




Chapter in Book


2in1 Prayer Veil and Pillow Neck


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Abstract: While travelling, tourists frequently struggle to maintain their personal possession. Especially for Muslim women. Besides their regular belongings, such as phones, purses or keys, the majority of them also bring their own prayer veils. Furthermore, nowadays, bringing your own pillow neck either for a short or long journey is currently on-trend, it is because people have a personal preference for their pillows and will have trouble sleeping if it is not theirs. Hence, the 2in1 Prayer Veil and Pillow Neck is developed with the primary goal of minimising the luggage space for these two items and simultaneously providing ease for female Muslim travellers. The 2in1 Prayer Veil and Pillow Neck is a product that can provide comfort during prayer as it is made out of cotton material. It can be rolled up to be a pillow neck, and both items are attached together so that it can be either one depending on the situation. However, because hygiene plays an important role during prayer, both of the items are attached using velcro tapes. So, if the pillow neck gets dirty, it can easily be detached from the prayer veil for cleaning. The product's features include being relatively comfortable and easy to carry while travelling. Due to these unique features, the 2in1 Prayer Veil and Pillow Neck and its reasonable pricing, there is a potential for the product to be commercialised. This product has been built around the third Sustainable Development Goal, which is good health and well-being, and the seventh, affordable and clean energy.

Keywords: Multipurpose prayer veil; Convenient travel; Muslim-friendly travel; Tourism product.



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1. INTRODUCTION

It is no surprise that female Muslim travellers significantly contribute to the tourism industry. It is reported that 63 million female Muslim travellers between 18 and 40 years spent a total of US\$80 billion (RM334.5 billion) in 2018 (MasterCard Credit Rating Study, 2018). This shows how huge the tourism market is for female muslim travellers.

Bringing too many things with you when travelling could be a hassle, especially if you are a Muslim woman. According to Passy (2022), fitting everything you need for a long-awaited getaway

into a smaller suitcase is a big challenge for many. Moreover, if you wear the hijab, you might have to bring a few to match your outfits because who doesn't want to travel in style? Other than that, Muslim women also have to bring their prayer veil for their religious practices, which is compulsory. What is another thing that travellers often like to bring along with them when travelling? A pillow neck or pillow neck. A pillow neck is almost everyone's favourite travel item to bring as it can provide support and comfort, especially if they travel far, as some prefer to use their own pillow when travelling (Elliot, 2021). Simply put, bringing both a prayer veil and pillow neck when travelling could take up space and weight. So, what is the best thing to do other than combining the prayer veil and pillow neck as one product instead of two?

2. METHOD & MATERIAL

2.1 Figures

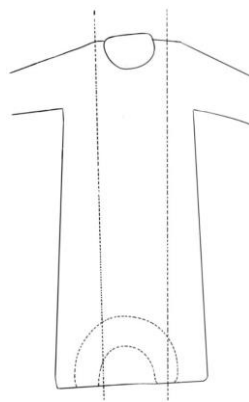


Figure 1. The flat lay of the 2in1 Prayer Veil and Pillow Neck with the pillowcase attached to the bottom of the prayer veil.

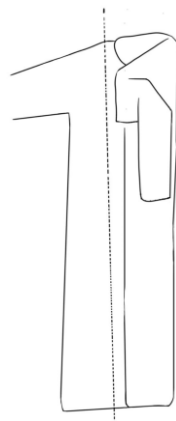


Figure 2. The 2in1 Prayer Veil and Pillow Neck being folded in half.

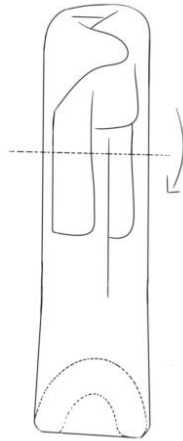


Figure 3. Both sides of the prayer veil have been folded to the middle to form a long rectangular shape.

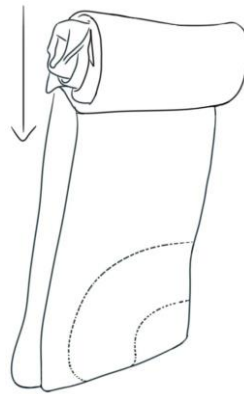


Figure 4. The folded prayer veil will then be rolled up to the bottom, close to the attached pillowcase.



Figure 5. The rolled-up prayer veil will then be folded into the pillowcase, turning it into a pillow neck.

2.2 Material

One-piece prayer veil, piece of fabric (cut into two u-shape), buttons, velcro strips, and a zipper.

2.3 Method

The production process of this 2in1 Prayer Veil and Pillow Neck begins by preparing a one-piece prayer veil, a piece of fabric (cut into a U-shape), and a zipper. The one-piece prayer veil is made of cotton, as it is lightweight and durable, ensuring long-lasting use for consumers. Firstly, the fabric

will be measured and cut into two U-shapes, resembling a pillow neck. The sides of the material will then be sewn together, leaving space for the zipper. The zipper will then be sewn to the two U-shaped pieces of fabric, making it an opener to the pillow neck cover. After that, velcro strips will be sewn to the inside of the pillowcase, and prayer veil, so that both can be attached and detached per liking. The purpose of this is to make sure of the hygiene during prayer as cleanliness in Islam is an act of worship that bring one closer to Allah SWT (Özdemir & Frank, 2000) The one-piece prayer veil will then be rolled up into a log shape and will be fitted into the pillow neck cover. The zipper will secure the prayer veil inside so that the prayer veil will stay inside the pillow neck cover. The buttons at the end of the pillow neck will act as a chain to connect the pillow neck to your bags or luggage.

3. FINDINGS

A feasibility survey was carried out to get feedback on the innovation from potential users. Our survey mainly targets female Muslim travellers, as the 2in1 Prayer Veil and Pillow Neck were innovated to meet their use. A total of 121 respondents were recorded. Section A mainly focuses on the demographic of the respondents. Firstly, most of the respondents were females (93.4%) aged between 18-24 years old (52.1%). Most of the respondents are Certificate and Diploma holders, with 54.4%. Most of the respondents are students (49.6%) with no income (52.1%).

Section B of the survey consists of the agreement of the respondents. The results show that most respondents enjoy travelling (96.7%) and bring their prayer veils with them (93.4%). Most of the respondents also believe that bringing their own prayer veils often takes up their luggage space (81.8%). Other than that, most believe that the prayer veil is best made from cotton (89.3%). Regarding pillow neck, 57% of the respondents bring a personal pillow neck such as a pillow neck when travelling, and 29.8% of them agreed that it provides comfort and neck support. 88.5% of the respondents think that bringing their own pillow neck while travelling takes up their luggage space.

Section C of the survey covers the respondents' feedback toward 2in1 Prayer Veil and Pillow Neck. The finding indicates that most respondents (92.6%) had never seen a 2in1 Prayer Veil and Pillow Neck in the market before, and 91.8% of them would buy it if there were any. 95.1% of the respondents found the 2in1 Prayer Veil and Pillow Neck convenient, interesting, and useful, and 96.7% admitted that they are open to any changes and would try the innovation. Out of 122 respondents, 97.5% of them would recommend the 2in1 Prayer Veil and Pillow Neck to other people.

This shows that the product is supported by the public especially a female muslim and it also will have the potential to be commercialised to the market.

4. DISCUSSION

4.1 Uniqueness

This product would stand out because there is yet a 2in1 Prayer Veil and Pillow Travel being sold in the market. The prayer veil and pillow neck are necessary to some in travelling, so combining both items will be a significant pact to the target market. The one-piece prayer veil is made of cotton, so it is cool and light and easy for the users to bring it everywhere. Besides that, cotton is also more sustainable than other synthetic fibres as it is plant-based (Cheeseman, 2016).

4.2 Usefulness

This innovation is created to make travel more comfortable and convenient for Muslim women. Users do not have to worry about saving space for their prayer veil and pillow neck. The button sewn onto the pillow will make it easier for the pillow to be attached to the luggage or bags. The detachable function makes it easier for the users to wash the 2in1 Prayer Veil and Pillow Neck easily.

5. CONCLUSION

The 2in1 Prayer Veil and Pillow Neck are functional and convenient to use. This is because people opt for more laidback and comfortable travelling, and the 2in1 Prayer Veil and Pillow Neck can provide just that. Comfort is crucial when it comes to travelling, as it deeply affects the quality of tourism (Dai & Feng, 2020). The 2in1 aspect of the innovation allows the users to save a lot of space in their luggage when travelling. Therefore, it is safe to say that there are potential users for the 2in1 Prayer Veil and Pillow Neck. In conclusion, the 2in1 Prayer Veil and Pillow Neck would be perfect for female Muslim travellers, as it is convenient, interesting, and useful. Thus, this product has a huge potential to be marketed.

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