

51403

NEW PRODUCT DEVELOPMENT



SMART PHONE CASING (SCase)

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Group Name : CS2406A
Group Members :
1) Ahmad Tarmizi Bin Sazali
(2015154927)
2) Muhammad Zaim Bin Abu Zahar
(2016709059)
3) Noor Shahira Binti Samiran
(2016524615)
4) Nur Shafira Binti Jeffery
(2016586413)

Submitted to

HAJAH ZANARIAH ZAINAL ABIDIN

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1.0 INTRODUCTION

In this New Product Development (NPD), the team will cover the overview about problem statement, methodology, limitation and new product development process. The product to be developed is a Smart Phone Casing (SCase). It aims to improve the existing case of more functionality and to help solve the problems faced by everyone.

1.1 PROBLEM STATEMENTS / ISSUES

Currently, the most common use of casing is plastic casing because it is relatively inexpensive. However, it does not provide additional protection for their expensive phones. Besides that, the most common problem is the current phone casing lack of protection and when the phone drops, it can damage the phone screen due to insufficient protection.

Another common problem is phone casing does not come with security features and the torch light. Current cases does not have the security of protecting the phone from being stolen. In addition, with current casing, if someone needs to turn on the torch light, they need to open the cell phones first and from that it wasted time if they in an emergency situation.

Next, the other common problem is a current phone casing to have a problem based on battery issues. When the battery on the phone runs out, they have to use the power bank, but problems arise if they don't have their power bank or power bank left at home. This makes it difficult for all their daily affairs.

1.2 METHODOLOGY

The methodology used to gather information about the proposed innovation are:

Stage	Method	Instrument	Respondent
Idea Generation	<ul style="list-style-type: none"> Brainstorming Internet Research 	-	-
Idea Screening	<ul style="list-style-type: none"> Market survey 	<ul style="list-style-type: none"> Instagram Polling Questionnaire 	<ul style="list-style-type: none"> 30 respondents
Concept Testing	<ul style="list-style-type: none"> Market survey 	<ul style="list-style-type: none"> Sketch Verbal description Physical appearance model 	<ul style="list-style-type: none"> Classmate

1.3 LIMITATIONS

However, there are limitation should be noted. The limitations are:

- The team issues limited cases to some types of phone brands like Samsung and Huawei due to the high demand for that smartphone.
- Limited space for put all the new features in small case. → ??
- The team had trouble building the smart phone case because the materials for building the smart phone case were expensive and limited to get.

2.0 NEW PRODUCT DEVELOPMENT

2.1 DEFINITION

Smart Case (SCase) is a smart phone casing that have more safety features compare to the current phone casing. The Smart Case (SCase) phone casing will protect mobile phones in more appropriate way because it has a thumbprint technology, 'pop up' features if the mobile phone falls down, torchlight and power bank with 3000 MaH.

2.2 CLASSIFICATION OF NPD

The Smart Case (SCase) is an improvement from the current mobile phone casing that has been used by all the mobile phones users now days.

The first phone cases were simple plastic affairs, cheaply manufactured to appeal to as wide an audience as possible. The phone casing is just for one purpose is to protect your phone. At this point in time, mobile phones were seen as just a handy way of being contactable no matter where you were. The current phone casing is thin and just can covered the back of the mobile phones only. With SCase, the intelligent pop-up feature will prevent the phone from falling directly to the floor. Thus, with Scase user can easily charge their mobile phone at anywhere and anytime because Scase provide a power bank with 3000 MaH power supply. This power bank also can automatically shut down if the mobile phone has fully charge.

The average mobile phone case of today it is no longer satisfactory for a case just to protect whereby it needs to look good too. In addition, the current mobile phones case can create your own personalized phone cases which feature photographic images of friends or whatever you choose to have but still the fancy case does not have a security and protection features for your mobile phones. It is not secure to protect your mobile phones from theft, falls down or missing. Besides that from the innovation at SCare, the casing only can open by owner of that phone because smart phone casing (SCase) need uses thumbprint. With SCase also, it can open the torch light by pressing the button on the casing only.