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UNIVERSITI
TEKNOLOGI
MARA

E-TRANSPORT
(New Product Development)

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Faculty   : Faculty of Applied Sciences

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Course   : Technopreneurship

Course Code   : ENT600

Group Name   : OHM Group

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TABLE OF CONTENTS

Contents	Page Number

1.0 EXECUTIVE SUMMARY

The team is developing an application which is application related with transportation which is known as E-TRANSPORT inspired by Grab and Uber applications but have some modifications and development about this application.It is designed to help people to get public transport easily and with convenience system by only using smartphone and internet only. The idea is generated based on more people are complaining about their difficulties to get public transport easily and the fare of Grab car and taxi a bit pricey. As nowadays transportation has been needed things in our life to move from one place to another and more people are preferred to get public transport easily and convenience, this application is suitable as it just not offered taxi as public transport, but more other than taxi such as bus, train, LRT, commuter and many others and they can get public transport anywhere and anytime. A application concept testing with a survey conducted among 100 students shows that when the concept is available in market, this application is conveniently for all people.

2.0 INTRODUCTION

2.1 Problem Statement

Nowadays, transportation is an important thing for a person to move from one place to another. Recently, Uber are not longer doing business in Malaysia and many people were complaining about the fare of Grab taxi or car was pricey compared to Uber which offered affordable fare and many promotions. Thus, regarding about this, they more prefer to use public transport as transportation. However, they did'nt know the easiest alternative to get public transport such as booking ticket, know the schedule of transport .

2.2 Methodology

The following method are used to study the issue on public transport and how to overcome this issue by reading news about public transport and doing survey on many people's opinion how to overcome this issue.

2.3 Limitation

Eventually, this application has some limitation which are this application are used by smartphone user only as this application is available on the smartphone and not all people are using smartphone.

3.0 NEW PRODUCT DEVELOPMENT

3.1 Definition

The team plans to develop a application that can show the transportation guidance, provide the bus schedule, the available location to top up the touch and go, map and booking ticket. These are parameters involved in transportation application, thus this application is named 'E-Transport'. This application is able to facilitate user to go somewhere.

3.2 Classification of NPD

This application is the new application and it's available in transportation sector because these applications have the transportation guidance, bas- schedule, location that available to top up the Touch and Go and booking ticket online. This new product will be simpler application that provide and combine several functions that related to transportation.

3.3 New Product Development Process

3.3.1 Research and Development.

<u>Idea Generation</u>

Idea generated by our experience that we don't know how to use which bus when we want to go somewhere. Then we think that it would be easy if the device or application that can help us in transportation sector.

<u>Idea Screening</u>

The team considered three different device models with the same functions. The three ideas are :

i) The guidance transportation device that only useful in every transportation sector.

ii) The application that can connected to smart watch.

iii) The application that can be installed to the smartphone.

After some discussion with team members, the team had decided on the third idea which is the application that can installed to the smartphone. This application model is more convenient to use and easy to handle since smartphone is the important device for everyone.

<u>Market Survey</u>

A short discussion session with team members came out with the conclusion that this will be useful and convenient product, especially for student and worker that use the public transport.
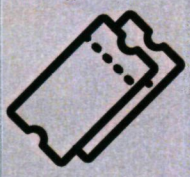
3.3.2 : Product Design/Features

DESTINATION

FROM

TO

MENU

## TRANSPORTATION GUIDANCE

TOTAL

FARE (RM)

TIME

TOTAL

FARE (RM)

TIME

ACCOUNT

LOGIN

SIGN IN

LOG OUT

SIGN UP