



اوبورسيتي تكنولوجي مارا
UNIVERSITI
TEKNOLOGI
MARA

NEW PRODUCT DEVELOPMENT (NPD) REPORT
FACE SKIN DETECTOR

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1.0 EXECUTIVE SUMMARY

Our team is planning to develop a face skin detector which consists of modern technologies such as diode laser system and analysis software system. Both of the system functioning in scanning, detect the skin problems, recommend skincare products and also have printing function. The idea is generated from reading a newspaper article from PR Newswire (01 August 2017) reported that about 65 percent of consumers in United States have no idea about the ingredients in the facial cleanser and 63 percent do not understand the purpose of those ingredients which lead to face skin problem. This product is convenient as it needed to put on a table and no need to carry anywhere. A survey conducted among 112 respondents of age between 20-28 years old, the results shows that they wanted to try the automatic face skin detector if it is available in market. The respondents include men and women. The concept will be tested among 20 people to predict sales and profits from the face skin detector. Once the product is ready, it will be test at the market.

2.0 INTRODUCTION

2.1 Problem statement

Face skin problem and acne usually happened to those who are not aware of their types of skin. Most of them use wrong products causes these issues occurred as the product did not match with their skin. PR Newswire (01 August 2017) reported that about 65 percent of consumers in United States have no idea about the ingredients in the facial cleanser and 63 percent do not understand the purpose of those ingredients which lead to face skin problem.

2.2 Methodology

The method we used to study about face skin problem is by reading a journal on facial acne and the problem that contribute to the blemishes. We also read an article on the solutions for skin problem. Moreover, data on PR Newswire in August 2017, 97 percent of consumers in United States know their skin type but nearly 40 percent use wrong facial cleanser which contains benzoyl peroxide.

2.3 Limitation

The face skin detector only can recommend products which available only at the drugstores such as Watson and Guardian.

3.0 NEW PRODUCT DEVELOPMENT

3.1 Definition

The team are planning to develop a machine which can be used to scan and analyse the face skin. This machine called as 'Face Skin Detector' is used to detect the face skin problem besides recommend a few products that match the type of the customer's skin.

3.2 Classification Of NPD

This machine is the combination of technologies available in the market such as the diode laser system and analysis software system. The face skin detector will do an analysis at lower price and also can generates printing function to fulfill the customer satisfaction.

3.3 New Product Development Process

3.3.1 Research and development

Idea Generation

We generated the idea to develop this machine by reading a newspaper article on face skin problem. This was supported according to PR Newswire (01 August 2017) reported that about 65 percent of consumers in United States have no idea about the ingredients in the facial cleanser and 63 percent do not understand the purpose of those ingredients which lead to face skin problem.

Idea Screening

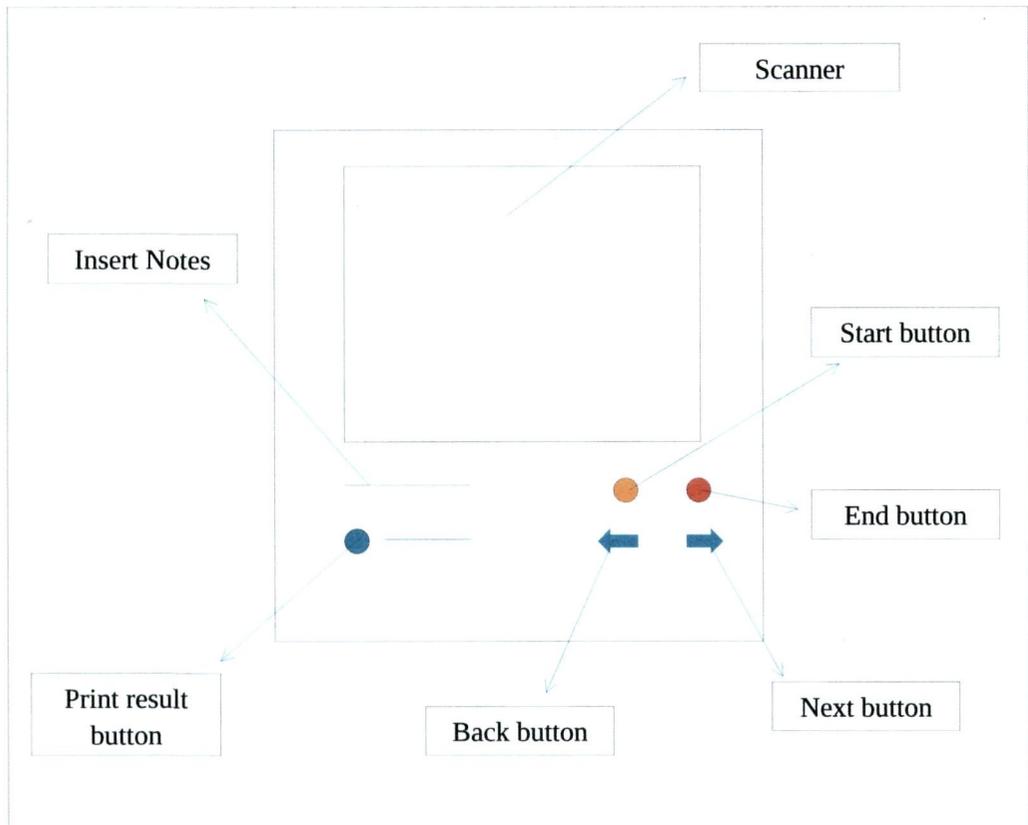
The team was considered the machine to scan and analyse the face skin by using these modern technologies. The machine can do a scanning and analysis process better. From that it will show the face skin problem that a person had. Then, it will show the condition of phase and level of face skin condition that should be achieved. At the end of the process, it will be a recommendation of

drugstore product which is more affordable and easier to get it.

Market Survey

We conducted a survey on 112 respondents of age between 20-28 years old and the result shows 94.5 percent found that the face skin detector is useful and convenient for them. The respondents include men and women.

Product Design/Features



- Start button is push after the money is inserted and the scanner will scan and analyze the face of the customer.
- Next button is used to the next session which is the result of the analysis and the customer can get the result by push the print result button.
- The recommendation products will be shown once the result is done.
- Back button is used for those who want to go back to the previous session but not for scanning.