



INTERNATIONAL EXHIBITION & SYMPOSIUM ON PRODUCTIVITY, INNOVATION, KNOWLEDGE & EDUCATION

**“Optimizing Innovation in Knowledge, Education and Design”**

## ***EXTENDED ABSTRACT***



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*“Optimizing Innovation in Knowledge, Education and Design”*

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Assalamualaikum warahmatullahi wabarakatuh,



First and foremost, I would like to express my gratitude to the organizing committee of i-Spike 2023 for their tremendous efforts in bringing this online competition a reality. I must extend my congratulations to the committee for successfully delivering on their promise to make i-Spike 2023 a meaningful event for academics worldwide.

The theme for this event, 'Optimizing Innovation in Knowledge, Education, and Design,' is both timely and highly relevant in today's world, especially at the tertiary level. Innovation plays a central role in our daily lives, offering new solutions for products, processes, and services. By adopting a strategic approach to 'Optimizing Innovation in Knowledge, Education, and Design,' we have the potential to enhance support for learners and educators, while also expanding opportunities for learner engagement, interactivity, and access to education.

I am awed by the magnitude and multitude of participants in this competition. I am also confident that all the innovations presented have provided valuable insights into the significance of innovative and advanced teaching materials in promoting sustainable development for the betterment of teaching and learning. Hopefully, this will mark the beginning of a long series of i-Spike events in the future.

It is also my hope that you find i-Spike 2023 to be an excellent platform for learning, sharing, and collaboration. Once again, I want to thank all the committee members of i-Spike 2023 for their hard work in making this event a reality. I would also like to extend my congratulations to all the winners, and I hope that each of you will successfully achieve your intended goals through your participation in this competition.

*Professor Dr. Roshima Haji Said*  
RECTOR  
UiTM KEDAH BRANCH



## WELCOME MESSAGE (i-SPIKE 2023 CHAIR)



We are looking forward to welcoming you to the 3<sup>rd</sup> International Exhibition & Symposium on Productivity, Innovation, Knowledge, and Education 2023 (i-SPIKE 2023). Your presence here is a clear, crystal-clear testimony to the importance you place on the research and innovation arena. The theme of this year's Innovation is "*Optimizing Innovation in Knowledge, Education, & Design*". We believe that the presentations by the distinguished innovators will contribute immensely to a deeper understanding of the current issues in relation to the theme.

i-SPIKE 2023 offers a platform for nurturing the next generation of innovators and fostering cutting-edge innovations at the crossroads of collaboration, creativity, and enthusiasm. We enthusiastically welcome junior and young inventors from schools and universities, as well as local and foreign academicians and industry professionals, to showcase their innovative products and engage in knowledge sharing. All submissions have been rigorously evaluated by expert juries comprising professionals from both industry and academia.

On behalf of the conference organisers, I would like to extend our sincere thanks for your participation, and we hope you enjoy the event. A special note of appreciation goes out to all the committee members of i-SPIKE 2023; your dedication and hard work are greatly appreciated.

*Dr. Junaida Ismail*

Chair

3<sup>rd</sup> International Exhibition & Symposium Productivity, Innovation, Knowledge, and Education 2023 (i-SPIKE 2023)





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### ABSTRACT

GroomGenie is a 4-in-1 travel kit that consists of two refillable bottles, a foldable comb, a face steamer, and an LED flashlight. It is designed for travel to help ensure that people have all the necessary personal care items, especially their toiletries, on hand while away from home. This product is specifically designed to be compact and organized, making it easy to pack and transport from one place to another. One of the key benefits of GroomGenie is convenience. By bringing GroomGenie, people can help eliminate the need for single-use plastic items like travel-size shampoo bottles. It not only reduces the amount of plastic waste that is generated on their trip, but it can also save them money in the long run as they do not need to constantly repurchase travel-size items. GroomGenie is also designed to help people be organized and hygienic while on the go. GroomGenie is flexible and adjustable to fit a variety of items, from toothbrushes and toothpaste to foldable combs and an LED flashlight. With GroomGenie, people can enjoy peace of mind knowing that everything they need is in one place and easy to find. Overall, GroomGenie is an essential item for anyone who travels frequently or enjoys taking short trips. Whether people are exploring a new city or camping in the wilderness, GroomGenie will help to ensure that people always have the essentials on hand to keep them clean and comfortable.

**Keywords:** travel kit, convenient, foldable, toiletries, adjustable



## INTRODUCTION

A travel kit is a collection of necessities that will keep you organized and comfortable while you are on the go. Various goods, including toiletries, skincare products, first-aid supplies, travel accessories, and more, might be included in a travel kit, depending on the kind. Our team came out with a set of multipurpose toiletries kit 4-in-1 named Groom Genie Kit that is made of Acrylonitrile Butadiene Styrene (ABS) and Polypropylene (PP). The height of the kit is 22 cm and its width of 7.5 cm, the product is see-through, and it is cylindrical in shape. The GroomGenie is the idea from the Aladdin film of a “genie in a bottle” and our team can guarantee that our future customers will have everything they need to make their journey as pleasant and stress-free as possible, which is especially important for individuals who travel regularly, whether for work or pleasure. This idea of innovation for the toiletry kit was developed with a purpose of reducing traveler burden. The maximum allowed amount of liquids and gels should not be over 100 ml, according Malaysian Airlines Liquid, Aerosol, and Gas (lag) regulations. Our team thus offers the finest measurement for consumers who frequently travel by airplane, making our product the most appropriate for them. Our team gives an opportunity for the consumer to put things they want to bring along their journey in an empty compartment of the product, for example, a toothbrush with toothpaste, a small bottle of skincare, contact lens cases, a pill case, etc.

## OBJECTIVES

There are many types of travelers around the world such as holidaymakers, business travelers, backpackers and adventure travelers, and elderly travelers. According to Kaler (2022), there are several types of travelers such as organized solo travel, multigenerational trips, private travel and wellness tourism. The main objective of this Groom Genie Kit is to be a space-saving kit in the travelers backpack or luggage. Second is to be a lightweight kit that has refillable bottles, foldable comb, face steamer and LED flashlight. Additional, this GroomGenie Kit also an eco-friendly product because the refillable bottles and foldable comb that can be easily decomposed if it was damaged or unusable and it will not harm the environment meanwhile the facestreamer and LED flashlight is made by non-toxic plastic and it will not causing harm to the users health.

## NOVELTY AND UNIQUENESS OF THE PRODUCT

Novelty is an essential notion in an innovation context. It is the desired quality of business ideas, services, products, and features. According to Krasadakis (2020), novelty is essential for innovation but it is not the definitive factor for its success. GroomGenie is a product that was created with a unique idea that introduces a new way of thinking to the market. Firstly, GroomGenie are essential items that everyone needs for their everyday hygiene and grooming routines. However, this product stands out due to its unique and innovative features. Secondly, another uniqueness of this product is it has a compact design and this kit can weigh to only 900 grams even when the refillable bottle was full. GroomGenie has a compact design that makes it easy to carry and store in either big or small places. Additionally, the product has been produced from high quality materials that are durable and withstand wear and tear. Lastly, the product is a unique product that has multiple compartments that can hold different items such as toothpaste, toothbrush, and foldable comb that come with LED flashlights.

## SPECIAL CRITERIA

As shown in Figure 1 below, those are the special criteria about the product that our team designed. This figure will give our potential consumers a comprehensive understanding of the products' specialties.

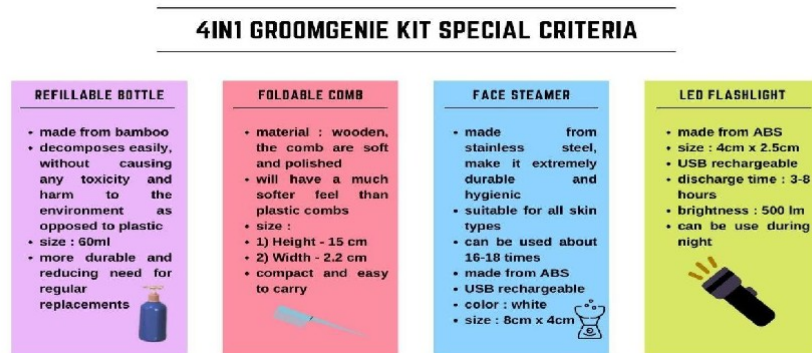
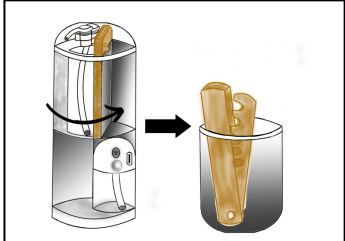
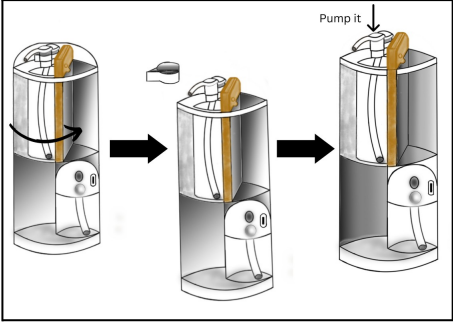


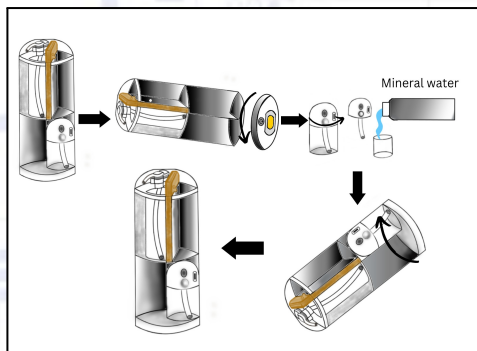
Figure 1. GroomGenie Kit Special Criteria

## PROCESS ON USING THE PRODUCT

Table 1. Process of using GroomGenie Kit

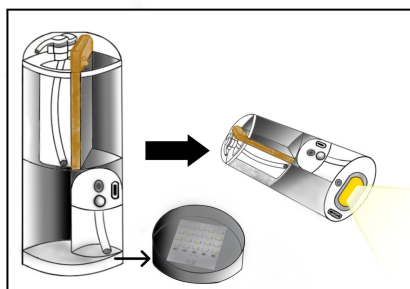
<b>1. CUP</b> 	In an upright position, counter-clockwise turn the product's top in order to use the cup.
<b>2. REFILLABLE BOTTLE</b> 	Open the leak-proof snap. Fill in shampoo or conditioner or body wash into the refillable bottle. Then, pump it to dispense the shampoo or body wash to the palm of one hand.

### 3. FACE STEAMER



Lay the product in the down position and turn it counterclockwise to take out the face steamer. Fill with mineral water. Reinsert by turning clockwise. Hold the product in an upright position, turn on the face steamer by pressing the middle button for 3 seconds. Plug in USB type C if the facial steamer's battery runs out.

### 4. LED FLASHLIGHT



Hold the product in a lying position, press the button at the bottom to turn on the flashlight and press again the button to turn off the flashlight. Plug in USB type C if the flashlight's battery runs out.

## PRODUCT COMMERCIALIZATION

Marketing strategy is all a company's goals and objectives combined into a single comprehensive plan. The targeted travelers age range for this product are Gen-Z, Millennials and Gen X. The product is very suitable for both female and male travelers because they will use this product when traveling. Suggested platforms to commercialize GroomGenie Kit are using social media. Our team will use social media and social networking such as Facebook, Twitter, Instagram, TikTok and Shopee to market the product which is GroomGenie Kit to engage with the target market because every person with a smartphone will have at least one of the social media platforms. Other than that, GroomGenie Kit will collaborate with travel agencies in Sabah for the 1st phase of its introduction into the market then it will collaborate with travel agencies in Sarawak for the 2nd phase in the existing market. By placing this GroomGenie Kit through travel agencies as souvenirs to the travelers, it can attract the new travelers to use it and also the users who already use GroomGenie Kit.

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