



اوتنورسيٲتي ٲيكنولوٲي مارا

UNIVERSITI  
TEKNOLOGI  
MARA

NEW PRODUCT DEVELOPMENT  
REPORT  
(ENT 600)

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# CHAPTER 1

## 1.0 PRODUCT DESCRIPTION

### 1.1 Introduction

- The product is called PlushieBear, a soft toy designed to provide warmth and linked to a smart-talking app that can hold comforting conversations with individuals struggling with depression; excluding those with manic and psychotic depression.
- According to WHO (2017), people suffering from depression tend to isolate themselves from others. Therefore, the product is an inanimate object that is approachable for people who is uncomfortable with social live interaction.

### 1.2 Purpose of Development

- To comfort or console people struggling with mild to major depression; excluding manic and psychotic depression.

### 1.3 Product Concept

- A self-heating soft toy with Bluetooth stereo and a smart-talking app.

### 1.4 Application

#### 1.4.1 Functions

- Teddy bear – provide aesthetic value
- Heating pad – to provide warmth when hugged; imitating that of a human.
- Thermistor – prevent overheating which may cause fire.
- Switch – to switch product functions on or off.
- Battery – acts as power supply.
- Smart-talking Application – interactive talking app that can hold comforting conversation.

## 1.5 Unique Features

- Smart-talking, interactive application designed to hold comforting conversations with owner can be downloaded by registering with provided serial number.
- Bluetooth stereo that can connect to phone which can play any kinds of audio from phone.

### 1.5.1 Picture Description

