



اَبْنُ سَيِّدِي تَيْكُونُ لَوْ كُنِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ALTIMATE RUNNING VEST**

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## 1.0 EXECUTIVE SUMMARY

This is an endeavour to grasp on how the theory can be applied to a practical situation. As a student in UiTM Perlis, it is part of study for everyone to undergo a new product development project. So, for this purpose we got the chance to develop and innovate a product that deeply interests us, which is sport vest.

In the first phase of the report, there was a general introduction to the new product development. In this part also, the problem of the past product based on users experience that we conclude were explained.

In the next phase of the report, the definition, classification and process of new product development were explained thoroughly. The classification of the new product is explained through its improvement and revision of the product.

Concept screening and concept generation were discussed in the research and development section. In addition, the concept of new product is being analysed from the questionnaire which has been distributed to 68 respondents via Google Form.

Finally, in test marketing, a few techniques were used to make this product accepted by consumer, such as costumers' experience, opinion, and feedback regarding the new product. In conclusion, the feedback received was very helpful in order for us to fill up the requirement of the consumers.

## Concept testing for NPD

There are a few methods used in concept testing for NPD:

### **i. Questionnaire**

The questionnaire is done to find out which features the Altimate Vest should improve or which features should be removed. We have offered some questions for the public to ask in order to learn more about it and acquire answers that will help us innovate on this product. More than 30 people responded to the questions we posed, providing a diverse spectrum of perspectives. They are made up of students, employees, and unemployed people.

### **ii. Sketch**

Sketching is an example of a simple drawing of goods that aids the audience in grasping the concept of the proposed commodity. Sketching also provides a product form that can provide a good representation of the customer's thought so that they understand what is in the product. Customers may be able to grasp the notion of the product more easily as a result of this.

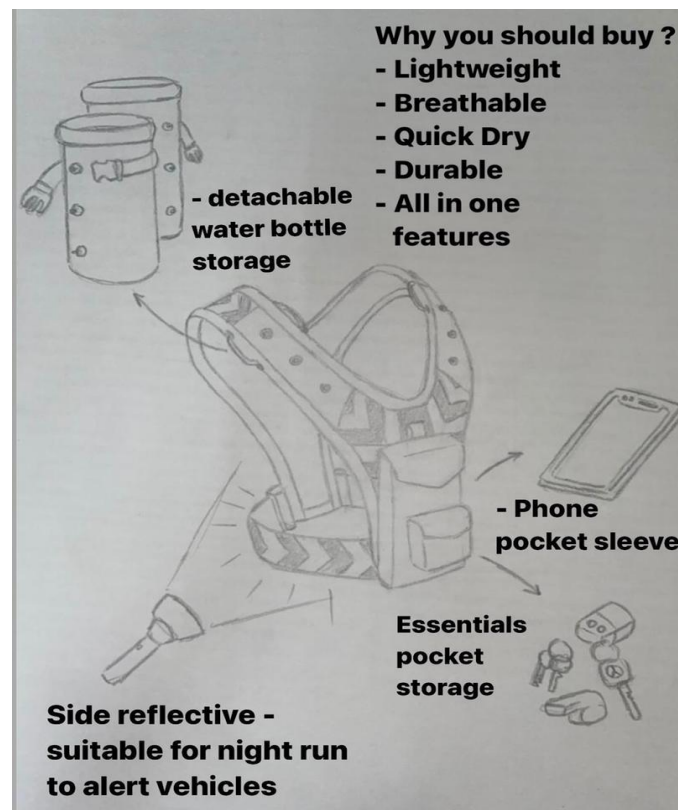


Figure 3 Sketch of Altimate Running Vest