ASSIGNMENT 3: NEW PRODUCT DEVELOPMENT

for

THERMOVISION X

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EXECUTIVE SUMMARY

ThermoVision X is an innovative smart thermal imaging device developed to address constraints in traditional thermal inspection equipment used in Malaysia's built environment industry. Current thermal imaging systems frequently suffer from difficulties such as short battery life, reliance on manual interpretation, a lack of intelligent analysis, confusing interfaces and ineffective reporting methods. These flaws jeopardize inspection accuracy, operating efficiency and usefulness, especially during extended building inspection.

The primary goal of ThermoVision X is to improve the efficiency, precision and reliability of building inspections by integrating advanced technology. The invention includes crucial features such as AI powered defect detection model, a power saver mode for longer battery life, dual mode thermal and optical imaging, a touchscreen interface, and real time mobile application analysis and reporting. These features are intended to eliminate human error, increase defect detection, simplify operation for both technical and non-technical users and streamline inspection documentation.

ThermoVision X targets building inspectors, property and facility managers, maintenance technicians, engineers, safety officers and professionals involved in preventive maintenance, property inspections and facilities management. The device is intended to benefit industries such as property management, building maintenance, electrical services, and safety monitoring, where early fault detection is crucial for cost control and risk reduction.

ThermoVision X was inspired by a case study examination of Malaysia company InfrAZ Aegis Solution Sdn Bhd, which provides infrared thermography services. The analysis identified recurring operational issues such as faulty measurements due to the environmental conditions, restricted battery performance, and dependency on manual interpretation. To strengthen the product concept, primary data was obtained via a questionnaire distributed to potential users between December 13 and December 19, 2025. Secondary data from academic publications, industry reports and business documents provided further support for the development process, Despite the sample size and time constraints, the findings revealed useful insights into user demands, technological acceptance and market expectations, laying a solid foundation for the proposed innovation.

1.0 INTRODUCTION

The fast growth of technology, as well as the increased emphasis on preventive maintenance in Malaysia's built environment, have generated opportunities for technology-driven product innovation. Existing thermal imaging solutions for building inspection still have technological constraints, such as excessive power consumption, reliance on manual interpretation, a lack of intelligent analysis and inefficient reporting.

In solution to these challenges, this assignment proposes the development of an innovative smart thermal imaging device enhanced with power saver mode, AI-powered model with a touchscreen interface, including the dual mode camera and mobile application analysis. The proposed product aims to reduce human error through artificial intelligence, increase the operational time through energy efficient power management, improve defect identification accuracy through combined thermal and visible imaging, and simplify inspection reporting through mobile application integration.

The new product creation is based on a case study analysis of InfrAZ Aegis Solution Sdn. Bhd., a Malaysia firm that provides infrared thermography services for building inspections. The study highlighted recurring operational issues, such as inaccurate readings caused by the environmental conditions, poor battery performance during extended site inspection systems that can assist both technical and non-technical users.

To help improve the product concept, a questionnaire was circulated to users such as property managers, building inspectors, engineers and maintenance people. The questionnaire aimed to gather users' feedback on current inspection challenges, desired product features and the acceptability of smart technologies in thermal imaging instruments. The data collection took place between 13th December 2025 to 19th December 2025. In addition, secondary data was gathered from academic journals, industry reports and business documents to aid in the product development.

However, this study has several limitations. The questionnaire was distributed within a limited time frame and involved a relatively small number of respondents. Nevertheless, the findings provide useful insights and serve as a solid platform for the creation of a realistic, market relevant and technologically driven inspection solution.

2.0 NABC APPROACH

According to the NABC (Need, Approach, Benefit, Competition) approach, ThermoVision X is a new thermal imaging product that is designed to overcome the shortcomings of the existing thermal imaging practices. The main problems with many of the current devices may include the short battery life, a deficiency in intelligent data analysis, and a complex user interface, and this may decrease the efficiency and accuracy of the inspections. The challenges have raised a high demand for a more sophisticated, trustworthy and convenient thermal imaging solution.

i. Need

The thermal imaging device which the user in any industry needs is one that can work longer hours, give a proper and smart analysis and be simple to use without needing to undergo a lot of technical training. The use of manual interpretation in existing systems frequently causes mistakes and delays in decision-making, which makes smarter solutions appropriate.

ii. Approach

ThermoVision X fulfills these requirements by including such modern features as the power saver mode to achieve long battery life, the AI-controlled model to automatically detect the temperature anomalies, the touchscreen interface to simplify operation, the dual-mode camera which allows it to capture images in thermal and visual mode. The mobile application-based analysis that will allow accessing and reporting real time data.

iii. Benefit

ThermoVision X enhances the inspection efficiency, accuracy and the overall user experience with these innovations. Users are able to conduct thermal evaluations faster as well as decrease hand interpretation and decrease operational downtime. The flexibility and cost of different industries is also achieved through analyzing data with mobile applications which increase the time of operational use.

iv. Competition

Even though thermal imaging products are already available in the market, most of them are simple imaging products with no smart analysis and mobile capabilities. ThermoVision X can be distinguished as a more practical and competitive product than traditional thermal imaging devices because it is energy-efficient, analyzes technology, features a user-friendly touchscreen interface, images in two modes, and supports a mobile app.

3.0 NEW PRODUCT DEVELOPMENT

3.1 Definition

ThermoVision X is a thermal moving imaging (infrared) camera that is aimed at professional users, which include building inspectors, facility managers, maintenance technicians, electrical engineers, safety officers, and property management individuals. The product focuses on such industries as property management, facilities management, electrical services, and building maintenance where the preventive maintenance and regular inspection of the objects are necessary. ThermoVision X will enable non-invasive inspection of events by identifying temperature changes in surfaces and equipment which cannot be observed with the naked eye and provide a user with the ability to assess the state of affairs in a highly efficient manner without interfering with the normal course of events.

The increase in the demand for more efficient and reliable tools of inspection in new buildings and facilities is the reason why ThermoVision X has been developed. Traditional inspection techniques can be based on visual inspection or manual testing that can be unable to discover defects or early-stage failures or internal system failures. ThermoVision X provides the opportunity to identify the presence of heat loss, insulation flaws, moisture intrusion, water leakage, and abnormal overheating at an initial stage by using thermal imaging technology. This feature assists in making the right decisions in time and eliminates the emergence of small problems into major safety concerns or expensive maintenance.

Comparing ThermoVision X with other products, the device is more functional and valuable than its rivals because it would allow users to see the heat distribution in the form of thermal images and measure the temperature of the surface and record inspection images to use later in documentation and reports. Thermal and visual image comparison increases the accuracy of the interpretation and aids in better evaluation of inspected areas. On the whole, ThermoVision X is a valuable product because it enhances the accuracy of inspection, minimizes the time of inspection, minimizes the downtime associated with the maintenance

process, contributes to the cost reduction and safety assurance. The above advantages make ThermoVision X a viable and useful instrument of professional inspection and asset management, whose technological advantages and feature advancements will be ongoing.

3.2 Classification of New Development Process

Classification of new development processes helps businesses and entrepreneurs understand the level of innovation that is involved including the business risks and opportunities for the product. New product development processes are commonly classified into completely new products and improvements required in the existing products.

i. Completely New Product

ThermoVision X can be classified as a completely new product as it introduces an integrated smart thermal inspection solution that significantly differs from the traditional thermal imaging camera available in the market. Unlike the conventional devices that only capture thermal images, ThermoVision X incorporates an AI-powered model that is capable of accuracy in detecting defects, enhancing decision-making during building inspection, safety monitoring and property assessment that is conducted by the professionals. The integration of Artificial Intelligence (AI) to automatically detect defects such as heat loss, moisture intrusion, electrical faults and structural anomalies represents a fundamental shift from manual inspection to a data-driven inspection.

In addition, the integration of dual-mode imaging both thermal and visualization allowing users to compare the heat patterns with real-world visuality, a touchscreen interface that introduces modernity and a mobile application connectivity creates new value proposition for the professional users. Such innovation transforms thermal inspection from a manual and interpretation-based task into an intelligent, automated and user-friendly process, positioning ThermoVision X as a new category of smart inspection technology.

ii. Improvements in Existing Products

ThermoVisionX also represents significant improvements to the existing products through the enhancement of functionality, performance level and usability of conventional thermal imaging cameras. The existing products in the market often suffer from limitations for a complex operation, high power consumption and lack of real-time analysis support with an expensive market price. These weaknesses and limitations have made the existing product restricted for the usage to the trained professionals and reduces efficiency. ThermoVision X improves these weaknesses through the features of power saver mode in order to extend operational time that is required by professionals for longer inspection period without frequent recharging.

The integration of AI-powered defect detection improves accuracy and reduces human error along with the mobile application supported in enhancing data management, reporting and mobility. Users may analyze the inspection instantly, store data securely and generate professional reports more efficiently. These improvements enhance the functionality of ThermoVision X and also increase productivity and cost-effectiveness for users. Thus, improving the existing products allows ThermoVision X to compete effectively in an established market while offering superior value by upgrading traditional thermal imaging technology with smart features and user-centric design that meets customer expectations and strengthens the competitive advantage.

3.3 New Product Development Process

3.3.1 Research and Development

The ThermoVision X research and development (R&D) process will start at the ideation point where a number of feature upgrade concepts were developed to boost the functionality, efficiency, and usability of thermal imaging cameras. The ideas were formulated depending on the market requirements, user feedback and the latest trends in the field of technology in inspection and diagnostic tools.

At the idea generation stage, a total of five upgrade ideas were established. The first concept is the implementation of a power saver mode, which will save power and increase battery life in long inspection works. The second concept is the creation of an AI-based model where an AI is to be employed to help the user in the analysis of thermal images and detecting unusual heat patterns and minimise the human factor during inspections. Implementation of a touchscreen interface is the third concept, which will enhance the interaction of the user by eliminating the use of a traditional system of buttons that are difficult to use in favor of a more intuitive and user-friendly interface. The fourth concept is that it has a dual-mode camera, which gives one the option of switching to thermal imaging or standard visual imaging to maximise the accuracy and clarity in inspection. The fifth concept is dedicated to mobile application analysis and reporting in real-time, which makes it possible to work with thermal data, create reports on inspections and share them immediately with a connected mobile device.

The idea screening procedure followed the idea generation process to identify the most appropriate feature that was to be given priority to develop. The AI-powered model has been chosen among the suggested ideas that are the most valuable addition to ThermoVision X. It is so due to the fact that artificial intelligence plays a great role in augmenting the primary purpose of the thermal imaging camera by increasing the accuracy of data interpretation and inspection. The AI-driven model is able to aid

users in detecting possible faults, anomalies, and areas of risks more effectively, as opposed to hardware-based upgrades, which directly support decision-making processes. Besides, this aspect is responsive to the rising need in the smart inspection tools and corresponds to the rising utilization of digital and smart technologies within industries, which makes it a competitive and strategic decision to develop the product.

The technology in the chosen product idea is the implementation of artificial intelligence algorithms and thermal imaging systems. The AI enabled model analyses thermal images by detecting aberrations and providing automated information to assist users during inspections by examining temperature variations. The technology leads to improvement in reliability and consistency of inspection findings especially for those users with minimal technical skills. Moreover, the AI system can be configured to co-operate with other auxiliary functions like dual-mode imaging and the mobile integration application, to produce a more all-inclusive and smart inspection system. Overall, the use of the AI technology in ThermoVision X traces the evolution of the product into more intelligent, effective, and user-friendly thermal inspection systems.

3.3.2 Product Design/Features & Technology Description

The design of ThermoVision X is designed with a high level of functionality, efficiency and technological applicability to ensure that the requirements of building inspections professionals in Malaysia are met. According to the New Product Development (NPD) principles described in Chapter 5, product design is very significant in making sure that the new product is not only functional but also acceptable by the target market. Therefore, the overall physical design along with the aesthetic appearance, product features as well as the supporting technology of ThermoVision X have been carefully built together to form a market-oriented and effective inspection tool.

Furthermore, ThermoVision X is meant to be a small handheld thermal imaging equipment to allow it to be easily used during field works. The proposed sizes of the device are about 18-20 cm in height, 8-9 cm in width and 6-7cm in depth. These dimensions will allow the device to be operated with a single hand and also can be use in a smaller space like electrical rooms, ceiling voids as well as mechanical plant rooms. The ergonomic handle also can assist in giving the handle a firm and comfortable holding action which can eliminate hand fatigue in cases of long inspection processes. Moreover, the touchscreen display will be placed at the upper front section of the device to reduce unnecessary movement on the wrist to view the thermal images and the dual-mode camera is placed at the front to be sure the device can target the inspections properly.

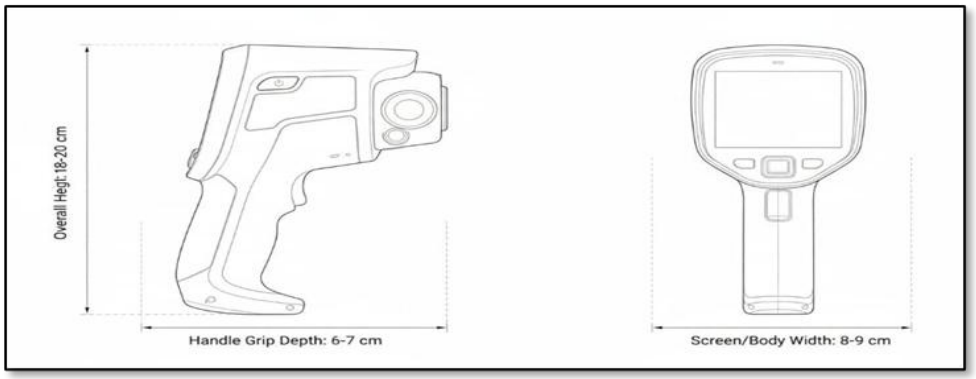

Figure 1: Dimension of ThermoVision X (illustration)

In terms of appearance, ThermoVision X adopts a modern and professional look which goes in line with its high technology features. The product is also designed in a minimalist nature with a neutral colouring that can easily fit professional settings such as commercial buildings, industrial premises as well as residential properties. The polished casing and the compact shape will also be able to leave a positive first impression and increase the confidence of user in handling the device. Moreover, the touchscreen interface will also have clear graphics, easy menus and high contrast colours to ensure it is easy to use in different conditions. This style of appearance and interface design enables not only the technical users but also non-technical users to use the device with a minimum training.

As per functionality, ThermoVision X will include some of the main features to overcome the shortcomings of current thermal imaging devices. One of the key features is the power saver mode which is designed to enhance the power efficiency through the automatic reduction of power consumption whenever the device is not in use. This will provide an opportunity to extend the duration of inspection without a need to recharge regularly. Besides that, the device also has an AI-based analysis model that automatically identifies abnormal temperature and potential defects in electrical overheating, insulation defects as well as water leakage. This reduces the use of manual interpretation and decreases the probability of human error which can lead to a higher quality of property inspection.

The second notable characteristic of ThermoVision X is the dual-mode camera system that combines both thermal imaging and visible light imaging systems. This enables the user to compare thermal data with actual real world visual conditions which makes defect identification more straightforward and the results of inspection will be easier to understand. The touchscreen interface also makes the device easier to use by giving the user the option to take photos, set temperature levels as well as label findings during an inspection right on the touchscreen. Moreover, mobile application integration makes it possible to transfer data in real time,

generate reports automatically, digital record storage and share the inspection results with the relevant stakeholders easily.

In summary, ThermoVision X is a combination of thoughtful physical design and aesthetic design with intelligent functionalities features and complete support systems. Some of the features included in the device are infrared thermal sensors, digital image processing systems, embedded artificial intelligence algorithms, touchscreen display technology, rechargeable battery systems with power management as well as wireless communications technologies like Bluetooth or Wi-Fi. With a built-in data analysis and reporting mobile-based application, ThermoVision X can be presented as an effective, convenient and market relevant thermal imaging tool which specifically designed to be used in property inspection.

3.3.3 Concept Testing

Concept testing is the process of presenting an early description or representation of a product idea to potential buyers or end users. The purpose is to assess their emotions, interest, needs, and purchase intent before the product is produced or released. It contributes to determining whether the product idea is appealing, intelligible, and marketable. Consumer feedback can inform decisions on whether to continue, change, or discontinue the concept. The product is evaluated using a questionnaire to determine availability, acceptance, marketability, and overall quality. The responses are methodically collected and examined to assess whether the proposed innovation has significant market potential. In addition, the questionnaire allows potential users to comprehend and recognize the product's functionality and originality in comparison to other products.

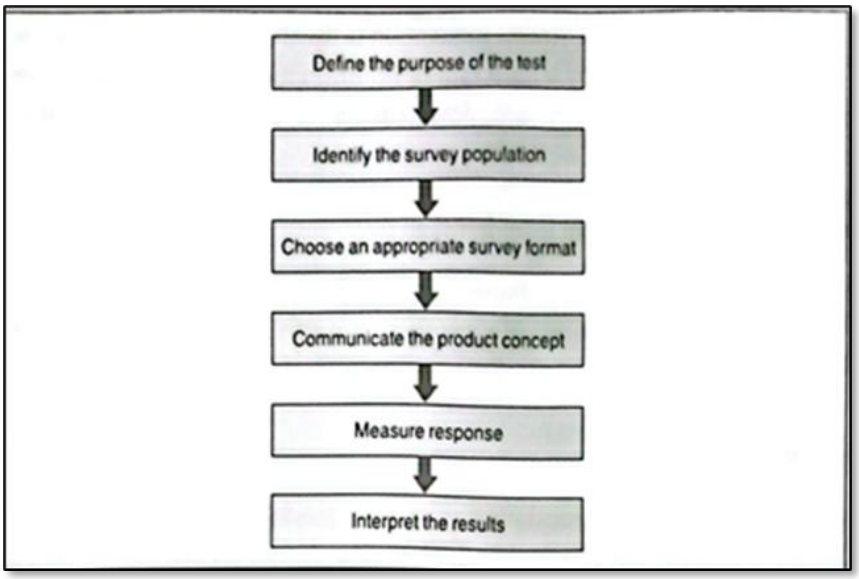

Figure 2: Flow of Concept Testing for New Product Development

The survey is conducted using a quantitative research approach. Product concepts are communicated through the questionnaire of the survey itself. The method of combination used as the following:

i. Verbal description

Verbal description refers to the use of verbal communication to describe the product and its most important features and functions to the target market.

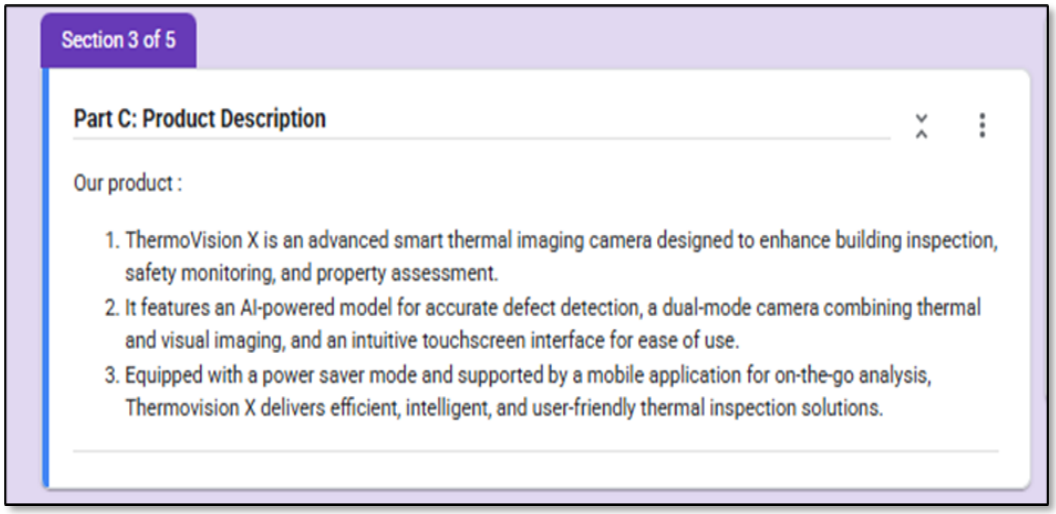

Figure 3: The verbal description stated in the questionnaire

The verbal description above provided information about the ThermoVision X innovation concept and other features. It is a clear and short written description of the product's main features, functions, benefits, and unique value. For example, the ThermoVision X is marketed as an advanced smart thermal imaging camera with exceptional capabilities, including an AI-powered model, dual-mode camera for visual imaging, and an easy touchscreen interface. Also, it includes increased building inspection efficiency, safety monitoring tasks, and property assessment. It is innovative and practical, since it includes a power saver mode and is backed by a mobile application that provides an efficient and user-friendly device. Thus, concept testing is used to ensure respondents can accurately evaluate the product idea based on the description provided.

ii. Sketch

The sketch was also created to visually depict the product innovation concept and to support the verbal description specifics. The aim is to explain the overall form and assist visitors visualize the product layout, allowing them to gain a thorough grasp of its design, functionality, and intended application. The sketch simplifies the process of transforming the product innovation idea into a visual concept, making it easier for possible target markets and users to evaluate the proposed innovation during the concept testing phase. Here is the product innovation sketch:

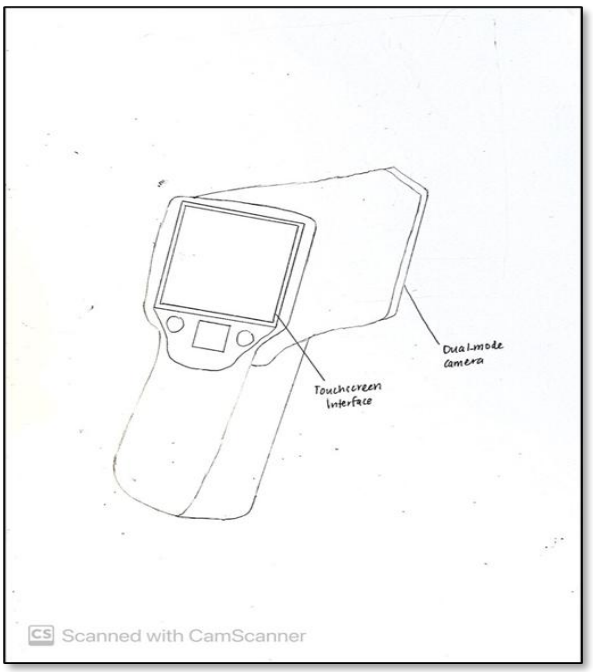

Figure 4: ThermoVision X Sketch

a. Storyboard

The purpose of the storyboard is to clearly and progressively demonstrate ThermoVision X's real-world application and user interaction. From the first stage of inspection through the analysis and decision-making process, it illustrates and explains how the product is used. The storyboard aids stakeholders and prospective users in comprehending the functionality, useful advantages, and value proposition of the product by describing the user journey. Additionally, it shows how ThermoVision X combines smart thermal imaging, AI-powered defect

detection, and mobile connectivity to enhance building inspection and property assessment efficiency, accuracy, and safety.

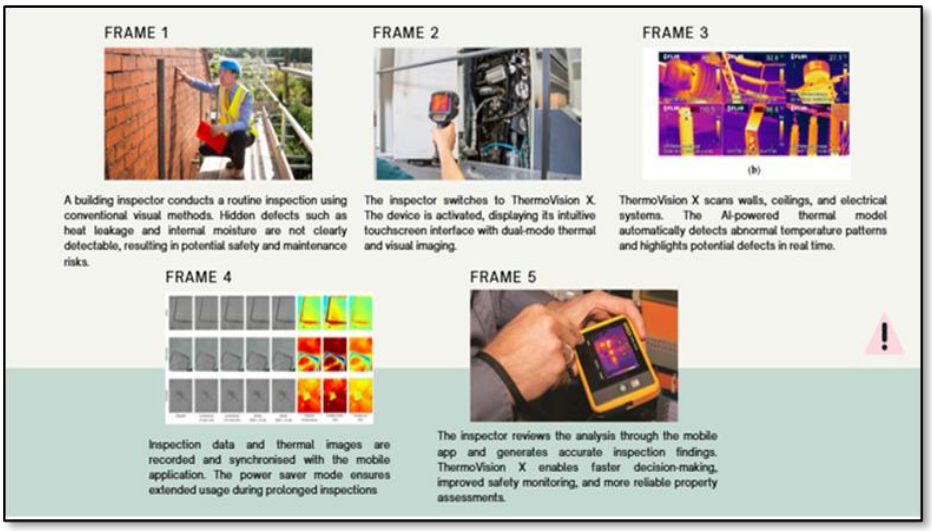

Figure 5: ThermoVision X Storyboard

3.3.4 Build Prototype (2D or 3D)

Figure 6: ThermoVision X

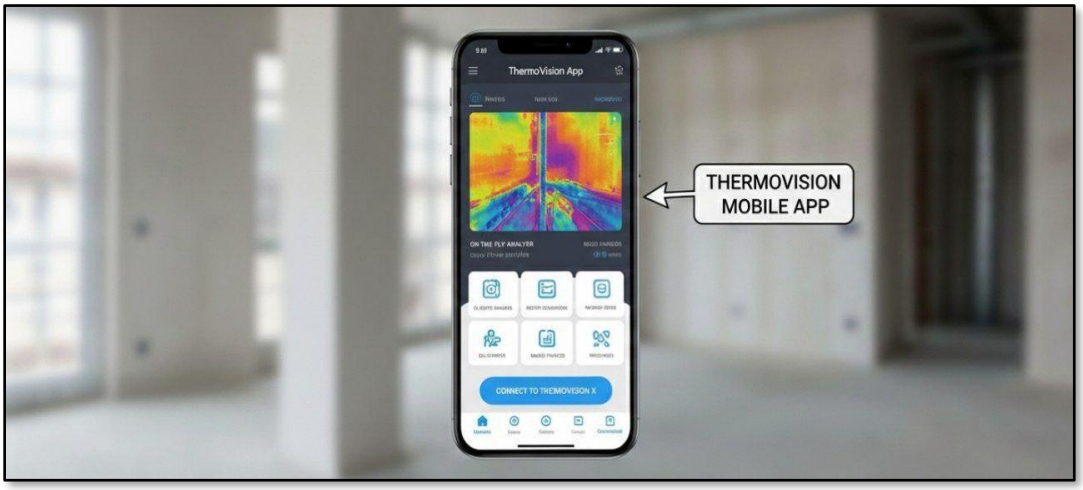

Figure 7: ThermoVision X Mobile App

A 3D prototype is developed to represent the physical appearance, main components, and functional layout of the proposed AI-Powered Infrared Thermal Imaging Camera for estate management applications. This prototype is used to visualise the product design and key features without developing a fully functional model.

The 3D design demonstrates a handheld ergonomic structure, allowing property managers and inspection technicians to conduct building inspections comfortably. The device features a dual-mode camera, combining infrared thermal imaging and visible light capture to detect temperature anomalies while maintaining clear visual reference of building components.

It has a touchscreen interface that enables a real time thermal image and inspection data thus making it user friendly to the personnel managing the estate. Another prototype feature is the use of AI to aid in the detection of possible problems in the building, including heat loss, moisture penetration, and electrical hotspots.

Moreover, the product is developed with real time mobile application analysis and reporting where the inspection information can be sent wirelessly to the real time mobile application. This allows the users to work in real time with thermal images and generate automatic inspection reports and share their results with property owners or maintenance staff instantly.

It also has a power saver mode so that battery performance can be enhanced when it comes to long inspections. In general, the prototype in 3D is based on a good illustration of the design, the functionality, and the aptness of the product to be used in management of property and facilities operations.

3.3.5 Test Marketing

Test marketing is a stage of the product development process in which a product is introduced to a small market or target group to assess customer response, market acceptance, pricing, promotion techniques, and overall performance prior to a full-scale launch. It aids in identifying potential issues, mitigating market risk, and providing useful insights for refining the product and marketing strategy.

A survey was prepared to collect data for the product innovation, ThermoVision X, using the Google Forms platform. The survey was distributed and received approximately 31 responses from participants across different age groups, including 21–30 years, 31–40 years, and 41–50 years and above.For demographic analysis in part A of the questionnaire, respondents were categorised based on gender, age, and occupation. The figure below illustrates the gender distribution of respondents, with 29% representing male and 71% representing female. In terms of occupation, responses were obtained from 48.4% homebuyers, 12.9% real estate investors and students, and 6.5% property managers, clerks, and nurses.

Part B of the questionnaire asks respondents about their inspection processes, safety awareness, and level of technology adoption in relation to the proposed innovation, ThermoVision X.

The findings show that respondents' engagement in home or property inspections varies based on their positions, responsibilities, and expertise in property ownership or management. This provides information on how frequently potential users may require inspection tools and services. The findings shows that respondents majorly never engaged in participate in home and property inspection.

It shows that respondents majorly agreed on the critical importance of home safety and early detection of defects with the finding of 34.4% and 65.6% reflects the findings. This chart above shows that respondents are majorly comfortable on using smart and digital devices which is 50% and majority of the respondents happened to have a positive technology adoption behaviour which is 40.6%. This information is valuable for positioning ThermoVision X in the market

and for tailoring marketing and user education strategies to encourage adoption.

Part C of the questionnaire evaluates respondents' perceptions of the usefulness, relevance, usability, and potential concerns related to the product innovation. The findings indicate that the majority of respondents agree that the use of a thermal imaging device for detecting hidden defects such as leaks, hotspots, and wiring issues is highly useful. This reflects strong perceived value and highlights the product's potential to address real-world inspection challenges effectively. In terms of product features, respondents generally agree that the proposed features of ThermoVision X are relevant to their needs.

This suggests that the integration of AI-powered defect detection, dual-mode imaging, and mobile application support aligns well with user expectations and market requirements. Regarding ease of use, most respondents believe that ThermoVision X will be easy to operate based on the provided description. However, a portion of respondents expressed concern that the device may be difficult to use, indicating the importance of intuitive design, clear user guidance, and adequate training or onboarding support.

Finally, the findings show that respondents' primary concerns relate to application reliability, accuracy of results, and device durability. These concerns highlight the importance of ensuring system stability and robust performance. Conversely, battery life capacity is identified as the least significant concern, suggesting that respondents prioritise reliability and performance over power-related limitations.

Part D of the questionnaire examines respondents' purchase intention, price sensitivity, and preferred purchasing method for the product. The findings indicate that 43.8% of respondents are likely to consider purchasing the product. This reflects a moderate level of purchase intent and suggests a positive initial market response towards the proposed innovation. With regard to pricing, the majority of respondents perceive a price below RM500 as reasonable for the product.

In contrast, only a small proportion of respondents consider a higher price range of RM1,000 to RM1,499 acceptable. This highlights a strong sensitivity to price and indicates that affordability is a key factor influencing purchase decisions. In terms of purchasing preference, most respondents prefer to purchase the device outright. Meanwhile, a minority of respondents expressed no interest in any purchasing option. These findings suggest that a direct purchase model may be more suitable for market entry, while alternative options may appeal only to a limited segment.

Part E of the questionnaire gathers qualitative feedback from respondents to identify potential improvements, additional features, and concerns related to the product innovation. In response to the question on additional features for future versions, respondents suggested several enhancements, including Internet of Things (IoT) integration, a drone-based version for remote inspections, voice command functionality, extended battery life, and a more practical and compact product design. Other suggestions included the use of eco-friendly materials and the inclusion of a history backup feature for scanned inspection data. These responses indicate strong interest in advanced functionality, sustainability, and improved usability.

Regarding concerns about using the device, respondents highlighted several issues, such as the availability of a product manual, appropriate pricing, potential inaccuracies, overall product quality and performance, ease of use, battery consumption, and the level of skills or qualifications required to operate the device. These concerns underscore the importance of clear user guidance, reliable system performance, and accessible design to enhance user confidence. For further suggestions, most respondents indicated that they had no additional feedback. However, some respondents proposed improvements such as reducing the device size for greater practicality, offering multiple colour and design options, enhancing product durability and water resistance, and allowing manual adjustments to provide greater control for users. Overall, the feedback provides valuable insights for refining the product design and functionality to better meet user expectations.

4.0 CONCLUSION

Based on the New Product Development (NPD) analysis, ThermoVision X demonstrates strong feasibility and viability for commercialization. The product effectively fulfills important market needs by overcoming the technological and operational limits of existing thermal imaging equipment through the use of artificial intelligence, energy-efficient power management, dual mode imaging, and mobile app support. These features greatly improve inspection accuracy, reduce human error and increase overall efficiency.

The findings of concept testing and test marketing indicate positive market acceptability, with respondents recognizing ThermoVisionX's utility, relevance and practicality in detecting hidden problems such as heat loss, moisture incursion and electrical failures. Although price sensitivity was noted as an issue, the moderate buy intention and preference for outright purchase indicate that the product has significant commercial potential if priced competitively and supported by good value propositions.

Furthermore, the product fits nicely with the growing demand for smart, digital and preventive maintenance solutions in the built environment industry. The incorporation of user-friendly design elements, AI-assisted analysis and automated reporting improves accessibility for both professional and non-technical users, broadening market reach. While concerns about reliability, accuracy and durability must be addressed during further development, these issues can be overcome by product refinement, quality assurance and user training.

In conclusion, ThermoVision X is a financially viable and scientifically practicable breakthrough with a high market potential. Its potential to improve inspection efficiency, enable early problem discovery, and save long term maintenance costs makes it an attractive solution for modern property and facilities management.

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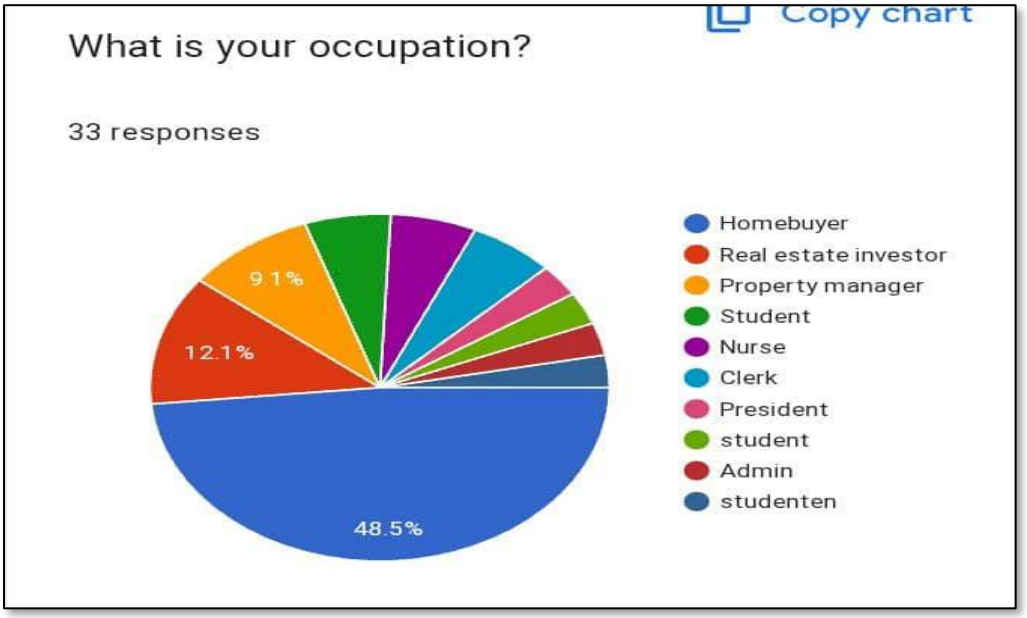
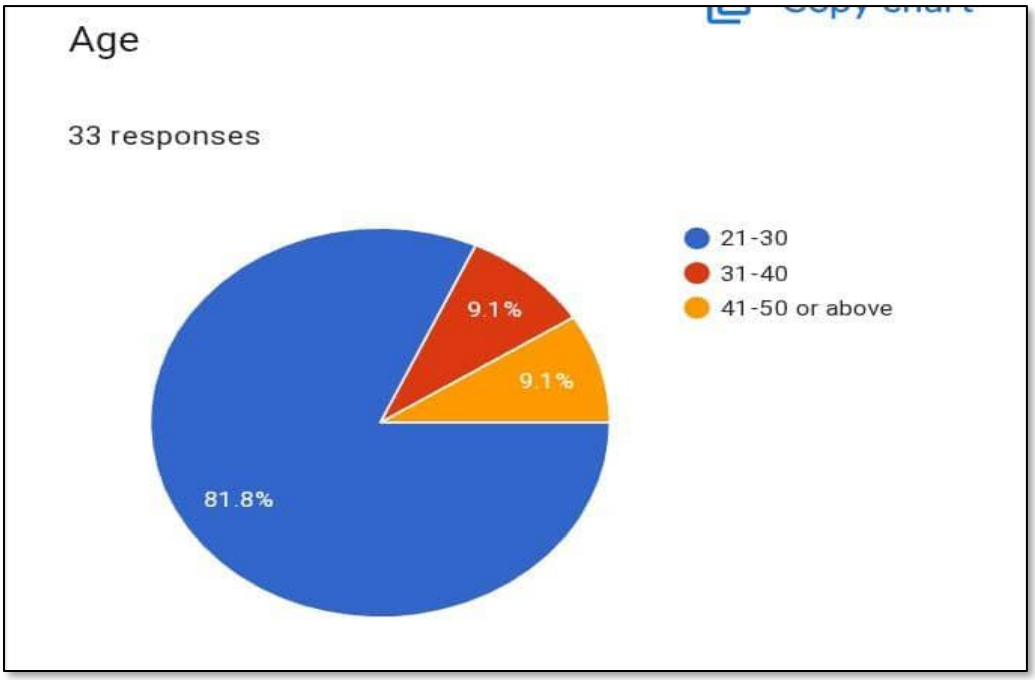
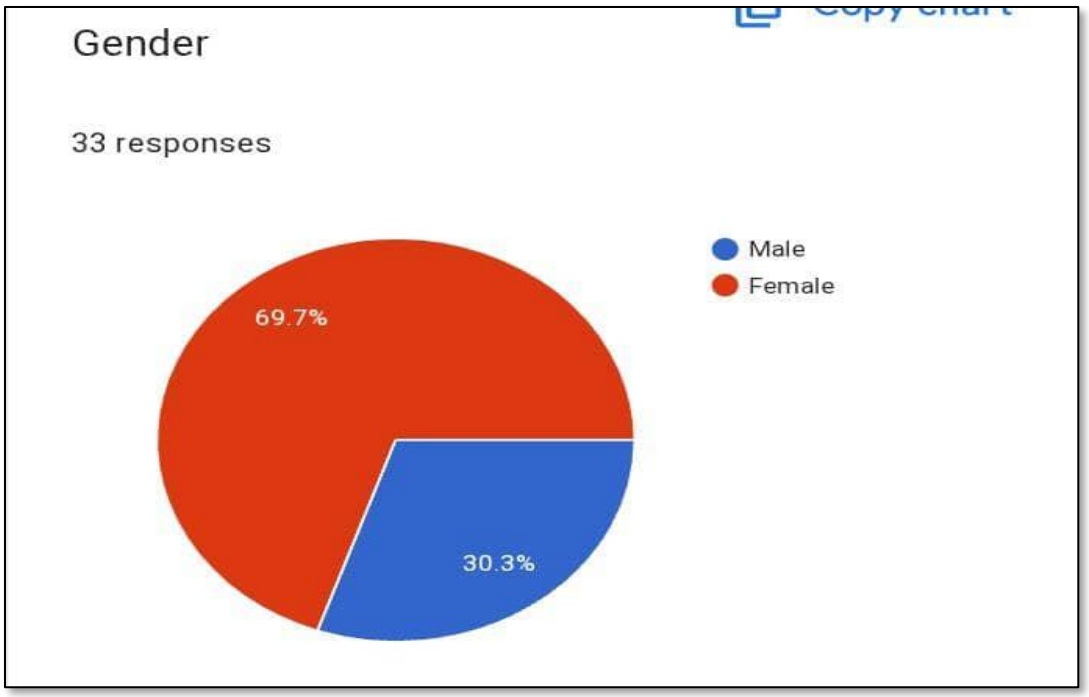
APPENDICES

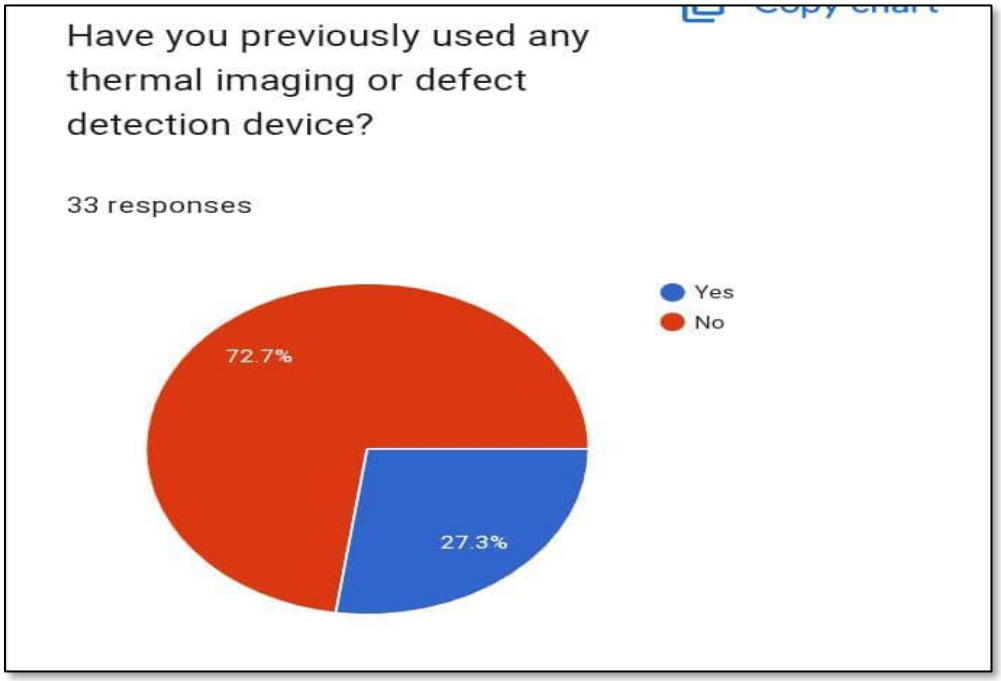
SECTION A: DEMOGRAPHIC INFORMATION

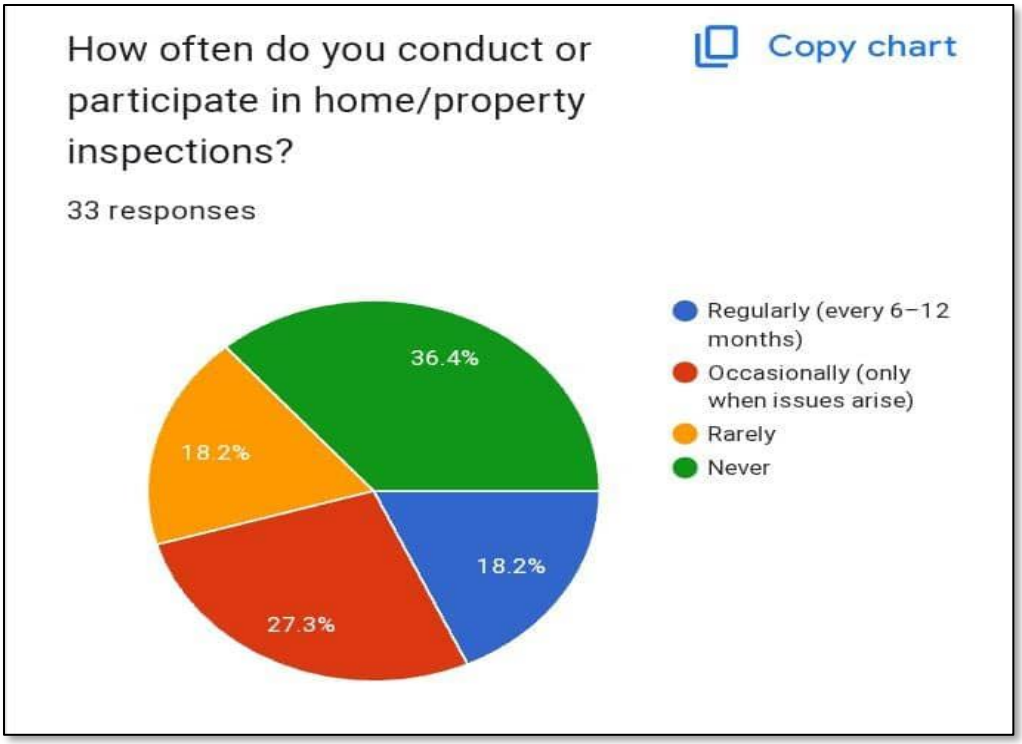


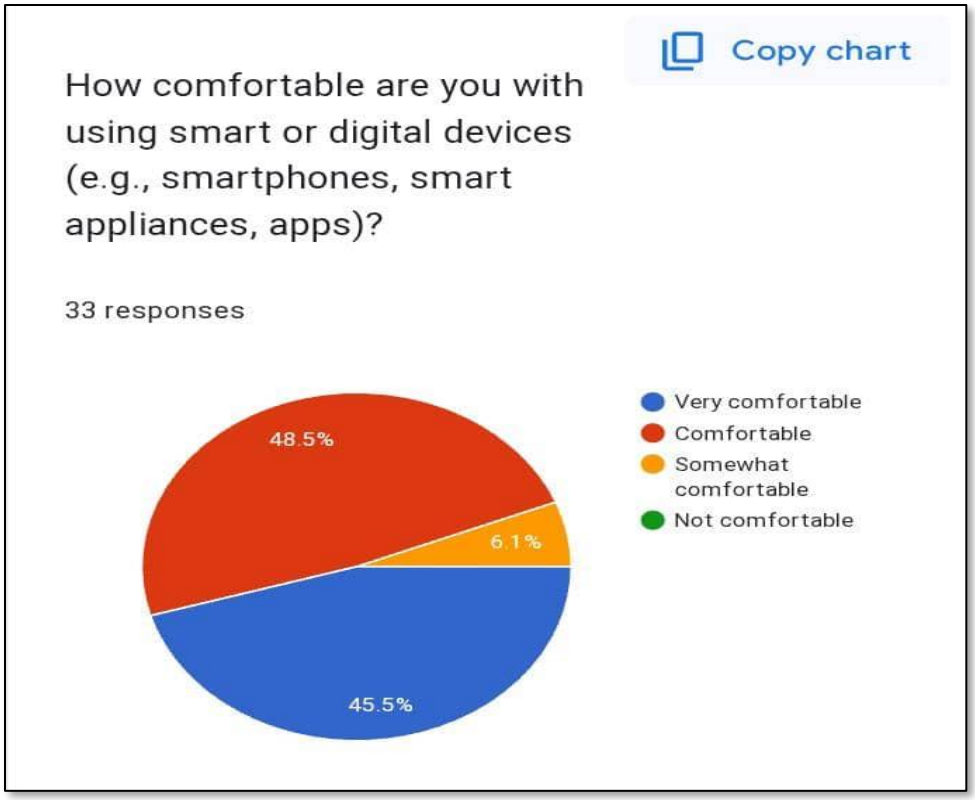


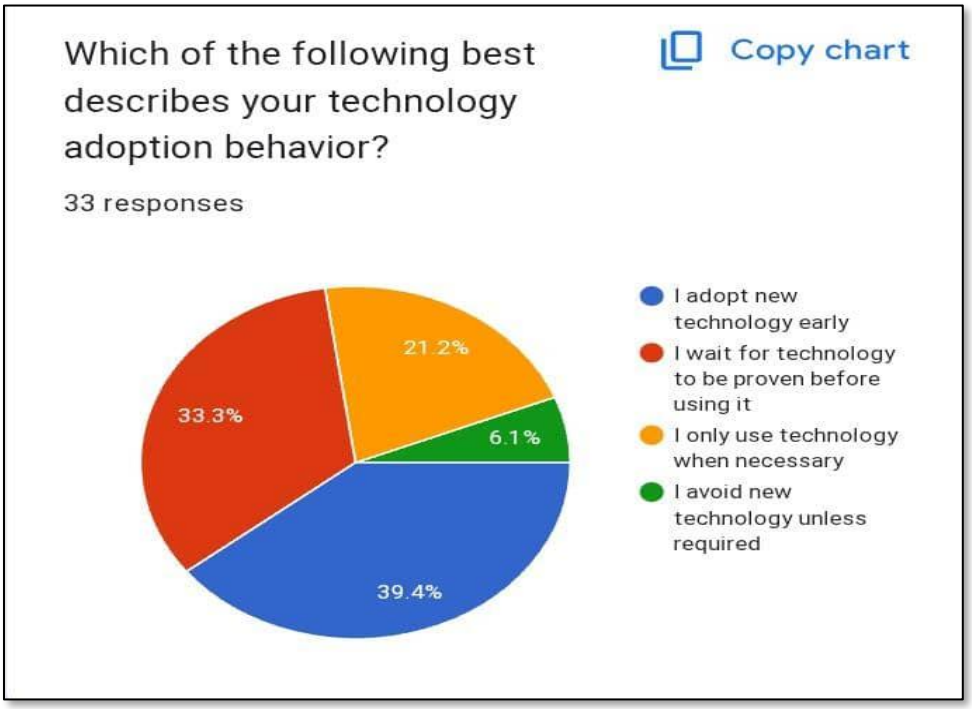

Gender
33 responses
Male
Female
69.7%
30.3%

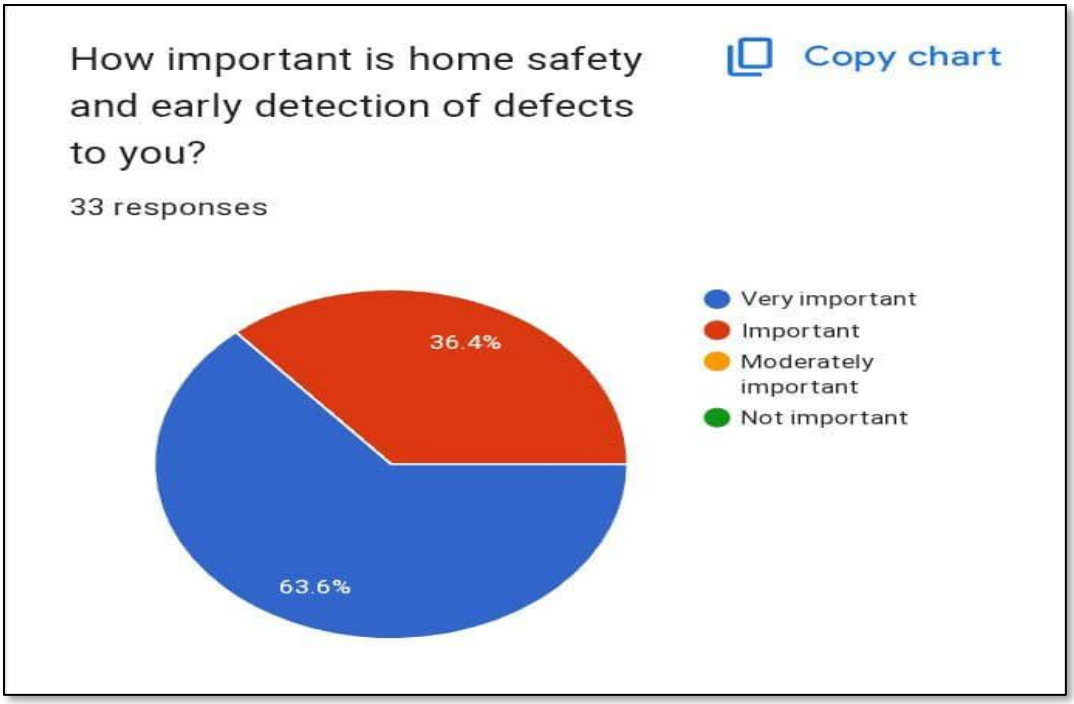
SECTION B : PERSONAL LIFESTYLE AND BEHAVIOUR






Copy chart
How comfortable are you with using smart or digital devices (e.g., smartphones, smart appliances, apps)?
33 responses
48.5%
6.1%
45.5%
Very comfortable
Comfortable
Somewhat comfortable
Not comfortable

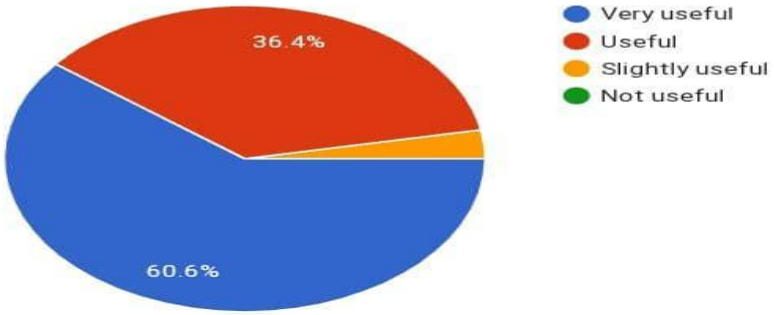

Copy chart
Which of the following best describes your technology adoption behavior?
33 responses
21.2%
33.3%
6.1%
39.4%
I adopt new technology early
I wait for technology to be proven before using it
I only use technology when necessary
I avoid new technology unless required


How important is home safety and early detection of defects to you?
33 responses
Copy chart
36.4%
63.6%
Very important
Important
Moderately important
Not important

How useful do you find the idea of a thermal imaging device for detecting hidden defects such as leaks, hotspots, or wiring issues?

Copy chart

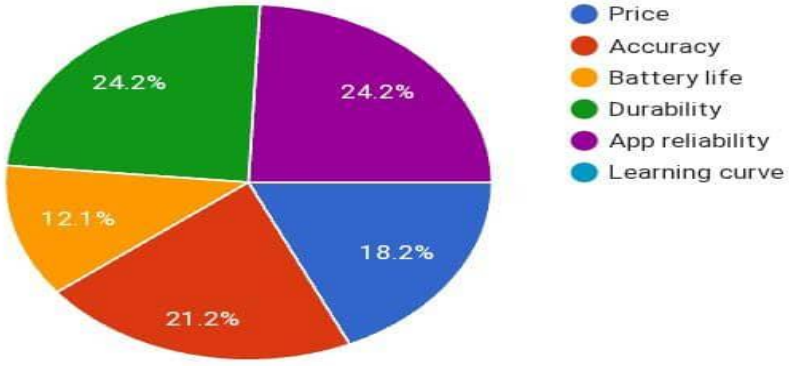
33 responses



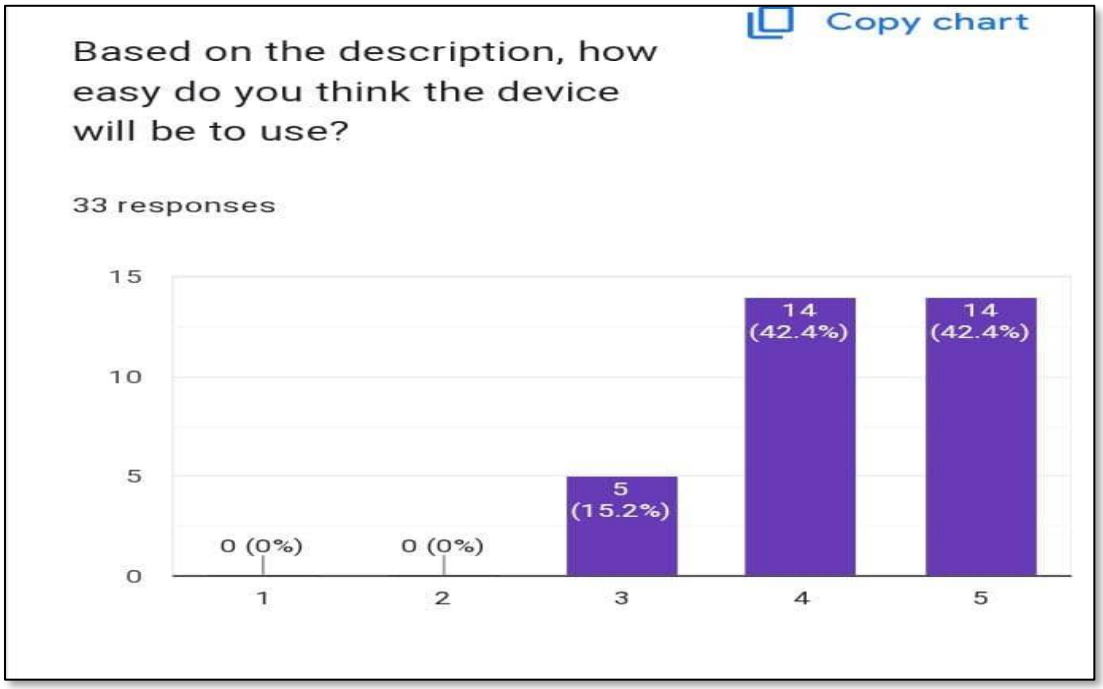
What would be your biggest concern regarding this product?

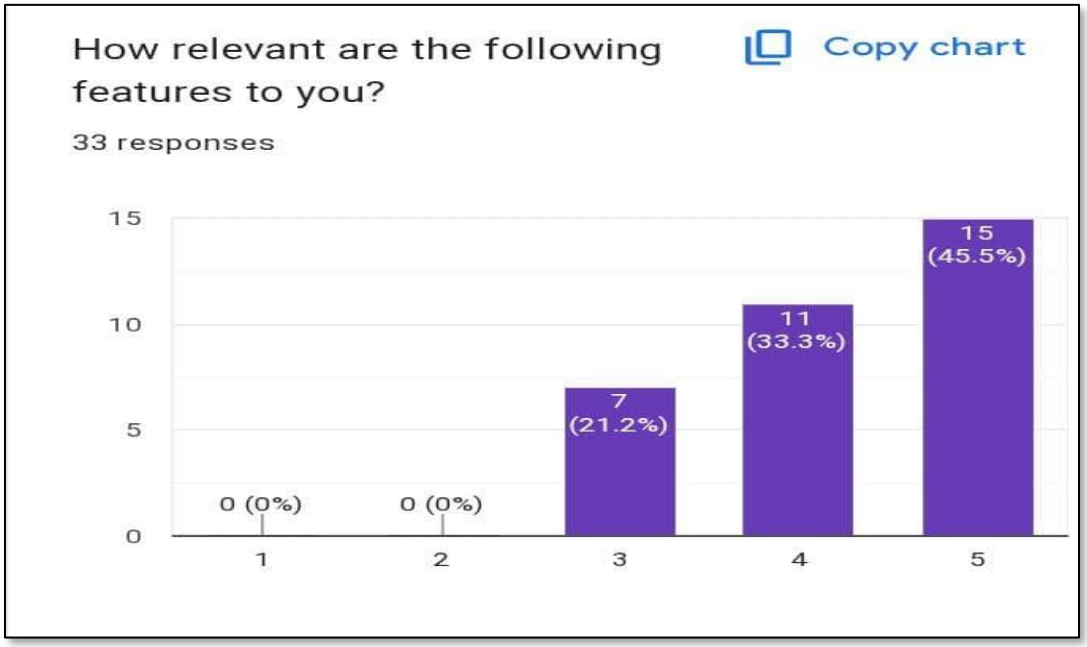
Copy chart

33 responses

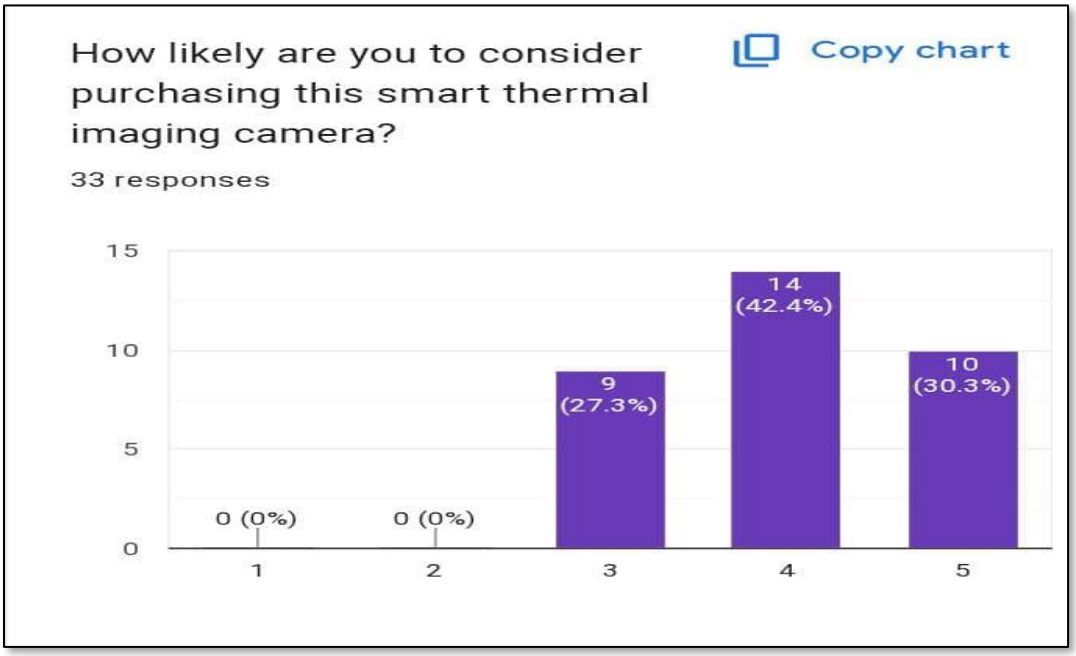


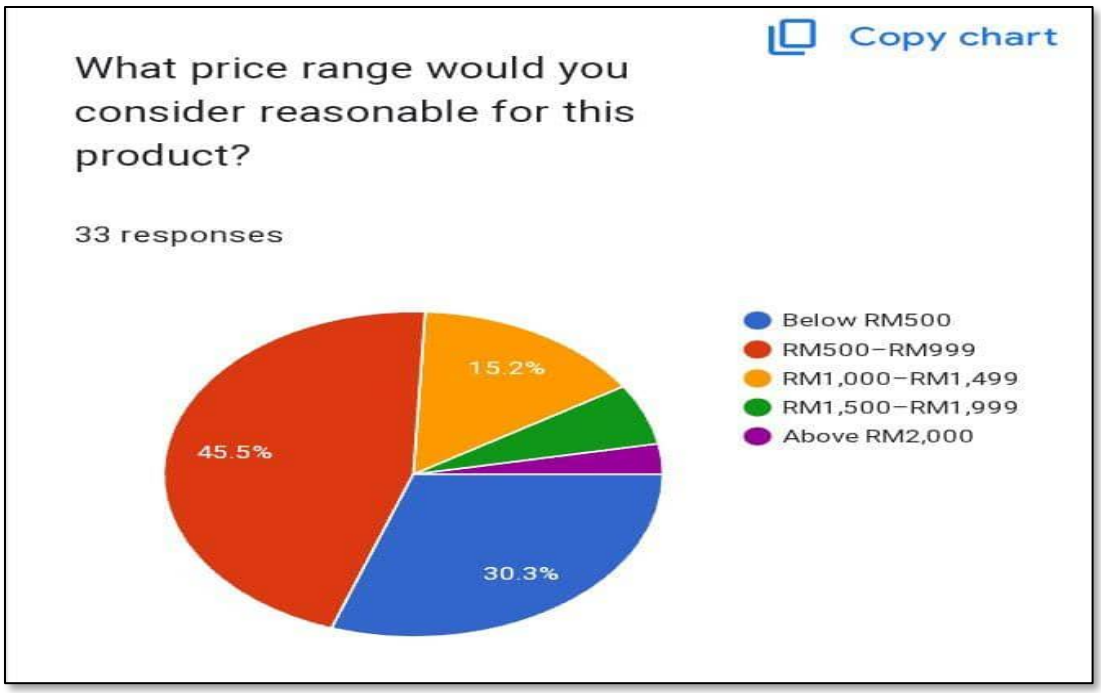
PART C: PRODUCT DESCRIPTION

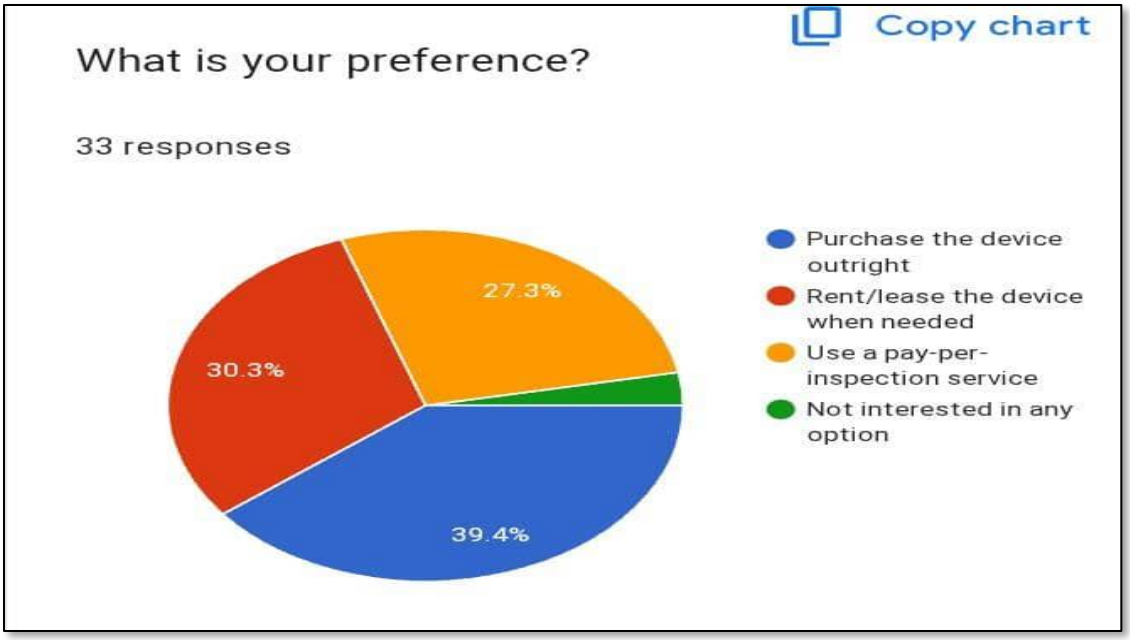




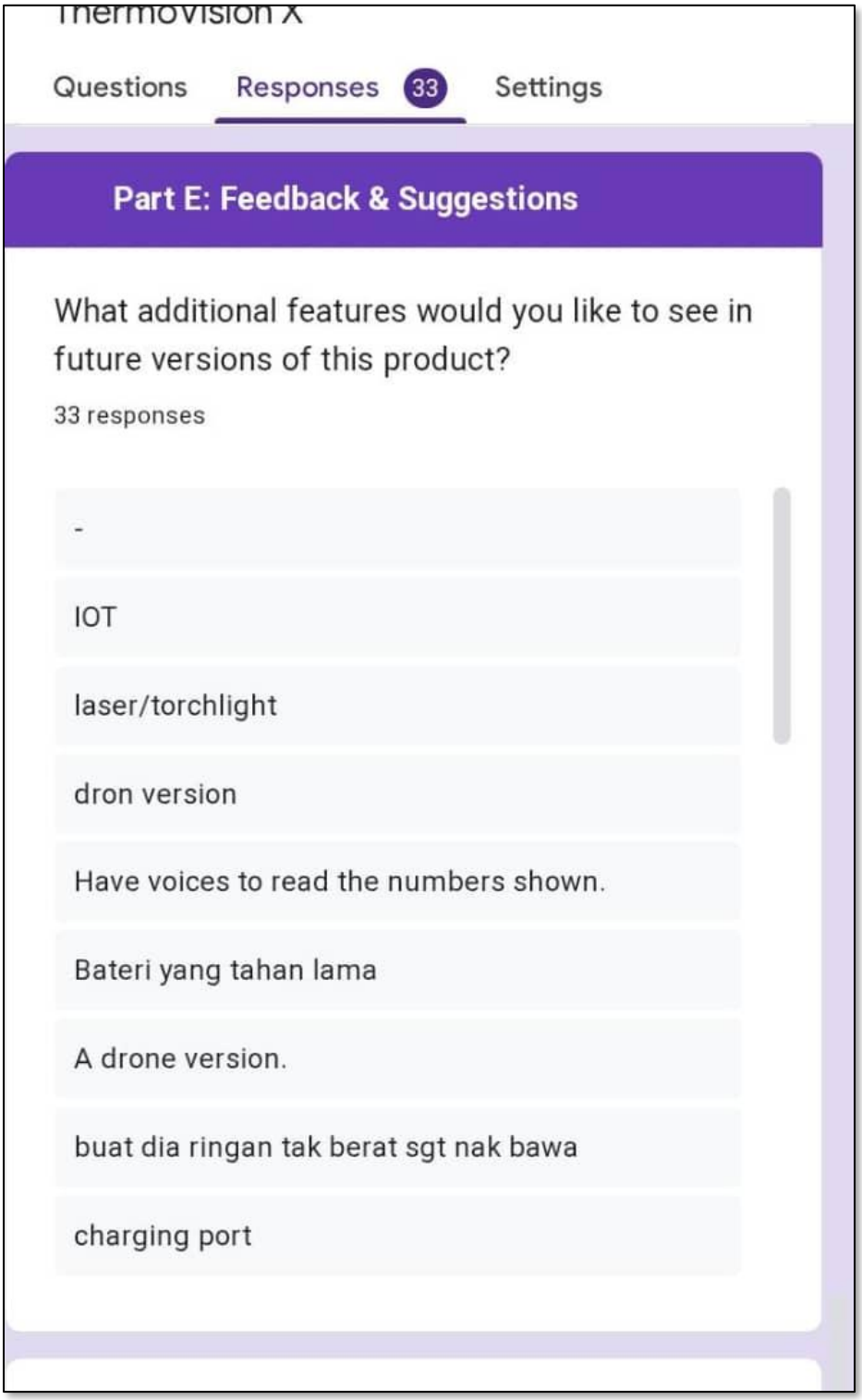
SECTION D: PURCHASE INTENT






Copy chart
What is your preference?
33 responses
27.3%
30.3%
39.4%
Purchase the device outright
Rent/lease the device when needed
Use a pay-per-inspection service
Not interested in any option

PART E: FEEDBACK AND SUGGESTION



good

the quality function

probably the difficulty of figuring out on how to use the device

battery usage

.

need proper training to use effectively

pricey

none

accuracy

Any further suggestions to improve the product?

33 responses

-

No

no

Smaller and practical

None

make the several colout

strap on thermo vision

make it smaller and practical

The durability and Water-resistant

Beke bentuk ringan mudah di bawa

Any further suggestions to improve the product?

33 responses

Reka bentuk ringan mudah di bawa

Add more useful features such as artificial intelligence.

make the laser colour more see

I do not know

good

.

Yes

Nothing

connect to phone

Any further suggestions to improve the product?

33 responses

make the laser colour more see

I do not know

good

.

Yes

Nothing

connect to phone

to make it smaller and compact

allow manual adjustments