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EXECUTIVE SUMMARY

Nutri-Case is a multifunctional food container with special features being developed to enhance the usage of a normal and basic food container. The idea behind this special food container is for workers and students who practice a healthy lifestyle to be able to enjoy their healthy and homemade meals while they are still warm during their breaks or lunch time. Nutri-Case enables the users to heat their food, without the use of microwave or gas stove, which could be a hassle and time consuming, by using the heat plate installed in the food container itself. This special food container also comes with an LCD interactive display cover which the users are able to receive the nutritional information regarding the meal that they have prepared. Nutri-Case is also developed to encourage workers and students who might be too busy to practice a healthy lifestyle by preparing their own meals.

1.0 PRODUCT DESCRIPTION

1.1 Introduction

Nutri Co. has decided to develop a commercial product making technological aspects as our main focus in order to increase the benefit for the users. Nutri-Case is a special food container with multiple special features being integrated into a single food container to encourage the users to practice healthy living by preparing their own food. Nutri-Case can be connected to an application available on both Android and iOS via Bluetooth to enable the users to keep track on their nutritional intakes. Our product is targeted for workers and students who are keen on practicing a healthy lifestyle.

1.2 Development Purpose

The purposes of our product development are:

- Enable the users to enjoy their home prepared food while they are still fresh and warm.
- Encourage healthy living by making it more convenient and easier to keep track on their nutritional intake.
- Reduce the use of plastic bags, polystyrene containers and plastic containers when the users decided to purchase takeaway food.

1.3 Product Concept

The concept of our product is to act as a food container that is aesthetically pleasing, ergonomically designed and high portability.

1.4 Product Application

The product can be applied as follows:

- Reheat – Enable users to reheat their food more conveniently by using a built-in heat plate that can be powered by electricity via USB cable.
- Food storage – Containers with separate compartmentations are prepared to avoid the food from mixing up while being carried or moved.
- Nutritional Tracker – Ease the users to keep track of their nutritional intake with the help of an LCD interactive display cover.

1.5 Product Unique Features

Nutri-Case is a unique invention that was designed according to its full potential in the functionality and ergonomic aspects. The innovative efforts made by the designer can be seen through its details:

- 1) Interactive display that comprehends the needs of the users on its functionality – touchscreen LCD display on top of the lid.
- 2) Integration of smart technology in its usage – the introduction of Bluetooth connection with the users' phone. It eases the user to keep track their diet and nutritional intake and the location of the food case if needed in case of misplaced.

The product itself differed with any other product out there in the context of the market in Malaysia. It has less competitions and full potential among the people who committed with healthy lifestyle and their dietary intake. The introduction of smart technology also helps to promote and eases the usability of the product.