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UNIVERSITI  
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MARA

## ASSIGNMENT 3: NEW PRODUCT DEVELOPMENT FOR LOCKIFY

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# TABLE OF CONTENT

<b>CONTENTS</b>	<b>PAGE</b>
<b>EXECUTIVE SUMMARY</b>	<b>1</b>
<b>1.0 INTRODUCTION</b>	<b>2</b>
<b>2.0 NABC APPROACH</b>	<b>5</b>
<b>3.0 NEW PRODUCT DEVELOPMENT</b>	<b>7</b>
3.1 Definition	7
3.2 Classification of New Product Development	8
3.3 New Product Development Process	8
3.3.1 Research and Development	8
3.3.2 Product Design/Features & technology Description	11
3.3.3 Concept testing	14
3.3.4 Build Prototype (3D)	17
3.3.5 Test Marketing	18
<b>4.0 CONCLUSION</b>	<b>25</b>
<b>5.0 REFERENCES</b>	<b>26</b>
<b>6.0 APPENDICES</b>	<b>27</b>

## **EXECUTIVE SUMMARY**

The Lockify parcel locker system was designed as an intelligent parcel locker system utilizing AI technology to address the increasing problems associated with parcel deliveries by online shopping companies in the busy cities of Malaysia. The parcel locker system not only solves the problems associated with parcel deliveries by removing the inconvenience associated with the use of the traditional guardhouse collection system but also addresses situations such as parcel robbery, lost parcels, as well as an overflow of parcels in the storage area.

The thing that Lockify does differently and what puts it alone in the marketplace is its concern for safety and the environment, sporting CCTV cameras working 24/7 to guard it from being vandalized and a recycling station for papers and boxes to keep the area clean and reduce clutter. The reaction to Lockify by potential users has been very positive, with close to 97% of respondents ready to employ the system and 90% of respondents viewing it as a necessity to their daily lives. Of prime concern to users of the system would be that it is reliable and makes use of advanced technology while being free or costs no more than the nominal rate of about RM3 an hour, but the willingness to pay for the safety it provides is very apparent.

Lockify, founded on this idea, is much more than a simple locker for storing items. It is a direct response to the significant work of the security personnel and management representatives who must juggle the never-ending flow of daily shipments. It provides a fully automated and self-service, 24/7 solution which requires less handling work and allows the resident to collect their items whenever they want. This solution directly addresses the fundamental concern that was brought to light by market research – over 76% of users are not present to collect their shipments when they are delivered. The locker is made of hard, high-quality steel and tempered glass for the digital part, made to withstand this usage and is suitable for indoor and outdoor lobby locations.

The advantage, however, trickles down to more than the convenience of the recipient. The messengers benefit from the bulk scan facility that allows them to deliver a host of shipments at the same time, accelerating their journey. The scalability associated with the method allows the system to develop along with the community, with property managers adding units to the overall system based on the growth of shipments. The amalgamation of smart sensors, online alerts, and the recycling bin that is eco-conscious allows Lockify to provide a complete overhaul to the urban lifestyle. It bridges the online shopping experience with the actual secure doorstep experience, making the entire journey, from the first click to the last, hassle-free.

## **1.0 INTRODUCTION**

### **1.1 Background of Study**

The accelerated rise of e-commerce in Malaysia is impacting the consumers' buying habits and the way goods are delivered (Statista, 2025). In particular, the online shopping sites like Shopee, Lazada, and TikTok Shop have increased volumes of goods delivered by parcels (Ipsos, 2025). This impact is particularly seen in metropolitan areas and urban dense developments like apartments, condominiums, student hostels, and officiates. This have made traditional guard house security and postal system methods inefficacious and problematic.

Problems of parcel theft, missing parcels, lack of space, and inconvenience of the entire system have surfaced (Knight L., 2025). Affected not only the customers, but these problems also increased the workload of the property and security management. There is a need for innovative problem solving. There is a need to improve the efficiency and safety of last mile delivery.

Lockify combines advanced technology to streamline and optimize public and private sector organizational logistics challenges. With Lockify, clients can digitally manage parcel access and removals through the application and track movements in real time. Users can retrieve parcels from the physical lockers and track their parcels through the app. Lockify provides the ease of real time tracking and the through QR scan to access the lockers. This innovation case study exemplifies effective new product development (NPD) through the integration of methodologies and case scenarios to increase the final offering of the product.

## **1.2 Problem Statement**

Parcel management issues still exist in both residential and commercial buildings, even though multiple digital parcel locker systems are available in the market. Conventional delivery systems suffer from tracking issues, rely too heavily on manual, error-prone, and labor-intensive systems. This opens the door for lost and or stolen parcels and late deliveries.

While Lockify offers a smart parcel locker solution, there are still challenges such as adjusting to new technologies, reliance on stable power and internet, high initial setup costs, and a general lack of knowledge among both property management and occupants, that need to be overcome to ensure that Lockify remains viable. These challenges, if left unaddressed, may stymie broad uptake and implementation.

Thus, the purpose of this scholarly endeavor is to analyze Lockify from the perspective of Innovation and New Product Development, to identify the main issues with the system, evaluate its current state, and recommend changes for optimal system efficacy and enhanced overall system value, reliability, and user experience.

## **1.3 Methodology**

Recognized as an innovation-based smart parcel locker system, the study uses case study methodology and questionnaires to gather data on Lockify. The methodology includes both secondary and primary data as this allows for the most accurate assessment of the product's effectiveness, usability, and acceptance in the marketplace.

Secondary data are gathered from academic literature, industry publications, online documents, and company material pertaining to smart locker systems, the growth of e-commerce, and solutions for last-mile delivery. These materials assist in providing the basic and contextual framework regarding innovation and New Product Development (NPD).

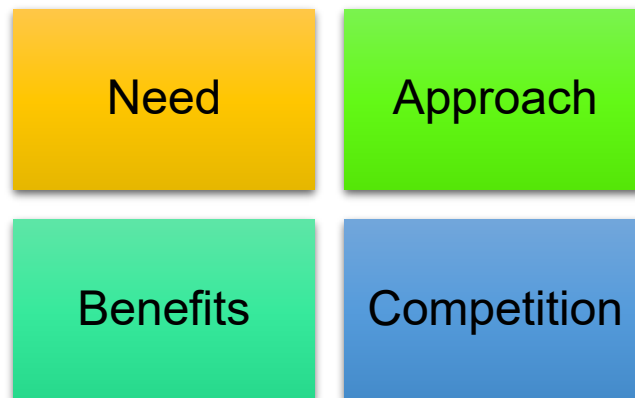
Moreover, the primary tool for data collection is a questionnaire. Potential users are the subjects of the questionnaires, specifically, the residents, students, and employees of the parcels delivery services. Questions concerning the smart parcel locker systems, Lockify in particular, relate to user experience or perceived security, ease of use, and convenience. The responses assist in deciding the predominant problems associated with parcels and the extent to which Lockify resolves them.

## **1.4 Limitations**

There are a number of pertinent limitations to the study that shall be considered. First, the study draws conclusions based exclusively on secondary data. This may diminish the insights gained when primary data like interviews or surveys with end-users and property management representatives are collected. Second, given that this is a case study-based class assignment, the results of the study may be inadequately generalizable to encompass the efficiencies of all smart parcel locker systems applications in multiple settings.

Furthermore, the possible outcomes to be expected from the technology performance, user satisfaction, and the efficiency of the operations are assumed based on previous research and not from a live evaluation of the systems. Aside from the educational value of the study, the case study may not be economically or technically robust due to time constraints and a lack of access to data that is not publicly available from the companies involved in the system. In spite of the constraints, the study was able to conduct an adequately valuable academic study of Lockify as an innovative solution from the perspective of New Product Development.

## 2.0 NABC APPROACH



NABC which stands for needs, approach, benefits and competition is a vital element of businesses. In developing products and services, it is important to know why or what are the reasons to make it exist. As for Lockify, the main reason to develop it is because of overloading parcels. It focuses on high rise properties and college students. As for some high-rise properties, there are no proper stores which can lead to several problems such as missing parcels. Other than that, parcels being delivered but not directly to owners which are not always at home are common issues relating parcels which may lead to theft. Lack of a system whether it is manually or automated which consumes a lot of time are factors that contribute to the existence of Lockify. In this case, University students are those who are affected the most, for example students of Universiti Utara Malaysia had raised their complaints of poor parcels storage and distribution (Rosdi, Muhamad Firdaus & Omar, 2020).

Every problem comes with a solution. As for these parcel issues, there are two proposed approaches which are an AI-Smart Locker System and Smart Reminder & Notification System. AI-Smart Locker System will auto assign locker size by scanning parcel dimensions. As for peak season such as Hari Raya, Shopee Sale and other occasions, the amount of parcels is highly increased, by developing a locker that rotates automatically is necessary to prevent capacity bottlenecks. While Smart Reminder & Notification System notify the parcels owner of their belongings by sending SMS, WhatsApp notification or through an application. The parcel owner must insert the security OTP or QR Code to pick up the parcels which makes it impossible for others to simply pick up the parcels to prevent issues of missing parcels. Those parcel owners who did not pick up their parcels yet will receive a reminder every 12 to 24 hours which indirectly may alert the owners. Additional features such as CCTV-enabled monitoring, touchless QR scanning, and e-wallet payments for parcels collect charges may be installed to Lockify.

In developing Lockify, it is important to know the target market and what benefits they might get. There are three target markets of Lockify which categorised as users, property management, and courier. As for users or residents, Lockify offers convenience parcel pickup which can be accessed anytime. The parcel owner did not have to wait for a specific time, and this system indirectly made the collecting process become faster, secure, and contactless which are preferred to introverts and for health reasons. Users no longer have to worry about losing parcels because Lockify provides a guaranteed secure service using OTP or Security and QR Code for parcel collection. For users who often forget, reminders will be sent regularly until the parcel is collected. As for property management, there will no longer be overload parcels which impact the view of property. Outsiders will view the management as a body that is responsible due to the trust in taking care of the residents belongings. Besides, the staff no longer have to manually store the parcels, this will reduce the burden of the staff at the properties. Last but not least, Lockify brings benefits to the courier as the drop-off system becomes faster and the courier can bulk-scan multiple parcels which automatically reduces time.

Every product or service has its own competition. Same goes to Lockify, there are three competitors that offer similar functions. The first competitor is BoxPlus with the offer of user-friendly delivery and pick up system, neat and modern locker, and multiple sizes and modular systems. The second competitor is ZLock which has a strong presence in Johor region. ZLock is popular in campuses and high-density areas. The last competitor is PopBox with offers of multiple options for locker sizes and this locker is famous in Klang Valley. However, these three competitors have its own pros and consequences. The consequences might be because of the price, limited areas of locker placement, and how efficient the system works. But with Lockify, all of the consequences are addressed in order to maximise customers satisfaction.

### **3.0 NEW PRODUCT DEVELOPMENT**

#### **3.1 Definition**

A digital parcel locker is an automatic locker system installed with network connectivity, software, and electronic locks that allow for safety, self-service package delivery and pickup via authentication. Our product has been innovated with a few features to make the product more valuable and more functions. The digital parcel locker usually used in residential apartments and condominiums, office building, universities, shopping malls and mixed-use developments. The main functions of digital parcel locker are to avoid missing parcel after delivered by the courier. It also can reduce time of the courier from sending the parcel to each house especially in high rise property.

In order to make sure this product can enter the market, as the innovator we adding some features that give more functions than other digital parcel locker. The first innovation is adding recycling waste for paper and boxes. Since in high rise property especially in office building use a lot of papers, it is suitable for provide recycle place for paper and boxes because they use them in large quantity at the same time can improve sustainability in the building. Second features is security system by install CCTV cameras on top of the parcel. It is can enhance security system and avoid theft or vandalism. Moreover, we provide various size of parcel to ensure every size of parcel can fit in the locker based on size. There are three different sizes which is small, medium and big storage where it is fully using digital technology.

The target location of digital parcel locker is high rise building in Klang Valley or in city centre location. It is because in city centre have a high-speed internet connectivity to ensure the business running smoothly. Besides, the target market is building management to buy this kind of locker to make it easier to the occupants collect their parcel. Apart from that, the property management can increase their maintenance fee to the occupants since this digital parcel locker can give benefits to them and it is also for public used. The property management also can generate their income by install this locker in their building.

## **3.2 Classification of New Product Development**

New Product Development or NPD is divided into two main categories, the first one is a product that is completely new and the other is improvements on existing products.

For the first classification of NPD, which is a product that is completely new in detail, consists of two subtypes which are New-to-the-world and New-to-the-firm. Products that are New-to-the-world refer to the creation of the new product that did not exist yet or in entrepreneur terms called an invention. An invention of a product is based on a few factors which can be based on the demand of the consumers as the existing product did not provide services or functions as required. New-to-the-firm or well known as New Product Lines refer to the new product introduced by the company but not the new product in the market which may exist in other companies. It is basically an inspiration by others and develops it to the company. However, the company may reintroduce or make some modifications to attract customers' interest as the offers are different from others.

Improvement to the existing products occurs when the product did not give sufficient outcomes. This also means creating newness by changing product dimensions which may be focussing on features, quality specifications, packaging, branding, technology, and benefits. As for Lockify, it's creating newness by changing the features, and technology. Even though Lockify offers better services, it is still affordable to the clients as Lockify prioritises customers' wants, needs and satisfaction.

## **3.3 New Product Development Process**

### **3.3.1 Research and Development**

This project's Research and Development (R&D) process focuses on the ideation stage in order to identify a realistic and unique solution that tackles current delivery and logistics barriers such as parcel theft and poor management delayed deliveries in high-density residential and commercial buildings.

- **Idea Generation**

A number of product and service concepts were developed during the ideation stage based on user convenience, operational effectiveness, and current market trends. Among the ideas produced are:

### **IDEA 1: Smart Parcel Room with RFID Tracking**

This idea involves setting up a central parcel room inside the building with RFID-enabled shelves that can track packages digitally as they are delivered and received. An RFID chip would be attached to every package, allowing for automated scanning without the need for manual handling. Residents will be immediately informed about the status of their packages using a mobile system. The goal of this system is to minimize lost packages and increase tracking accuracy. However, managing the parcel room during business hours still requires physical space and staff, which may restrict convenience and scalability.

### **IDEA 2: Mobile-Based Parcel Scheduling & Notification Application**

Without the need for physical lockers or designated parcel rooms, this serviced-oriented approach suggests a mobile application that enables homeowners to plan preferred parcel collecting times, receive real-time delivery notifications and digitally authenticate receipt. This app-centric strategy prioritizes user adaptability and convenience.

### **IDEA 3: Smart Multi-Service Parcel Locker with AI Allocation (LOCKIFY)**

Packages can be safely stored in modular lockers of different sizes with LOCKIFY, an automated, intelligent locker system. LOCKIFY is unique in that it uses artificial intelligence to efficiently assign locker sizes based on the precise measurements of incoming packages, maximizing locker utilization and reducing space waste. It improves security and user convenience by providing contactless, 24/7 parcel collection. Additionally, this system allows for easy scaling for developments of all sizes and supports multiple courier providers.

- **Idea Screening**

After these ideas were developed, a thorough screening procedure was carried out to assess each one in light of a number of a number of important factors, including user acceptance, security, scalability and implementation cost and feasibility.

- **Idea 1:** It was discovered to be limited due to the need for ongoing staff involvement to manage parcels and its constrained operational hours, which do not fit into modern, 24/7 delivery systems.
- **Idea 2:** The mobile-based scheduling system, relies on on external factors such as courier compliance and fails to address the basic problem of safe physical package storage.
- **Idea 3:** LOCKIFY, on the other hand, proved to be most viable option because it is completely automated, which drastically lowers the requirement for manpower and operational supervision. By using smart sensors and CCTV monitoring, LOCKIFY improves parcel security and helps large delivery volumes without needing physical interaction.

The system may be readily expanded or changed to accommodate the expanding needs of a building or community thanks to its modular design. Furthermore, by providing contactless access, it is in line with current safety and health concerns.

- **Technology Description of the Product (LOCKIFY)**

The LOCKIFY system combines a number of advanced technologies to provide a safe, effective, and user-friendly parcel management experience:

- i. **Smart Sensors & CCTV**

- For increased security, sensors and cameras are used to monitor locker usage and identify theft.

- ii. **Artificial Intelligence (AI)**

- Optimizes space and minimizes crowding by dynamically allocating locker sizes based on parcel dimensions.

- iii. **Cloud-Based Platform**

- Delivery records and access logs are stored on a cloud-based platform for remote monitoring, analysis, and reporting.

- iv. **Internet of Things (IoT)**

- Provides real-time availability, package status, and system health updates by connecting lockers and sensors.

Collectively, these technologies allow LOCKIFY to provide a comprehensive system that allows 24/7 parcel collection, considerably decreases building management's operation strain, and provides tenants with a convenient, trusted and secure parcel delivery/pickup experience.

### **3.3.2 Product Design/Features & Technology Description**

#### **i. Quality Specification**

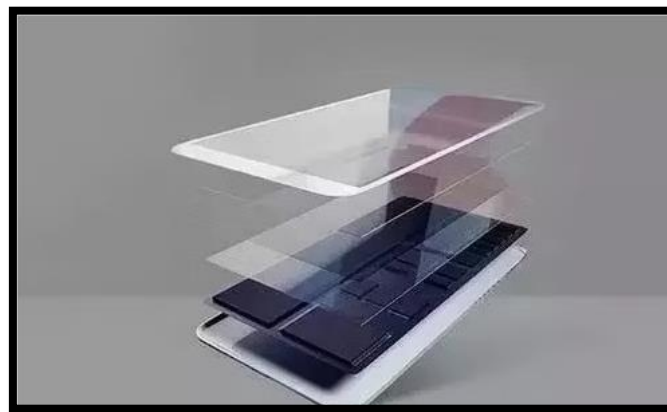
The locker uses a high-quality steel for the body of the locker. Steel material is used because of its high strength and durability to bear weight of the parcel and good for long-term usage. Steel is a heavy gauge that extremely strong that suitable for logistic like parcel. Besides, it also corrosion resistance that very suitable for indoor and outdoor environments since the placement of this locker usually at the lobby of the property. Additionally, steel no need a high maintenance since it is properly finished that can reducing lifecycle costs. The appearance of the locker provides a modern, clean, and industrial aesthetic suitable for smart building installation in the property.



*Figure 1: Steel Locker*

Second quality specification is the material of the digital touch screen. Since the locker will be used daily and frequently used by the occupants, we

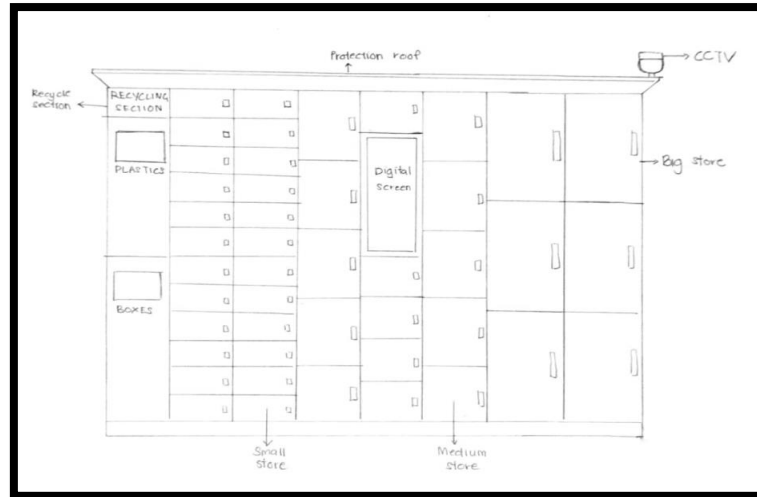
must use the best quality of the glass which is tempered glass. This type of glass are four to five times stronger than normal glass because the material used for tempered glass is chemically or thermally strengthened glass. Usually, the tempered glass is used in ATM machine that very suitable to use daily with excellent durability and clarity. Besides, since the digital locker usually placed at the lobby or open spaces, tempered glass also resistant to heat, shatter-resistant and scratch-resistant surface.



*Figure 2: Tempered glass*

## **ii. Features**

Based on the market, the usual parcel locker is just a basic locker which it is just parcel locker using the old method by keys. As an innovator, our company wants to add on something that will benefit for the sustainable environment. Apart from that, we introduce a recycle parcel in the same locker. The recycle space is take size small parcel locker from top to bottom at the end of the locker. The recycle is only for dry things which specialized for boxes and papers. In corporate office, there are a lot of papers used in the building where they can recycle the paper and boxes easily with the same locker. It can improve the sustainability of the property and the environment.



*Figure 3: Product digital parcel locker*

### iii. Technology

The first technology used in this locker is using a latest system and technology. Based on figure 3, it shows that digital screen in the middle of the locker. The function of the digital screen is to scan or key in PIN to open the locker to collect the parcel. Besides, the clients and the courier company must download the application to know the updates of the parcels. Once the courier delivered the parcel, the clients will get the notification from the apps. Next, when the client wants to collect the parcel, they must scan the QR code on the screen or enter the security number from the notification got after the courier delivered the parcel to open the locker. The locker totally depending on the digital technology to open the locker where this locker is not using keys. It is because our company wants to avoid the theft by duplicate the keys.

Additional technology feature added is security system where there is CCTV on top of the locker. The CCTV is 24/7 to ensure the safety of the parcel from theft and to avoid vandalism on the locker. Even the locker used the high-quality material, it does not mean the locker cannot be vandalised by the irresponsible people. If vandalism happened, the CCTV can capture that person with clear vision. So, it is easier to recognise the theft and the vandalism person on the locker.

### **3.3.3 Concept Testing**

- **Purpose**

The main reason for this concept test is to identify the potential of our product and whether it is suitable for Malaysians to use in their daily life and whether it will help to improve the current system of collecting parcels. This would help us gather the information needed for the feasibility study before investing our time and energy towards the future.

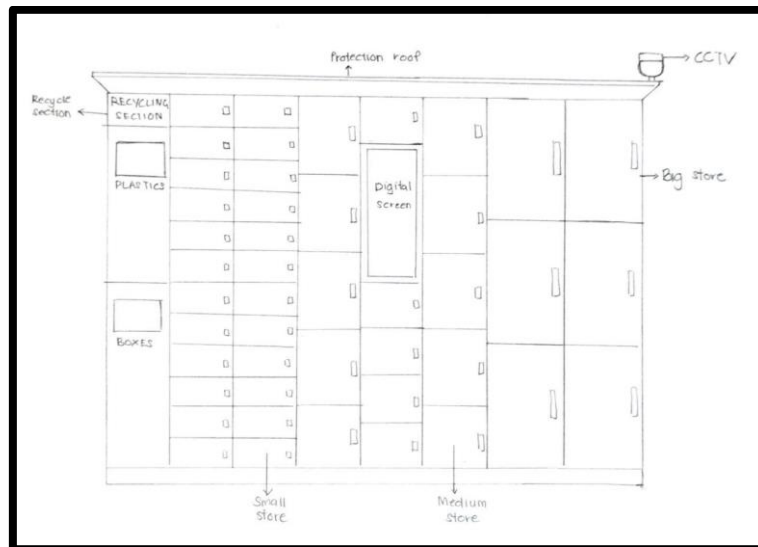
- **Sample Population**

Our focus for this concept product testing will be targeted at a high-density building like an apartment, office or condominium. We will be approaching the property manager and building manager to help improve their system and the overall satisfaction of the residence. This will allow us to get involved and get the result directly from our target market.

- **Survey format**

On the first stage, we would approach a few different types of high-density property and give a simple explanation to the building manager and residents about the benefits of our system and product. After that we will require them to fill in some questionnaires if they are interested in the concept. The question will be simple and fast for them to answer. approaching them by asking for any opinion and features we should improve to ease operation

- **Verbal Description and Sketch**

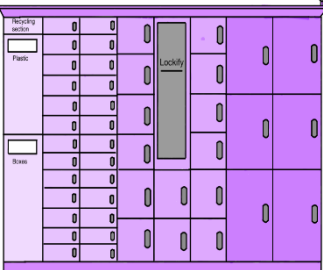
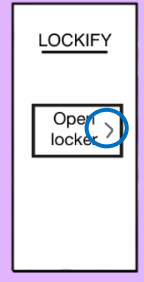
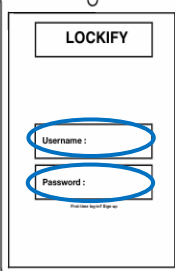
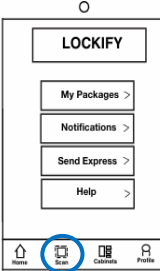
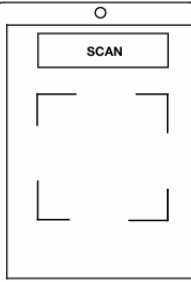

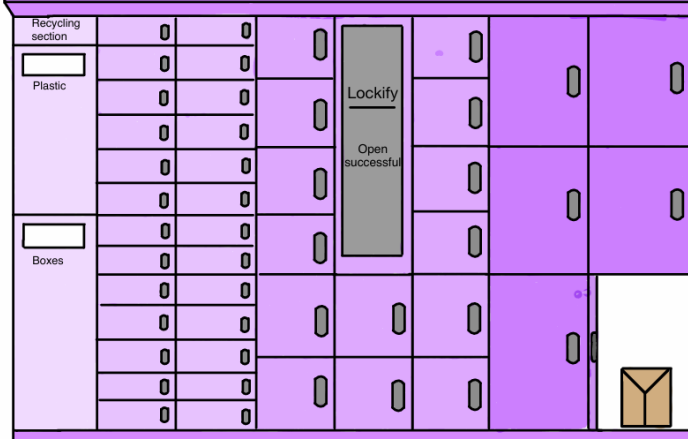


*Figure 4: Lockify's Sketch*

The sketch shows the Lockify (digital locker). It is function as personal items storage and parcels regardless of their sizes. The key features combined the secure storage and recycling sections along with the digital technology structure. The components of the Lockify's features are as below:

- i. **Small and Medium Store:** It is purposely built to allocate any personal items, tools or mid-sized packages
- ii. **Big store:** It is larger storage positioned on the far right. The design is for bulkier items or larger deliveries.
- iii. **Recycling section:** The recycling section is to store any recycle items such as plastics and boxes to encourage eco-friendly practices.
- iv. **Digital screen:** Centrally placed for user-interaction like access control or inventory management.
- v. **Security camera:** Installed above for monitoring the users, to ensure safety and avoid theft.
- vi. **Protection roof:** To shelter the users and enhance comfort

- Story Board

	<p>1. The Lockify is installed at the common area that is accessible for everyone.</p>		<p>2. To open any of the unit storage, they need to interact with the Lockify digital interface screen on the locker, select the “Open Locker” option, to allow in accessing parcel.</p>
	<p>3. At the same time, on the phone, users need to login the application and enter their username and password to access the system.</p>		<p>4. After that, on main menu, users can view their packages, notifications, send express and access help features. To access a unit, they need to select the scan symbol.</p>
	<p>5. Users scan the QR code using their mobile phone on the Lockify system.</p>		<p>6. The QR code generated by the Lockify system are display and users scan using their mobile phone, which then unlocks the assigned unit.</p>
		<p>7. Lastly, the unit compartment is open, user can pick-up or keep their items inside the unit. Meanwhile, they can use the recycling section for disposing of plastics or boxes after picking up parcel from locker.</p>	

### 3.3.4 Build Prototype

Below is the prototype of Lockify:

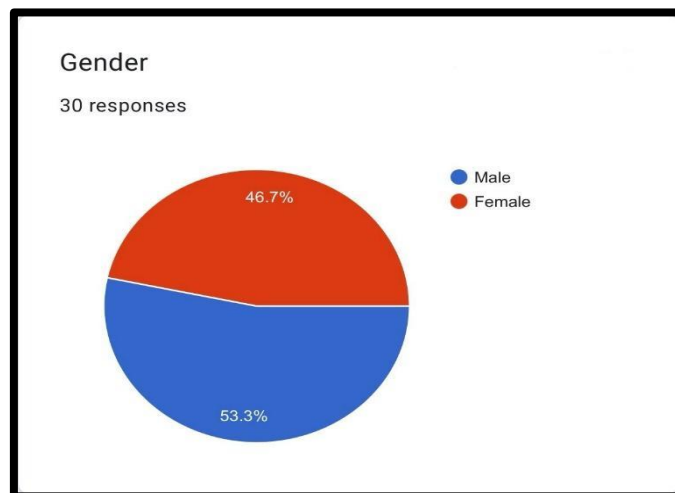


### 3.3.5 Test Marketing

Lockify used Google Forms to seek information for marketing practices. The goal of this stage of the marketing test was to measure the acceptance of users, understand the issues surrounding the delivery of parcels, and evaluate how willing potential users of the Lockify smart parcel delivery lockers are to implement the system.

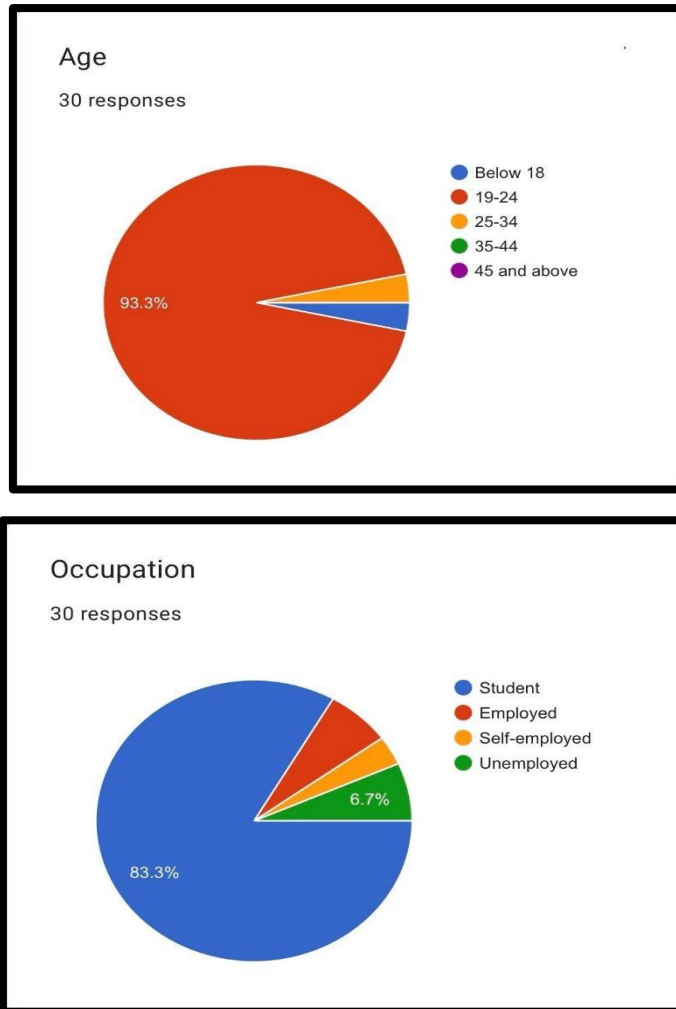
Surveys were given to people who use parcel delivery services all the time such as students, employed adults, and people who live in crowded areas. The survey garnered information regarding the respondents' demographics, online shopping habits, issues with parcel delivery, and attitudes toward smart parcel locker systems.

#### Respondent Demographic Profile



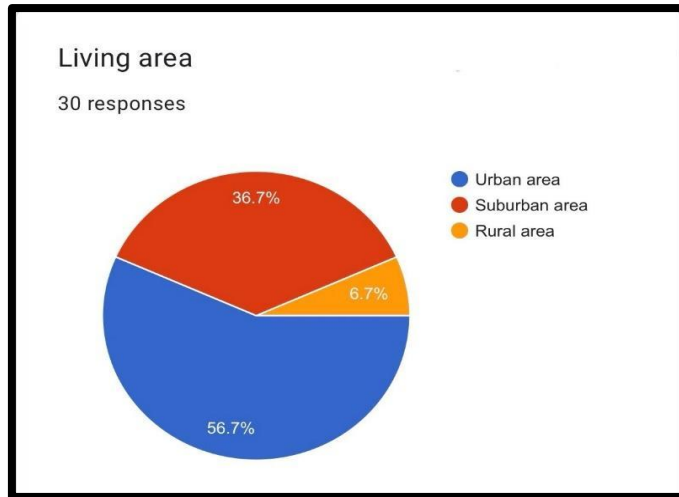
*Figure 5: Gender Percentage of respondents*

The respondents comprised 53.3% male and 46.7 female participants, indicating a relatively balanced gender distribution in the sample.



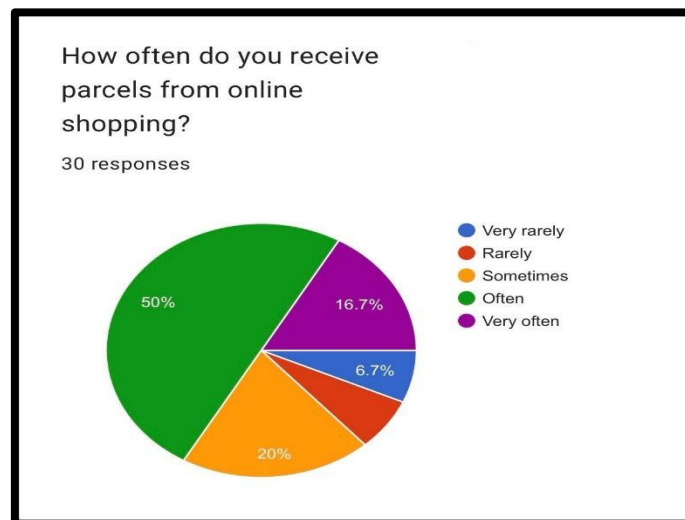
*Figure 6: Age and Occupation of respondents*

Majority of respondents, 93.3%, are aged 19–24, identifying this group as the core target market since the product resonates strongly with their interests and lifestyle. In terms of occupation, 83.3% of respondents are students, highlighting a demand for the product’s high flexibility and self-service features, which cater to needs outside regular opening hours.



*Figure 7: Living Area Profile of Respondents*

Most respondents are from urban locations (56.7%), then suburban areas (36.7%). Indicative of a high need for the product concept in densely populated areas with the presence of need for some form of centralized or secure delivery options



*Figure 8: Frequency of Parcel Deliveries of Respondents*

There is a large concentration of the audience that receives packages Quite Often 50% or Very Often 16.7% The respondents are using a high volume of parcel delivery services creating a chronic and high value opportunity for the delivery services industry.

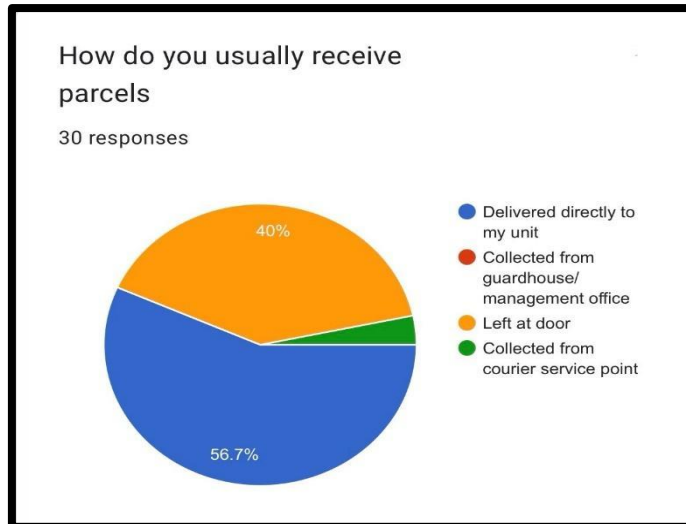


Figure 9: Methods of Receiving Parcel

56.7% receive parcels delivered directly to their unit, while 40% rely on collection from a guardhouse/management office. Current methods are insufficient, forcing a large percentage of users to rely on inconvenient intermediary collection points.

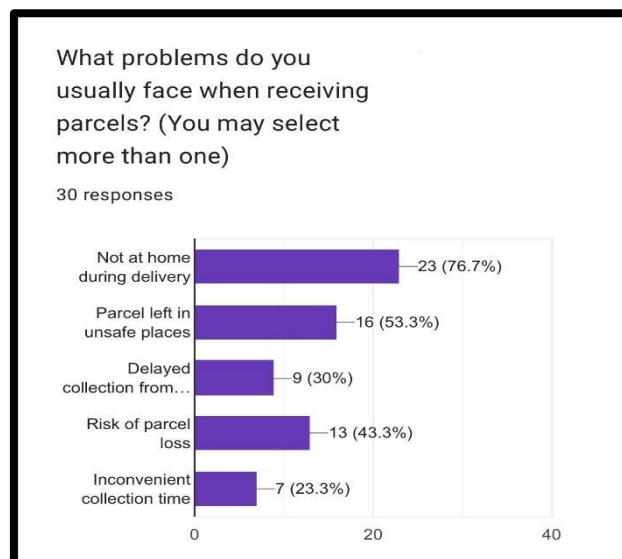


Figure 10: Common Problems Faced by Respondents

The primary issue is not being at home to the delivery at 76.7%. Following that is the issue of having parcels left at 53.3%. The primary issue is the disconnect between delivery time and personal availability. This poses serious and pressing security issues.

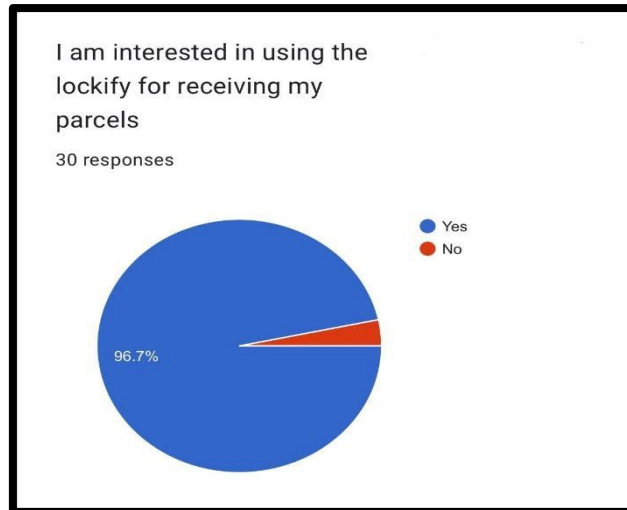


Figure 11: Respondent's Interest In Lockify

96.7% are interested in the convenience of collecting parcels at any time using a digital locker system. This validates the need for 24/7 access, directly addressing the primary pain point of not being home during delivery.

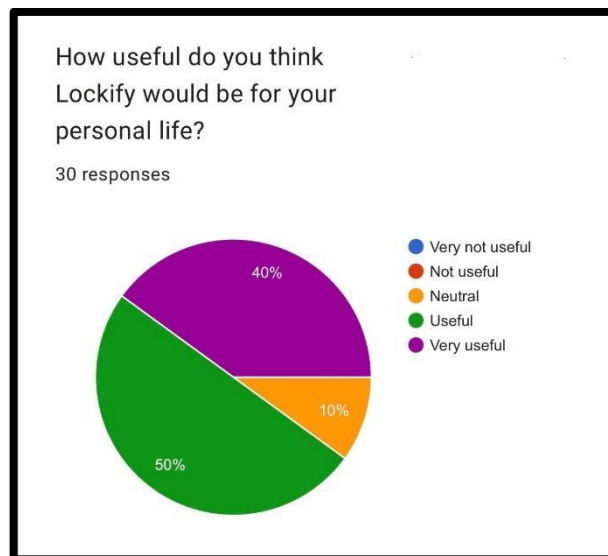


Figure 12: Perceived Usefulness of Lockify

An overwhelming 90% of respondents perceive the product as beneficial, with 50% rating it as "Useful" and 40% as "Very useful," demonstrating a strong product-market fit. Since 0% of respondents found the concept "Not useful," there is a clear consensus that Lockify addresses a genuine need in the personal lives of the target audience.

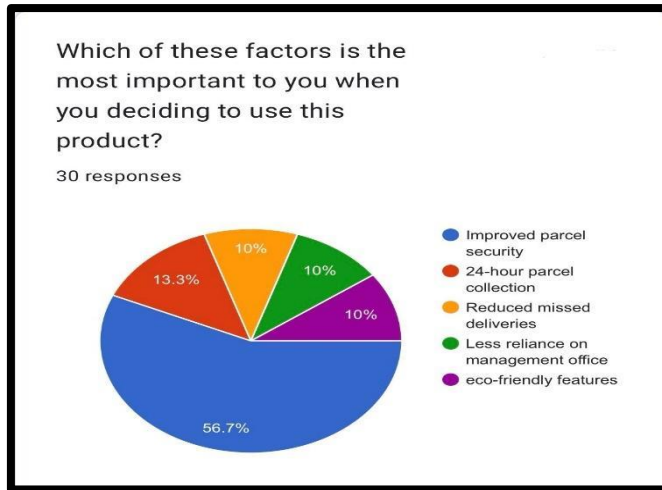


Figure 13: Factors influencing Respondents' Adoption of Lockify

More than half of respondents, 56.7%, rate improved parcel security as the number one factor, demonstrating the key value of the product in protecting deliveries. Following this, 24-hour parcel collection (13.3%) as well as reduced missed deliveries and eco-friendly features, show that users value safety first, followed by convenience and sustainability.

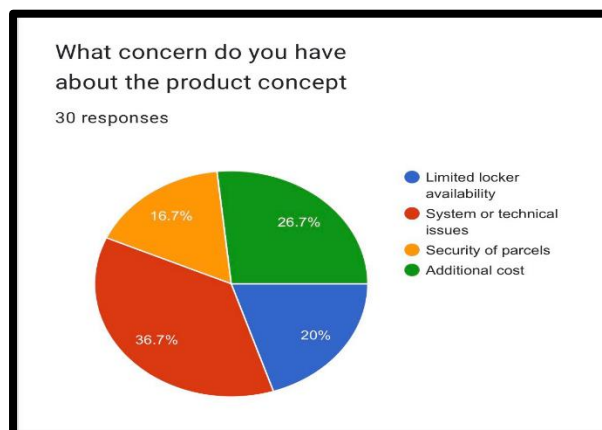


Figure 14: Respondents' Concern About the Lockify Concept

As stated by 36.7% respondents of the survey the most critical concern is system or technical issues. Obstacles regarding user trust have greater issues than basic user reliability. Further insights highlight a concern regarding additional costs at 26.7% along with unavailability of lockers at 20%. Hence a successful product would require a balance of unproblematic technology and affordable pricing.

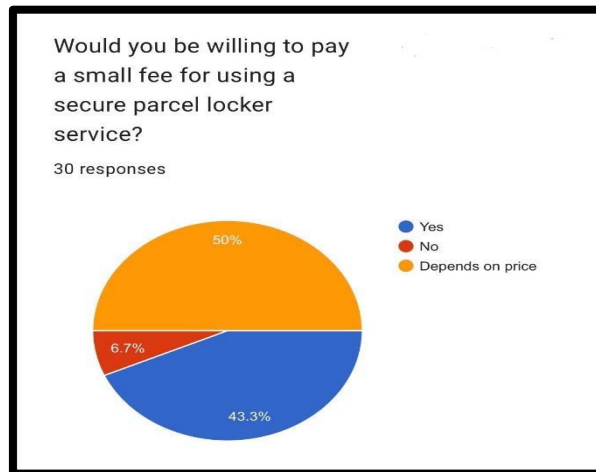


Figure 15: Willingness to Pay for a Secure Parcel Locker Service

A substantial 93.3% of answerers are amenable to a payment scheme. Nevertheless, 50% remarked their readiness to engage in a transaction relies on the transaction amount, while 43.3% are prepared to make a payment without any conditions. This suggests good business potential, given that the pricing is within the range of the prospective customers so that the 6.7% in the marginal rejection rate can be addressed.

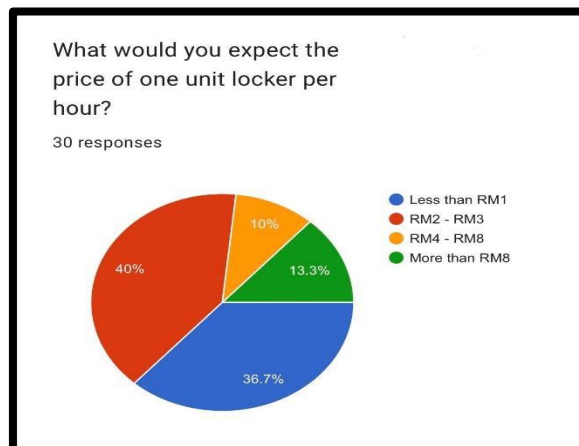


Figure 16: Respondents' Expected Hourly Price for a Locker Unit

The majority of respondents, 76.7%, expect the price to be RM3 or less per hour, with 40% specifically favoring the RM2 – RM3 range. This identifies the core price sensitivity of the market, suggesting that while a small segment is open to premium pricing (over RM8), the most sustainable strategy would be to keep the unit cost low to ensure high turnover and volume.

#### **4.0 CONCLUSION**

In summary, Lockify is a parcel locker company that strategically and innovatively solves the problems that come with parcel delivery and picking up a parcel within a crowded residential and working area. Getting the accurate services that Lockify provides is especially important as e-commerce continues to grow rapidly in Malaysia. Lockify provides the services as best in the industry as the user experience is both digitally secure, and conveniently accessible due to the user integrated smart technologies along with access control and secure digital communication.

Parcel delivery is not the only service given to users and active customers, in fact, with smart technologies at user's persons disposal, they are able to experience the digitalization of everyday living. Unlike many systems, Lockify improves user experience through innovation as users are able to access a digital app, and Lockify addresses the issues many experiences in day to day living as users experience the risk of calm delivery systems, lost gaps, and delays within systems. In Malaysia, with smart technologies, Lockify is guaranteed to succeed and, with parcel delivery systems, is smart in offering users the experience of innovation through systems.

Overall parcel delivery systems are complex. Within the systems, Lockify innovatively addresses many of the problems with Malaysia's paced e-commerce growth and technology is smart to integrate within urban living along with the digitalized experience to many systems everyday. Lockify has positively contributed to Malaysia's digital ecosystem with smart delivered urban living technology integrated into everyday systems living processes.

## 5.0 REFERENCES

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## 6.0 APPENDICES

12/19/25, 9:15 AM

DIGITAL LOCKER (LOCKIFY)

### DIGITAL LOCKER (LOCKIFY)

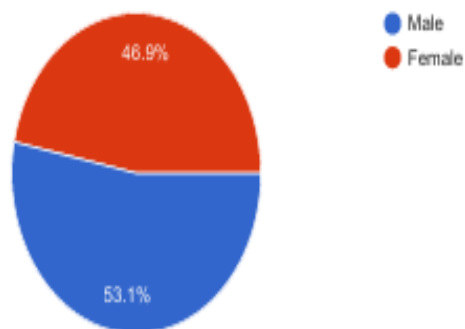
32 responses

[Publish analytics](#)

#### Gender

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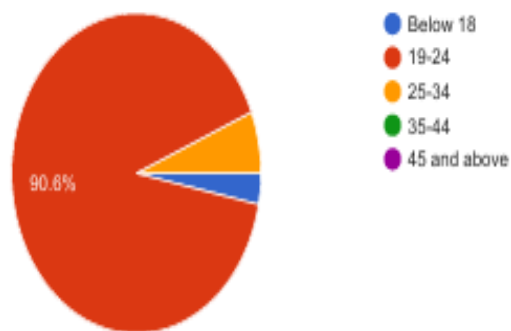
32 responses



#### Age

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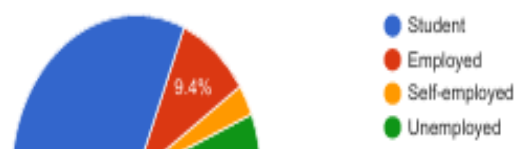
32 responses



#### Occupation

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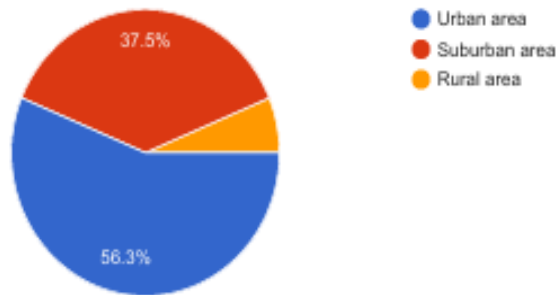
32 responses



### Living area

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32 responses

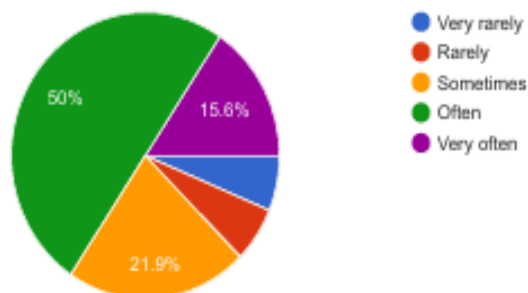


### Part B - Personal Life & Storage Habits

#### How often do you receive parcels from online shopping?

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32 responses



#### How do you usually receive parcels

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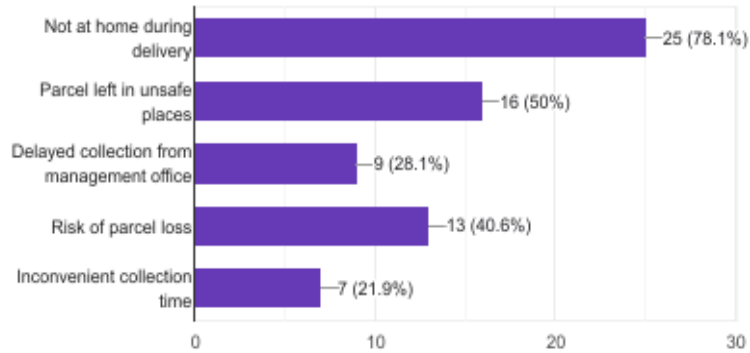
32 responses



What problems do you usually face when receiving parcels? (You may select more than one)

[Copy](#)

32 responses

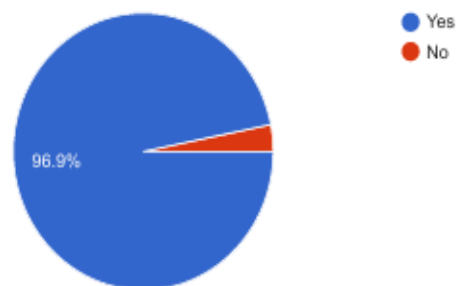


### Part C - Concept Explanation

I am interested in using the lockify for receiving my parcels

[Copy](#)

32 responses



I am interested in the convenience of collecting parcels at any time using

[Copy](#)

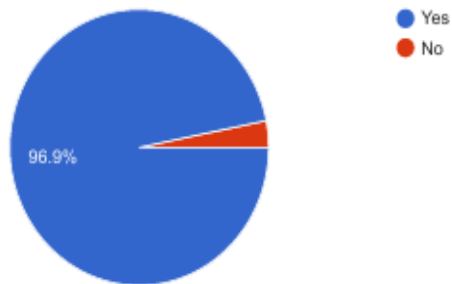
0 10 20 30

### Part C - Concept Explanation

I am interested in using the lockify for receiving my parcels

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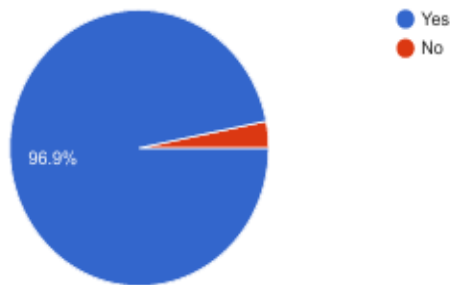
32 responses



I am interested in the convenience of collecting parcels at any time using a digital locker system

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32 responses



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3

I am interested in the security and eco-friendly features provided by the Lockify

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32 responses

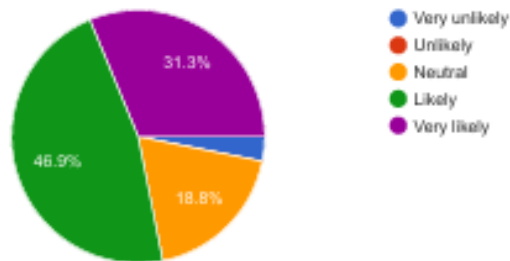


Part D - Purchase Intent

How likely are you to use the parcel locker if it is available in your building?

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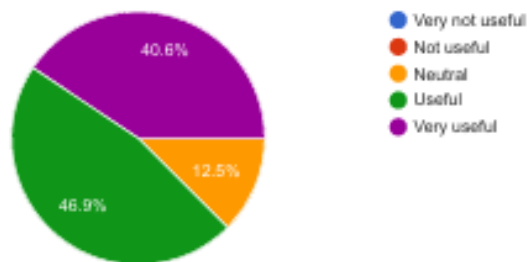
32 responses



How useful do you think Lockify would be for your personal life?

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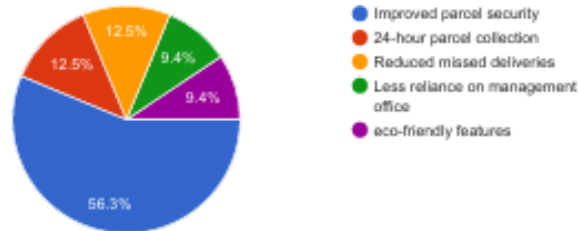
32 responses



Which of these factors is the most important to you when you deciding to use this product?

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32 responses

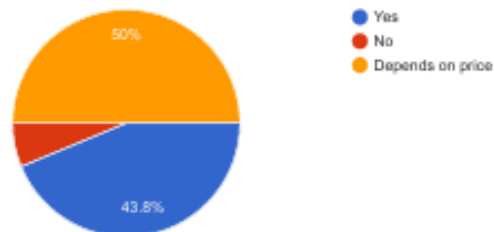


#### Part D - Feedback

Would you be willing to pay a small fee for using a secure parcel locker service?

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32 responses



What would you expect the price of one unit locker per hour?

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32 responses

