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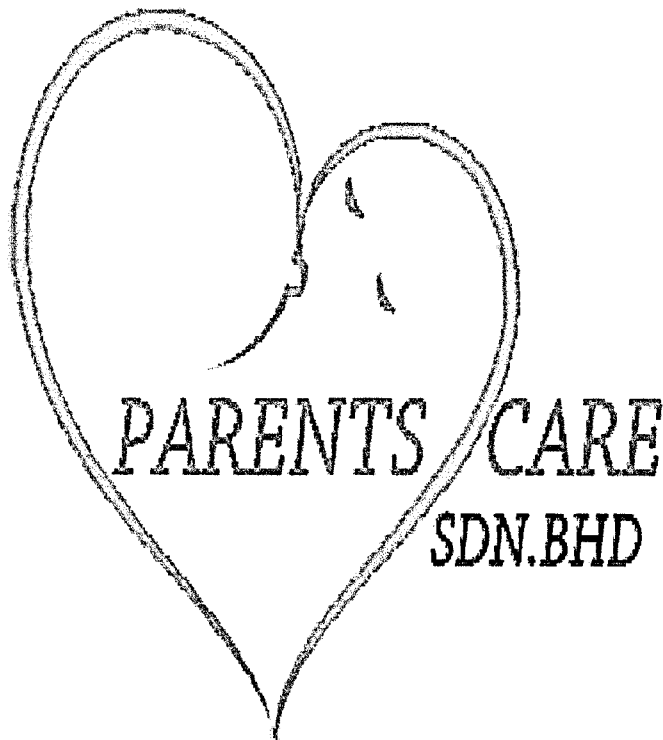


## Table of Contents

Executive Summary .....	4
<b>CHAPTER 1 .....</b>	<b>5</b>
<b>1. PRODUCT DESCRIPTION .....</b>	<b>5</b>
1.1. Introduction.....	5
1.2. Purpose of development .....	5
1.3. Product Concept .....	5
1.4. Application .....	5
1.5. Functions .....	6
1.6. Unique features.....	6
1.7. Picture description .....	6
<b>CHAPTER 2 .....</b>	<b>8</b>
<b>2. TECHNOLOGY DESCRIPTION .....</b>	<b>8</b>
2.1. Overview of product prototype .....	8
2.2. Battery Indicator (A) .....	9
2.3. Breast Pump (B).....	10
2.4. Milk Collector (C) .....	11
2.5. Breast Cup (D).....	11
2.6. Timer Display (E).....	12
2.7. On/Off Button ( F&G) .....	13
2.8. Bluetooth Chip Module .....	13
2.9. Mobile Application .....	14
<b>CHAPTER 3 .....</b>	<b>15</b>



**COMPANY'S LOGO**





## Executive Summary

Breast milk is amazing. It's life-giving and life-changing. Even in the smallest amounts. We know that moms are committed to breastfeeding-not only for the health benefits but because of the unique bond it creates. This bond is very miracle that can make our generation become a star in their future. The power of breast milk is timeless, but the way moms make breastfeeding work has changed. Our destiny statement reads that we exist to enhance mother and baby health through the life-giving benefits of human milk.

We also committed to improving mom's breast milk pumping experience and her ability to successfully provide breast milk to her baby for as long as she chooses. Through intensive dialogue with healthcare professionals, patients, and consumers, we gain intimate understanding of their needs, and transform valuable knowledge into innovative products and services that make feeding with breast milk an easier reality. We try to make our product very friendly user so mom's can experience breast milk pumping very freely without disturbing their job or their lifestyle. We try to become our product as a new style on mom's life and become a needs to their trend.

The futuristic function become an easy way to their users, also can monitor their consumption and the volume or producing. *Wisdom from Our Founder*

"Looking at nature is not a fashion trend, but the most fascinating story ever to be discovered. Spending time to look at natural behavior and then using what you have learned to develop something truly helpful for mother and baby lasts more than a lifetime."



## **CHAPTER 1**

### **1. PRODUCT DESCRIPTION**

#### **1.1. Introduction**

In the national policy of breastfeeding, the Malaysian government had encouraged the mother to breastfeed their baby until the age of two years old. However, based on our observation majority of mother nowadays is a working mother. Breastfeeding become a new challenge for them. The team had decided to produce X-tube Breast Pump. This product is suitable for working mother because it easily to used during their busy day.

#### **1.2. Purpose of development**

The purposes of the product development are:

1. To encourage the working mothers to breastfeed their babies.
2. To provide an easy access for working mother to pump their milk.
3. To save more time so that this activity not interfering daily works.

#### **1.3. Product Concept**

Breast pump is to pump milk easily and more convenience for the mother.

#### **1.4. Application**

The application are :

- Reminder system to alert the mother the time to pump the milk.
- Measurement system which provide the information on the volume of milk production.