



اَوْنُوْا سِيْنِيْ تِكْنُوْلُوْجِيْ مَارَا
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SKIDSPEEDED X21

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EXECUTIVE SUMMARY

This report is about the process of innovating a product that highlighted on incorporating the technology element as per required by the subject Technology Entrepreneurship. The first part of this report focuses on the background of the company, Hasten.MY, the problem that arise, the objective of the report and the methodology used to collect data from the consumer. The second part of this report explains about the new product development where the definition was explained and the new product development of our product, Skidspeeded X21, was classified as innovation to the readily available treadmill in the market. Next, we have gone in depth regarding the new product development process which encompasses of the research and development for Skidspeeded X21 where the consumer trend canvas (CTC) was also included. We also focused on the product design and features, concept testing and produced the 3D prototype of our treadmill. Finally, we conducted the test marketing to see what the consumer has to say about our product based on their experience, knowledge and opinions. The responses that we received by the respondents has helped us to identify the needs of the consumers and what they liked the most about our product.

➤ Who

The target consumers of this device are available to all Malaysian citizens such as athletes, healthy lifestyle people, and working people. Treadmills are known for all populations so they do not belong to a specific population. By selling this product in our company, we would be able to have a piece of good equipment for all of our customers.

➤ Our Innovations

Since using the Consumer Trends Canvas to analyze the demands of the consumers, we agreed to build a treadmill called the Skidspeeded X21 Treadmill. The product's simplicity and benefits would surely make users' lives easier while exercising.

2.3.3 Product Design and Features

Product design is about the conceptual translation of a new product idea or concept which involves the design of the product and its architectures, artistic design, and also the requirements to meet the market needs. It is important to put into consideration regarding the product performance criteria which consists of the performance, reliability, safety, durability, and special features that are in the product. The table below shows the product specification of Skidspeeded X21.

General Features	
Product Name	Skidspeeded X21
Version/Edition	1 st version
Dimension	196 x 86 x 150 cm
Weight	75 kg (treadmill weight) and support up to 150 kg of the user's weight
Colour	Black and grey
Features	<ul style="list-style-type: none">• 7" HD screen• Bluetooth connectivity• WiFi connectivity