THE IMPLEMENTATION OF MOBILE APPLICATION

Naziah bt Mohamad
Faculty of Imformation Management,
Universiti Teknologi MARA (UiTM)
Puncak Perdana Campus,
UiTM Selangor, Malaysia
Email: naziahm1711@gmail.com

Abstract
The aim of this research is to introduce the implementation of mobile application and to determine how user would like to interact with mobile application on their mobile devices. This paper informs about the usage of mobile application for users in retrieve the information needed. This paper also discussed about the benefits, limitation and the characteristic of mobile apps that will acknowledge the users.
Keyword: Mobile application, mobile device, information, user.

INTRODUCTION

Once upon a time, the most famous and popular functions of phones were calling and sending texts. A smart phone is a multifunctional device which can assist user to communicate and at the same time it can helps to learn, earn and have fun of having it. This is made possible by the development of mobile applications. According to Simon Bates (2014), mobile application or mobile app is a software application designed to run on smartphone, tablet computers and other mobile devices. The history of the mobile device and the first mobile phones whose microchips officially compulsory the most basic of software to send and receive voice calls.

The first devices that has been created for entertain to the users which is the game snake. According to Ding (2016), the game snake was introducing in 1998 as a standard pre-loaded game on Nokia phones which is became a global sensation among people. Other followed adding games likes Pong, Tetris and Tic Tac Toe. Nowadays, Information technologies (IT) are in the surroundings and all the people around the world can access it everywhere and anytime. With this development, the users began pushing for more features. The users always demand of a new application not just for entertainment purpose but also in education learning and etc.

ISSUES

In this paper, there are several issues are discussed with regard to the implementation of mobile application. Based on my observation from the previous articles, there have some issues that can be emphasized which are:

- The respondents were mainly young people who are generally more innovative and faster to accept new technologies

RESEARCH OBJECTIVE

The objective of the study will be evaluating with to introduce the implementation of mobile application and to determine how user would like to interact with mobile application on their mobile devices. There some element of sub-objectives was listed:

- To provide information the uses of mobile application for the user.
- To assist user in using mobile application with features that available.

RESEARCH QUESTION

There are several research question that have been considered in order to guide this study which are:

- What are the implementations of mobile application?
- What are the functions of mobile application for the user?
- How the user will interact with mobile application?

LITERATURE REVIEW AND PROPOSE FRAMEWORK

In reviewing the literature, this study takes an approach in the implementation of mobile application for users in retrieved the information that needed. Mobile application is becoming popular and important among the users today. These applications allow user to use a mobile device to construct a public or semi-public profile space to display their personal information and through doing so establish new relationships, while also communicate with other users with whom they share an existing relationship (Gressgard and Stensaker, 2006; Ling and Yttri, 2002).

The existing of mobile application bring many benefits to the user and at the same time it may be improve user's learning skill in retrieved the information as example. The mobile application software developed for hand mobile devices is tested for its functionality, usability and consistency. The distribution platforms which applications that are not preinstalled are usually available that can be called as application store. The application store was developing and began appearing in 2008 and operated by the owner of the mobile operating system such as Apple App store, Google Play and etc. The user must acknowledge that some application are free, while others must be bought.

Nowadays, the users are more commonly use mobile application in their daily life. There are many purpose on using mobile application such as for entertainment, communication, getting the information and etc. Through using mobile apps, it can develop user in several skills too such as communication skill, learning skill, personal skill and others. The usage of mobile application might be easy to treat users with their personalized experience.

Figure 1 is a proposed theoretical framework that will be used to guide this research. Based on the previous study, the proposed theoretical framework illustrates a dependent variable which is the implementation of mobile application and three independent variables are the usage of mobile application, the benefits of mobile apps and the characteristics of mobile application.
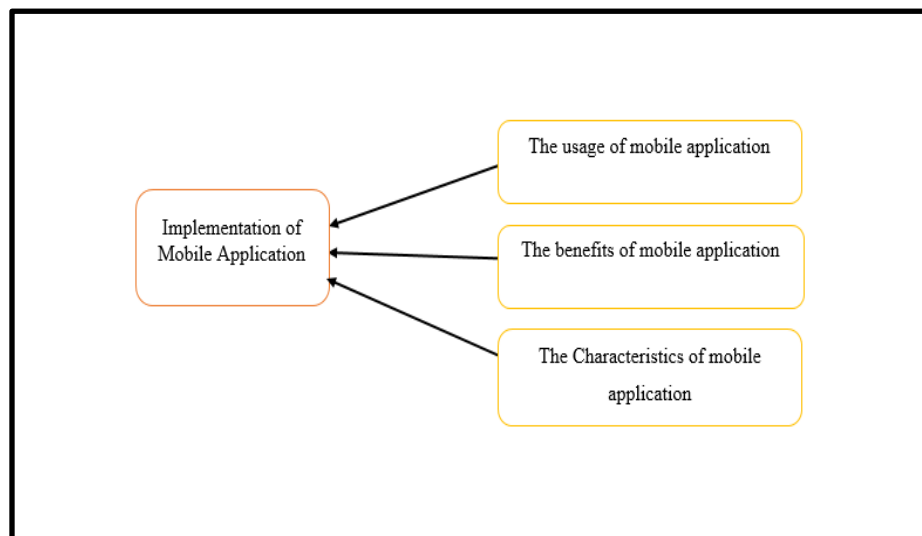
The usage of mobile application

Usually, the people who are using mobile application have different purpose of the usage mobile application such as communication purpose, entertainment and etc. Those people might be from students and lecturers that who are using it and the application provide benefit to them. The use of mobile application can have potential to students in writing skills and their motivation to complete writing task. The example of application that students might be used such as IELTS Writing Tutor, English Grammar and etc. The other usage of mobile application such as for travelling purpose. Basically, those who in vacation who are more likely use the mobile apps such as Maps, Waze, Trivago, and etc. This kind of application that will assist users in retrieved information that what are the users looking for.

The benefits of mobile application

According to from Yi Ding Kah Hin Chai (2015), the author described that there are four types of benefits from mobile apps which are proposed, including instrumental, experiential, identity and social benefits. Instrumental benefits refer to better task performance or improved productivity when using a mobile application. The experiential benefits build is defined as the extent of fun a user experiences when using a mobile application. Identity benefits are explaining as the extent to which using a mobile app is

expressive of one's social or personal identity and social benefits refer to the extent to which an individual is connected with others through a mobile app. All of the benefits that are mentioned above will provide to the users in using those application that available.

The characteristics of mobile application

The users nowadays became more wisely in choosing the application. The users will choose the application that can fulfil their needed and the characteristic that can attract them to use it. The main characteristic of mobile apps is the application can be used anytime and anywhere. It is important to users in using mobile apps at all times which is continuity and use them whenever they need with immediacy and find target information regardless of origin with search ability (Seeun Kim Tae Hyun Baek Youn, 2016), the other characteristics that can emphasized which is personalization. A developer can Creating personalized content based on individual usage or context. The users want the app fitting their needs and they want their apps behaving like they want it to do. This need covers not only personalized content but also control over data stored, shared or used for further actions.

EXPECTED OUTCOME

The aim of this study is to introduce the implementation of mobile application and to determined how user would like to interact with mobile application on their mobile devices. This study will give result how far the variable that was discussed in the literature review will reveal the usage by using mobile application for the students and lecturers because it gives them a benefits. Throughout this study, hope that this study will provide benefits to students, lecturers, and other users who are willing in getting information about the implementation of mobile application. With regard to this matter, hopefully that the respondent show good contribution toward the questionnaire.

CONCLUSION

In conclusion, most of the people have smart phones now and application are easy to access and simple make user life so much better as a result. There are literally millions of mobile apps now. The example of mobile apps that available such as for social networking, banking, travel, health, news, games and etc. All of this kind of application are provide benefit to the users and each of the apps has its own characteristic that can be evaluate. The users now may retrieve their information needed through this mobile app which they can bring their smart phones to anywhere and anytime.

REFERENCES

Bates, S. (2014, Jan 14). *A History of Mobile Application Development.* Retrieved from
https://manifesto.co.uk/history-mobile-application-development/

Chai, Y. D. (2015),"Emotions and continued usage of mobile applications",
Industrial Management & Data Systems, 115(5) pp. 833 - 852
: http://dx.doi.org/10.1108/IMDS-11-2014-0338

Ding (2016). *A brief history of the mobile app.* Retrieved from
https://www.ding.com/community/history-of-mobile-apps

Gressgard, L.J. & Stensaker, I. (2006), "The mobile service industry: strategic
challenges and future business models", *International Journal of Mobile
Communications,* 4(5), pp. 509-531

Yoo, S.K. (2016),"Factors affecting
stickiness and word of mouth in mobile applications", *Journal of Research in
Interactive Marketing,* Vol. 10 Iss 3 pp. 177 – 192