



اَبُو سَيِّدِي تَيْكُونُ لَوْ كُنَّا بِنَارًا
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TOPIC:

GOLF GPS GLASSES

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EXECUTIVE SUMMARY

This report is coming from the Technology Entrepreneurship (ENT) subject that we learned. As a student in UiTM Perlis, it is a part of study for everyone to undergo a new product development project. This study learned about the factors that can helped us to launch a new product and get chance to develop and innovate a product that deeply interests us, which is a Golf GPS Glasses.

In the first phase, there was a general introduction to the new product development. In this phase, the explanation about the problem of statements, objective and methodologies were explained.

Second phase, in the new product development section, the explanations about the product will be explained in this section, which is the product definition, the classification of New Product Development and the process. This development and process of NPD is divided into five parts which is Research and Development, Product Design and Features, Concept Testing, Build Prototype and Test Marketing.

In the last phase is a conclusion, the feedback received from respondents was very helpful in order for us to fill up the consumer demands.

2.3.2 Product Design & Features

Table shows the specifications for Golf GPS Glasses which includes the product dimension as well as the required parameters to satisfy the market needs.

Dimension	Details
Name of Product	Golf GPS Glasses
Dimension	Light weight, comfortable
Colour	Red and Black
Features	Solar (Supplying power to the glasses) Screen (Glasses will functioning as screen for field layout) Golf apps (Helps in detect balls after landed)
Battery	Battery life can last up to 7 days (Solar system and rechargeable)
Material	Rubber

The product performance criteria are evaluated in terms of its performance, reliability, safety in use, durability and uniqueness.

2.3.2.1 Performance

Golf GPS Glasses have Solar system, Screen and golf apps. Golf GPS Glasses using solar system as power provider when using on the field. So, it will always recharge when you using the glasses. Glasses will be functioning as view of the field layout and help reduce sun brightness. Also, golf apps will functioning in detect ball when landed after hit the ball. This product also connected via Bluetooth, support Bluetooth 4.1 and newer. Android 4.3 and above, iOS 8 and above. Having the technology can provide convenience to users and also provide comfort.

2.3.2.2 Reliability

This Golf GPS Glasses have reliability and consistency of performance. The uniqueness of our products is light weight and comfortable. The result is having rubber as material of the frame will make the product strong and not easily break.