UNIVERSITI TEKNOLOGI MARA MALAYSIA

SMART ADHESIVE BOARD

BLUEPRINT

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1.0 EXECUTIVE SUMMARY

'Smart Adhesive Board' uses electro-adhesive energy to stick paper on the bulletin board. It also comes with a phone application which make it easier for users to gain and deliver information. The purpose of the innovation is to enable users to stick paper on the board without using adhesive tools such as staplers. With a phone application, users will not miss out any information. This product will be test market in universities and other institutions that uses bulletin board, such as hospital. The team came up with the idea by observation. The observation is validated through interview.

2.0 INTRODUCTION

Bulletin board is a surface intended for the posting of public messages, for example, to advertise items wanted or for sale, announce events, or provide information. It is also commonly called notice board. The conventional bulletin board is made up of compressed cork and is still widely used. It is the cheapest type of board. However, this board hardly get attention from the intended reader. Thus, the team is introducing 'Smart Adhesive Board'.

2.1 PROBLEM STATEMENT

The conventional cork base bulletin board is still widely used due to its cheap price. However, it rarely catch the attention of the intended reader. The information need to be manually attach with thumbtack, stapler or tape. The contents and messages are still there though it's not relevant.

To prevent this problems, hence the team is introducing the 'Smart Adhesive Board' that comes with an application.

2.2 METHODOLOGY

Two methods have been used in order to collect data regarding the project. There are:

1. Observation
   The use and function of bulletin board is gathered through observation of conventional bulletin board in UiTM Puncak Alam. The aspects observed including how it is used, how many people stop to read the information on the board and either the conventional bulletin board has outdated information.

2. Interview

   50 students of UiTM Puncak Alam are randomly picked to be interviewed about the function, visibility and impact of conventional bulletin board.

2.3 LIMITATION

The interview and observation is conducted only among UiTM Puncak Alam students hence the response might be bias. They also may not reflect the actual situation in other institutions.

3.0 NEW PRODUCT DEVELOPMENT

3.1 DEFINITION

A 'Smart Adhesive Board' is an electro-adhesive bulletin board that use electro adhesive energy to enable users to stick paper without using thumbtack, stapler or tape. It comes with an application which enable users to gain and deliver information through the 'Smart Adhesive Board'.

3.2 CLASSIFICATION OF NPD

The 'Smart Adhesive Board' is an improvement on existing product whereby physical notices are not manually attached to the board and comes with an application that enable users to gain and deliver information.

3.3 NEW PRODUCT DEVELOPMENT PROCESS

3.3.1 RESEARCH AND DEVELOPMENT

- IDEA GENERATION

The team came up with the idea by observation. Based on observation of students at UiTM Puncak Alam, even though there are many advertisement and information posted at the bulletin board, hardly any student stop to read. The informations posted are also outdated.

The observation is validated through interview.

- IDEA SCREENING

The team use face to face interview to ask 50 UiTM Puncak Alam students about the function, visibility and impact of conventional bulletin board. The respondent was chosen randomly.

- MARKET SURVEY

50 students were randomly chosen as respondents for market survey. They were interviewed face to face. The team has prepared two version of the board:

1. Smart electroadhesive board without phone application.
2. Smart electroadhesive board with phone application.