



اَوَّلُ عِلْمٍ رَيْبٌ لَيْسَ كَيْفًا وَابْتِغَاءُ
UNIVERSITI
TEKNOLOGI MARA
MALAYSIA

"ANTI-THEFT SECURITY ALARM" APPS

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1.0 PROBLEM STATEMENT

Malaysia is said to be ranked as one of the top 10 countries in the world with the highest number of vehicle thefts. An average of 60 vehicles get stolen everyday from all over the country, said the General Insurance Association of Malaysia's (PIAM) chief executive officer Mark Lim. The issues that the team had defined was on the loss and missing of many amount of vehicles like cars, bikes and motorcycles in these days is the problem that lead to this New Product Development (NPD) project which is to create "Anti-Theft Security Alarm" Apps

2.0 METHODOLOGY

The team had collected the information regarding this project based on different methods and techniques used, which are:

- i. Interviews with the respondents by using Questionnaire form.
 - an activity in which the team interviewed some people regarding the issue and problems that the riders or car owners faced regarding the vehicles and the invention of product.
 - This method was chosen to analyze the percentage of respondents that selected the answers given.
 - The representative sample used are between the students in Uitm Puncak Alam because they used vehicles as their daily transportation.
 - The team used closed-ended questions.
- ii. Online Poll in social media such as facebook, twitter and instagram.
 - an activity in which several people are asked a question in order to get information about the "Anti-Theft Security Alarm" Apps.
 - 12 respondents answered the online poll
 - This method is chosen because it is easy, save time and money for the respondents.

3.0 LIMITATION

The team faced following limitation. The limitation that the team faced was the team only do questionnaire from 10 students out of 20 students due to the team has easy access to the respondents in which they have the same demographic profile and lifestyle.

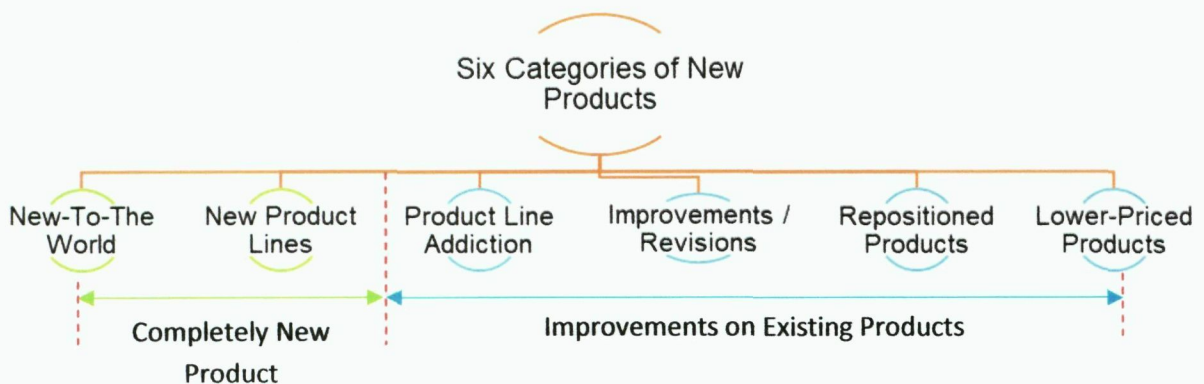
4.0 NEW PRODUCT DEVELOPMENT

4.1 Definition

The New Product Development in this project is to create an apps titled "Anti-Theft Security Alarm". This apps will be activated in the smartphones to ensure the safety of the vehicles of owners when they leave the vehicles at anywhere.

4.2 Classification of New Product Development

The six categories of new products range from new-to-the-world **products** as well as a range of minor repositioned products and lower-priced products. The classification new product development also can be categorized into two which are completely new products and improvement of existing products.



The team have decided to improve the security alarm system in motorcycle. Thus, this NPD project can be classified as Improvement Product.

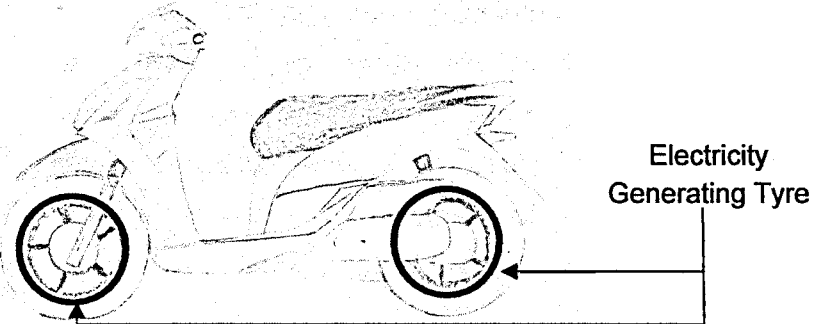
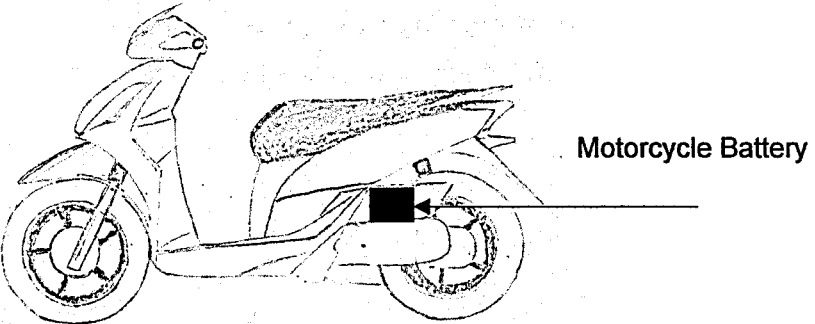
4.3 New Product Development Process

4.3.1 Research and Development

a) Idea Generation

This team gets the idea of innovating this product as a result of a new motorcycle theft case happens to the team's classmates. With an average of two motorcycles being stolen every day, combating motorcycle theft remains a big challenge to the local police (The Star.2017). Thus, the team decided to design anti-theft security alarm as the team new product development.

The team produces two options in which both options require apps installer on smartphone to function. However, to use the features on motorcycles, the team proposes two different sources of electrical energy on the motorcycles which are electricity generating tyre and motorcycle battery.

<p>Option 1</p>	<p>Anti-theft Security Alarm</p>	
<p>Option 2</p>	<p>Anti-theft Security Alarm</p>	

b) Idea Screening

The team come out with two options to overcome the issues on motorcycle theft. In order to come out with only one project, the team need to conduct screening method to choose between Option 1 or Option 2. The team screening idea among user by using polling questionnaire and interview with the people who will buy it specifically vehicle owner. The screening also can help to determine what they think and where any gaps might lie.

c) Market Survey

The team using polling features on Instagram as market survey tool to choose between (1) anti-theft security alarms that use electricity generating tyre or (2) anti-theft security alarms that use motorcycle battery.