is to strengthen youth leadership with social empowerment through Youth Leadership Academy programme to refine leadership skills among Malaysian youth.



**Figure 2.4: Youth Leadership Academy 2014 by McKinsey Company**

In 2014, the government has funded RM50 millions and established Malaysia Global Innovation and Creative Centre (MaGIC) which acts as one stop center towards entrepreneurship empowerment. Government have also launched Genovasi with a purpose to develop youth as “innovation ambassador” and all these initiatives are to serve better quality of progress towards the betterment of our nation.

Recently last year, our Prime Minister Datuk Seri Najib Tun Razak has officially launched the Gathering of Rising Entrepreneurs Act Together (GREAT) which is a platform that act as the movement to aspire and inspire new and established entrepreneurs for better engagement to those who shared the same vision.



**Figure 2.5: Startup Teens at GREAT 2014**

## **2.5 Existing Crowdsourcing Platform**

Platforms with exactly similar concept with what author has proposed with Ideaspark.my are hard to be identified. Author has decided to compare Ideaspark.my with already established crowdsourcing models in the market such as Kickstarter, Indiegogo and Quirky.

In addition, this approach can aptly juggle many variables of interest. The research will look at the following variables, geographic scope, project regulation, provision point mechanism, fees, and types of support, social elements, fraud and the reason behind the popularity surrounding the movement of crowdsourcing as whole. Author has selected the following platform in this case study: Kickstarter, IndieGoGo, and Quirky. These platforms are chosen because of their similarities in popularity of their respective crowdfunding subcategories. Kickstarter is one of the largest platforms for creative projects. IndieGoGo is known for its success as an open platform that does not stipulate its crowdsources to adhere a category or a specific project. At the same time, Quirky engages in product development, and it is one of the most successful crowdsourcing platforms with several bestselling products on retail market. Following section will elaborate more on the foundation of each platform, their operating system and achievement they have achieved since they are established.

### 2.5.1 Comparative Studies

	Kickstarter	IndieGoGo	Quirky	<b>Ideaspark.my</b>
<b>Crowdsourcing Classification</b>	Funding	Funding	(Service Based) Ideas Invention	(Service Based) Rating & Review
<b>Target Crowdsources</b>	Creative Projects	Everyone	Retailer	Students Projects/Ideas
<b>Charity</b>	Not Allowed	Allowed	-	-
<b>Screening</b>	Yes	No		
<b>Marketability</b>	Yes	Yes	Yes	Yes
<b>Hosting Period</b>	up to 60 days	up to 120 days	-	Up to your project viable
<b>Commission</b>	5% from fully funded project	Fixed Funding projects are charged a 4% fee if completed or else 9% are charged	-	FREE
<b>Equity</b>	no equity claims	no equity claims		no equity claims
<b>Publicity</b>	Yes	Yes	Yes	Yes
<b>Transparency</b>	Low	High	Medium	High
<b>Business Model Flexibility</b>	Low	High	Low	High

**Table 2.2: Comparative Table**

## CHAPTER 3

### 3.0 METHODOLOGY/PROJECT WORK

#### 3.1 Development Methodology

This chapter of Methodology and Project Work will cover in depth the methodology used to complete this project. To ensure all of the findings and methodology practices align with author's project goal, input from these fields are mainly gathered from established journals and articles. For the evaluation benchmark for this project, methodology used are based on Agile Development.

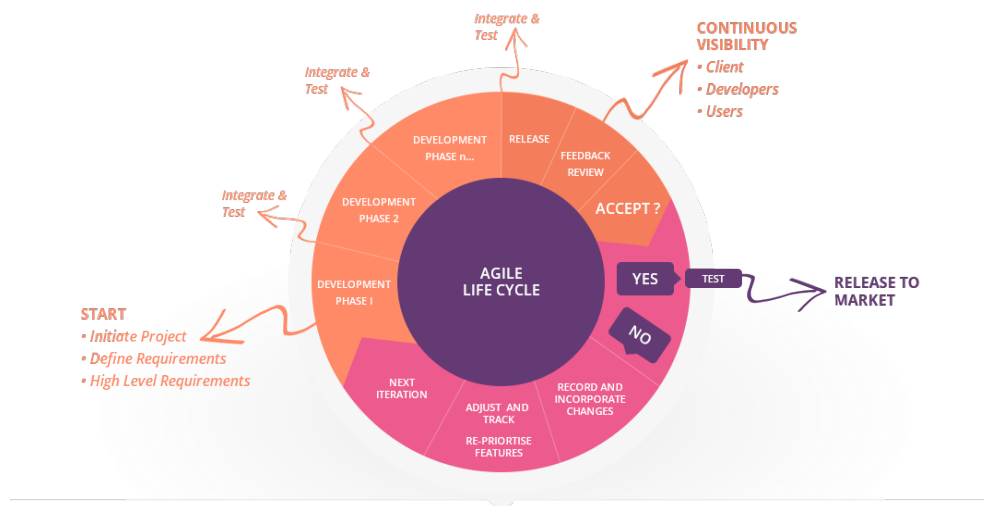


Figure 3.1: Agile Development Lifecycle

#### 3.2 Project Activities

Five major steps are into account in implementing this project based on agile method. The phases involve are Project initiation phase, Development Phase, Integration & Testing, Release, as well as Maintenance Phase :

##### ❖ **Initiation Requirement Planning and Data Gathering**

Initiation phase is to properly identify all relevant information and gather information as per requirement of the project such as software requirement and project scope. This project requires a significant amount of data gathering ranging from entrepreneurial attitude among students to crowds-sourcing concept familiarity among students. Defining

requirement is one of a crucial a stage in any area of study. In this stage, intensive data gathering that is relevant for feasibility analysis of these project which will be further discussed. At this phase, the focus is on project requirements and resources including literature studies to gather more information about this project. The materials used for this project are all collected from established journal, and research papers gathered from Information Resources Centre (IRC) and also via the Internet. During data gathering, found previous studies on Entrepreneurial Behaviour among Undergraduates in Malaysia and do further research on the relevancy of this project to facilitate in terms of viability perception of ideas among students was conducted. During planning, extensive research was done on the architecture and system which will be used including study on Content Management System and Entrepreneurial Intention among students.

- **Analysis Phase:**

The second phase after initiation, it is essential to analyse all the data collected during the data gathering phases whereby all acquired resources/data will be extracted in the form of presentable information which are needed to achieve the project significance. On the other hand, all of the information needed will be set as a benchmark of project feasibility and targeted objectives.

- **Design Phase:**

After analysing and planning all required project attributes, in this phase author will start to design layout prototype and system characteristics which will be included using the extensions. In this phase all requirements will be designed into complete layout design and relevant extension, modules and plugin required for the platform based on requirement. The design will be mainly focused on the ways that required functionality is expected to be delivered.

- ❖ **Development Phase:**

In this stage, author will start developing a portal as per specification discussed with author's supervisor. The development phase will undergo several units testing phase for each respective modules and plugins extended to author portal domain. For portal development, author will use Bootstrap as the front-end framework and PHP for back-end development environment. During this phase XHTML, CSS and PHP code mainly on front end will be generated and convert into executable application.

- ❖ **Integration & Testing Phase:**

For integration phase, project development will focus on integration of bootstrap environment, php development environment using xampp and hosting server follow with

unit testing on each individual unit for every single installed plugin and component subsequently to a fully integrated system. This phase is carried out based on agile method to ensure regular check on the system and integration consistency. The phase will be mainly on integrating the community builder modules and plugin. Field testing will also be done thoroughly to test every single main functionality prior to release.

❖ **Release Phase:**

This stage is whereby the prototype will be reviewed by author's supervisor for further feedback and suggested improvement prior to actual release to the market. The main purpose of this stage is for the portal to be accessed and reviewed with limited visibility only to author's supervisor as to ensure its development align with overall project objectives.

❖ **Maintenance and Support Phase:**

Based on agile method, once the portal is officially released, all the changes will be further recorded for re-work. When there is a modification required, adjustment and tracking changes will be done thoroughly prior to the next iteration. During this phase portal will be closely maintain by author and continuously re-work on the features improvement for better features quality.

### 3.3 Research Methodology

#### 3.3.1 Survey

For the information gathering on entrepreneurial intention among undergraduates and portal feasibility, a survey has been conducted by distributing online survey mainly focusing on university students as the target group. This is done by using SurveyMonkey, an online survey tools which is a cloud-based “software as a service” (SaaS) survey applications. For the survey 81 respondents has responded to this survey between 15<sup>th</sup> March until 30<sup>th</sup> March 2015 whom 44 of them are female and the other 37 respondents are male. Most of them are university students all over Malaysia.

The survey consists of 17 questions and aims to identify entrepreneurial intention among undergraduate students based on their behaviours and attitude towards the questions given. The survey also aims to test portal idea viability to extend students’ interest to pursue their project ideas as business prospects. Some of the questions are to understand better the student’s entrepreneurship experience and involvement. Some respondents are extremely confident that their ideas are viable as business prospects and hope this portal could be the answer on the students’ dilemma of their ideas viability. Detailed explanation regarding the survey output will be further discussed on the next chapter.

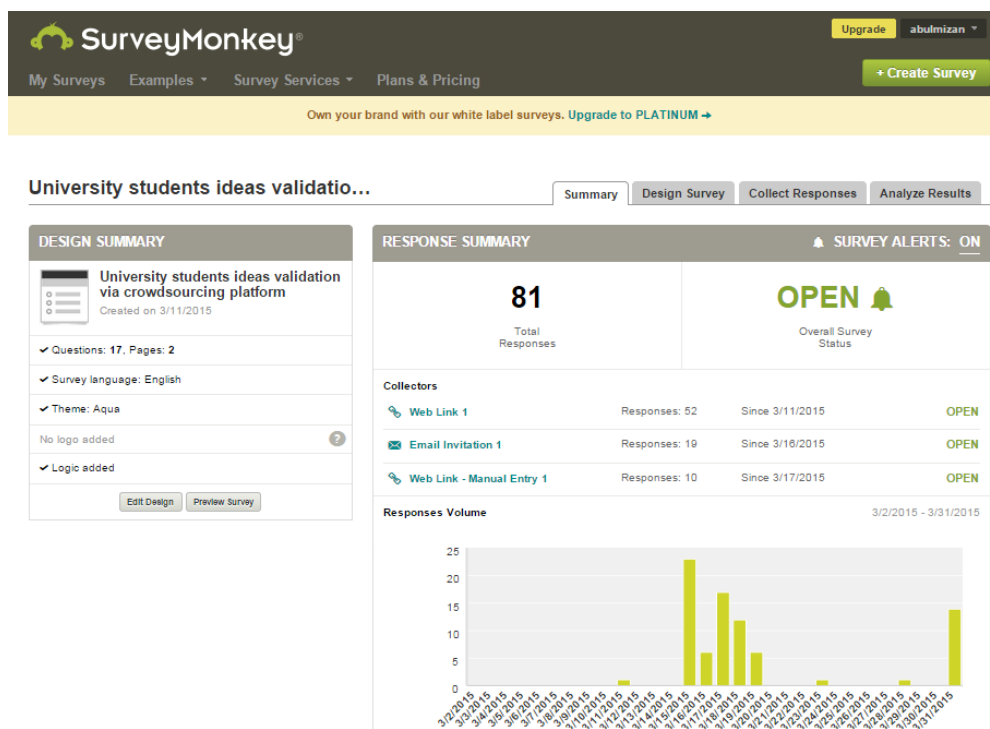


Figure 3.2: Survey Platform used Respondents

### **3.3.2 Observation**

To observe entrepreneurial intention among students author had an opportunity to attend entrepreneurship based workshop recently at Universiti Tunku Abdul Rahman, Kampar. I-MSC 2014/15 Startup and Design Workshop that author attend was a collaboration effort of Entrepreneur University (EU) under IM4U and Malaysia Development and Corporation (MDEC).

### **3.3.3 Interview**

To further acquire information and insights from industry an interview was conducted on 22<sup>th</sup> March 2015 with Ms Khairul Mazwan, Senior Executive at Talent Department, Multimedia Development Corporation (MDeC). Mrs Khairul Mazwan or preferably to be called as Kak Juan is very experience in event management especially for higher education.



### 3.4 Development Tools

For the portal prototype development, author will mainly be using Bootstrap as author's main development environment. Author has also proposed some other development tools to meet the requirements of this project.

#### 3.4.1 Content management

In this project, a rating and analysis tools will be used as the main application. For content manager and author who are not familiar with Hypertext Markup Language (HTML), CMA element will be the most suitable element as it allows for them to easily manage any modification, creation or removal of platform content without the expertise of webmaster. Different provider provides different features but generally most of it will include publishing features, formatting management, indexing, and retrieval and revision control. Rosenfeld and Morville (2002, p. 221) say that "Content analysis is a defining component of the bottom-up approach to architecture, involving careful review of the documents and objects that actually exist. What's in the site may not match the visions articulated by the strategy team and the opinion leaders. You'll need to identify and address these gaps between top-down vision and bottom-up reality."

A Content Management consists of various subsystems which are interrelated with one another:-

- 1) **Management:** A subsystem which is responsible in controlling and managing information repositories, users as well as to support other subsystem process. In context of management all information flows will be handled and controlled by the management which also act as the parameters for the functioning and efficiency of the system processes.
- 2) **Collection:** In charge in handling acquisition of information. Collection in this scope also provides support for workflows, external sources integration as well as content creation.
- 3) **Publishing:** The final subsystem which is crucially important on the final production and publications of all the information. Most content management enable personalization space for the developer which allows possibility of variety platforms for customers.

### 3.5 System Architecture

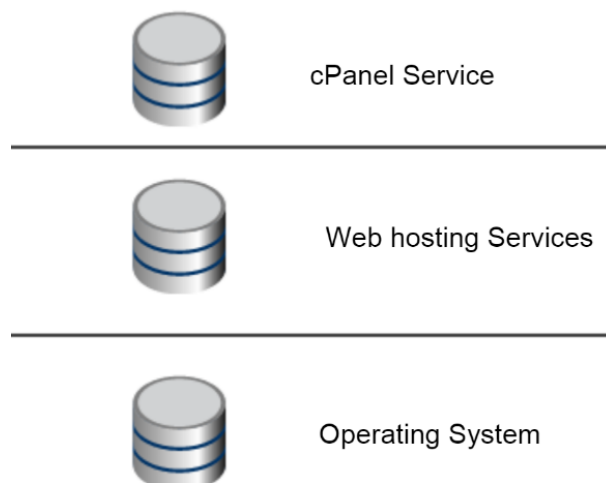
#### 3.5.1 Framework Development

This Project will use Bootstrap as front-end framework for web development. Bootstrap is one of the powerful mobile first front-end frameworks for faster and easier web development. It uses HTML, CSS and JavaScript for further development. Starting from a scratch for platform development, it will involve a huge amount of coding over small parts of the site such as alignment.

Most of the time, web designers are using Oracle or Microsoft Access to maintain their database as well as to connect the DB to the site using ODBC and JDBC mainly for data verification and transactions. However, with such effort on development, it is not only required a large amount of human resources and costly but also a high difficulty level of task execution. Moreover, for regular site updates professionals might need to be hired. Other than that, for regular maintenance, most of the time changes and updates will be needed for almost all coding. These changes are quite troublesome especially for those who want to keep their sites working when contracts between them and developer firms are about to end. Therefore, considering all the issues mentioned above, the author decided to use Bootstrap as the main environment for front-end development and host the hosting services.

#### 3.5.2 The Three Tier Architecture

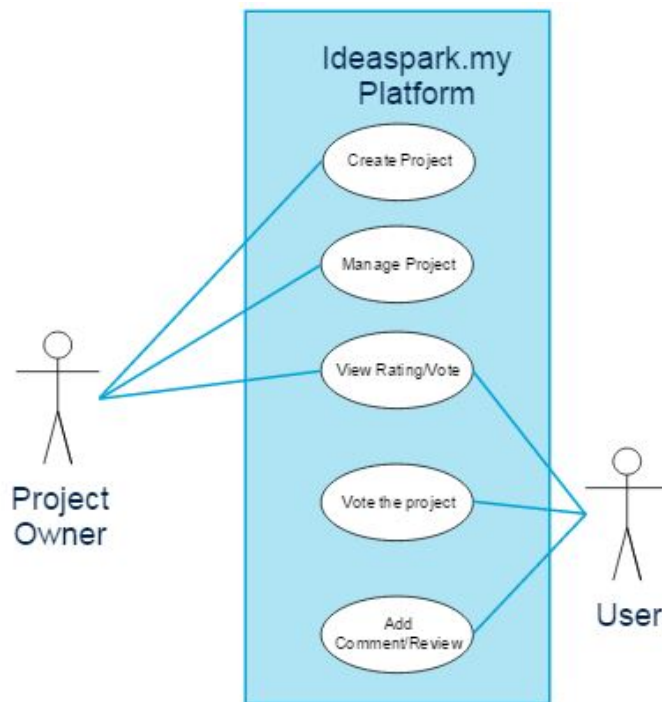
The underlying architecture of web hosting is based on a three-tier architecture. Web hosting overall internal architecture can be divided into three layers: the cPanel Service layer, the Web hosting Services layer, and the Operating System layer (Figure 3.3).



**Figure 3.3: Architecture of Hosting with Cpanel**

Based on the diagrams extensions layers is the topmost layer of the cPanel in web hosting consists of components, modules, and database extension which an administration layer hosting the services which supporting the application in the web hosting services layers and the operating system layers. Components in Cpanel are defined as independent applications which are developed to deliver functionality as required by web developer and ease the integration development. Whereas, javascript modules act to extend development components capabilities through improved or better functionality Bootstrap front end static framework are basically the user interface of portal developed and it is in charge in controlling the overall layout on how the portal going to looks like especially when combining with extensive CSS, PHP & HTML for flexible user experience on the portal.

### 3.6 Use Case Diagram



**Figure 3.4: Use Case Diagram**

### 3.7 Activity Diagram

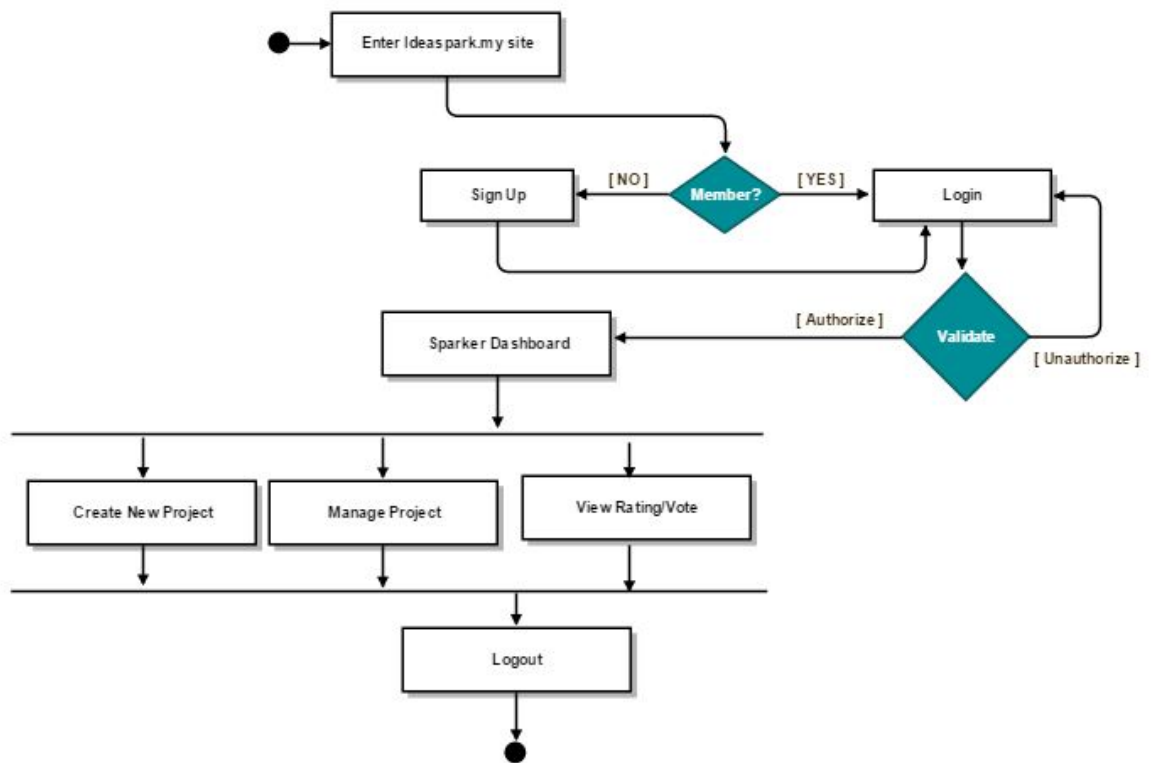


Figure 3.5: Activity Diagram

### 3.8 Class Diagram

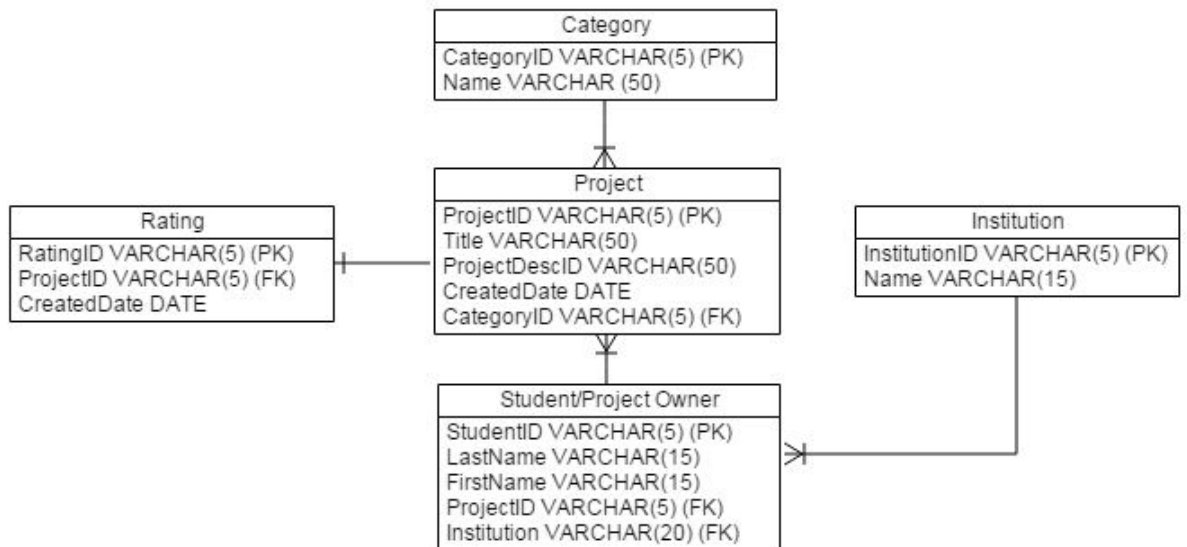


Figure 3.6: Class Diagram

### 3.9 Key Milestone

Milestones		Description	Schedule
M0		Project Submission & Approval	Week 2 – 3
M1		Project Initiation	Week 4
M2		Initial Design & Analysis	Week 5 – 7
M3		Platform initial development	Week 5-22
M4		Interim Report (Phase I) <ul style="list-style-type: none"> <li>i. Introduction</li> <li>ii. Literature Review</li> </ul>	Week 5-8
M5		Information Gathering (Survey)	Week 7
M6		Interim Report (Phase II) <ul style="list-style-type: none"> <li>i. Methodology/Project Work</li> <li>ii. Result and Discussion</li> <li>iii. Conclusion</li> </ul>	Week 8-10
M7		Submission of Interim Report	Week 11
M8		Proposal Defense	Week 13
M9		System Release – Continuous Visibility	Week 15 - 21
M10		Testing (Integration Testing, System Test, UAT)	Week 22
M11		Official Release	Week 23
M12		Viva	Week 22 - 25
M13		Project Submission	Week 26 – 27

**Table 3.1: Key Milestone**

### 3.10 Gantt Chart

Gantt Chart																		
ID	Project Name	Start	End	31-Jan		30-Feb		30-Mar		17-Apr		31-May		30-Jun		31-Jul		
ID	Deliverable Name/Task Name	Start	End	Jan		Feb		Mar		Apr		May		Jun		Jul		
1	University students ideas validation via crowdsourcing platform	22-Jan	31-Jul															
				24	31	14	28	15	31	9	30	17	31	14	30	8	25	
1	Project Submission & Approval																	
2	Project Initiation i. Requirements Study ii. Planning Requirements of platform iii. Requirement Gathering	15/2/2015	15/3/2015															
3	Design & Analysis i. Analysing requirements of platform ii. Designing portal layout and features	25/2/2015	30/4/2015															
4	Platform initial development i. Purchasing Domain	1/3/2015	15/5/2015															

	<ul style="list-style-type: none"> <li>ii. Identifying suitable Content Management</li> <li>iii. Content/Framework Comparative Study</li> </ul>																	
5	Interim Report (Phase I) <ul style="list-style-type: none"> <li>i. Introduction</li> <li>ii. Literature Review</li> </ul>	1/2/2015	30/2/2015															
6	Information Gathering <ul style="list-style-type: none"> <li>i. Analyse Survey Result</li> <li>ii. Identify architecture used</li> </ul>	15/2/2015	15/3/2015															
7	Interim Report (Phase II) <ul style="list-style-type: none"> <li>i. Methodology/Project Work</li> <li>ii. Result and Discussion</li> <li>iii. Conclusion</li> </ul>	15/2/2015	30/3/2015															
8	Submission of Interim Report	31/3/2015	31/3/2015															
9	Proposal Defence	8/2/2015	8/2/2015															
10	Testing and Integration <ul style="list-style-type: none"> <li>i. Extension integration Testing</li> <li>ii. Unit Testing</li> <li>iii. System Testing</li> <li>iv. Acceptance Testing             <ul style="list-style-type: none"> <li>a. <math>\alpha</math>-Test</li> <li>b. <math>\beta</math>-Test</li> </ul> </li> </ul>	15/4/2015	15/6/2015															

11	System Release – Continuous Visibility i. Supervisor ii. Potential User	1/6/2015	30/6/201 5															
12	Finalize updates and improvement from feedbacks. i. Improve on System Interface ii. Further enhancement	15/6/2015	15/7/201 5															
13	Officially Platform Release to Web Server	1/7/2015	-															
14	Pre-Sedex	13/7/2015	-															
15	Project Report Submission	-	-															
<b>Summary</b>																		
Planned (to date):		<b>14-Jul</b>		<b>Comments:</b> <i>Provide comments.</i>														
Actual (to date):		<i>Actual</i>																



### 3.11 Tools /Software

SOFTWARE	FUNCTION
<b>Microsoft Excel 2010</b>	Use to list out analysis and also used to prepare Gantt chart.
<b>Microsoft Visio 2010</b>	Use to create the use case diagram on the main element project owner and visitor/voter possess over the platform.
<b>XAMPP</b>	<ul style="list-style-type: none"><li>• PHP 5.3.10</li><li>• Apache 2.2.21</li><li>• MySQL 5.5.20</li><li>• phpMyAdmin 3.4.10.1</li></ul>
<b>SurveyMonkey</b>	SurveyMonkey an online survey tools which is a cloud-based “software as a service”(SaaS) survey applications.
<b>Bootstrap</b>	Bootstrap is a sleek, intuitive, and powerful mobile first front-end framework for faster and easier web development. It uses HTML, CSS and Javascript
<b>Balsamiq Mockups</b>	Use to develop main wireframe or blueprint of ideaspark.my

**Table 3.2: Tools /Software**

### 3.12 Hardware

The hardware for the system that to be developed on is the author personal own computer:

URL of tested website:	[ <a href="http://www.ideaspark.my">http://www.ideaspark.my</a> ]
Computer platforms:	[Dell XPS 13 with an 13" display]
Processor:	[Intel® Core™ I7-5500U CPU @ 2.40 GHz]
Installed Memory (RAM) :	8GB
System Type :	64-bit Operating System
Screen resolution:	[1024 X 768]
Operating system:	[Windows 8]

**Table 3.3: Hardware Used**

### 3.13 Programming/Scripting Language

HTML	Used to defines the structure and front data of ideaspark page with elements
CSS	Used to furnish the front-end design, background on how data and elements looks and behave with interaction
JavaScript	The language for dynamic web functionality
PHP	Server scripting language for back-end development

**Table 3.4: Programming/Scripting Language Used**

## CHAPTER 4

### 4.0 RESULTS AND DISCUSSION

#### 4.1 Introduction

This chapter focuses on information collected from the survey. Survey is the main method used in information gathering to obtain necessary inputs from university students all over Malaysia. At the end of this chapter, author will also explain further on the benefits of validating viability of one's ideas, furthermore this platform could assist students by providing an environment for them to validate their ideas viability as a business prospects.

#### 4.2 Results of Data Gathering

Derivation of survey results collected by author will undergo critical analysis for interrelated data among relevant input to be done in order to produce meaningful information supporting the main objectives of this project.

##### 4.2.1 Survey/Questionnaire

To identify entrepreneurial behaviour among university students, author has prepared a set of relevant question ranging from demographics of the students, entrepreneurial intention and attitude, and the extension of ideas viability through platform to be developed by author. There are 17 questions prepared by author which being distributed online mainly via social network, web link and email to get some responses and opinions from the students. 81 students have responded to the survey and majority 58.67% of them are female students while the other 41.33% or 37 are male students. The respondent age distributions are mainly ranging 78.67% respondent between ages 18 to 24 years old, 18.67% between age 25 to 30 and the rest 2.67% are coming from respondent with age between 31 to 34 years old. The survey also did gather information on the locality of students whereby majority 92.00% of respondent are local and the remaining 8.00% are international students. The demographics distribution chart of respondent (Figure 4.1), age (Figure 4.2) and locality (Figure 4.3) are stated as below.

### a. Demographics Question

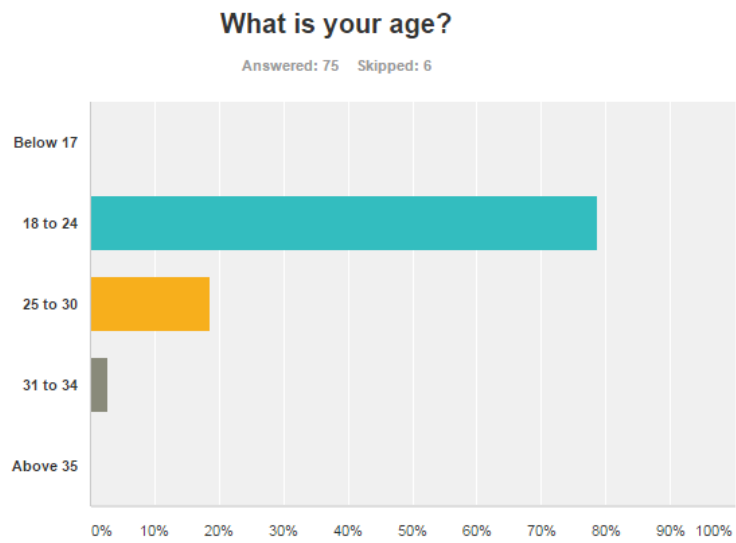


Figure 4.1: Respondents Age Distribution

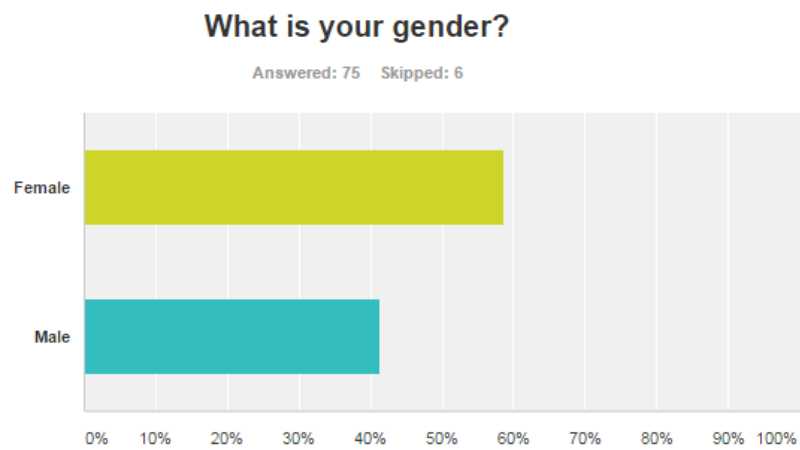


Figure 4.2: Respondents gender

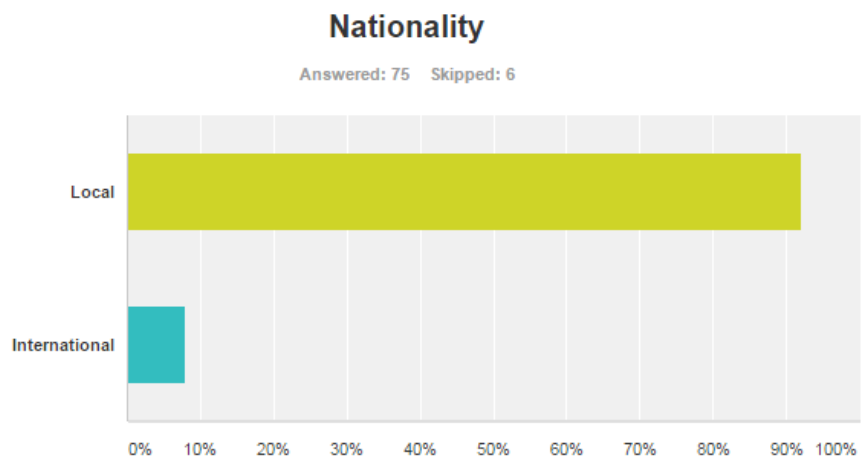
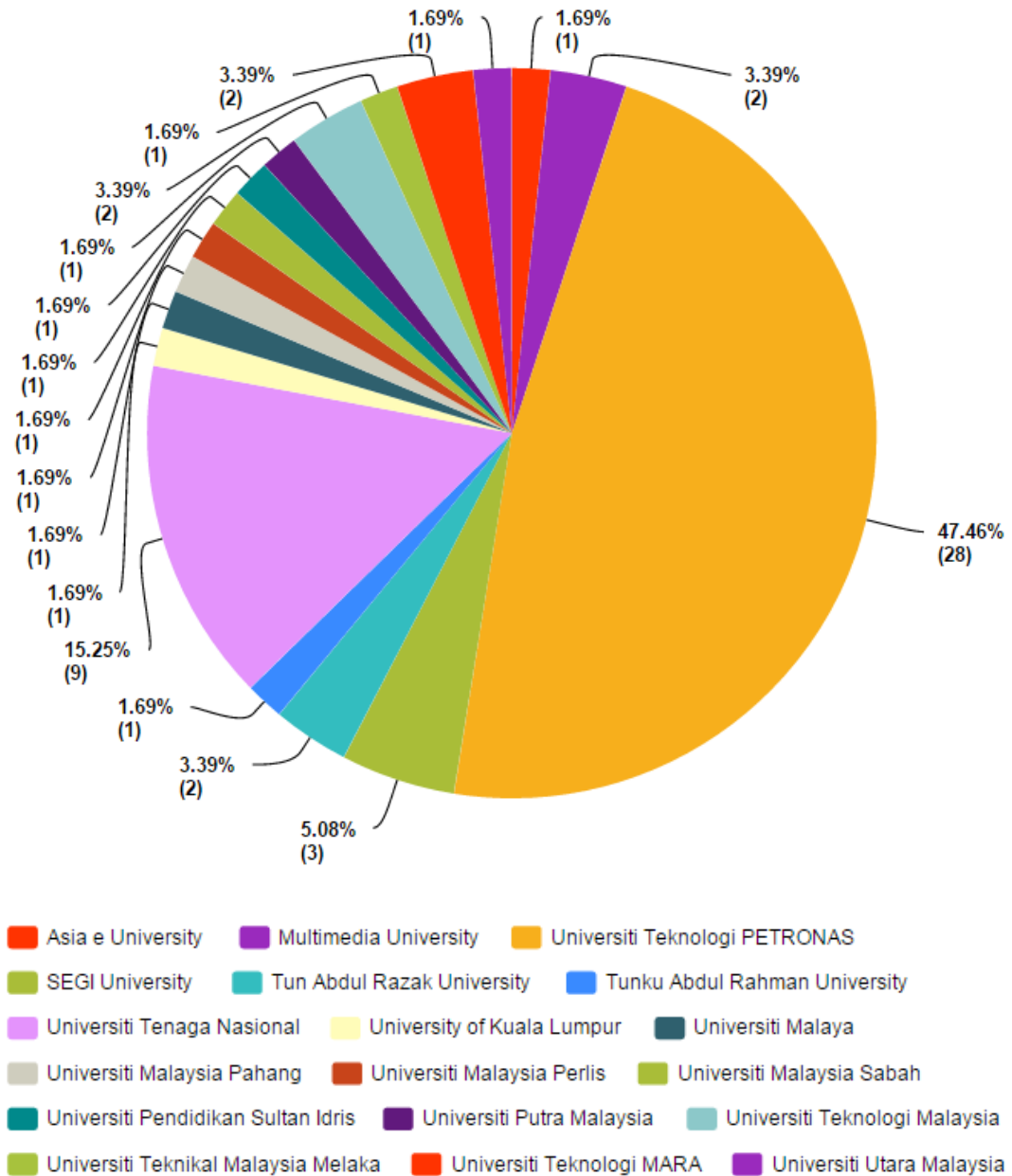


Figure 4.3: Respondents Nationality

### What University are you studying at?

Answered: 43 Skipped: 22



**Figure 4.4: Respondents University Distribution**

Based on the surveys done by author, majority of the respondents are from University Teknologi PETRONAS about 47.46%. The total of 18 universities covered are still quite small due to time constraints as author collect the responses only in three weeks. The further details on respond distribution are as follows on (Table: 4.1).

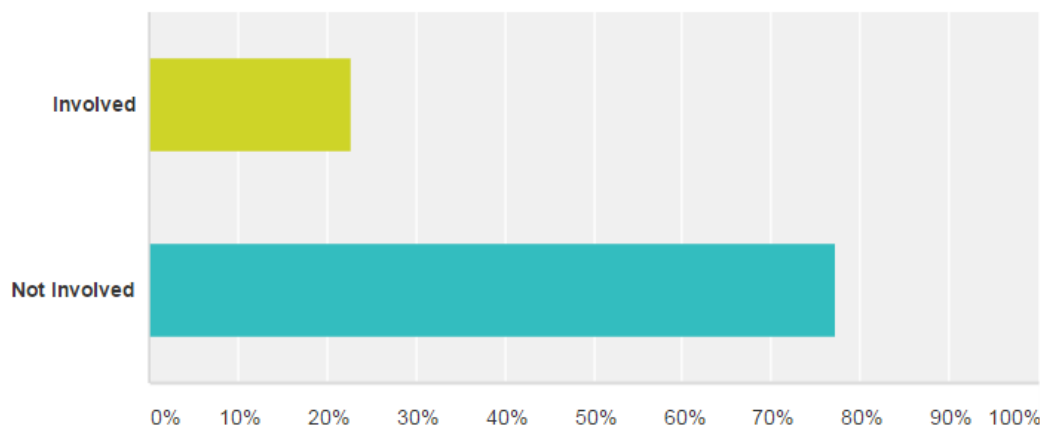
Answer Choices	Responses
Asia e University	1.69% 1
Multimedia University	3.39% 2
Universiti Teknologi PETRONAS	47.46% 28
SEGI University	5.08% 3
Tun Abdul Razak University	3.39% 2
Tunku Abdul Rahman University	1.69% 1
Universiti Tenaga Nasional	15.25% 9
University of Kuala Lumpur	1.69% 1
Universiti Malaya	1.69% 1
Universiti Malaysia Pahang	1.69% 1
Universiti Malaysia Perlis	1.69% 1
Universiti Malaysia Sabah	1.69% 1
Universiti Pendidikan Sultan Idris	1.69% 1
Universiti Putra Malaysia	1.69% 1
Universiti Teknologi Malaysia	3.39% 2
Universiti Teknikal Malaysia Melaka	1.69% 1
Universiti Teknologi MARA	3.39% 2
Universiti Utara Malaysia	1.69% 1
Total	59

**Table 4.1: Respondents University Distribution**

**b. Entrepreneurship Involvement Question**

**Involvement in entrepreneurship programmes (e.g : Global Startup Youth (GSY), Digital Malaysia Corporate Accelerator Program, Youth leadership Malaysia (YLA) , etc...)**

Answered: 75 Skipped: 6

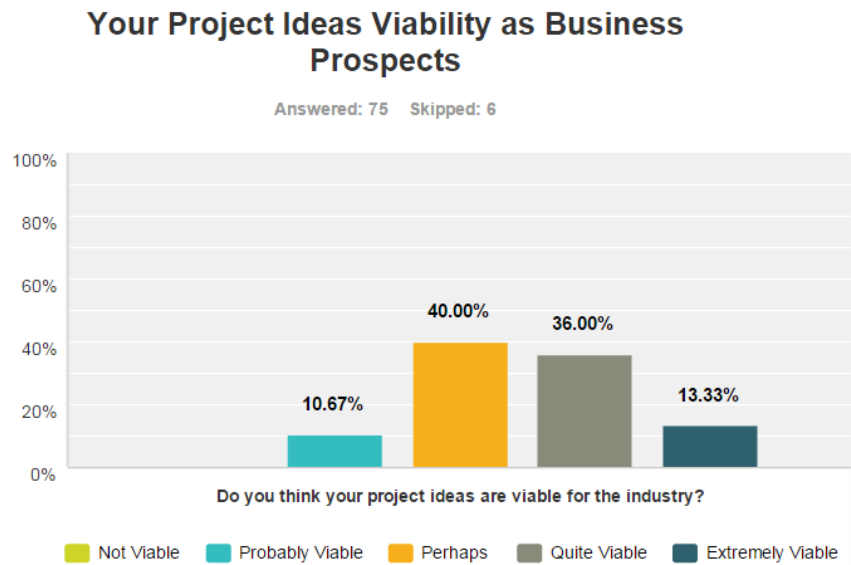


**Figure 4.5: Respondents Involvement in entrepreneurship programmes**

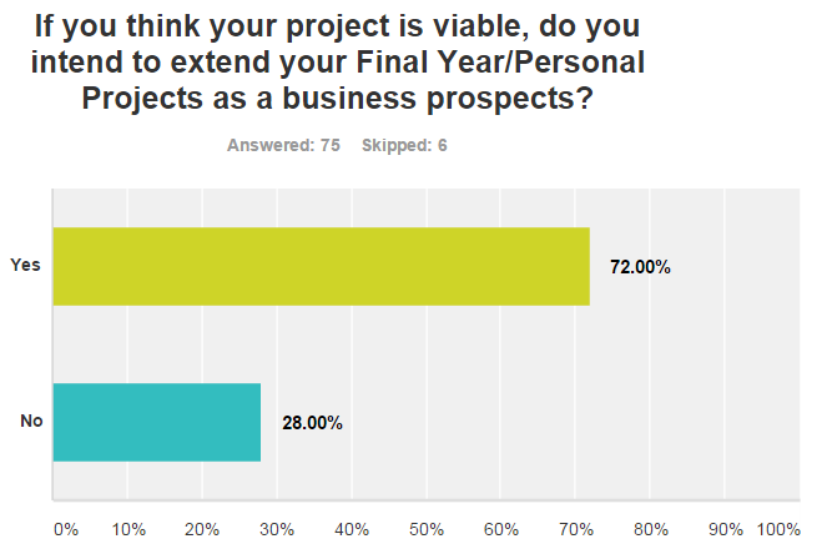
For the first question on entrepreneurial aspect author asked the respondents on involvement of any entrepreneurship programme such as Global Startup Youth (GSY), Youth

Leadership Academy, Startup Weekend or etc. Based on the responses, majority 77.33% of respondents have never involved in any entrepreneurship based programme and only 22.67% stated their involvement. These result shows that most of students perceive lack of exposure in entrepreneurship based programme and hence students might be unaware of potential ideas as one's could possessed and use it as an extension in business perspective.

**c. Final Year /Project Idea Viability Question**



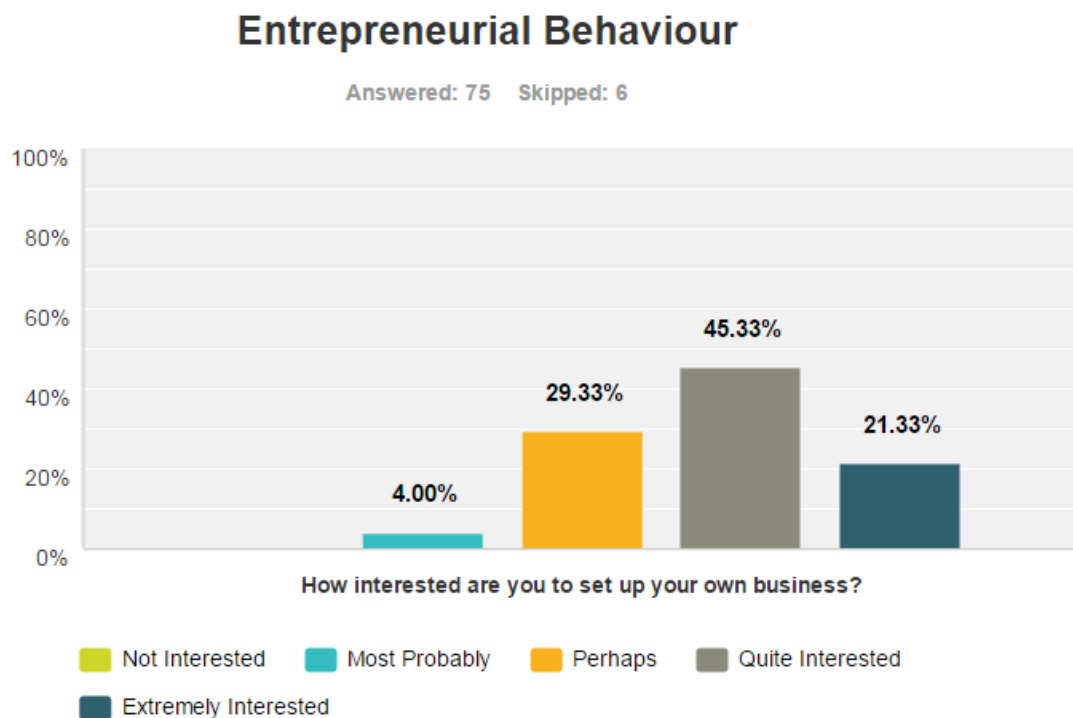
**Figure 4.6: Respondents Project Viability as Business Prospects**



**Figure 4.7: Respondents Intention to extend Final Year/Personal Project as Business Prospects**

On the following questions, author asked respondents to define viability of their project ideas as business prospect. Based on the survey, all of them feel their ideas are potentially viable whereby around 10.67% respondents think that their ideas are probably viable, 40.00% choose perhaps and uncertain about their ideas viability, 36.00% think their ideas quite viable and the rest 13.33% strongly believes that their project are extremely viable. To extend previous question, author also asked on respondents' intention to extend their projects as business prospects and majority 72.00% choose to extend if it is viable and 28.00% choose not to further extend their project ideas. This shows that respondents among students do have awareness on entrepreneurial aspect of their project and the feasibility on that scope. Therefore, by providing environment that they could nurture their ideas as business opportunity will help them better in realising to those prospects.

#### d. Entrepreneurial Question

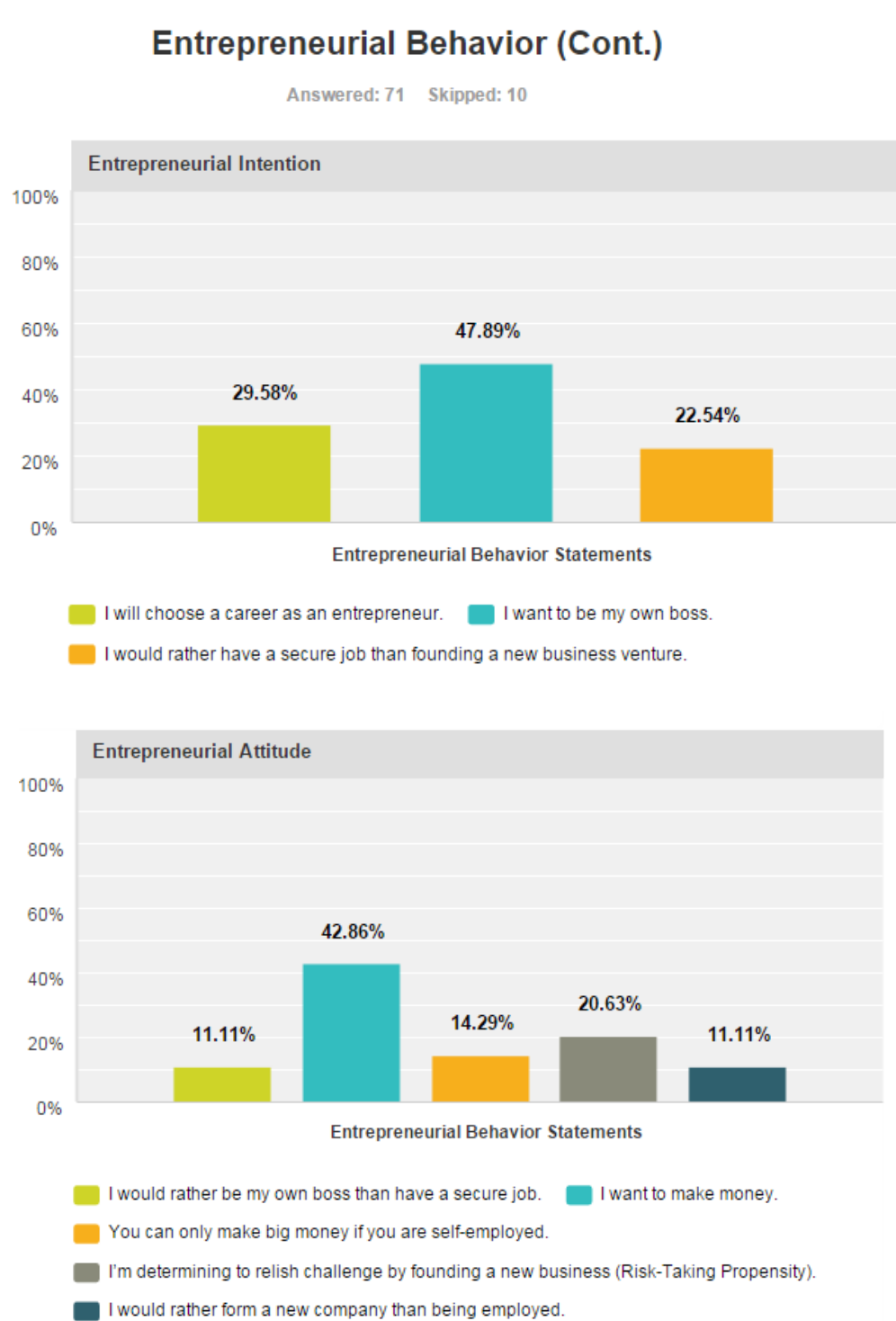


**Figure 4.8: Respondent Entrepreneurial Behaviour**

According to the survey on Entrepreneurial Behaviour, all respondents are interested to pursue and start their own business where 5.56% responded that most probably they will set up their own business, 22.4% are still uncertain, 48.15% are quite interested to start their own business and the rest 22.22% are extremely eager to start their own business. However, the main concerns are most of the students are not being exposed to entrepreneurship environment in developing their ideas and might expose them to stages of failure.



e. Entrepreneurial Question (Cont.)



**Figure 4.9: Respondent Entrepreneurial Behaviour (Cont.)**

Author also continued the behavioural survey on entrepreneurial intention and attitude statements to further identify respondent feedbacks. Based on the survey on entrepreneurial intention in (Figure 4.9), majority of 47.89% have chosen “I want to be my own boss” which shows respondents majority are determined and passionate to envision building their own

legacy rather than serve for others. 29.58% of respondents are decided to make an entrepreneur as a career choice which shows their solid entrepreneurship intention. The other 22.54% respondents would rather have a secure job than founding a new business venture my due to lack of exposure and experience. For the entrepreneurial attitude 11.11% would rather be their own boss rather than have a secure job shows their passion in entrepreneurship. Majority 42.89% choose “I want make money” shows their attitude is motivated by money which is common among the Gen Y. Respondents also have a perception of being an entrepreneur as they will earn more money which 14.29% choose this criteria. It is true that self-employed has no definite income but nothing is earned without an effort. More than one quarter of the respondents are average risk takers which are 20.63% choosing to relish challenges by founding a new business.

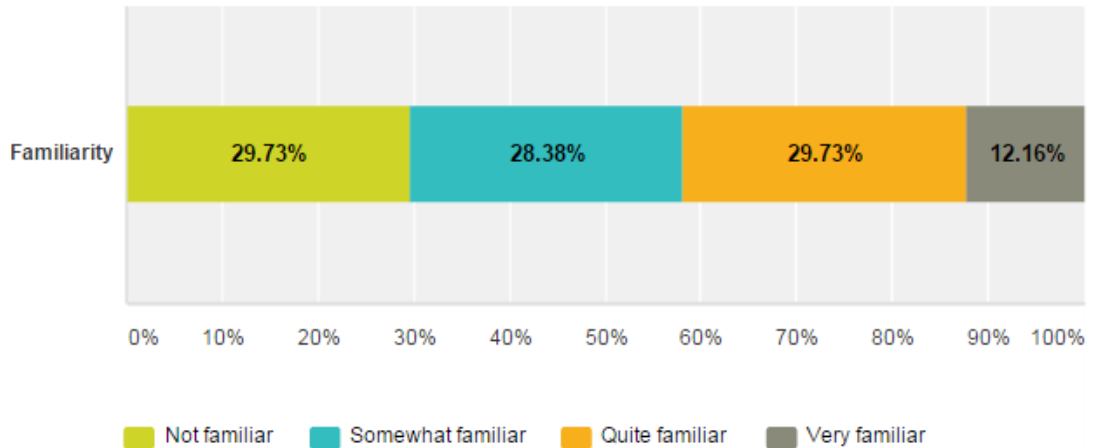
Entrepreneurial Intention						
	I will choose a career as an entrepreneur.	I want to be my own boss.	I would rather have a secure job than founding a new business venture.	Total		
Entrepreneurial Behavior Statements	29.58% 21	47.89% 34	22.54% 16	71		
Entrepreneurial Attitude						
	I would rather be my own boss than have a secure job.	I want to make money.	You can only make big money if you are self-employed.	I'm determining to relish challenge by founding a new business (Risk-Taking Propensity).	I would rather form a new company than being employed.	Total
Entrepreneurial Behavior Statements	11.11% 7	42.86% 27	14.29% 9	20.63% 13	11.11% 7	63

**Table 4.2: Entrepreneurial Behaviour Statements**

f. Online Community Platform Question

**How familiar are you with crowd-sourced online community platform ? (e.g : Kickstarter, PitchIn ,indiegogo, etc...)**

Answered: 74 Skipped: 7

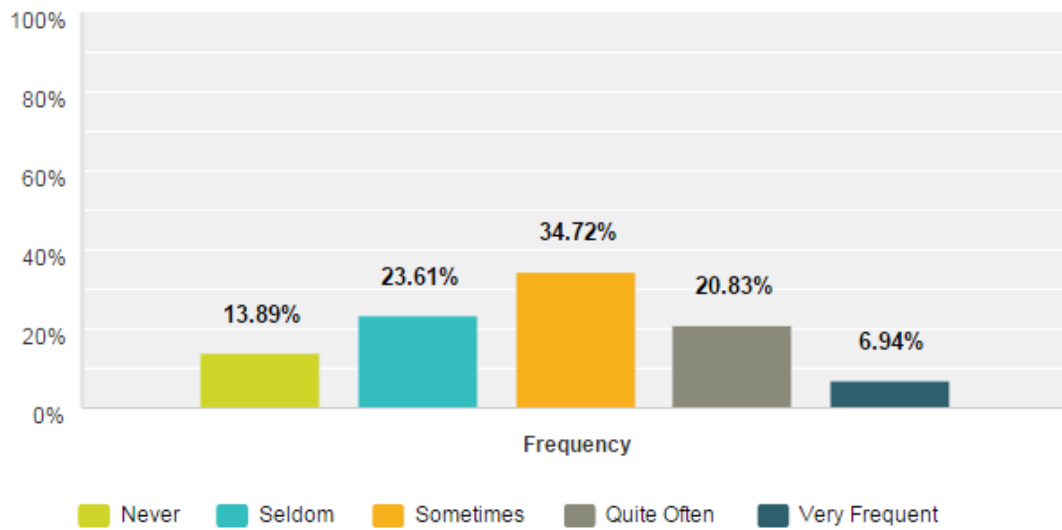


**Figure 4.10: Online Community Platform Familiarity**

For better understanding of respondents familiarity with online community platform, author also asked respondents familiarity with crowd-sourced online community platforms such as Kickstarter, PitchIn, Indiegogo and others. Based on the survey result in (Figure 4.10), 29.73% responded they are not familiar with crowd-sourced community platform at all, while 28.38% have heard about this platform and somewhat familiar on the platform existence. 29.73% of respondents replied that they are quite familiar about the online community platform and the rest 12.16% are extremely familiar online community platform. Referring to the respond author believes there is a gap of opportunity for author to introduce this concept of crowdsourcing platform to the community.

## How often do you use or visit online community platform ?

Answered: 72 Skipped: 9

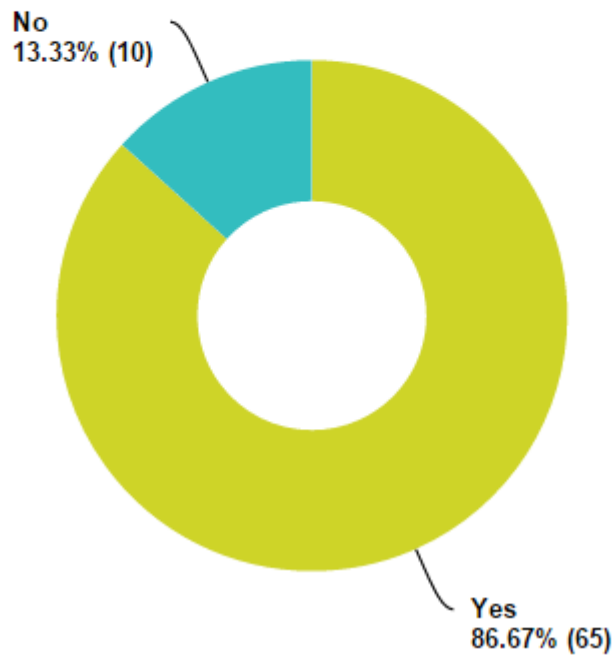


**Figure 4.11: Online Community Platform Frequency**

An extended question is asked to understand better on how often the respondent visit online community platform. Based on (Figure 4.11), 13.89% responded that they have never visited the online community platform. Author believes that the clarity of community platform concept is still clear as the matter of fact that the social network platform which we use everyday such as twitter, facebook and weibo are one of examples of online community platform. Based on the survey 23.61% of respondents that they seldom visit or use this kind of platform. 34.72% responded that they sometimes visit and 20.83% replied that they visit this kind of platform quite often. Only small percentage of respondent with 6.94% are visiting this kind of platform quite often.

**If there is an online community platform which serve to evaluate your project ideas viability and validity, will that helps you to extend your ideas as business prospects?**

Answered: 75 Skipped: 6

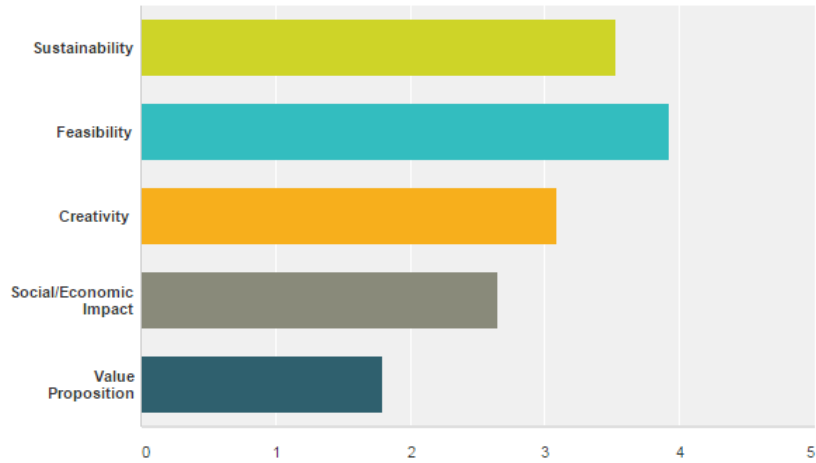


**Figure 4.12: Ideas Viability For Extension As Business Prospect**

To ensure viability of author project, author also asked whether the presence of online platform which serves to evaluate their project ideas viability and validity, will that help them to extend their ideas as business prospects. Majority 86.67% responded “Yes” and only 13.33% think it will not be beneficial to them. Based on these reports, author optimistically believes the objectives of this project to develop a platform that can facilitate student’s projects to be viable product/real business idea and to create awareness to encourage students further extend their projects as real business idea has received positive responses and it has encouraged author to make it viable.

**If yes, please rank project criteria based ranking of 1-5, where 1 is the 'highest priority' and 5 is 'less priority' that you think essential to be validated?**

Answered: 75 Skipped: 6



**Figure 4.13: Essential Criteria to be Validate**

Further extension to the previous question, author also acquired feedback on the most essential criteria to be validated which one's should consider according to ranking. Based on the survey (Figure 4.13), the project Feasibility or capability of being accomplished or dealt with successful is one of the most essential measures to be evaluated according to respondents with 41.33% or weightage of 3.93 have chosen feasibility as the topmost rank. The second most essential project criteria is Sustainability or the endurance of project ideas or capability to being sustained stand with overall weightage of 3.53 and Creativity or characterization in which the ability to perceive the ideas in new ways, stands as the third choice with 3.09 weightage score. Social/Economic Impact and Value Proposition both stand with weightage score of 2.65 and 1.80 respectively.

	1	2	3	4	5	Total	Score
Sustainability	28.00% 21	29.33% 22	18.67% 14	16.00% 12	8.00% 6	75	3.53
Feasibility	41.33% 31	29.33% 22	16.00% 12	8.00% 6	5.33% 4	75	3.93
Creativity	14.67% 11	21.33% 16	32.00% 24	22.67% 17	9.33% 7	75	3.09
Social/Economic Impact	12.00% 9	12.00% 9	21.33% 16	38.67% 29	16.00% 12	75	2.65
Value Proposition	4.05% 3	8.11% 6	12.16% 9	14.86% 11	60.81% 45	74	1.80

**Table 4.3: Weightage Distribution on Essential Criteria to be validated**

## What do you think on our idea to stand as crowd-sourced ideas platform for students in near future?

Answered: 17 Skipped: 64

The screenshot displays a survey interface with the following elements:

- Navigation tabs: Responses (17), Text Analysis, My Categories.
- Filtering options: Categorize as..., Filter by Category.
- Search bar: Search responses.
- Response list (Showing 17 responses):
  - Response 1: "It is good as students have platform to publish their ideas which will definitely encourage them to do a better project. This also will help to develop our technology in Malaysia overall as ideas can come from people with diverse background and there are many ideas." (3/17/2015 9:54 PM)
  - Response 2: "Excellent job. Good job. It helps people that doesn't know the existing of this crowd sourcing" (3/17/2015 12:50 AM)
  - Response 3: "When theres an idea intensifying my mind, its a good thing to have a platform that is able to navigate me rather than me just immortalizing it. So, its a good thing, really :)" (3/16/2015 2:16 PM)
  - Response 4: "It was such a great initiative to help those who love business so much." (3/16/2015 12:31 PM)
  - Response 5: "Interesting idea, will be waiting to see what the final . platform looks like and the facilities it extends!" (3/16/2015 11:34 AM)
  - Response 6: "A good move to help and assist others." (3/16/2015 8:07 AM)

**Figure 4.14: Public opinion on author's project**

Based on survey that author conducted author also receive positive feedback from respondent from open ended question asking their opinion on author idea to stand as crowd-sourced ideas platform for students in near future (Figure 4.14). One of respondent said that it might be helpful for those who has entrepreneur mindset and could attract more students venturing into business with their ideas.

### 4.2.2 Observation

The author had an opportunity to attend entrepreneurship based workshop recently at Universiti Tunku Abdul Rahman, Kampar. I-MSC 2014/15 Startup and Design Workshop that author attended was a collaboration effort of Entrepreneur University (EU) under IM4U and Malaysia Development and Corporation (MDEC). The main objective of this workshop is to produce excellent problem solvers and expose students on how to mould their ideas to be viable to what market would demand. From the observation, it was identified that university students do have innovative and creative ideas that might be potentially feasible for the market. On the second day of the workshop, students were brought outside of the campus for idea validation from community around Kampar. These efforts are to seek the public opinions on

their ideas and identify solutions to cater the issues. The concept of ideas validation in fact is similar to author initiatives on the proposed platform to validate viability of student ideas.

#### 4.2.3 Interview

On 22<sup>nd</sup> of March 2015, an interview was conducted with Mrs Khairul Mazwan, Senior Executive at Talent Department, Multimedia Development Corporation (MDeC). Mrs Khairul Mazwan or preferably to be called as Kak Juan is very experienced in event management especially for higher education. She is also actively engage with students and guides them into setting up their own startup companies.

She has been working with MDeC since 2009 and with more than 5 years of experience, author believes that she is the right person to discuss issues of student's awareness on viability of their project ideas as business prospects. The aim for the interview is getting to know more on the viability of author proposed platform based on industry perspective.

According to Mrs Khairul Mazwan or Kak Juan, the ideas proposed are able to caught her attention as nowadays students are more onto academic-oriented while doing their projects and assignments and we need some extendibility that students have foreseen so they could actually earn money from their excellent ideas.

One of the efforts put by the government is startup grooming platform which is currently still in progress under Malaysia Global Innovation and Creative Centre (MaGIC). She also asked me to wear different hats and look at different perspectives as initially my proposed ideas are focused on student's perspectives. To extend viability of author ideas she gave an advice to look at different angles from the view of potential stakeholders such as from the perspective of community, industry, and investor. She is looking forward on the progress of author's ideas and request on further updates on the progress.



Figure 4.15: MDEC Official WebPage



### 4.3 Prototype Design

To develop a comprehensive wireframe prototype, several component designs of the main functionality have been re-module and updated from time to time in order to build the best feasible wireframe that will suit the tasks as required to be performed.

#### 4.3.1 Homepage

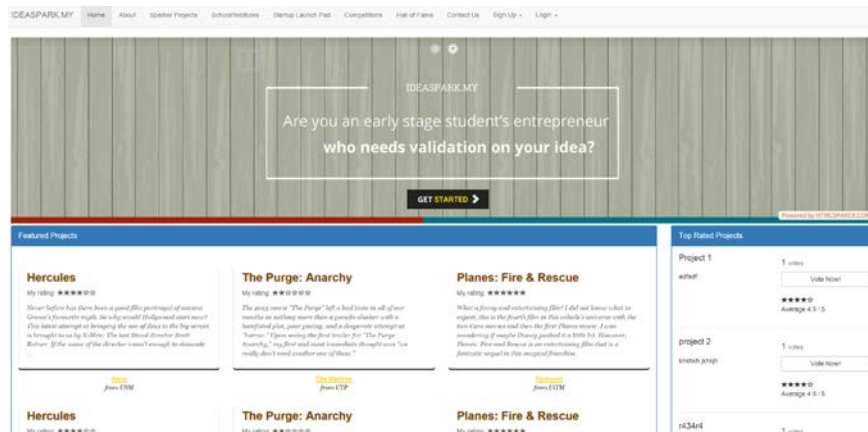


Figure 4.16: Homepage

This is the proposed homepage for Ideaspark.my which consists of featured project and top rated project on the main page. On this page, users could filter featured project by Institutions and categories based on project is tagged on. In this page user can also navigate to other page by clicking on the top menu bar as in (Figure 4.16.)

#### 4.3.2 About us

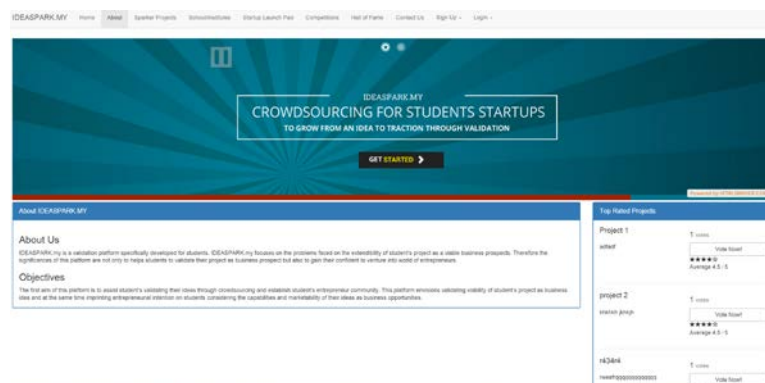


Figure 4.17: About us


Based on the wireframe (Figure 4.17) “about us” is more informative and static page whereby it includes the overall description of this project on the purposes and how to use it. This page also briefly explains on the visions of Ideaspark.my and the objectives which are to create awareness among IHL students to extend their project ideas as viable business projects.

### 4.3.3 Projects Page

**Sparker Projects**

**Project Title: KLIA low cost indoor navigation app**

**Project Owner:**




**Name:**  
**Institute:**  
**Category:** Technology  
**Email:**


**Project Description:**  
 Low cost indoor navigation application using QR scanner to track position and also navigate inside big covered building e.g. KLIA2


**Project Objective:**  
 • To develop a mobile application to assist user in term of finding the shortest path and navigate them to the selected place by using only the features on their mobile phone. To facilitate user in navigating inside KLIA2


**Project Mission:**  
 To have more indoor navigation application provided in Malaysia for different type of buildings

What do you think?  
 What do you think of this project idea?  
 Please rate the project below:

**Feasibility**  
 5

**Sustainability**  
 5

**Creativity**  
 5

**Social/Economic Impact**  
 5

[Vote This Project!](#)

**BMC Analysis:**

Key Partners	Key Activities	Key Resources
<ul style="list-style-type: none"> <li>Development Community</li> <li>Cloud services provider</li> </ul>	<ul style="list-style-type: none"> <li>Platform R&amp;D</li> <li>New market expansion</li> </ul>	<ul style="list-style-type: none"> <li>Android Platform</li> <li>R&amp;D</li> <li>Partnership</li> </ul>
Value Propositions	Customer Relationship	Customer Segment
<ul style="list-style-type: none"> <li>Open source mobile for multiple hardware devices</li> <li>Development ecosystem</li> </ul>	<ul style="list-style-type: none"> <li>Events</li> <li>Blogs for developers</li> <li>User support</li> </ul>	<p><b>Buyers</b></p> <ul style="list-style-type: none"> <li>Mass market global smartphone us</li> </ul> <p><b>Sellers</b></p> <ul style="list-style-type: none"> <li>Global business community</li> </ul>
Channels	Cost Structure	Revenue Streams
<ul style="list-style-type: none"> <li>The mobile We</li> <li>Android Market</li> </ul>	Platform development, testing, and maintenance RM400.00	Pay-per-click (PPC) advertising revenues on the navigation app through Android devices


**SWOT Analysis:**

Strength	Weakness
<ul style="list-style-type: none"> <li>Experience and knowledge in developing Low Cost Indoor Navigation app</li> <li>Experienced development team</li> </ul>	<ul style="list-style-type: none"> <li>Lack of resources</li> <li>Time constraints</li> <li>Distance</li> </ul>
Opportunity	Threat
<ul style="list-style-type: none"> <li>Not many indoor navigation company in Malaysia</li> <li>There are many big building still not have their own navigation app</li> </ul>	<ul style="list-style-type: none"> <li>Other company has more resources and better technology</li> </ul>

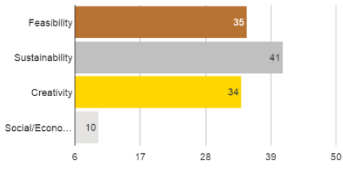
**Porters Analysis:**

Rivalry among existing firm	Barrier to entry	Threat of substitutes
<ul style="list-style-type: none"> <li>Not many competitors</li> <li>Low customer loyalty</li> </ul>	<ul style="list-style-type: none"> <li>Experience needed but training can easily available</li> <li>No technology protection</li> <li>Not too expensive to enter</li> </ul>	No threat of substitutes because the system is one and only in UTP
Bargaining power of supplier	Bargaining of buyer	
Moderate no of supplier Able to substitutes	Few buyers Price not sensitive	

Survey form: <https://www.surveymonkey.com/>

Youtube: 

No. of Vote:6



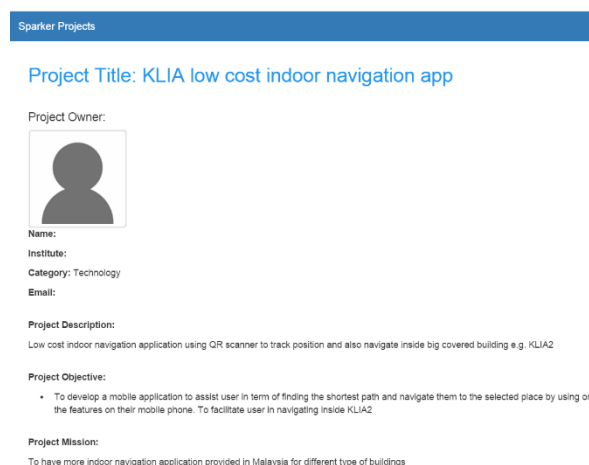
Category	Number of Votes
Feasibility	35
Sustainability	41
Creativity	34
Social/Economic Impact	10

Figure 4.18: Projects Page

Project description (Figure 4.18) is the most fundamental element for Ideaspark.my as it consists of the main functionality of this platform which is the rating component and the viability barometer to launch the project as a startup. User's project will be rated based on its feasibility, sustainability, creativity and social/economic impact. Reviewers can evaluate one's idea based on the background of the project consist of three component which are project descriptions, project team and proposed timeline. For the project description, user needs to briefly explain their project information including their vision and objectives. Project Team component is mainly as an introduction on the mastermind behind this project and their speciality which could contribute to the project success. The last component for the project background is the proposed timeline which is a journey map showing the project's current updates based on the proposed timeline.

The next main component in this page is the analysis modules which consist of Business Model Canvas (BMC), Porter's Model, SWOT Analysis, and project gallery. Business model module is mainly stated the project stakeholders, key partners, value propositions, Customer segments, Customer relationships, revenue, cost, key resources, and key activities. In Porter's Model, user needs to briefly explain based on their understanding using 5 porter's model on the industry that they try to penetrate and how to gain competitive advantage over the market. Other than that, user also needs to do SWOT analysis on their project based on its strength, weakness, opportunities and threat. This module also consists of project prototype if there is any and gallery.

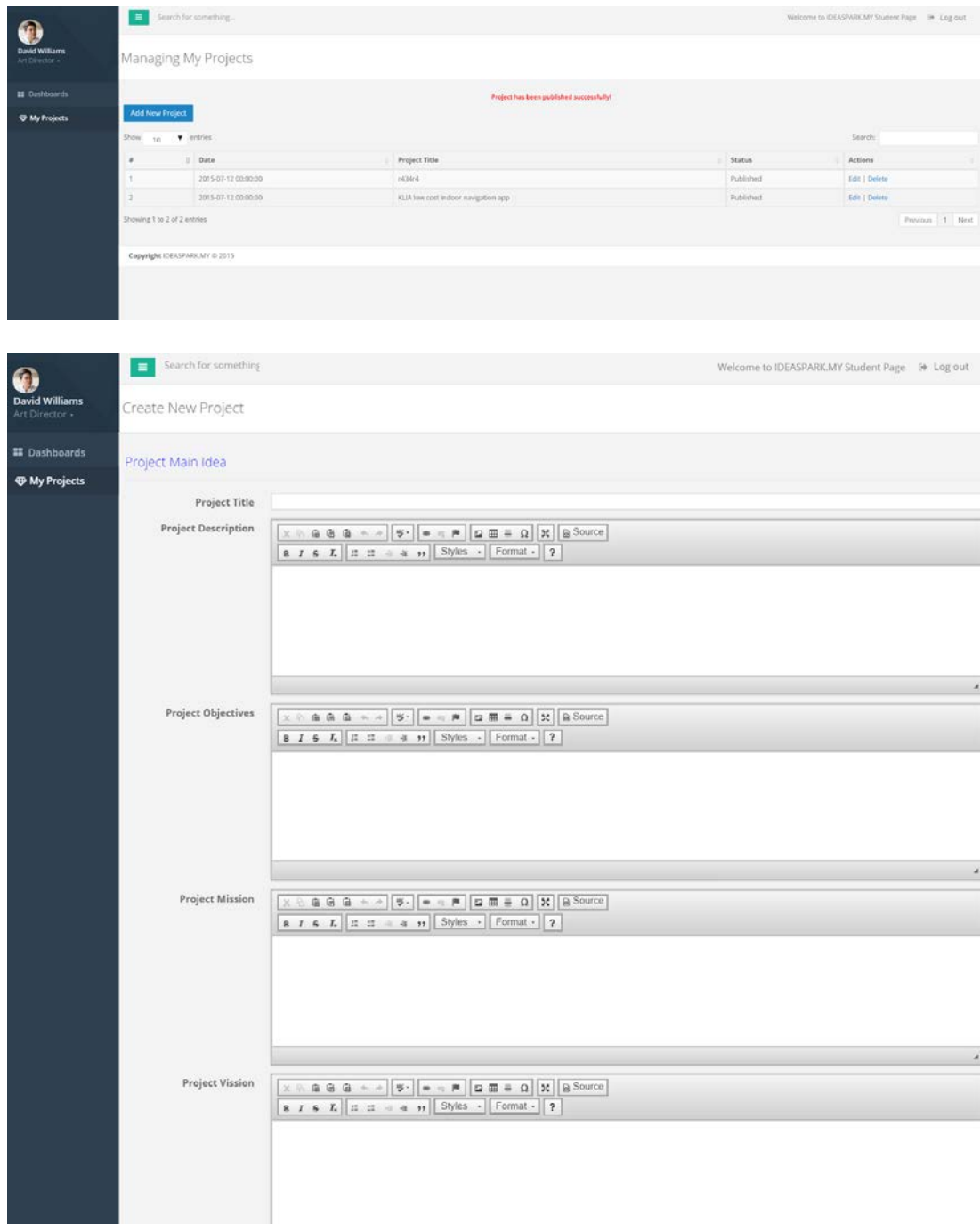
### 4.3.5 Project Descriptions



**Figure 4.19: Project Descriptions**

(Figure 4.20) shows the project description page which is directed once visitor click “More” button on about us module of project visited. These pages are a brief introduction about what the project is all about including its vision and objectives.

### 4.3.8 User Dashboard



**Figure 4.20: User Dashboard**

Dashboard is only visible once a visitor has signed up on Ideaspark.my. After signing up, user can create a new project to be validated and manage the project updates when it is necessary. On the dashboard, user can also edit and update their team information. To see their

viability progress, user can click on “view rating/vote” button. As an extension to this platform, author will extend a “How to build a startup” from Udacity approximately 1-month course to expose and prepare the user prior to launching a startup.

Once user has decided to launch a startup, author will also enlist some of the options available to enhance their marketability and engagement to the market through competition, incubators and accelerator programs. As a startup’s, it is usually needed financial support to make the project grows and expands, author will also enlist available funding programme in Malaysia.

### 4.3.9 Contact Us

**Contact Us**

Idea Spark Sdn. Bhd. Map Satellite  
Bandar Seri Iskandar  
31750 Tronoh

First Name  
Last Name  
Email Address  
Phone

Enter your message for us here. We will get back to you within 2 business days.

**Submit**

**IDEASPARK.MY**  
Bandar Seri Iskandar,  
31750 Tronoh,  
Perak, Malaysia  
Tel: 016-123456  
Email: admin@ideaspark.my

**Figure 4.21: Contact Us**

“Contact us” page based on (Figure 4.24) is mainly for any visitor or user whom has any enquiries regarding the platform and need to reach author. Components of embedded form are consist of enquirer name, email, contact no and their enquiries.

## 4.4 PROTOTYPE TESTING

### 4.4.1 Unit Testing

<b>Feasibility Barometer</b>	
Feasibility score =	$(\text{Feasibility score} + \text{Total Feasibility Score}) / \text{Total No. of Users}$
<b>Sustainability Barometer</b>	
Sustainability score =	$(\text{Sustainability score} + \text{Total Sustainability Score}) / \text{Total No. of Users}$
<b>Creativity Barometer</b>	
Creativity score =	$(\text{Creativity score} + \text{Total Creativity Score}) / \text{Total No. of Users}$
<b>Social/Economic Impact Barometer</b>	
Impact score =	$(\text{Impact score} + \text{Total Impact Score}) / \text{Total No. of Users}$

**Table 4.4: Barometer**

For the barometer an average formula were used to calculate the total score based on the score voted and total score collected. In project details five main component being validate which are on project feasibility, sustainability, creativity and social/economic impact.

Average Unit Trial Score Testing:

<b>1st Trial Average Test</b>
<u>Sum of Average Score:</u> $= (6 + 0) / 1$ <b>= 6 Score obtained (60%)</b>
<b>2nd Trial Average Test</b>
<u>Sum of Average Score:</u> $= (8 + 6) / 2$ <b>= 7 Score obtained (70%)</b>
<b>3rd Trial Average Test</b>
<u>Sum of Average Score:</u> $= (5 + 7) / 3$ <b>= 4 Score obtained (40%)</b>

**Table 4.4: Average Test**

### 4.4.2 Usability Testing

The ideaspark.my usability testing is with purpose to determine the extent of interface experience with user's ability to complete given task. Testing participant conduct  $\alpha$ -testing using a live version of ideaspark.my on the developer laptop. Participants are required to complete nine task. Author will captured the participant's respond, comments, feature choices and recommendation. Participant are also required to complete post questionnaire to further identify usability of the ideaspark.my.

For the usability evaluation, participants are require to complete [nine (9)] scenarios or "real-life" tasks on the site.

ID	Task Case
1	Explore Ideaspark Homepage
2	Sign Up/Login ( assessment on session management)
3	User Dashboard Usability
4	Create new project
5	Add Project Description and Analysis
6	Explore/view Project Page
7	Evaluate/Vote the project created by others
8	Comment on others project
9	Explore Ideaspark

**Table 4.5: Task Case Id**

#### **4.4.3 Usability Testing Methodology**

Each individual session lasted approximately 30 minutes to one hour. During the testing session, author as a test administrator will briefly explain how the test will be conducted and some base guidelines. For the record on the test session, participants are asked to fill out a brief background questionnaire (see Appendix III). Before the test begin participants are required to read the task scenarios and tried to execute task listed accordingly on the website.

A Post after task completion, author will asked the participant to rate the website overall by using a 5-point Likert scale (Strongly Disagree to Strongly Agree) for seven subjective measures including:

- Relevancy of site purpose
- Potential usage usability
- Difficulty of keeping track of where they were in the site
- Website ease of usability facilitation – how quickly participant could find information
- Homepage’s content attractiveness – homepage’s content makes me want to explore the site further
- Overall Content – site’s content would keep me coming back
- Website organization

In addition, the test administrator asked the participants the following overall website questions on their most liked features and least as well as recommendations for improvement.

#### 4.4.4 Testing Environment

Following is a summary of the participants' computing environment:

URL of tested website:	[ <a href="http://www.ideaspark.my">http://www.ideaspark.my</a> ]
Computer platforms:	[Dell XPS 13 with an 13" display]
Browser tested:	[Google Chrome 9.0]
Screen resolution:	[1024 X 768]
Operating system:	[Windows 8]

**Table 4.6: Computing environment**

#### 4.4.5 Participant Background

Participants, having the following characteristics, evaluated ideaspark.my.

Course	Business Information System (BIS)	Information Communication System (ICT)	* Other
No. Participant	5	1	-

##### Course Background

BIS	5
ICT	1
Others	-
<b>TOTAL (participants)</b>	<b>6</b>

##### Computer Usage

0 to 10 hrs. wk.	1
11 to 25 hrs. wk.	1
26+ hrs. wk.	4
<b>TOTAL (participants)</b>	<b>6</b>

##### Age

18-23	5
24-30	1
<b>TOTAL (participants)</b>	<b>6</b>

##### Gender

Male	2
Female	4
<b>TOTAL (participants)</b>	<b>6</b>

#### 4.4.6 Overall Metrics

After task session completion, participants rated the site for eight overall measures (See Attachment on survey form (Appendix III). These measures include:

Majority of the participants (66.7%) agreed (i.e., agree or strongly agree) that the website served its purpose as student viability platform. The majority of participants (83.3%) agreed they would use ideaspark.my as viability rating platform for their project. Even though



participants' average homepage's content only 33.3% (due to 4 neutral and 2 agree and strongly agree responses) but still (63.6%) agreed that thought most student would learn to use website quickly.

#### 4.4.7 Post-Task Overall Result

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Percent Agree
Thought on ideaspark served its purpose as student viability platform	-	1	1	3	1	66.7%
Would use ideaspark as viability rating platform for your project	-	-	1	4	1	83.3%
Difficulty to track section in ideaspark	1	3	1	1	-	16.7%
Thought most student would learn to use website quickly	-	-	2	1	3	63.6%
Homepage's content attractiveness	-	-	4	1	1	33.3%
Ideaspark's content would attract me to keep coming back	-	1	1	2	1	50.0%
Website is well organized	1	1	2	2	-	33.3%

*\*Percent Agree (%) = Agree & Strongly Agree Responses combined*

**Table 4.7: Post-Task Overall Result**

#### 4.4.8 Exit Questions/User Impressions

Questions	Responses
Overall impression on ideaspark.my?	<ol style="list-style-type: none"> <li>Participants liked their project being rated Simple and interesting. Easy to be explored.</li> <li>Good for extendibility prospect of students projects.</li> </ol>
What did you like the most about the ideaspark.my?	<ol style="list-style-type: none"> <li>The design, minimalist.</li> <li>Rating functionality</li> </ol>
What did you least favor about the ideaspark.my?	<ol style="list-style-type: none"> <li>Not enough pictures (images, graphic)</li> <li>Project details security</li> </ol>
Any additional missing function that you feel should be there?	<ol style="list-style-type: none"> <li>FAQs</li> <li>Guide on how the website is works.</li> <li>Current news</li> </ol>
If you were to describe ideaspark.my to your friends in a sentence or two, what would you say?	<ol style="list-style-type: none"> <li>A site where students can share their idea with other people all around the world.</li> <li>Useful site to commercialize project</li> <li>Good marketability for innovative idea to gain traction</li> </ol>
Any other comment or suggestion?	<ol style="list-style-type: none"> <li>Would love to see this site go live for real in the future.</li> <li>Improve project data insertion accessibility</li> </ol>

**Table 4.8: Exit Questions Feedbacks**

#### *User impressions by participant*

Participant No.	Like best? (Test Case ID)	Like least? (Test Case ID)	Improvements
1	The design, minimalist.	Not enough pictures	<p>Try to limit the project description words</p> <p>Maybe can add more pictures as it will be more interesting to the visitors.</p>
2	Rating functionality	Project details security	Improve project data insertion accessibility

3	Content Of The Website.	No instruction/ guideline/ description on how to use the website.	Add instruction/ guideline/ description on how to use the website. It is very useful for the first timer user.
4	Served its initial purpose	Interface too much image	News on startup worlds
5	Rating Usability	Dull Background Ux	Improve overall UI to gain traction
6	Simple design	Lack of graphical content	Add video functionality on project presentation

**Table 4.9: User Impressions Feedbacks**

#### 4.4.9 Major findings and recommendations

The recommendations section summarize the section recommended changes and severity of each case. The recommendations collected from the initial usability testing are segmented and analyse for further improvement. Further changes are align considering relevant project direction and time frame for deliverable.

Test Case Id	Change	Severity
01	<ul style="list-style-type: none"> <li>• Add categories to project pages.</li> <li>• Add descriptive text on project home page.</li> </ul>	High
03	<ul style="list-style-type: none"> <li>• Add accessibility to upload project image and more graphic</li> </ul>	Medium
09	<ul style="list-style-type: none"> <li>• Add F.A.Q and Analysis description</li> </ul>	High

**Table 4.10: Change Severity**

#### 4.4.10 Conclusion

Most of the participants found ideaspark.my to be well-organized, comprehensive, clean and very useful, and easy to use. Ideaspark preliminary testing shows that it served its purpose as student viability platform from the participant. Based on the feedbacks and

recommendations author will take a further action and continuing to work with students to ensure it serve as student project-centered website.

#### **4.5 Summary**

This chapter briefly explained the results and further discussion on author's findings and testing result by analyzing the data gathered by using different methodology such as survey, interview, observation and usability testing. This is to study the approach and awareness possessed by the students while imprinting entrepreneurial intention, and also to identify suitable functionality of the platform by wearing different hats and look at different perspectives form stakeholders point of view. The result is properly discussed and documented, highlighting the relevancy of having IDEASPARK.MY as a viable platform to extend students project as potential business prospect.

## CHAPTER 5

### 5.0 CONCLUSION AND RECOMMENDATION

It is true that entrepreneurship awareness has grown to be important in Malaysia each day as to foster better economic growth and accelerate the development of this country. There is a significant effort showed by the government based on their initiatives for the past two years. This study focuses on problems faced on the extendibility of student's project as a viable business prospects.

#### 5.2 Achieved Objectives

The author has identified objectives that are relevant on the study and needs to be accomplished by the end of this project:

- **Objective 1:** *To develop a platform that can facilitate students projects to become viable product/real business idea*

To accomplish this objective, author has to develop a viability platform with crowdsourcing concept "Ideaspark.my" as an initial effort to provide market validation for student project through online platform. The functionality and further extendibility of this platform are also will be based on interview from Mrs Khairul Marwan.

- **Objective 2:** *To serve as a platform for students to gain traction through enhancing their marketability post and successful validation via Ideaspark.my*

This is a long term objective to assist students who are initiating their own startup by enhancing their project marketability and gain early traction supporting their idea.

To evaluate the accomplishment of this objective, author will gather preliminary testing survey acquiring the feedback towards author platform objectives. An according to 5-likert scale ideaspark indeed served its purpose as student viability platform.

#### 5.3 Future Work

In this project, the current scope of Ideaspark.my is only focused on pre startup establishment on market validation. This platform can be improvised and further improved as a community platform for students who have successfully initiated their own startup after validating their project by using Ideaspark.my. Besides that, in this report, the author is focusing on entrepreneurial intention of the students based on surveys gathered and the number of respondents are still insignificant. Further research can be done to get more information by distributing the survey to all Institution of Higher Learning (IHLs) covering public, private and polytechnic institutions in Malaysia.

This platform can be improvised and further improved as a community platform for students who have successfully initiated their own startup after validating their project by using Ideaspark.my

- To extend privilege accessibility for investor to seek for potential project to be invested
- To extend platform as venturing channel among students who shared common vision/ideas prospect.

#### **5.4 Summary**

The numbers of startups among Malaysian students are increasing from year to year based on active initiatives, support and engagement from the government. However, as Malaysia is moving towards vision as a developed nation by the year of 2020, there is a lot more needed to be done. The author initiatives are envision inspiring and encouraging more students to venture their project as a potential business prospects. The lack of public awareness, cooperation and support from the family as well as community to support this effort might demotivate the students to take one step ahead in venturing as entrepreneur. Therefore, more awareness and initiative should be done to educate our community to be more supportive. The significance of this project is not only to help students to validate their project as business prospect but also to gain their confidence to venture in the world of entrepreneurs.

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## APPENDIX A

### i. Survey Question

**University students ideas validation via crowdsourcing platform** Exit this survey

Welcome to Preliminary Survey on university student's ideas validation via crowdsourcing platform

Thank you for participating in this survey. Your feedback is important.  
**Cheers!**

Powered by **SurveyMonkey**  
Check out our [sample surveys](#) and create your own now!

**University students ideas validation via crowdsourcing platform** Exit this survey

University students ideas validation via crowdsourcing platform

**\*1. What is your age?**

Below 17

18 to 24

25 to 30

31 to 34

Above 35

**\*2. What is your gender?**

Female

Male

**\*3. Nationality**

Local

International

**4. What University are you studying at?**

If others (please specify)

**\*5. Current level of study?**

First year  
 Second year  
 Third year  
 Final year  
 Other (please specify)

**\*6. Have you taken any entrepreneurship related course during your studies?**

Yes  
 No

**\*7. Involvement in entrepreneurship programmes (e.g : Global Startup Youth (GSY), Digital Malaysia Corporate Accelerator Program, Youth leadership Malaysia (YLA) , etc...)**

Involved  
 Not Involved  
 If yes, please specify

**\*8. Your Project Ideas Viability as Business Prospects**

Do you think your project ideas are viable for the industry?

Not Viable      Probably Viable      Perhaps      Quite Viable      Extremely Viable

**\*9. If you think your project is viable, do you intend to extend your Final Year/Personal Projects as a business prospects?**

Yes  
 No

**\*10. Entrepreneurial Behaviour**

Not Interested      Most Probably      Perhaps      Quite Interested      Extremely Interested

How interested are you to set up your own business?

**11. Entrepreneurial Behavior (Cont.)**

Entrepreneurial Behavior Statements      Entrepreneurial Intention      Entrepreneurial Attitude

**\*12. How familiar are you with crowd-sourced online community platform ? (e.g : Kickstarter, PitchIn ,indiegogo, etc...)**

Not familiar      Somewhat familiar      Quite familiar      Very familiar

Familiarity

**13. How often do you use or visit online community platform ?**

Never      Seldom      Sometimes      Quite Often      Very Frequent

Frequency

**\*14. If there is an online community platform which serve to evaluate your project ideas viability and validity, will that helps you to extend your ideas as business prospects?**

Yes  
 No

**\*15. If yes, please rank project criteria based ranking of 1-5, where 1 is the 'highest priority' and 5 is 'less priority' that you think essential to be validated?**

Sustainability (endurance of project ideas or capability to being sustained)  
 Feasibility (Capable of being accomplished or dealt with successful)  
 Creativity (Characterized by the ability to perceive the world in new ways)  
 Social/Economic Impact (Operations affect social and economic factors in the communities where it operates)  
 Value Proposition (Promised of value to be delivered and acknowledged)

**16. What do you think on our idea to stand as crowd-sourced ideas platform for students in near future?**

**\*17. How likely is it that you would recommend this platform if being establish to a friend or colleague?**

Not at all likely - 0      1      2      3      4      5      6      7      8      9      Extremely likely - 10

Prev      Done

Powered by [SurveyMonkey](#)  
Check out our [sample surveys](#) and create your own now!

## APPENDIX B

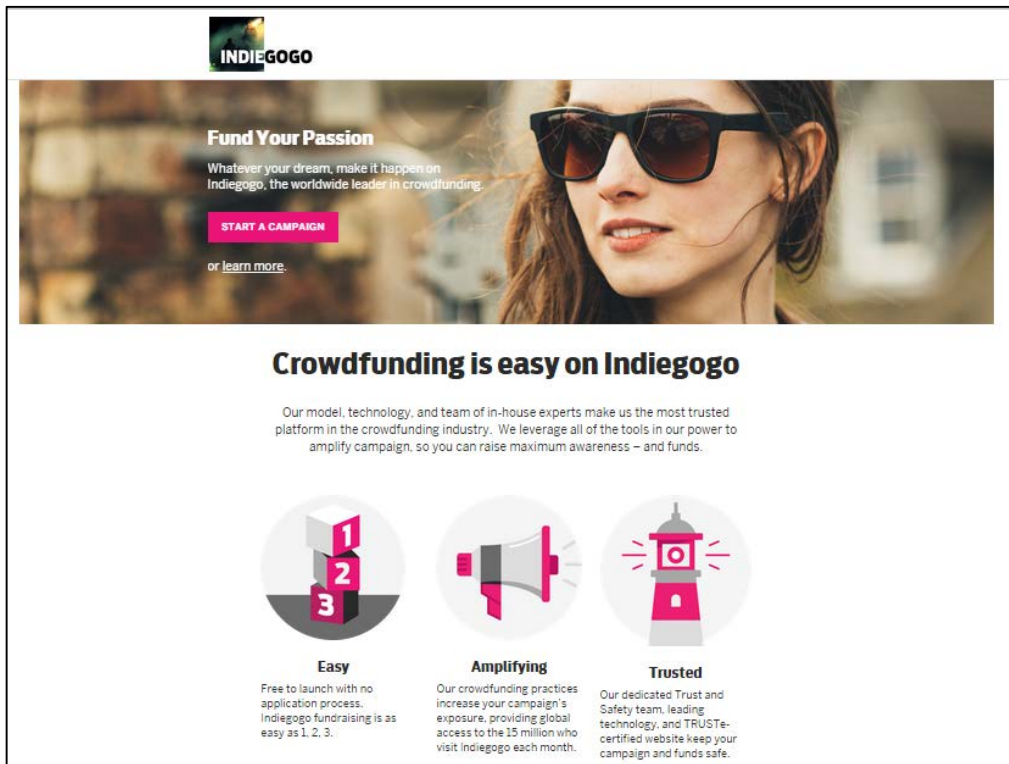
### Similar Platform with Crowdsourcing Concept

#### i. Quirky

The screenshot shows the Quirky website homepage. At the top, there is a navigation bar with the Quirky logo, links for 'Invent', 'Influence', and 'Shop', a search bar, and 'SIGN UP' and 'Log in' buttons. The main hero section features the headline 'Products invented by real people like you.' and a sub-headline: 'Sharing your bright idea, whether it's a doodle or a working prototype, is the first step to becoming the next Quirky inventor. Submit your invention idea today—and boom—it could be flying off store shelves in no time.' Below this is a 'SUBMIT YOUR IDEA' button. The hero image shows three people: a woman holding a yellow bicycle airbag, a man holding a hand exerciser, and a woman holding a light socket adapter. Below the hero section, there is a 'Show Trending' dropdown and a link to 'All Categories'. A text prompt asks users to 'Vote for ideas you like and help us decide which inventions to make.' Below this are three product cards: 'Bicycle Airbag' (www.hovding.com is the only competitor, and it is just a helmet. Idea is user activated bicycle airbag.), 'Hand Exerciser' (This is a simple, complete hand workout device, which works both flexion and extension muscles of the hand.), and 'WINK Bi Pin Base Adapters' (Have a light that uses a Bi Pin Base INSTEAD of regular light socket? Make it AppEnabled with this GE Adapter!).

The screenshot shows a product page on the Quirky website. The navigation bar at the top includes 'Invent', 'Influence', 'Shop', a search bar, and 'How It Works'. On the left side, there are three sections: 'Shop By Category' (with options like Electronics & Power, Health & Fitness, Home & Garden, Kitchen, Travel & Adventure, Everything), 'Shop By Collection' (with options like New Products!, Best Sellers, Quirky - GE, Last Chance!, Power Hungry, For Him, For Her), and 'Shop By Price' (with options like Inventions under \$15, Inventions under \$30, Inventions under \$50, Inventions under \$100). The main content area is titled 'Most popular products' and features a product card for 'PowerCurl Mini'. The card includes an image of a green cord wrap, the product name 'PowerCurl Mini', the description 'Cord wrap for your charger', and the price '\$4.99'. Below the product card, it says 'Invented by Jeff Scholen'.

ii. Indiegogo



**INDIEGOGO**


**Fund Your Passion**  
 Whatever your dream, make it happen on Indiegogo, the worldwide leader in crowdfunding.

[START A CAMPAIGN](#)

or [learn more](#).


**Crowdfunding is easy on Indiegogo**

Our model, technology, and team of in-house experts make us the most trusted platform in the crowdfunding industry. We leverage all of the tools in our power to amplify campaign, so you can raise maximum awareness – and funds.




**Easy**

Free to launch with no application process. Indiegogo fundraising is as easy as 1, 2, 3.



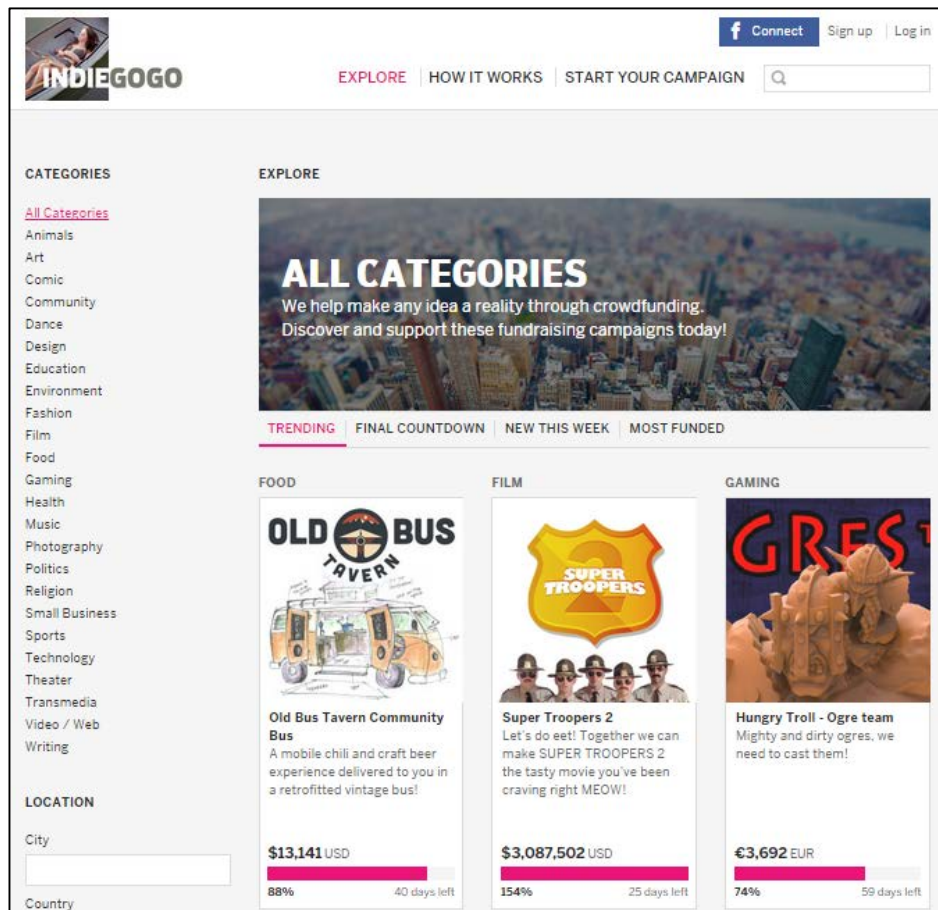
**Amplifying**

Our crowdfunding practices increase your campaign's exposure, providing global access to the 15 million who visit Indiegogo each month.



**Trusted**

Our dedicated Trust and Safety team, leading technology, and TRUSTe-certified website keep your campaign and funds safe.



**INDIEGOGO** f Connect Sign up | Log in

EXPLORE | HOW IT WORKS | START YOUR CAMPAIGN

**CATEGORIES**

- [All Categories](#)
- Animals
- Art
- Comic
- Community
- Dance
- Design
- Education
- Environment
- Fashion
- Film
- Food
- Gaming
- Health
- Music
- Photography
- Politics
- Religion
- Small Business
- Sports
- Technology
- Theater
- Transmedia
- Video / Web
- Writing

**LOCATION**

City


Country

**EXPLORE**

**ALL CATEGORIES**  
 We help make any idea a reality through crowdfunding. Discover and support these fundraising campaigns today!

TRENDING | FINAL COUNTDOWN | NEW THIS WEEK | MOST FUNDED

**FOOD**

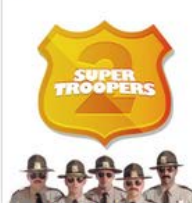


**Old Bus Tavern Community Bus**  
 A mobile chili and craft beer experience delivered to you in a retrofitted vintage bus!

**\$13,141 USD**

88% 40 days left

**FILM**




**Super Troopers 2**  
 Let's do eet! Together we can make SUPER TROOPERS 2 the tasty movie you've been craving right MEOW!

**\$3,087,502 USD**

154% 25 days left

**GAMING**



**Hungry Troll - Ogre team**  
 Mighty and dirty ogres, we need to cast them!

**€3,692 EUR**

74% 59 days left

### iii. Kickstarter

**KICKSTARTER** Discover Start Search Projects Sign up Log in

**Introducing Spotlight**  
Funding is just the beginning. Meet the new spotlight page, where every project can tell its whole story — all in one place.

See more

New York City Transit Authority

Graphics Standards Manual  
6,718 backers

Staff Picks: Technology

See all Technology projects

Art  
Comics  
Crafts

**BoXZY Rapid-Change FabLab: Mill, Laser Engraver, 3D Printer**  
by Justin and Joel Johnson

Rapidly transforms into 3 kinds of machines: CNC Mill, 3D Printer & Laser Engraver while enhancing precision & power with ballscrews

943% funded \$471,563 pledged 278 backers 18 days to go

#### What's popular

See more



**SALEM: A Strategic Card Game of Deception for 4-12 Players**  
Travis Hancock

Accuse and defend your fellow townsfolk as you hunt down the witches of Salem. Act fast, before conspiracy turns you against your own.

Provo, UT

434% funded \$26,056 pledged 24 days to go



**Skitzo The 1920s Killer Bear -- Plush Toy Project**  
Crystal Gonzalez

A 1920's styled cartoon with a twisted history becomes a plush toy! Help Skitzo come to life!

San Francisco, CA

15% funded \$1,775 pledged 35 days to go



**The Aggregate - A "Choose Y/O Adventure" style graphic novel**  
Ben Bishop

A post-apocalyptic graphic novel with giant robots, organically engineered terrorists and spider-cats. Really. -- by Ben Bishop

Portland, ME

277% funded \$27,730 pledged 13 hours to go

## APPENDIX C

### i. SURVEY TESTING

#### UNIT & USABILITY TESTING

Name	
Institution	
ID	
Programme	

Date	
------	--

#### i. General Questions

1. Gender
  - a. Male
  - b. Female
2. Have you participated in a [focus group or usability test] in the past six months?
  - a. Yes
  - b. No
3. Which of the following best describes your age?
  - a. 18 to 25
  - b. 26 to 30
  - c. 31 to 40
  - d. 40 and above
4. Highest level of education [Name of Institution]?  
[\_\_\_\_\_]
5. Programme/Course enrolled?  
[\_\_\_\_\_]

#### ii. Computer Expertise

1. About how many hours per week do you spend on the computer?
  - 0 to 10 [ ]
  - 11 to 25, [ ]
  - 26+ [ ]

2. What computer platform do you usually use?

- Windows [ ]
- Mac [ ]

iii. Usability Task Case

For the usability evaluation, participants are required to complete [nine (9)] scenarios or “real-life” tasks on the site.

Test Id	Task Case
01	Explore Ideaspark.my Homepage
02	Sign Up/Login ( assessment on session management)
03	User Dashboard Usability
04	Create new project
05	Add Project Description and Analysis
06	Explore/view Project Page
07	Evaluate/Vote the project created by others
08	Comment on others project
09	Explore Ideaspark.my

a) Post-Task Overall Questionnaire

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Thought on ideaspark served its purpose as student viability platform					
Would use ideaspark as viability rating platform for your project					
Difficulty to track section in ideaspark					
Thought most student would					



	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
learn to use website quickly					
Homepage's content attractiveness					
Ideaspark's content would attract me to keep coming back					
Website is well organized					

*\*Percent Agree (%) = Agree & Strongly Agree Responses combined*

Recommendations/Comments

iv. Exit Questions/User Impressions

1. What is your overall impression to Ideaspark.my?

2. What did you like best about the site?

3. What did you like least about the site?

4. If you were the website developer, what would be the first thing you would do to improve the website?

5. Is there anything that you feel is missing on this site? (Probe: content or site features/functions)

6. If you were to describe this site to a colleague in a sentence or two, what would you say?

7. Do you have any other final comments or questions?