

NEW PRODUCT DEVELOPMENT TEMPLATE**T-PUBLIC APPLICATION**

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2. INTRODUCTION

2.1. Problem statement / issues:

- i. Unable to manage the printing services
- ii. Local designer need to compete with the international brand
- iii. Local designers have no specific platform to market their services and artworks.

2.2. Methodology :

- i. The problems was observed many time by the team member and some survey we did on Social Medias.
- ii. We found out that a limitation for local designers to market their services. There is no specific platform for local designers to market and sales their works to the public.
- iii. Most of the online website is focusing on the displaying portfolio or design works but not usually for sales.

2.3. Limitation :

- i. Has no communication platform to deal with
- ii. Competition between international and local brand
- iii. To upgrade the premium, users need to pay certain amount to upgrade their profile.

3 New Product Development

3.1. Definition of T-Public :

Developing an application that provide a platform for all designers to upload their artworks, market and sale their design services to the public without worrying about the shipping process.

3.2. Classification of T-Public :

T-Public is filled with artworks to be sale and also T-Public also provide an editor program for graphic editor choice of fonts and colors, custom filters and various Tshirt style templates to inspire your creativity. Once designer and customers done designing your one-of-a-kind T-shirt, easily share your design with friends over social media or better yet, invite them to follow you in T-Public and start building each other's profile. The innovative of collecting the local designers artworks also great for collaborations.

4 New Product Development Process :

4.1. Research and Development:

The Research and Development process done for the ideation stage through:

1. Idea generation:

- The team came out with several researched and find out the common issues of the local designers among the certain scenario. Designers and be able to sell their works online easily and no specific platform for them

2. Idea screening:

- To solve the problems that arise and come out with several ideas
- To help the local designers community to market their potential artworks
- To make it convenient services to the designers and users.
- The application as one stop center and producing thousands of local artworks.

3. Market Survey:

- Local designers are really embracing their need in this application which is really will help to market their works and services. This will embody the trend and improve the economic for designers and design services in our country.