

WECARE
CANCER PATIENT PORTAL
INVESTIGATING USERS' WILLINGNESS TO
PUBLISH FROM THE PRIVACY PERSPECTIVE

CHAN HOON HONG

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requirements for the degree of Master of Science
(Information Technology Technopreneurship)**

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STUDENT'S DECLARATION

Name: Chan Hoon Hong

Matric No: SCOM002808

School: Computer Science

Thesis Title: Investigating Users' Willingness to Publish From the Privacy Perspective

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Students Signature: _____

Date: 23 November 2009

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Date: 23/11/2009

MOHD REDZUAN ASMI
Penolong Pendaftar
Pusat Pengajian Sains Komputer
Universiti Sains Malaysia
11800 Pulau Pinang, Malaysia

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ABSTRAK

WeCare Sdn. Bhd adalah sebuah syarikat yang baru ditubuhkan untuk mengurus Gerbang Pesakit Kanser. Gerbang Pesakit Kanser menyediakan tempat yang penuh kasih sayang dan mesra di mana pesakit kanser boleh mencari kenalan, menulis blog, berkongsi maklumat, dan memberi serta menerima sokongan daripada keluarga dan kawan-kawan. Untuk meningkatkan nilai pasaran Gerbang Pesakit Kanser, modul penerbitan dan perundingan akan disertakan untuk menyediakan perkhidmatan kepada pesakit kanser, ahli keluarga dan kawan-kawan pesakit, pakar perubatan dan penerbit. Para pengguna terutamanya pesakit kanser sendiri boleh menulis pengalaman dan selok-belok kehidupan melalui perkhidmatan penerbitan. Pengalaman yang baru ditulis akan disusun untuk dijilidkan oleh penerbit. Selain itu, pengguna-pengguna juga boleh melanggan buku elektronik dan artikel dalam talian untuk mendapatkan maklumat berkaitan dengan gaya hidup yang sihat dan pengalaman melalui Gerbang Pesakit Kanser. Mereka juga boleh memperolehi nasihat daripada doktor melalui perkhidmatan perundingan.

Oleh sebab perkhidmatan penerbitan masih baru bagi para pengguna, pihak pengurusan WeCare telah menjalankan satu kajian dalam penyelidikan kesanggupan pengguna menerbit dalam Gerbang Pesakit Kanser dari perspektif kerahsiaan maklumat. Kajian melalui soal-selidik dan temuduga telah dijalankan untuk memahami betapa pentingnya kerahsiaan maklumat pengguna terutamanya pesakit kanser. Kerahsiaan maklumat di dalam penerbitan adalah satu faktor utama yang menentukan kejayaan atau kegagalan perkhidmatan penerbitan melalui Gerbang Pesakit Kanser. Kerahsiaan

maklumat yang mantap dalam perkhidmatan penerbitan berupaya menarik dan mendorong pengguna untuk menggunakan perkhidmatan penerbitan, memberi kepuasan kepada pengguna di samping menambahkan pemulangan pelaburan.

Analisis soal-selidik dan temuduga membuktikan pengguna bersedia untuk menerbit pengalaman mereka yang telah disusun untuk dijadikan buku melalui perkhidmatan penerbitan dalam Gerbang Pesakit Kanser. Faktor kerahsiaan maklumat telah mempengaruhi kesanggupan pengguna terutamanya pesakit kanser dalam menggunakan perkhidmatan penerbitan dalam Gerbang Pesakit Kanser. Penyelidikan yang telah diadakan juga membuktikan perkhidmatan penerbitan adalah munasabah untuk dilaksanakan bersama dalam Gerbang Pesakit Kanser.

ABSTRACT

WeCare Sdn. Bhd. is a start-up company that manages Cancer Patient Portal. Cancer Patient Portal offers a loving and friendly place where cancer patients can make friends, write a blog, share information, and give as well as receive support from their family and friends. To enhance Cancer Patient Portal market value, publishing and online consultation modules will be added to provide services to the cancer patients, their family members and friends, medical specialists and publishers. Users especially cancer patients can publish their experiences and life's journey via publishing services. Those newly written experiences will be compiled as books by the publishers. Besides that, users are allowed to subscribe e-books and online articles to get information related to healthy lifestyle and experiences via Cancer Patient Portal. They also can get second opinions from doctors through online consultation services.

Since publishing service is new to users, WeCare management has conducted a research on investigating users' willingness to publish in Cancer Patient Portal from the privacy perspective. Survey via questionnaires and interviews were conducted to help to understand the privacy concerns of the users especially among the cancer patients. Privacy in publishing is one of the key factors that will determine the success or failure of publishing service via Cancer Patient Portal. A good privacy for publishing service can be managed to attract and encourage the user to utilize the publishing service, raise user satisfaction levels and increase the return of investment of the service.

The results of questionnaires and interviews after analysis reflect that users are willing to publish their experiences via publishing service in Cancer Patient Portal. We found that privacy factors have influenced on the willingness of users especially cancer patient using publishing service in Cancer Patient Portal. It is also implied that users are willing to publish in Cancer Patient Portal.

Section 1.0 EXECUTIVE SUMMARY

WeCare Sdn. Bhd. is a start-up company that is using Cancer Patient Portal as a platform to provide services for users especially cancer patients to gain information at anytime. The founder of the company is Dr. Nasriah Zakaria. The management team consists of the Chief Executive Officer, Chief of Operation, Chief Finance Officer, Chief Information Officer and medical advisor.

Cancer Patient Portal offers a loving and friendly place where cancer patients can make friends, write a blog, share information, give and receive support from their family and friends. To enhance Cancer Patient Portal market value, additional modules consisting of publishing and online consultation modules will be added. Publishing module includes broadcasting experiences related to cancer and healthy life with truth feeling, pains and exciting journeys written by cancer patients. This information can be subscribed or compiled into books via Cancer Patient Portal. On the other hand, the online consultation module provides as stage for consultation among cancer patients and related persons.

With the enhancement of adding in publishing service and online consultation services in Cancer Patient Portal, a few researches has been conducted to analyze the usability of Cancer Patient Portal, to investigate users' willingness to publish in Cancer Patient Portal from the privacy perspective and to obtain user requirements on online consultation in Cancer Patient Portal. In this dissertation, the research is focused on

publishing service. Privacy in publishing is one of the key factors that determine the success or failure of publishing service via Cancer Patient Portal.

Target market includes techno-savvy cancer patients, those who care about the healthy lifestyle, family members and friends, publishers and medical doctors. WeCare will collaborate with publishers, medical centers and hospitals to market Cancer Patient Portal. In order to promote Cancer Patient Portal, WeCare will jointly organize public health talk with medical center and hospital to create cancer awareness as well as services in Cancer Patient Portal for the public. Subscription for article published by users is free. In first year, WeCare will give 50% discount for banner advertising to attract advertisers to place their advertisement in Cancer Patient Portal.

Total start-up fund for WeCare will be RM 150,000. By having advices from medical advisor, and with the management and marketing skills from the management team, WeCare is anticipated to gain revenue of RM323, 840 and a total profit of RM8, 068 in three years time.

Section 2.0 INTRODUCTION TO THE COMPANY

2.1 Company Background

WeCare Sdn. Bhd. is a start-up company that using Cancer Patient Portal to provide services for users especially cancer patients to gain information at anytime as there are more and more people around the world whom are concern about the seriousness of cancer and healthy lifestyle. The company is founded by Dr. Nasriah Zakaria. Dr. Nasriah Zakaria along with three undergraduate students (Lim Seow Hua, Khor Aik Howe and Seow Han Phing) have designed and developed Cancer Patient Portal in April 2008. The System is then further enhanced and maintained by Dr. Nasriah Zakaria and her graduate student Nur Sakirah Abdul Rahman.

Researches are being carried out to increase company's revenue. Those researches are handled by three members of WeCare. Mr. Yeap Beng Choon studies the usability issues of the existing Cancer Patient Portal, Ms. Chan Hoon Hong investigating on users' willingness to publish from the privacy perspective, and Mr. Tan Khian Chuan analyzing the user requirement for online consultation in Cancer Patient Portal.

WeCare plans to apply for pre-seed fund from Multimedia Development Corporation Sdn. Bhd. (MDeC) as a start-up fund to develop additional modules such as publishing module and online consultation module in Cancer Patient Portal. Besides that, recruitment in technology and marketing personnel are needed in order to ensure a smooth operation of business.

WeCare will be formed as a limited liability company (LLC). By having this kind of legal form, WeCare is not subjected to taxes on an entity and liability of members is only limited to the amount of their investments. Moreover, number of LLC shareholder members is unlimited and members are permitted to fully take part in management activities.

WeCare is planned to be formed in 2010 with its headquarter office located at shop lot in Sungai Dua nearby Universiti Sains Malaysia. As of this writing, it has not been realized yet and is still considering alternatives for the formed date and location.

Objectives

Objectives of WeCare Sdn. Bhd. are as below.

- To provide reliable, informative and excellent system for users to share experiences and information related to cancer and healthy lifestyle
- To start this company inexpensively with a minimum cost
- To grow the company into a stable and profitable entity, leading the market with innovation and adaptability

Mission

Mission of WeCare Sdn. Bhd. is simple and straightforward.

- To provide excellent platform sharing for users to interact, exchange experiences and support each other towards better quality of life.

Key to Success for WeCare

- Successful technology development
 - Software application must be simple and user-friendly for customers and users.
 - Quality is an essential factor in this development.
- Relationship with customer
 - Develop loyalty between existing customers and retainers.
- Excellence in fulfilling promise
 - Completely confidential, reliable, trustworthy expertise and information provisions are essential for customers and users.
- Right Management Team with full resource utilization
 - Develop strong team and foundations in management, marketing, finance, and product development.

2.2 Business Intent

WeCare will be an operating company that is responsible for users support, research and development, marketing, administration and compliances services. WeCare will adopt an environment and structure that encourages productivity and respect for users and fellow employees. Each employee will be involved in the fulfillment of the core business proposition, by providing excellent services to users. Besides acting as a platform for sharing information, WeCare will use the Business to Customer (B2C) model to provide service users.

2.2.1 Products and Services

WeCare which will be a newly setup company has identified several features and services to offer its users through Cancer Patient Portal. Cancer Patient Portal is the core product of WeCare. The basic purposes are for users to make friends, gain valuable knowledge, share information, give and receive support from their family and friends by the methods as below.

- Forum: Open discussion, to let user post topics and reply to others' topics
- Bulletin: To allow user post articles and news for community members viewing
- Health info: To let user view specific topics with related Q&A sessions
- Live Chatting: To allow user chat with other members in the community to exchange information
- Community: To invite to be community members, to find and view their friends' profiles
- Message: To allow user send and view message received from other community members

The additional modules, which act as services via Cancer Patient Portal, are as below.

- Publishing module
 - To submit writings which then will be compiled as books by publisher
 - To read and subscribe articles
- Online Consultation module
 - To arrange appointment and to run actual video conferencing section with doctor

- **Banner Advertising**
 - To allow advertiser to upload banner for advertising purposes.

Beside that, WeCare will provide helpdesk and technical support for users who subscribe or use those services. (Refer Section 4.1.2 Cancer Patient Portal as Solution for details information.)

2.2.2 Market Need

Most of the cancer patients do not have any knowledge on cancer and healthy lifestyle. They indulge in habits such as drinking and smoking that can easily cause cancer. Furthermore, they do not even know the sign and symptoms of cancer at the early stage, which is vital for cure. Therefore, Cancer Patient Portal can act as center for cancer info with additional personal experience shared by other users. (Refer Section 4.1.1 Users Pains and Needs for Details information.)

Besides that, some of the cancer patients have lost the inspiration and hope to fight against cancer. Therefore, information and true experiences of other cancer patients published via publishing service in Cancer Patient Portal will help them in terms of gaining moral support and knowledge. (Refer Section 4.1.1 Users Pains and Needs for Details information.)

Moreover, money is essentially the significant point for cancer patients as a lot will be spent for treatment and therapy purposes. Therefore, through Cancer Patients

Portal's publishing service, an opportunity to earn revenue is opened up. (Refer Section 4.1.1 Users Pains and Needs for Détails information.)

Furthermore, the distance between home and medical center is one of the considerations for cancer patient especially for those whom might not favor long distance travel. Therefore, through online consultation service in Cancer Patient Portal, they can consult medical specialist directly by a virtual appointment without having physically going to the medical center for consultation. (Refer Section 4.1.1 Users Pains and Needs for Détails information.)

2.2.3 Degree of Innovation

Cancer Patient Portal adopts the concept of online meeting using web camera, microphone and speaker which connects cancer patient whom will communicate with medical specialist via online consultation anytime anywhere. This concept can be used by user to get a second opinion from medical specialist. This concept is not only more convenient and comfort to both but also save cost on travelling. Cancer Patient Portal also adopts the concept of online publishing. This is a new concept within a specific e-health portal where user can upload their articles, get review by editors online and publish their material to compile as books. This concept is not only let user gain a chance to make money but also help other users that subscribe those writing or buy their books. Beside that, Cancer Patient Portal also comes in Bilingual interface that is in Malay and English.

2.2.4 Feasibility and Profitability

Cancer Patient Portal interface is direct, simple and be able to support both English and Malay languages. (Refer Section 4 for further details information.) Furthermore, Cancer Patient Portal is portable and no limitation on Windows, Linux, UNIX and Mac environment as can be deployed in any operating system environment. Functions of this portal complement and enhance the current portal's market value.

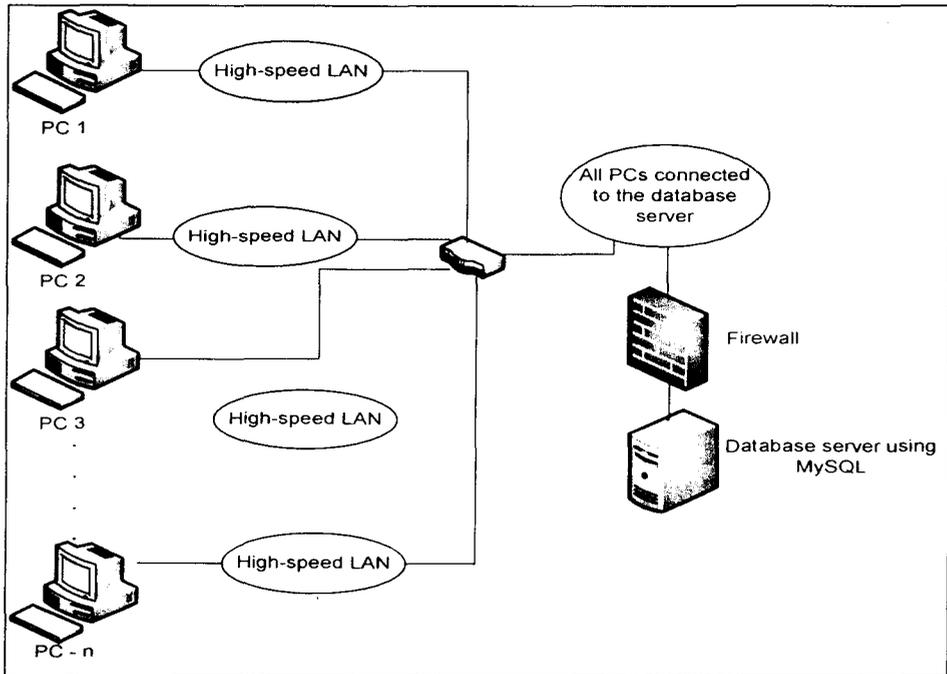


Figure 2.1: Network Diagram for Cancer Patient Portal

2.3 Growth Strategies

This section emphasizes on Financial Strategies, Technology and Product Development Strategies, and Marketing Strategies to increase Market or Mind Share.

2.3.1 Financial Strategies

WeCare Sdn. Bhd. will apply for Multimedia Development Corporation Sdn. Bhd. (MDec) pre-seed fund which stands about RM 150,000 as company start-up fee.

WeCare need financial support from venture capitalists in order to develop the additional modules that include the publishing module and online consultation module. Hence, MDeC will be one of the potential venture capitalists for WeCare. Beside that, WeCare can try to get support from government, as students of Institute of higher learning are qualified to apply for Ministry of Science, Technology and Innovation (Mosti) Techno Fund in Malaysia. Once WeCare has successfully gained the support from venture capitalist and developed additional modules, it will seek for further financial support from venture capitalist. The reason is it need for a bigger fund as financial support to market those additional modules. Those funds can be used for company maintenance, research and development equipment as well. As per mentioned in Section 6, WeCare might apply for personal loan from bank or request for additional financial support from informal investor if no further monetary backing can be sourced from capitalist.

Refer Table 2.1 for funding plan of WeCare used to startup this business. The fund will be used to purchase equipment, utilities, advertising and hiring required resources purpose. For salaries and commission, it includes the salary of management team (RM600 x 4 people x 12 months), medical advisor (RM1500 x 12 months) and technical support (RM1500 x 12 months). For Space rental (RM500 x 12 months), office rental that located at shop lot in Sungai Dua near Universiti Sains Malaysia. For advertising, it includes public health talk (RM5000) and printing of pamphlet (RM1000) for hospital distributions.

Table 2.1: Funding Plan (RM)

Expenses	Amount(RM)
Salaries and commissions	64,800
Travelling expenses	4,800
Utilities	4,800
Space rental	6,000
Stationeries	4,000
Computer Equipments	6,996
Insurance and Medical Fee	3,388
Advertising	6,000
Total Amount	100,784

Target annual sales volume and profit year by year for WeCare are as below. (Refer Section 6.0 Financial Projection for details information.)

Table 2.2: Target annual sales volume and Profit (RM)

Year	2010	2011	2012
Sales (Local)	79,416	115,104	129,320
Sales (Exports)	0	0	0
Total Sales	79,416	115,104	129,320
Net profit (loss) before tax	(24,704)	9,729	23,042

Table 2.3: Breakdown of Sales (RM)

	2010	2011	2012
Advertisement	66,000	99,000	110,000
Commission: Online Consultation	11,180	13,420	16,100
Book Publishing	2,236	2,684	3,220
Total	79,416	115,104	129,320

2.3.2 Technology and Product Development Strategies

In order to minimize development cost, suitable freeware and open source application will be used in developing these additional modules. VMukti, which is multi-point, unified communications, collaboration and conferencing social community platform with built-in support access platform features will be used for online consultation module. This server-less broadband ready applications enable OS community to save 90% on capital and operating costs over proprietary software.

Hypertext Markup Language (HTML) which is the main language used to design the website, JavaScript which make dynamic web portal by adding graphics and animation, Asynchronous JavaScript and XML (AJAX) which can easily obtain a certain part of a web portal without the need to refresh the whole page. This subsequently saves a lot of time. Cascading Style Sheet (CSS) which design the appearance of web portal that can easily apply changes to the font size, font style, background color and et cetera. just in a single .css file are used to develop Cancer Patient Portal.

In product software development area, WeCare will be based on a prototype model leveraging on the spiral model process as software development life cycle. One of the advantages of prototyping is to save cost and reduces risk. (Prototype Advantages and Rapid Prototyping Benefits, 2008) However, prototyping needs direct interaction between users and developers. Therefore, a certain group of users will be selected as tester and suggest on the enhancement requirement.

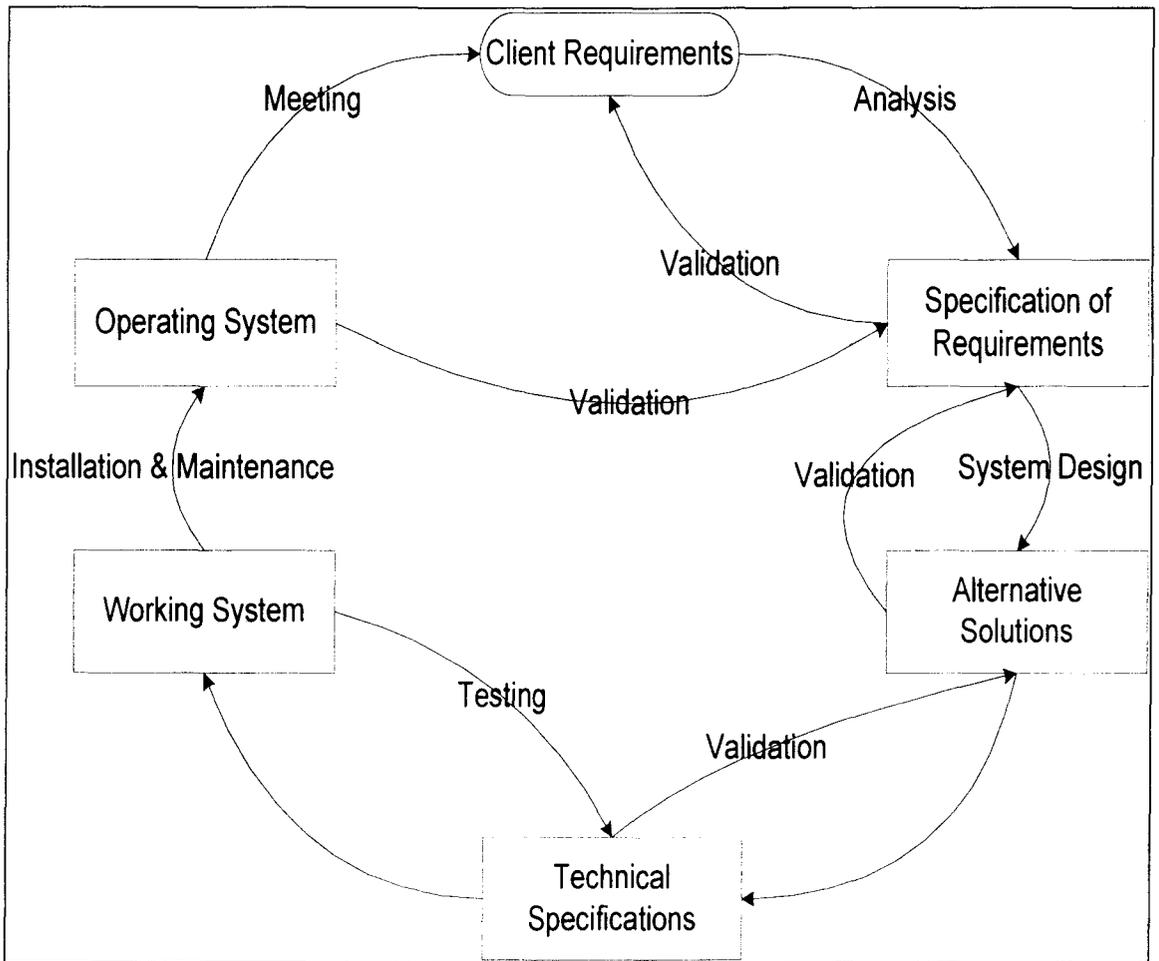


Figure 2.2: Rapid Prototyping Lifecycle with Software Versioning

In future, when WeCare’s finances are more stable and mature, it may develop a mobile Cancer Patient Portal extension. This allows mobile phone viewing with easy navigation. Certain mobile phone can access websites through mobile web browser, but web-based portal only allow access by web browsers in computer. Therefore, mobile phone access can allow users to gain entrance to Cancer Patient Portal even when away from their computers.

2.3.3 Marketing Strategies to Increase Market or Mind Share

In order to promote WeCare's service, advertisement through email, publication in blogs, forums and well-known websites are identified as the most efficient and effective ways. Therefore, WeCare will setup its own blog to promote the general features such as forum, chatting and et cetera. WeCare will also promote additional features such as latest experiences, ideas and books being published or even the consultation items in Cancer Patient Portal through the blog. This is to create awareness on the existence of Cancer Patient Portal as the amount of bloggers has been steadily increasing. Feedbacks and suggestions from users related to the Cancer Patient Portal will be analyzed for strengths and weaknesses to further improve the portal and services. WeCare will leverage on email technology to market Cancer Patient Portal services through publishing services with the latest written experiences, true feeling and journal as well as the consultation service to potential users.

Beside that, WeCare plan to collaborate with publishers, and medical centers and hospital through partnership to speed up the exposure rate of WeCare's services to potential users. Medical centers and hospitals will recommend their medical specialists to consult users via the online consultation module in Cancer Patient Portal as a worthy alternative. Publisher will review and publish books based on collected articles submitted by users of Cancer Patient Portal. This partnership need to be maintained for profit sharing framework. WeCare plan to sign contract agreement with publishers, medical centers and hospitals with a contract period of 5 years. This is to protect WeCare by forfeiting the contract halfway or even not extending the contract in the

event of soured relationships and cooperation break downs. Contract details include both periodic renewals and other business agreement fine points.

WeCare will organize public health talk with medical centers, hospitals and publisher in the partnership to raise public awareness on cancer and services in Cancer Patient Portal. Medical doctors are invited to present topics on types of cancer and preventive measures to reduce risk of contracting cancer. Publishers promote the functionality of publishing service in portal. Cancer Patient Portal will post information details of this public health talk for public consciousness.

For online consultation, special rates will be given to users from the low and middle income group. Hospital will provide discounts and allow installment payment for these groups of users. Non governmental Organization also will provide incentives to them. Furthermore, attempts to locate sponsors by WeCare, hospital and NGO such as MAKNA for users who are poor and jobless. This is part of the community services from WeCare, hospital and NGO to the society.

2.4 Target Market

The targeted users for WeCare are techno-savvy cancer patients, those consider healthy lifestyle, family members and friends, publishers and medical doctors. More details refer to Section 5.1.

2.5 Revenue Model

WeCare have several sources of income. Below are few methods identified by WeCare as revenue generators.

Publishing Service

Publishing service consists of commission from publishing service. More details refer to Section 5.2 for marketing plans and strategies.

Online Consultation Service

Online consultation service consists of consultation Commission from online consultation. More details refer to Section 5.2 for marketing plans and strategies..

Advertising

Advertising consists of revenue through banner advertising. More details refer to Section 5.2 for marketing plans and strategies.

2.6 Operational Setup

Venue and Equipment

WeCare is planned to be located at shop lot in Sungai Dua near Universiti Sains Malaysia, Penang. Office equipment consist of a server, a core switch and 5 desktops. WeCare plans to be part of the National Incubator Network (NIN). It is one of the three key components of startup program under Technopreneur Development Division of MSC with USains Tech Services Sdn. Bhd. as one of the incubators.

Management

WeCare management team will consist of Chief Executive Officer (CEO), Chief of Operations (COO), Chief of Finance Officer (CFO) and Chief Information Office (CIO). There will be a Medical Advisor to assist in health information. Management team will hire one employee to assist in the technical support of the companies. More details refer to Section 3.

Product Operation and Requirement

Cancer Patient Portal is developed using PHP that is supported by many platforms, running on Linux server with MySQL database. It can be accessed from any OS workstation within network, in which also establishing itself for being portable.

Research and Development

WeCare perform continuous research and development in Cancer Patient Portal. More researchers and advanced equipment are required throughout company growth to ensure continuous sustainable research and development on the portal. Details information about the design of Cancer Patient Portal, Data Entity, Use Case diagram will be further discussed on Section 4 Product and Service Development. There are three researches being carried out. First is the research on the usability of Cancer Patient Portal to examine the quality of Cancer Patient Portal providing good services. Second is the research for users' willingness to publish from the privacy perspective to study the privacy factors influencing Cancer Patient Portal services usage. And lastly is

researching user requirement for online consultation and identifying users wish-for and need. More details refer to Section 4.

Support and Helpdesk

WeCare will provide technical support and helpdesk services to assist users, cancer patients and potential publishers, in the event of problem occurrence during Cancer Patient Portal usage, such as publishing service.

2.7 Long Term Goals of company

The long-term goals of WeCare Sdn. Bhd. are as below.

- To enlarge the company into a sustainable and profitable entity, at least 20% per year of sustainable growth rate
- To provide user friendly and stable service to user
- To expand services market with upgrade to be on par as international standards and to be globally known

2.8 Market and Competitors Information

Market and Direct Competitors Information

There are three main direct competitors in the market that are related to e-health, which include the National Cancer Society Malaysia, National Cancer Council (MAKNA) and KanPortal. National Cancer Malaysia and MAKNA are Malaysia based company in Kuala Lumpur, whereas KanPortal is stationed in Selangor. Each has their own websites for users to view details of their services such as new-breakthroughs, latest updated with some providing forums for users to join and discuss for knowledge gain. Besides that, some are linked to hospitals and clinics for health information. However, these competitors do not include either publishing service that will sell those noted experiences to be compiled into books or e-books, or online consultation service that will provide consultation from Medical Specialist to user. Therefore, it is an opportunity for WeCare which is based in Malaysia, to use Cancer Patient Portal to act as an intermediary by providing publishing service and online consultation service.

National Cancer Society Malaysia (www.cancer.org.my)

National Cancer Society of Malaysia (NCSM) was founded in 1966 and its portal is established on 2006 powered by ka consulting. It is dedicated to prevent cancer, save lives from cancer and improve the quality of life of those living with cancer through patient care and education.

WeCare acknowledges NCSM as one of the competitors because NCSM Online purpose is to isolate the fear away by providing a quality cancer information platform,

which empowers users to be better informed of treatment and quality of life decisions. This reassures and allows users to regain control over their lives as they continue the battle against cancer.

Compared to Cancer Patient Portal, NCSM is a stable and poses as a potential competitor due to its defined target audience to publicize activities, news, information and services in NCSM website. However, it does not have publishing services.

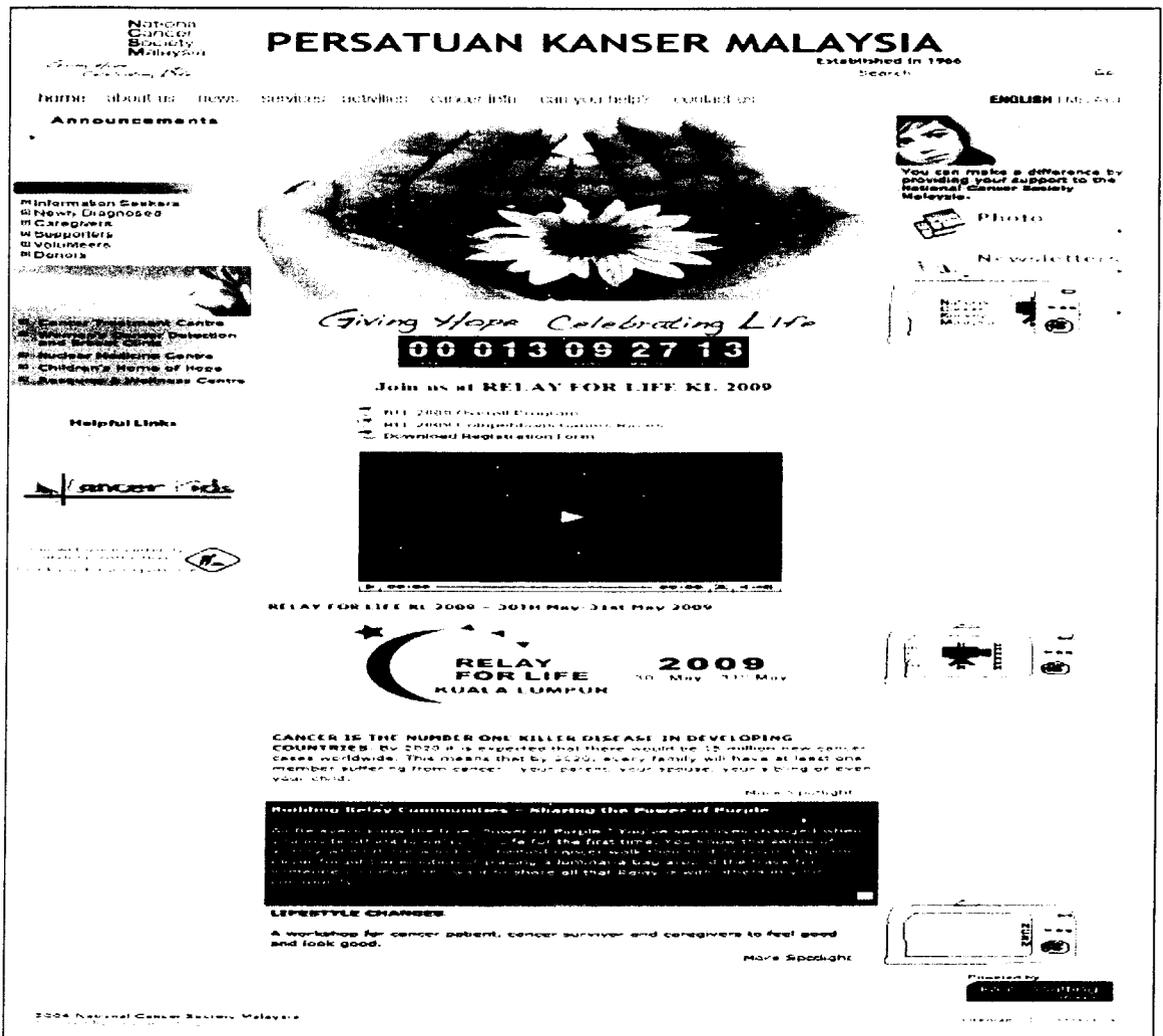


Figure 2.3: National Cancer Society Homepage

National Cancer Council (www.makna.org.my)

National Cancer Council (Majlis Kanser Nasional: MAKNA), is a non-profit social enterprise that being setup to bring meaning to the lives of people affected by cancer. It is officially launch on 1995. MAKNA has awarded RM 20,000 to Dr. Nasriah Zakaria to start off Cancer Patient Portal.

MAKNA is identified as competitor for WeCare because MAKNA portal consist of the latest findings, information, technology and development in the fight against cancer. It also provides cancer awareness and education programs to educate and promote an understanding of a healthy lifestyle.

Compare to Cancer Patient Portal, MAKNA is a stable and worthy competitor due to its own society programs to announce the latest activity, news, information and services in MAKNA website. Besides, it also allows cancer survivors to share stories on their journey of fighting cancer.

DONATE

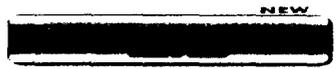


MAKNA Kanser Nasional (MAKNA)
MAKNA is a national cancer education and research organization...

NEW Makna is now hiring for the following positions:

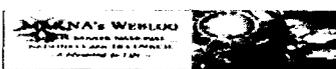


Volunteer Executive, Female 0



Annual Report 2008
Research Division

DATA AND FIGURE
The 2008 Research Report



Inspirational Stories
He here is Frank, 11 years old and he is a 15 year old from Selangor...

Donation

Credit Card
You may make a credit card donation via your VISA or MasterCard.

Debit Card
If you have an account at any of these banks, you can make a regular donation through a few easy steps.

Volunteering

Intern Student, Bursa Turkey
I am a Turkish student, I am 24 years old and live in Turkey. I am looking for a volunteer position...



- 22.04.09 Local researchers get Makna grant
21.04.09 Makna forgo percutian eksa
18.04.09 Five receive Makna awards
16.04.09 Makna Conker Research Award
13.11.08 Penari palma menang hadiah kepada badan kebajikan

MAKNA Webmail
Your e-mail to 113341



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Figure 2.4: MAKNA Homepage

KanPortal (www.cancereducation.org.my)

KanPortal (Cancer Information, Education & Support Services Portal Malaysia) is one of the project carried out by CaEd (UPM-Cornell Cancer Education and Research) and together with KAEM (Kamaruzzaman & Associates (E-Media) Sdn Bhd) and KanWork (Kanser Network Society).

WeCare categorized KanPortal as competitor as KanPortal gives information on specific types of cancer with details on its stages, screening, pathology report, treatment method, self care at home and statistics. Besides that, KanPortal also lists out cancer resources and support such as hospital resources directory, specialist resources directory, publication and survivorship resources. KanPortal is conceptually and operationally organized to provide online information regarding specific cancer types, cancer treatment and management, and support services for people affected by cancer, and to educate the community regarding to cancer prevention and early detection.

KanPortal
Cancer Information, Education & Support Services Portal Malaysia
Hospital Resources & Directory, Website & Services in the Fight against Cancer

Home | About Us | Cancer Types | Cancer Resources & Support | Cancer Treatment | How You Can Help | Glossary | Contact Us

Home

Related Links

- Home
- About Us
- Cancer Types
- Cancer Resources & Support
- Cancer Treatment
- How You Can Help
- Glossary
- Contact Us

Collaborators

- Universiti Putra Malaysia
- Kanser Network
- KAEM Kumpulan & Associates (K-Media) Sdn Bhd
- KanWork Usman & Associates (K-Media) Sdn Bhd
- Cornell University

Supported by

- Ministry of Higher Education

Cancer Information, Education & Support Services Portal Malaysia (KanPortal)

...*Harul Hikmah and Sarah (Mardiah & Deeds) in the fight against Cancer...*

Selamat Datang & Welcome to KanPortal

We greatly appreciate your effort and time to browse our cancer information, education and support services portal.

KanPortal project is collaboration between UPM-Cornell Cancer Education and Research (CAER) Project, KAEM and KanWork (Persatuan Kanser Network). KanPortal is initiated by a group of Malaysians dedicated into inquiring and accessing information, knowledge and resources on cancer and manages these information, and resources, and adapts them for appropriate use in Malaysia. *KanPortal* aspires to manage comprehensive cancer information and support database online.

KanPortal is aimed at providing appropriate cancer information education and support resources to those affected by cancer. We are currently presenting selected cancer types that have high incidences in Malaysia. Our research associates have been conducting information seeking research from various sources and have collated that information so that it can assist someone in need to have a basic understanding about a particular type of cancer and its management. We hope that information can guide the users to seek further information or clarification from the medical specialists or other reliable institutions.

We sincerely believe in providing opportunitis that brings education, support and hope to anyone whose life is affected by cancer. Please visit our main menus and make full use of the basic information needed toward managing your illness and wellness. We are trying our best to provide very simple and easily understood information suitable for our situation in Malaysia. On our part, we will commit to continuously enhance the capacity of *KanPortal*. We are into working on the Bahasa Malaysia version.

We care and support for your needs and hope, pray, for your wellness. Thank you very much for your participation.

Highlights

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- Pending Sponsorship
- Pending Sponsorship

Platinum Sponsors

Pending Sponsorship

Pending Sponsorship

Pending Sponsorship

KanPortal Home | About Us | Contact Us | Policies | Site Map

Figure 2.5: KanPortal Homepage

Market and Indirect Competitors Information

There are four main indirect competitors in the market, which are WebMD, AuthorHouse, Lulu.com and iUniverse. Each of the competitors has their own website to allow users to login in order to access for publishing service.

WebMD (www.webmd.com)

WebMD Corporation began in December 1995 with the formation of Healtheon Corporation which is found by James H. Clark. WebMD is the leading provider of health information services, serving consumers, physicians, other healthcare professionals, employers and health plans. Its portal is an online business established since 2005.

WeCare treat WebMD as competitor because WebMD provides valuable health information, tools for managing user health and support to those who seek information. Besides that, the content is timely and credible. Furthermore, WebMD has publishing service that provides complementary offline health and reference content to consumers and physicians. It consists of WebMD the Magazine which help patients getting the most out of their doctor's visit and condition-specific information, and The Little Blue Book which have featuring latest contact information for physicians, pharmacies and hospitals, and important address for physicians. Consumer can schedule, cancel or change an appointment with their physician. It allows user to subscribe newsletter. It has site security features that protect personal or confidential information provided to or from WebMD through the Internet.