



اَوْنِيُوَسِيْتِي تِي كُنُو لُو كِي مَارَا
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BLUE PRINT REPORT:

SMARTADO DIGITAL DIARY

PREPARED BY:

- | | | |
|----|-------------------------------|------------|
| 1. | NUR IZZATI BINTI JAMI'AN | 2020498474 |
| 2. | NUR AMANIS BINTI ALOZIN | 2020482834 |
| 3. | NUR FARAHADA BINTI SAPARWAN | 2020819714 |
| 4. | NURUL ELYSHA BINTI MD NORIZAN | 2020827624 |
| 5. | AZNIE MASLINA BINTI MADARUSIN | 2020489234 |
| 6. | NUR ASYIKIN BINTI MUHAMAD | 2020897518 |

GROUP: AS2223A1

PREPARED FOR:

MADAM NORDAYANA BINTI ZULKIFLI

TABLE OF CONTENT

CONTENTS	PAGE
1.0 EXECUTIVE SUMMARY	1-2
2.0 PRODUCT DESCRIPTION	2-4
3.0 TECHNOLOGY DESCRIPTION	4-6
4.0 MARKET ANALYSIS AND STRATEGY	6-10
5.0 MANAGEMENT TEAM	11-15
6.0 FINANCIAL ESTIMATION	16-17
7.0 PROJECT MILESTONES	18-19
8.0 CONCLUSIONS	19-20
9.0 REFERENCES	21-22
10.0 APPENDIX	23-24
11.0 PLAGIARISM CHECK	25- 26

1.0 EXECUTIVE SUMMARY

In the 21st century, we believe that customer happiness is the most important factor. Clients come first, and we put them first by addressing the demands of every customer that walks through our doors and making their life easier with our new product innovations. Life Easier provides the customer with dependable, high quality products that can assist improve their daily life, as our products are designed to be fast, convenient, and affordable. We also specialise in developing adaptable, high performance products while maintaining the highest quality of the components utilised to create our products.

1.1 PROBLEM STATEMENT

Nowadays, everyone around the world lives in endemic COVID-19 and of course mobile phones are essential items that people should have and need to bring all the time. Hence, mobile phones are also used to take notes and store personal information aside from needing to scan 'MY SEJAHTERA' application before entering any shop or other places. However, it can be a problem when people forget to charge until the mobile phone's battery is low. At the same time, we need to look for vital information during appointments and others. Other than that, nowadays, a lot of scammers can get important information easily through social media and can access it. Based on The Star, 342 cases in Penang in 2019 and 2020 with losses amounting to RM 17 million. So, it is more safe if people can save the personal data in one private book that can secure the private data. In addition, the concerns of phone theft bring difficulties and user data is also likely to be vulnerable.

Furthermore, students nowadays are more interested to write or jot down the notes on their laptops or tablets instead of writing in the notebook. Due to the lack of customization and easiest to lose and destroy if not taken care of properly. Next, if we use the hard copy there are no backups, and if you only have one copy that is destroyed is gone forever and the students or working people can be easily lost and often misplaced. Other than that, people also take into account the pattern of the book cover in choosing a notebook, that is usually an interesting and exclusive pattern quickly runs out.

1.2 PROPOSED SOLUTION

With the invention of Smartado (Smart-a-do), a multipurpose digital notebook with the safety features for consumers. Our new product of Smartado Digital Diary uses simple concepts that make it easy for individuals to learn and understand how it works and how to set up the special features or characteristics on it. To attract the target market, PU Leather hardcover provides a variety of designs, themes and colours. Moreover, our digital diary comes specially with a fingerprint to unlock and lock the book so that every information in the books is more secure and safer than being seen by others and on the hardcover also displays the day, date and time that can make it easier for users to look for it. Other than that, Smartado also provides a personal pen for users that are included in the set of our product. Last but not least, our digital diary has multiple features such as a mini lamp, USB port that can enable USB connection to charge the devices, have three spaces with different compartment, modified from common paper to waterproof paper and also has included another technology such as 10,000 Battery Capacity of wireless charge to put on a smartphone.

2.0 PRODUCT/ SERVICE DESCRIPTION

Smartado (Smart-a-do) Digital Diary promises security features for people who need to protect their personal and confidential information. Product designs and features are made based on the current market and meet the needs of individuals in today's world. By using this product, users do not have to worry about their personal information or personal stories being discovered by others, especially when they express everything about their feelings, activities, or confidential information in this diary.

Smartado Digital Diary is actually a modification of an existing diary on the market with a special uniqueness. At the idea level, many issues have been identified based on consumer complaints about the limitations of existing diaries that are currently invalid. So, we modified the old diary that was already on the market by adding security features as well as including additional ideas like wireless phone charging in this diary. Therefore, our digital diary has features such as fingerprint lock security, digital date display, USB port, mini light, compartment, wireless charger, pen and book cover. Each feature in this diary has its own speciality so that this product can be more beneficial to consumers.

The main feature of this diary is that it has fingerprint lock security. It ensures that this digital diary is more secure as it requires the user's fingerprint to unlock it. It cannot be opened by anyone except its owner because every human fingerprint in this world is different. This fingerprint lock security is located on the front cover of the book. In addition, the special feature of the diary is that it is more likely a power bank function because it has a wireless charger inside the diary. It has a capacity of 10,000 mAh, and can charge users' phones up to three times (depending on the phone battery capacity). It can be used automatically as long as users charge their books before use. Next, Smartado Digital Diary also has an indicator that displays the battery percentage. On the other hand, our product also contains a digital date display located on the front of the diary and it is very useful during the day and night. It comes with an LED light that can be used to refer to a date in a dark place. It will glow in the dark with one tap. In addition, our digital diary also has a type C USB port to charge this device. It has a cover to ensure that the port is protected so that it is not easily damaged especially when exposed to water. A USB cable will also be provided when users purchase this diary. Furthermore, a portable mini light is also available in this product. It is convenient especially when users need to write in a dark place. It has its own stand that can be folded easily. This mini lamp also has a clip so users can pin the lamp with the book whenever they want to use it. In addition, this mini lamp can also be used as a flashlight when needed.

Meanwhile, other features such as compartments, pens, and diary book covers may seem familiar. Therefore, we give additional privileges to the feature. For example, there are four book cover themes that we would like to offer to buyers such as Marvel, Anime, Barbie & Nickelodeon. It will attract young customers to buy it. The cover also has plain colours yet exclusive for those who prefer simple designs such as black, brown, and white. In addition, customers can also customise their own covers based on their creativity. Also, the pens provided in this diary are erasable pens with an exclusive design so that people can write easily without the need for liquid paper to erase their mistakes. Last but not least, there is the compartment in this product which is PU leather with the same material as the book cover. It can last longer than the usual compartment.

Based on the features of Smartado Digital Diary, we target primarily tech-savvy customers, businessmen, students and educators. Having this product will help them in their lives. The Smartado digital diary not only has an incredible and sophisticated level of security like a smartphone but more than that. It's similar to a two-in-one product which is a combination of