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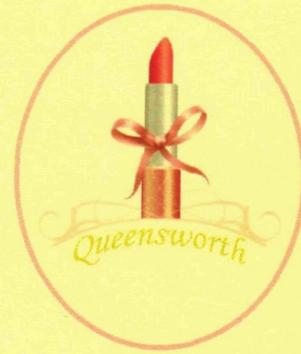
SMART MULTIPURPOSE LIPSTICK

Faculty	**: Faculty of Health Science**
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1.0 EXECUTIVE SUMMARY

Smart Multipurpose Lipstick is a convenient lipstick that are attached with USB flash drive and other additional technology such as camera and touchable menu screen. The idea of combining these features on a lipstick is due to the current lipstick that only available in one shade on a tube and cannot be refillable. Meanwhile, the size of USB flash drive is small and tend to lose easily.

Ideas to generate this product was obtained from the internal idea sources and external idea sources. The internal idea sources were obtained through the observation and discussion among the team members. The external idea source was obtained via observations and face to face interview among female students in UITM Puncak Alam. The idea for the product features were screened, evaluated and filtered by reading from websites on the internet. The ideas were screened, evaluated and filtered by reading the materials from websites on the internet. They are divided into two parts which are the materials used and the design features.

Instagram polling was used to in order perform market survey and concept testing for smart multipurpose lipstick. This survey was participated by random people who was on the timeline during 24 hours polling session. The respondents were asked with few closed ended questions about the product with its technology features added. In the market survey, from Instagram's polling, we are able to obtain the respondents average age, their opinion regarding the product features, expected price and conclude the most suitable population that suits with this product if it is being marketed. In the concept testing, from Instagram's polling, it helps us to enhance the current idea and identify the highest users in population after the product have been marketed. Majority of the respondents agree and give positive feedbacks regarding the smart multipurpose lipstick innovation.

Test marketing for this product will be done according to 4P's concept which involve Product, Place, Price and Promotions. The shades of the lipstick will come in 3 different colours which are Rouge, Rose, Violet. The size of USB flash drive storage ranged from 32GB to 64GB. This product will be tested to be marketed in UITM Puncak Alam and we targeted female students as the respondents. The price of smart multipurpose lipstick is RM184.00. As for promotion purposes, we also create interesting flyers which contains advantages and information in details.

2.0   INTRODUCTION

Our product is Smart Multipurpose Lipstick. This product is a combination of lipstick and USB flash drive. USB flash drive can be used to transfer any document to laptops or computers. The technology that are added in this product is camera which functions as document or image scanner. Bluetooth detector added in this product is to ease the users in transferring their documents to smartphones or laptops. Touchable menu screen located at the lipstick cover is for users to choose their preferred setting such as on/off of the Bluetooth. We also provide 3 different shades of lipstick which are Rogue, Violet and Rose. So, users can choose shades that suitable for them. The lipstick is detachable, so users can change the lipstick shades according to their preferences.

- **Problem Statement/Issues**

The feature of the current lipstick does not meet the needs of women because it has several weaknesses. The current lipstick only available in one shade on a tube and the shades cannot be refillable. The problem with USB flash drive is the size is small which tend to lose easily.

- **Methodology: Data Collections**

The primary data is collected by observing female students in UITM Puncak Alam. Due to limited time, we unable to make proper observation. Therefore, we overcome this situation by conducting survey via Instagram polling to gather information about the proposed innovation of the product and prepare the report. Several pictures of our smart multipurpose lipstick prototype and brief descriptions about the product were uploaded on Instagram. Few closed ended questions regarding our product were asked. This survey involved random female respondents available on the Instagram's timeline during the polling session. The duration for polling session was fixed to 24 hours only. Result of the Instagram polling was recorded in percentage (%).

- **Limitations**

As Instagram polling is an open survey therefore the respondents who involved in this survey cannot be controlled. Anyone can participate in this survey which includes working women, men and non-students.

3.0 NEW PRODUCT DEVELOPMENT

3.1 Definition

Smart multipurpose lipstick is an innovation of the current lipstick which composed of several unique features and functions such as refillable lipstick with 3 different shades, touchable Menu Screen with Bluetooth function, USB flash drive for memory storage and camera as a scanner for document. These features are made to help the consumers solved the issues that have been stated earlier.

3.2 Classification of NPD

A smart multipurpose lipstick is an improvement of an existing product which provide various distinctive functions. This product enhancement is generated after observing and studying the weaknesses of the current product available and the problems faced by the consumers. Currently, the product available in market is USB flash drive that only resembles lipstick and it cannot be used as the real lipstick. Therefore, this product innovation is made up to provide the real function of both lipstick and USB flash drive. This will give benefits and solve the problems of the consumers.

3.3 New Product Development Process
3.3.1 Research & Development
3.3.1.1 Idea Generation

The idea to develop this product is by using the internal idea sources and external idea sources. The internal idea sources are through the observation and discussion among the team members. The team members made an observation which is conducted in UiTM Puncak Alam and they found out that most of the female students use both lipstick and flash drive as one of their important instruments in their daily lives. Therefore, after conducting observation, discussion is made in order to come out with a new idea which to combine both lipstick and flash drive to become one. The external idea sources are from customer's feedback and reading materials from website. Customer's feedback is conducted by interviewing random female students on their opinions about this smart multipurpose lipstick and most of them accepted and agree with the innovation made. The new product is important for both marketers and targeted customers.