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MARA

ENT600 TECHNOLOGY ENTREPRENEURSHIP

TECHNOLOGY BLUEPRINT: SENSOR CLIP



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1.0 EXECUTIVE SUMMARY

Nowadays, it is known that, there is quite a lot number of cases related to the child in the car. The cases such children die in the car due to heatstroke and are left alone in the car due to their parent didn't realize their child behind the car. Therefore, we came out with the solution to this problem which is by developing Sensor Clip that can buy separately without car seat and connected to smartphone by using wireless system. Our product which is sensor clip device comes with a several features. This sensor clip needs chest clip, OBD adapter and smartphone to work effectively. The mobile application will be use as a platform for our target market which is parent or guardian to get information about their children on the car seat at the back of the car. It will drive to more easy and effective ways by provides essential alerts to help prevent critical situations. The company advertises a product for a price that's lower than a similar product from a competitor. In addition, the company generate the profit by selling the sensor clip and from fee in-app advertisement. The company construct the management team by hired five staff to help in operate the business. This project improvised the existing sensor clip to be more affordable. In order to solve these problems, this project is proposed to give the user ways to get their knowledge about sensor clip. It also discovers how many potential consumers are interested with this product.

2.0 PRODUCT OR SERVICE DESCRIPTION

Performance

The performance of a product often influences the profitability or reputation of the end-user. In order to produce a product, the performance of the product must be excellent. This innovative technology is designed to bring new and existing to parent peace of mind and enhanced safety for their children as they spend lots of extra time in the car. This product of sensor clip is already existed in the market. However, it quite infamous throughout Malaysia. The existing sensor clip in the market is already install into a few selected car seats where customer have to buy both sensor clip and car seat with high price.

Reliability

For this new product, we offer the sensor clip as the accessory to the car seat with more affordable price, which make it convenient for users who already have their own car seat. Next, to gain trust of the user or potential customer, product testing and quality control will be done before the product being sold to the market. It is also useful to conduct testing so developer can detect any defect on the product.

Safety in use

Product safety is the ability of a product to be safe for intended use. It must protect user from an unreasonable risk of harm. This product is safely use since this product has certificate from SIRIM. Since the sensor clip is product that use for children, the safety of the product has to take as an important thing to avoid anything bad happened.

Durability

Durability is the measure of product operating life and remain functional. This sensor Clip has 10 years operating life with proper maintenance and care. Since, our company has experienced product developer in founder team, and our product of moderate complexity, then we be able to get our first prototype within about 6 to 9 months.

Special feature

Furthermore, there are several features of the sensor clip. First, we all know our cars can get really hot on a sunny day but we did not know how hot with the sun shining through the window of your car and the inside temperature can rise within minutes to an uncomfortable for the child in the back of the vehicle. In general, a child's body overheats three to five times faster than an adult body. The sensor clip attaches to the car seat harness system, measures the ambient temperatures surrounding your child, and the sensor application informs you by notification as soon as the temperature is getting too high or too low, this enables you to prevent a potential overheating or overcooling of your child.

Furthermore, in the mobile application, you can invite family members or other people. They must download the app and accept the invitation. They will be notified through notifications where both sender and receiver need a connection to the internet. Besides, up to eight clips can be connected with one smartphone and user account.

Sensor clip also can send alert when child is left alone for too long. The Sensor Clip will be sent reminder notification directly to the connected smartphone. If there is no reaction in two minutes, another person who is being added into the contact in application will receive a notification and also includes the location of the car so they can take action. To use this function, the user should allow location services. In addition, the sensor clip also helps prevent the child from slipping out of the car seat harness system. If children manage to open the clip, a person who connects with the sensor clip will be instantly alerted via push notification on their smartphone.

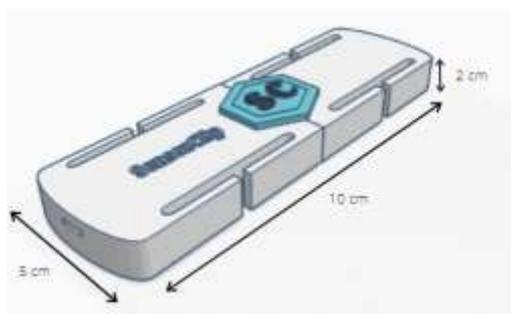


Figure 1: Dimension of product

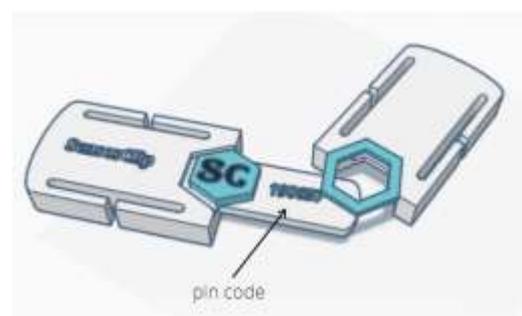


Figure 2: Full view of product