

**ENT600**  
**TECHNOLOGY BLUEPRINT**



**TECHNOLOGY-BASED BUSINESS IDEA BLUEPRINT**  
**(SUPERCLEAN BY THE CONCEPT CREWS COMPANY)**

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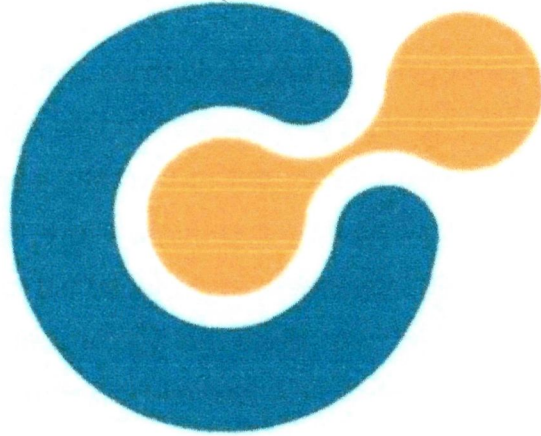
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COMPANY LOGO



conceptcrew

## CHAPTER 1

### 1.0 PRODUCT DESCRIPTION

#### 1.1 Introduction

We have decided to develop a technology that falls under services category called 'Dry & Clean', a technology which provided to consumer who has problem with wet and unpleasant smells towel after using. The technology fall into the 3 main category which are hygiene, health and environment. The technology not only prioritized on drying but also to disinfect the towel which can extend the lifespan of the fabric. We are aiming to provide the technology that could cater the factor in achieving optimum daily living, which is time and effort limited. This product is enhancing the quality of living with improvements.

#### 1.2 Purpose of Development

The purpose of product development is;

1. To improve the quality of living by reducing the effort for laundry and fabric damage.
2. To cope towards fast life and time limited due to everyday task.
3. To enhance the hygiene and health by reducing and preventing skin diseases from spreading through wet towel.
4. To ease consumers for with portability products and without any thorough maintenance.

#### 1.3 Product Concept

For consumer to cope with fast living life, health and hygiene environment.

#### 1.4 Application

The product is portable and simply just attached and hang the product at any towel bars that already installed to the wall. With the electric cord, plug it to a power source. The product will function as it is design.

### **1.4.1 Functions**

- High speed fan – To blow dry the towel when the device connected to a power source
- Ultra-Violet light – To disinfect the towel from germs and mould
- Adjustable long-arm for towels – To adjust the arms to fit with the towel bar
- Adjustable Cord Management System – To enable the device to connect with power source in certain distance

### **1.5 Unique Feature**

Interestingly, most of the technology is already in the market and available in another form of technology such as the UV light used in the laboratory by doctors to clean the surfaces of their working table. Also, to purifier the water and hand dryer machine in most of the public washrooms.