POCKET WISE SPEC SCANNER

Faculty **: Faculty of Computer and Mathematical Science**

Program **Bachelor of Science (Hons.) Management Mathematics**

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EXECUTIVE SUMMARY

This is an effort to create an idea in order to produce a new product. For every student who takes course Technology Entrepreneurship (ENT600) must doing the New Product Development after finished the case study. The purpose of this new product development is arising the ideas to design the proposed prototype and to obtain feedback from the consumers on their acceptance of that new product before commercializing it into the market.

The first part is an introduction which are consists of the background of the company, problem statement, objectives of the report and methodology. This part is stated a little about the background of the company that aims to produce a new product based on the problem statement by doing the observation, survey and data analysis. The problem is about people on diet have faced the problem when using the diet diary on mobile apps. The Wise Spec Corporation decided to produce the new product which is a Pocket Wise Spec Scanner Device for consumers to easily use it to know the food information automatically.

The second part is about the new product development. Definition, classification, and the process of the new product development are stated details on this part. New product development can be defined as the process by which entrepreneur designs and creates new products or services that will be sold to customers and be classified by two which are a completely new product and improvement on existing products. There are 6 steps on new product development that consists of research and development, product design, concept testing, build the prototype, test marketing and commercialization.

Based on the process of new product development before commercialization, there is a positive result on the acceptance of consumers about the design and features of Pocket Wise Spec Scanner. This device is convenient to use with the portable lightweight and small size that make consumers easy to carry it everywhere at any time. In addition, this new device does not need internet access for scanning operations since it connected to the smartphone via Bluetooth. However, Pocket Wise Spec Scanner can scan the homogenous food only. The company will prepare to commercialize the Pocket Wise Spec Scanner. If this new product is widely accepted by many consumers after the commercialization, then the company will be trying to fix what is the weaknesses of this product.

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INTRODUCTION

1.1 Background of the Company

- Name of the company

  The company was named as 'Wise Spec' corporation. The name has been chosen since people need to be wise choosing the foods that have a good specification before eating in order to keep a daily healthy food.

- Vision, Mission, and Objectives

  Vision: inspiring a healthier life

  Mission: To help people creating the healthy food revolution by providing consumers with information about what is really in their food

  Objectives:
  - to gain awareness among people and encourage them to keep a daily healthy food
  - to increase the interesting experience for the consumers to lose or gain weight
  - to revolutionize the ways and methods that to calculate the daily food intake
  - to produce a new product of modern high technology in Malaysia

- Core functions

  Core functions are processes and capabilities that produce most of the value created by the company. The core functions of this company are:

  - Scientist: designing, undertaking and analyzing information from controlled laboratory-based investigations, experiments, and trials
  - Research & Development: research, planning, and implementing new programs and protocols into the company and overseeing the development of new product

2.3.2 Product Design & Features

The details about the Pocket Wise Spec Scanner will be explained in this section. The design of this new product is to satisfy market needs. During the conceptual design process, the design inspiration was taken from a portable walkman and barcode scanner system.

Figure 5: Design of Pocket Wise Spec Scanner

a. Product of Specification

    i. Product dimensions

- Features

Table 2: Technical Specification

Technical specifications	
Dimensions handheld device	Cover: 68 x 40 x 18mm Without cover: 54 x 36 x 15mm
Weight handheld device	35 grams
Standalone sensor molecule	27 x 10 x 3.5mm
Illumination mode	Near Infra-red (NIR), Eye safe
Sensor	Near IR Spectroscopy
Power	Built-in Li-ion battery, charging via micro USB
Operational distance	Contact to 2cm
Typical scan time	2-5 seconds
Connectivity	Both online and offline scanning supported