

7th National Symposium on Human Computer Interaction, 2025

“Humanizing Intelligence”



Join the symposium where higher educators, industry leaders connect and collaborate. Gain insights and expand your professional network.



25TH – 26TH OCTOBER

2025

Our Location



Asia Pacific University of Technology & Innovation (APU)

More Information at



www.myhci-ux.org/fusion2025

Organised by:



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ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION



Welcome Messages

Foreword from Fusion2025 Chair



Dear Colleagues, Innovators, Researchers and Friends,

It is my great pleasure to welcome you to 7th National Symposium on Human-Computer Interaction (FUSION2025), a gathering of minds dedicated to shaping the future of interdisciplinary innovation. This year's theme, "Humanizing Intelligence", reflects our collective commitment to exploring the convergence of technology, design, and society.

As Chair of FUSION2025, I am proud to see how this platform continues to evolve, bringing together researchers, practitioners, and students from diverse domains to share insights, challenge assumptions, and co-create new possibilities. From immersive technologies and AI ethics to inclusive design and digital transformation, the conversations we foster here are more critical than ever.

This year's program features a rich tapestry of keynotes, panels, workshops, Doctoral consortium, paper presentation and competitions that highlight the power of collaboration across disciplines. I encourage you to engage deeply, ask bold questions, and connect with new perspectives. Whether you are presenting, participating, or simply exploring, your presence adds value to this vibrant community.

On behalf of the organizing committee, I thank you for being part of FUSION2025. May this experience inspire new ideas, meaningful partnerships, and lasting impact.

Warm regards,

Ts. Dr. Siti Azreena Binti Mubin
Chair, FUSION2025

Welcome Messages

Foreword from myHCI-UX President



Welcome to the 7th National Symposium on Human-Computer Interaction 2025 (FUSION 2025)!

For the seventh consecutive year, this symposium brings together researchers, practitioners, educators and students working in the fields of Human-Computer Interaction (HCI) and User Experience (UX) across Malaysia. The aim of FUSION has always been to provide a dynamic, inclusive platform for knowledge-sharing, peer learning, and exploration of collaborative opportunities in HCI and UX design.

In addition to the paper presentations, FUSION 2025 also includes the Student Design Competition, which is designed to cultivate and highlight new talent in HCI and UX; and also the Doctoral Consortium, which serves as a supportive space for postgraduate researchers to enhance their studies, network with peers and mentors, and strengthen their research directions.

The importance of HCI and UX in the Malaysian context cannot be overstated. As Malaysia positions itself as the gateway to innovation within the ASEAN region, the digital economy is rapidly evolving. Malaysia's strategic role in ASEAN underscores the need for interactive technologies that are both usable and culturally attuned. At the same time, emerging technologies such as artificial intelligence (AI), extended reality (XR), the Internet of Things (IoT), and smart-home systems demand new interaction paradigms where human-centred design and usability are central.

FUSION 2025 therefore calls on participants to reflect not only on the design, evaluation and implementation of interactive systems, but also on the wider ecosystem, including issues of accessibility, cultural diversity, ethical technology, and both regional and global collaboration. By bringing together academic research, industry practice and student innovation under one roof, we aim to foster a Malaysian HCI-UX community that is attuned to both local needs and global standards.

This year's symposium has been successfully led by Ts. Dr. Siti Azreena and her dedicated team, as well as the myHCI-UX Steering Committee members. We extend our heartfelt thanks for their time, effort, and leadership in organizing this year's event. All those hard work, vision, and commitment have ensured the continued excellence of FUSION.

Thus, we invite each and one of you to engage actively by sharing your work, challenging assumptions, collaborating across disciplines, and contributing to the future of human-computer interaction in Malaysia and beyond. Thank you for being part of FUSION 2025. Together, we can chart new pathways for impactful research, practice and education in HCI/UX.

Dr. Noris Mohd Norowi
President
myHCI-UX 2025-27

Fusion 2025 Organization

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Ts. Dr. Siti Azreena Mubin , Asia Pacific University of Technology & Innovation

Secretary

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Daniel Mago Vistro , Asia Pacific University of Technology & Innovation
Intan Nadiah Abdul Hakim , German - Malaysia Institute
T Tulasi Sathyabama A/P Appalasamy , Asia Pacific University of Technology & Innovation

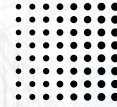
Event and Technical Unit

Jeffery Jeselee Sijore , Asia Pacific University of Technology & Innovation
Ts. Dr. Siti Rahayu Abdul Aziz , University Technology Mara

SDC Unit (Student Design Challenge)

Aida Zamnah Binti Zainal Abidin , Asia Pacific University of Technology & Innovation
Tham Hoong Ching , Sunway College
Ts. Dr. Bavani Ramayah , University of Nottingham Malaysia
Ts. Dr. Hazwani Mohd Mohadis , International Islamic University Malaysia
Assoc. Prof. Ts. Dr. Vinothini Kasinathan , Asia Pacific University of Technology & Innovation
Assoc. Prof. Dr. Ing. Maizatul Hayati Mohamad Yatim, Universiti Pendidikan Sultan Idris

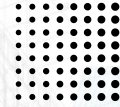
Symposium Agenda



DAY 1 (25 OCTOBER 2025 - SATURDAY)

TIME	ACTIVITY						
09:00 AM – 09:30 AM	Participant Registration (Auditorium 7 - Level 3)						
09:30 AM – 10:00 AM	Opening Ceremony (Emcee opening, Doa Recital) Opening Speech - FUSION Chair, Asst. Prof. Ts. Dr. Siti Azreena Mubin						
10:00 AM – 10:45 AM	Keynote Speaker 1: Assoc. Prof. Dr. Wong Yong Jie <i>Kyoto University of Advance Science</i> Topic : From Data to Decisions: Co-Designing a Sustainable Human-Computer-Nature Future. Location : Auditorium 7, Level 3, Block A, Asia Pacific University of Technology & Innovation (APU), Mranti Park, Bukit Jalil, KL						
10:45 AM – 11:00 AM	MORNING BREAK						
11:00 AM – 11:45 AM	Keynote Speaker 2: Josh Tedjasaputra <i>Western Australian AI Hub</i> Topic : The Humanity-Centred AI Sprint: A Field-Tested Framework for Collaborative Intelligence and Responsible Innovation Location : Auditorium 7, Level 3, Block A, Asia Pacific University of Technology & Innovation (APU), Mranti Park, Bukit Jalil, KL						
11:45 AM – 12:30 PM	Keynote Speaker 3: Mr.Syahrul Helmy <i>Experian</i> Topic : Designing for impact: Humanizing business processes through human-centered innovation Location : Auditorium 7, Level 3, Block A, Asia Pacific University of Technology & Innovation (APU), Mranti Park, Bukit Jalil, KL						
12.30 PM – 1.15 PM	FOCUS GROUP FORUM Topic: Connecting Minds, Crafting Experiences Location : Auditorium 7, Level 3, Block A, Asia Pacific University of Technology & Innovation (APU), Mranti Park, Bukit Jalil, KL • Panel 1: Assoc. Prof.Dr. Wong Yong Jie, Kyoto University of Advance Science • Panel 2: Mr. Yee-Ivan, Asia Pacific University of Technology and Innovation • Panel 3: Mr.Syahrul Helmy, Experian Moderator: Mr. Mohd Zawawi Bin Abdunrosaeh, APU						
1.15 PM - 2.00 PM	LUNCH BREAK & NETWORKING						
02.00 PM - 04.00 PM	<table><tr><td>PAPER PRESENTATION PARALLEL SESSIONS</td><td>PAPER PRESENTATION PARALLEL SESSIONS</td><td>PAPER PRESENTATION PARALLEL SESSIONS</td></tr><tr><td>BLOCK B LEVEL 4-01</td><td>BLOCK B LEVEL 4-02</td><td>BLOCK B LEVEL 4-03</td></tr></table>	PAPER PRESENTATION PARALLEL SESSIONS	PAPER PRESENTATION PARALLEL SESSIONS	PAPER PRESENTATION PARALLEL SESSIONS	BLOCK B LEVEL 4-01	BLOCK B LEVEL 4-02	BLOCK B LEVEL 4-03
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BLOCK B LEVEL 4-01	BLOCK B LEVEL 4-02	BLOCK B LEVEL 4-03					
04.00 PM - 04.15 PM	COFFEE BREAK						
04.15 - 05.00 PM	Wrap-up & Reflection Day 1						

Symposium Agenda



DAY 2 (26 OCTOBER 2025 - SUNDAY)

TIME	ACTIVITY
09:00 AM – 09:15 AM	Day 2 Opening Remarks & Agenda
09:15 AM – 11:15 AM	FOCUS GROUP FORUM Title: Designing Futures, Preserving Roots: UX Instruments for Digital Heritage Location : Auditorium 7, Level 3, Block A, Asia Pacific University of Technology & Innovation (APU), Mranti Park, Bukit Jalil, KL - Panel 1: Dr Fara Dayana Mohd Jufry, Pusat Pengajian Seni, Universiti Sains Malaysia, 11800 Universiti Sains Malaysia (USM), Pulau Pinang. (faradayana@usm.my) <i>Wayang Kulit Kelantan & Makyong Practitioner</i> - Panel 2: Prof. Madya Ts. Dr. Shamsul Arrieya bin Ariffin, Faculty Of Computing And Meta-Technology Universiti Pendidikan Sultan Idris (UPSI). (shamsul@meta.upsi.edu.my) <i>A Senior Lecturer in HCI and Culture, UPSI</i> - Panel 3: Puan Bennylita Nasuty Ramlee, Pekanmaya Sdn Bhd., Director/Script Writer. <i>Puan Bennylita Nasuty Ramlee is creative content creator, latest animation called Keluarga Nuaim (13 Episode Children 2D Animation ~ RTM TV Okey)</i> Moderator: Assoc. Prof. Ts. Dr. Vinothini Kasinathan, Asia Pacific University, Kuala Lumpur
09.15 AM - 12.15 PM	PARALLEL SESSION STUDENT DESIGN CHALLENGE (SDC) EXHIBITION Location : Block B-4-4 and B-4-5 MORNING BREAK (15 Minutes) Master Workshop 1 : The Educator's Guide: Mastering the Art of Prompt Engineering (MaPE) Trainer : Ms.Rizawati Rohizan Location: Block B Level 4-03
12.15 PM – 12.45 PM	FUSION2025 Closing ceremony Results announcements and prize giving ceremony. END SESSION

Saturday , 25th October 2025

09:00 AM – 09:30 AM

Participant Registration

Venue : Auditorium 7, Level 3, Block A

09:30 AM – 10:00 AM

Welcoming Remarks

Ts. Dr. Siti Azreena Mubin, Fusion 2025 Chair

Venue : Auditorium 7, Level 3, Block A

10:00 AM – 10:30 AM

Keynote Speaker 1 : From Data to Decisions: Co - Designing a Sustainable Human - Computer - Nature Future

Venue : Auditorium 7, Level 3, Block A



Dr. Wong Yong Jie , Kyoto University of Advance Science

Dr. Wong Yong Jie (Jacky) currently works as Associate Professor at the Department of Bioenvironmental Design, Kyoto University of Advance Science. Jacky's research has been focusing on the application and integration of A.I, GIS, and remote sensing, associated with the 3D printed IoT system, for disaster prevention and environmental monitoring by considering both social and engineering aspects, especially in developing countries in the Southeast Asia region.

10:45 AM – 11:15 AM

Keynote Speaker 2 : The Humanity - Centered AI Sprint : A Field Tested Framework for Collaborative Intelligence and Responsible Innovation

Venue : Auditorium 7, Level 3, Block A



Josh Tedjasaputra , Western Australian AI Hub

International AI strategist with a proven track record of delivering ethical, measurable solutions for CxO clients and mentoring startups. Translates complex AI, ML, and data science initiatives into clear business value across education, finance, healthcare, and tech industries.

Saturday , 25th October 2025

10:00 AM – 10:30 AM

Keynote Speaker 3 : Designing for Impact : Humanizing Business Processes through Human - Centered Innovation

Venue : Auditorium 7, Level 3, Block A



Mr. Syahrul Helmy , Experian

He is working as a Product Designer professionally and as a seasonal designer with his personal client. Experienced in UX/UI design for responsive web, mobile apps, and graphic designs. Focusing on the aesthetical and attention to detail design to deliver product that meets user's requirements, with strong engagement and excellent usability based on the best UX practices.

12: 45 PM – 1:35 PM

Focus Group Forum : Connecting Minds , Crafting Experience

Venue : Auditorium 7, Level 3, Block A

Moderator : Mr. Mohd Zawawi Bin Abdunrosaeh, Asia Pacific Univeristy of Technology & Innovation



Panel 1 : **Dr. Wong Yong Jie , Kyoto University of Advance Science**



Panel 2 : **Mr. Yee-Ivan , Asia Pacific University of Technology**



Panel 3 : **Mr. Syahrul Helmy , Experian**

Saturday , 25th October 2025

02:00 PM – 04:00 PM

Paper Presentation Group 1

Venue : Block B, Level 4 –01

Chair : Dr. Samia Abdhood / Dr. Shaima Abdulfattah

Preferences of Mobile Learning Application Features Among Female Middle - Aged Learner to Learn Al-Quran

Nazean Jomhari, Syahida Mohtar, Baharul Hisyam, Mumtaz Begum Peer Mustafa, Mohd Yakub @ Zulkifli Mohd Yusof, Shamsul Arrieya Ariffin

Abstract : In the smartphone era, e-learning integration with mobile devices enables learning anytime and anywhere, known as mobile learning. While many studies explore mobile learning among college students, little is known about the readiness of middle-aged Muslims to adopt it for Quranic studies. This study investigates factors influencing the readiness of 168 Malaysian women aged 40 to 60, non-native Arabic speakers, to use mobile learning for Quranic Arabic. Data was collected via online questionnaires. Findings show that learners prefer specific features, particularly in-app communication and quizzes, which fulfill their needs for interaction and assessment-key to satisfaction and sustained engagement. Other valued features include tutor selection, push notifications, and offline access, though preferences differ by age, education, and Arabic knowledge. Less interest was shown in progress bars and gamification. The study concludes that effective mobile learning apps should emphasize interactivity and meaningful assessment tools.

Evaluating Bias and Consistency in Large Language Models (LLMs) : ametric - Based Framework for Responsible AI Interaction

Varsha Supreeth

Abstract : Large Language Models (LLMs) such as ChatGPT, Claude, and Gemini have become popular tools for information retrieval and question answering. However, these systems often exhibit biases, which can be problematic for users, particularly high school students who use them for learning. This latent bias can lead students to form opinions without deeper critical analysis. This study investigates how LLMs respond to different types of prompts and measures the consistency of their answers. We hypothesize that LLMs will exhibit greater response divergence on sensitive topics, such as politics and ethics, while showing more consistency on factual or creative tasks. To test this, we queried LLMs across five categories: politics, government policies, sports, facts, and creative writing. A novel distance metric was developed to quantify the similarity between LLM responses, taking into account both semantic content (entities) and sentiment. The results confirm our hypothesis, revealing significant divergence in responses to sensitive questions and high alignment on factual ones. This research indicates that while LLMs are convenient, it is crucial for users, especially students, to approach the information they provide with a critical perspective, particularly on complex and nuanced topics.

A Systematic Literature Review : Virtual Reality and Machine Learning for Alzheimer's Disease Diagnosis

Christian Tjandra

Abstract : Alzheimer's Disease (AD) is a progressive neurodegenerative disorder where early detection is critical for timely intervention. However, traditional paper-based cognitive assessments lack ecological validity and rely on subjective clinician evaluation. This study conducts a systematic literature review (SLR) to examine how virtual reality (VR) cognitive assessments integrated with Machine Learning (ML) can enhance diagnostic accuracy and scalability. Following PRISMA 2020 guidelines, six empirical studies published between 2020 and 2025 were analysed for system design, biomarkers, ML models, and performance metrics. Results show that VR provides realistic, engaging cognitive tasks. At the same time, ML effectively processes multimodal datasets, including eye-tracking, hand-tracking, and behavioural data, achieving diagnostic accuracy above 89% and enabling predictions of disease progression. The review identifies key research gaps, including generalizability issues, limited cognitive domain coverage, a lack of clinical trials, VR accessibility challenges, and sensor noise. These findings highlight the potential of VR-ML systems as robust, objective tools for AD screening and severity classification.

Saturday , 25th October 2025

02:00 PM – 04:00 PM

Paper Presentation Group 2

Venue : Block B, Level 4 -02

Chair : Mrs. Khairunnisa Mispa

The Design of Web – Based Bachelor Project Assessment System using Design Thinking

Azrina Kamaruddin, Siti Athirah Othman, Nurul Saidatul Fatiha Shahabudin

Abstract : This paper presents the high-fidelity design development of FYPAAssess, a web-based Bachelor Project Assessment System developed using the Design Thinking approach. The study highlights the inefficiencies of the current manual process involving coordinators, supervisors, assessors, and students, which creates an administrative burden, time inefficiency and restricted access to mark compilation and calculation. FYPAAssess is designed to overcome these challenges by enabling seamless coordination including student assignation to supervisors, mark input by supervisors and assessors, automated calculation, and integrated notification features. The FYPAAssess design emphasis is placed on a user-friendly interface guided by principles of simplicity, clarity, and familiarity to enhance usability by implementing the Design Thinking approach. The proposed solution aims to streamline evaluation workflows, improve communication among stakeholders, and strengthen the overall management of the Bachelor Project assessment process.

Towards Considerate AI : Building a Fair and Polite Chatbot for Customer Service

Pei Yi Looi, Ng Jin Jin, Li ZhiHan, Raja Jamilah Raja Yusof, Viktor Kaptelinin

Abstract : This project presents the design of a customer service chatbot that communicates fairly and politely using a large language model (LLM). While most chatbots prioritize efficiency, they often neglect tone and bias, which affect user trust and satisfaction. To address this, we applied fairness and politeness strategies across key service scenarios—product recommendations, order tracking, and FAQs. Built with Flowise and enhanced by Retrieval-Augmented Generation (RAG) and Pinecone, the chatbot integrates design principles from politeness theory and fairness guidelines. Evaluation through user feedback and heuristics showed that respectful and emotionally aware responses improved user perception. This work highlights how ethical language design enhances chatbot communication and offers a framework for building more socially intelligent AI assistants.

AI – Enhanced Hybrid Metaverse Framework for Multiplayer Interactive and Gamified Virtual Campus

Sagar Rajan, Siti Azreena Mubin, Vinesh Thiruchelvam

Abstract : This study proposes a Hybrid Metaverse Framework (HMF), driven by AI, for immersive, interactive, and multiplayer virtual campus tours. By using Artificial Intelligence (AI), Virtual Reality (VR), and gamification approaches, the Framework provides deeper engagement between universities and potential students and other stakeholders. The non-playable characters (NPCs) controlled by AI provided the ability to interact that could be adapted based on user interaction, and the approach provided a platform for users to work together to explore the campus. A mixed- methods trial involving 15 users found that the HMF provided significantly greater levels of engagement and task completion and knowledge retention compared to traditional single-user campus tours. In the qualitative user feedback, participants reported greater sense of social presence, collaborative, learning, and feeling more personally guided through the campus. The findings of this study position this kind of HMF as a scalable and flexible approach to addressing outreach and orientation approaches in the higher education landscape.

Saturday , 25th October 2025

02:00 PM – 04:00 PM

Paper Presentation Group 2

Venue : Block B, Level 4 -02

Chair : Mrs. Khairunnisa Mispa

Gesture – Controlled Human – Computer Interaction : A Touchless Approach to Input Devices

Devyani Patil

Abstract : This research paper presents the design and implementation of a virtual keyboard and mouse system intended to upgrade human-computer interaction by replacing predictable physical input devices with a software-based interface. The virtual keyboard allows users to type text and give commands via on-screen keys, which can be controlled complete mouse clicks, touch inputs, or computer visualization methods like hand-tracking. This method allows a flexible and natural communication model without the use of physical hardware and increased convenience. The system's main goal is to improve practicality for users with physical disabilities or in states where physical input devices are inconvenient. The system design is based on flexible elements that enable ease of integration and modification. It operates Python libraries like OpenCV for real-time image processing and hand credit, and Tkinter for GUI formation. Some of the key functionalities involve active key mapping, visual feedback, and responsive event handling to provide a fluid user experience. The article deliberates the details of implementation, including the technologies employed, system roadmap, and user interface. Rigorous performance testing was done, importance parameters like response time, input correctness, and general user satisfaction. The findings establish that the system performs well in emulating old-style input devices and shows low potential and high accuracy in detecting user connections.

Saturday , 25th October 2025

02:00 PM – 04:00 PM

Doctoral Consortium

Venue : Block B, Level 4 -03

Chair : Ts. Dr. Siti Nurliana Jamalai @ Jamali

Extending Interaction design Dimensions for Augmented Reality Supporting Children with Dyslexia

Emy Hazlinda Mohammad Ridzwan, Husniza Husni

Abstract : Dyslexia is a prevalent learning difficulty that affects children's ability to read, spell, and process information effectively, requiring innovative approaches to support inclusive education. Augmented reality (AR) has gained attention as a promising tool due to its interactive and multisensory features, which can enhance motivation, engagement, and comprehension. However, current AR applications are rarely designed as assistive technologies specifically for children with dyslexia, as most are developed for mainstream learners and emphasize visual appeal or basic textual elements rather than aligning with the unique cognitive, perceptual, and behavioral needs of children with dyslexia. This misalignment results in interaction difficulties such as confusion with symbols, errors in distinguishing characters, spatial disorientation, and challenges in managing time, which collectively increase cognitive load and reduce the intended learning benefits of AR. Moreover, research on AR in special education has largely prioritized pedagogical contributions and performance outcomes such as reading fluency and academic achievement, while overlooking usability and learner experience. Similarly, multisensory learning approaches proven to be effective for children with dyslexia are underutilized in AR, with limited integration of tactile and kinesthetic modalities. To address these gaps, this research aims to identify the interaction difficulties experienced by children with dyslexia in AR environments, construct an interaction design (IxD) framework by integrating both established and inductively derived dimensions, and validate the framework's relevance through expert review. The expected contributions include empirical evidence of interaction challenges, a validated IxD framework tailored for dyslexia, and design recommendations for inclusive AR applications, with attention to emotion as a potential sixth dimension of IxD.

Designing Co - Located Mixed Reality Gamelan Collaboration using Non - Verbal Cues

Mohamad Faris Haimin, Noris Mohd Norowi

Abstract : The advancement of immersive technologies has transformed how music is created, performed, and experienced. Virtual reality (VR) platforms enable new forms of interactive spatial music-making, allowing users to engage with instruments and sound environments in three-dimensional spaces. Applications such as TheWaveVR and SynthVR demonstrate how users can compose and perform music in virtual settings (Hamilton, 2021; Zhang et al., 2020). However, these systems primarily reflect Western music traditions, leaving traditional ensembles like Gamelan Melayu underrepresented in virtual and mixed reality (MR) environments (Tan, 2020; Dobrian, 2019). Gamelan Melayu is a traditional ensemble music of the Malay world, featuring bronze and wooden percussion instruments, gongs, and drums. Its performance relies heavily on non-verbal communication such as eye contact, gestures, and body movements to maintain ensemble coordination and expressiveness. However, in co-located MR settings where one performer uses a head-mounted display (HMD), these cues are often obstructed by the headset, reducing visibility of facial and eye signals. This loss of communicative expressivity can disrupt synchrony, weaken social presence, and hinder collaborative flow. This research investigates how non-verbal communication can be restored and enhanced in co-located MR environments for Gamelan musicians. The aim is to develop a design framework that supports social presence, coordination, and expressive collaboration between HMD and non-HMD performers.

Saturday , 25th October 2025

02:00 PM – 04:00 PM

Doctoral Consortium

Venue : Block B, Level 4 -03

Chair : Ts. Dr. Siti Nurliana Jamalai @ Jamali

Emotion – Recognition Brain – Computer Interface for User – Centric UX Evaluation

Ting Ying, Masitah Ghazali

Abstract : Despite the rapid rise in accuracy, intelligence and usefulness of artificial intelligence deep learning models, a critical gap exists in the fields related to Human-Computer Interface (HCI), such as application interface design and evaluation. This study suggests the use of electroencephalography (EEG) signals to interpret a user's emotional state in real time while interacting with interfaces. Barriers such as language stand where users face difficulty in conveying their feedback in terms of user interface design and the usefulness of an application. This is where emotion recognition with deep learning models comes in to bridge the existing gap, thus allowing for the creation of more user-focused and oriented interfaces.

Social Media Platforms as Learning Environments : A Pilot Test of Discord and TikTok Live

Nurul ASmaa Abd Razak, Noris Mohd Norowi, Lili Nurliyana Abdullah, Azrina Kamaruddin, Mas Nida Md Khambari

Abstract : Social media integration in the classroom has opened up new avenues for instruction and learning, especially for students who are digital natives. Discord and TikTok Live's suitability as online learning platforms was investigated in this pilot study. A total of 28 undergraduate students participated in learning sessions conducted on both platforms, followed by a questionnaire and semi-structured interviews. The analysis focused on four dimensions of online learning: engagement and interaction, learning and understanding, collaboration and communication, and accessibility and usability. Results indicate a clear preference for Discord, with 85.7% of students selecting it as the most effective platform, compared to only 10.7% for TikTok Live. According to qualitative feedback, TikTok Live was viewed as limited and engaging, better suited for asynchronous or microlearning use, while Discord excelled at promoting collaboration, content organization, and interactivity. The results highlight how crucial it is to match platform affordances to students' digital practices and pedagogical objectives. Future studies will build on this work by contrasting Microsoft Teams with Discord and investigating the effects of long-form (YouTube) versus short-form (TikTok) video learning.

Saturday , 25th October 2025

02:00 PM – 04:00 PM

Doctoral Consortium

Venue : Block B, Level 4 -03

Chair : Ts. Dr. Siti Nurliana Jamalai @ Jamali

Multivariate Determinants of Playability in Massively Multiplayer Online Games Teams : The Case of China

Xiaoxue Gong, Lili Nurliyana Abdullah, Azrul Hazri Jantan, Noris Mohd Norowi

Abstract : With the advancement of computer technology, video games have evolved into platforms for human-computer interaction (HCI). Massively multiplayer online games (MMOGs) now enable thousands of players to interact in real time, creating valuable contexts for studying user experience and group behavior (Linares et al., 2021). The global MMOG market, valued at 48.98 billion USD in 2022, is expected to reach 134.68 billion USD by 2031. China, the largest market with over 400 million users, provides abundant data for HCI and behavioral research (Ye, 2023). However, most existing research isolates social, technical, or gameplay variables, leading to fragmented findings (Cheng et al., 2019). While studies have explored social ties, communication structures, and emotional engagement (Ghawi et al., 2021; Ma et al., 2023; Zeng, 2024), no integrated model yet accounts for both player and technical factors in MMOG team play. Current MMOG design frameworks remain insufficient to address the complex mix of social, technical, and emotional dynamics in large-scale online environments. Although trust and cooperation are crucial (Tu et al., 2023), player insights rarely inform real-time design strategies. Existing models often focus on isolated elements such as communication or leadership and neglect adaptability to players' emotional or cultural contexts (Yu & Cardoso-Leite, 2023). Likewise, established heuristic tools like HEP (Desurvire et al., 2004), GameFlow (Sweetser, 2020), and Nielsen's heuristics (Nielsen, 1994) cater mainly to single-player or simple multiplayer experiences, overlooking emergent teamwork and live interaction (Aker et al., 2020). This highlights the need for a specialized heuristic evaluation framework to assess playability, usability, and social cooperation in complex MMOG team environments. This study examines complex multivariable relationships that cannot be addressed by a single method. An explanatory sequential mixed- methods design will therefore be adopted, beginning with quantitative research followed by qualitative analysis for interpretation and expansion. This approach enables deeper understanding of underlying mechanisms, allows methodological flexibility, and strengthens the validity of findings through complementary qualitative insights (Creswell & Guetterman, 2024).

Sunday , 26th October 2025

09:15 AM – 11:15 AM

Focus Group Forum

Venue : Auditorium 7, Level 3, Block A

Moderator : Assoc. Prof. Ts. Dr. Vinothini Kasinathan, Asia Pacific University of Technology & Innovation

Designing Futures Preserving Roots: UX Instruments for Digital Heritage



Panel 1 : Dr. Fara Dayana Mohd Jufry , Univesity Science Malaysia Wayang Kulit Kelantan & Makyong Practitioner

Dr Fara Dayana Mohd Jufry is a Senior Lecturer in the Department of Drama and Theatre at Universiti Sains Malaysia, Penang. She holds a degree in graphic communication and M.A in theatre and drama (traditional music and theatre) from the University Science Malaysia. She completed her Ph.D. specializing in Wayang Kulit Kelantan from Universiti Pendidikan Sultan Idris. In addition to teaching, she is a Wayang Kulit Kelantan and gamelan practitioner. She has conducted Wayang Kulit Kelantan workshops with both adults and children. Her passion towards educating school children in Wayang Kulit Kelantan has also led her to undertake significant research in this field. Apart from that, she also conducts a lot of research on traditional Malaysian theatres, such as Wayang Kulit Kelantan and Makyong.



Panel 2 : Prof. Madya Ts. Dr. Shamsul Arrieya Bin Ariffin, University Pendidikan Sultan Idris Senior Lecturer in HCI and Culture

Assoc Prof Ts Dr Shamsul Arrieya Ariffin was born in Malacca, Malaysia, in 1973. He received the B.Sc. (Hons.) degree from University College London, UK, in 1997, the M.Sc. degree in Information Technology from Universiti Teknologi MARA, Shah Alam, Malaysia, in 2004, and the Ph.D. degree in Software Engineering from the University of Technology Sydney, Australia, in 2015. He is an Associate National Professor, a qualified member of the Malaysian Board of Technologists, and has more than 28 years of experience in the IT field, including seven years with international companies from the UK, the United States, and India as a software engineer, system engineer, and analyst programmer, and 20 years at Universiti Pendidikan Sultan Idris (UPSI). He is currently serving as a Senior Lecturer and academician at Universiti Pendidikan Sultan Idris (UPSI) and also as an Adjunct Professor at City University. He is the Head of the Special Interest Group (SIG) on Educational Usability Testing, which has been rebranded as the SIG on Human-Centered Cultural Technology Design (HCCTD). He has authored 39 Scopus-indexed publications with an h-index of 8, totaling 205 citations across 173 documents, along with 82 newspaper articles and 27 appearances on television and radio. His research interests include, but are not limited to, Human-Computer Interaction (HCI), Artificial Intelligence for Citizens, Mobile Learning, Educational Technology, and Management Information Systems."

Sunday , 26th October 2025

09:15 AM – 11:15 AM

Focus Group Forum

Venue : Auditorium 7, Level 3, Block A

Moderator : Assoc. Prof. Ts. Dr. Vinothini Kasinathan, Asia Pacific University of Technology & Innovation

Designing Futures Preserving Roots: UX Instruments for Digital Heritage



Panel 3 : **Puan Bennylita Nasuty Ramlee, Pekanmaya Sdn. Bhd.**
Creative Content Creator , latest animation called Keluarga Nuaim
(13 episode children 2D animation - RTM TV Okey)

Puan Bennylita Nasuty bt Ramlee is a Director, Producer, Creative Content Writer and Visual Artist, with over 20 years of experience in the fields of multimedia, animation, and digital film. As the founder of Pekanmaya Sdn Bhd, she has established various meaningful collaborations with RTM, FINAS, MDEC, and the Islamic Religious Council of Singapore. Committed to mentoring new talent, Bennylita also shares her expertise through programs with IPPTAR Kuala Lumpur, PTSS Arau, Perlis & UUM Sintok, Kedah - continuing to inspire the creative generation in the era of artificial intelligence

09:15 AM – 12:15 PM

Master Workshop 1 : The Educator's Guide : Mastering the Art of Prompt Engineering (MaPE)

Venue : Auditorium 7, Level 3, Block A



Trainer : Rizawati Rohizan, Asia Pacific University of Technology & Innovation
Description : This workshop dedicated to higher educator in building prompt literacy through IDEA , CLEAR and CAST Frameworks.

09:15 AM – 12:15 PM

Student Design Challenge (SDC) Exhibition

Venue : Block B-4-4 and B-4-4-5

12:15 PM – 12:45 PM

Fusion 2025 Closing Ceremony

Venue : Auditorium 7, Level 3, Block A

End Session

Venue

Asia Pacific University of Technology & Innovation (APU)



The Asia Pacific University of Technology & Innovation (APU) is amongst Malaysia's Premier Private Universities, and is where a unique fusion of technology, innovation and creativity works effectively towards transforming students into highly competent, employable and future-proof professionals. APU has earned an enviable reputation as an award-winning University through its achievements in winning a host of over 400 prestigious awards at local and international levels.

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