



## InnoVista

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## **1.0 EXECUTIVE SUMMARY**

Everyone, regardless of gender or age, must have a problem to protect the skin and also cover the aurat at the same time. For example, the use of handsock which has become a habit for some women is intended to protect the skin on the arm up to the wrist and also one of the way to cover the private parts. However, sometimes customers have problems choosing the right handsock in terms of several aspects such as the right size, comfortable thickness and maybe even the type of fabric that easily absorbs sweat and dries quickly. In addition, the problem that may also be faced by customers is that the handsock cannot be used by certain individuals such as men because of its limited size and also specially designed only for women. Therefore, our company, InnoVista provides handsock or another name is sarong hands where it is flexible which means its use is suitable for both sexes whether male or female and has other advantages as well which makes it a special handsock and different from other handsocks.

Next, our product is named ComfortCozy Handsock in accordance with the characteristics given such as its size which can be changed according to the size of a person's arm where it indirectly provides comfort to the wearer. Next, our handsock specification is also suitable for men and women. Our company also provide products with a skin friendly concept where the fabric used is high quality and suitable for all skin types and it is compatible with new product development (NPD) which follows current trends and the innovation of our products can help solve customers' problems and concerns. In the meantime, the fabric used is also easy to dry due to its light and comfortable material. In addition, our product is very easy to use, especially in the part to adjust the size, that is, we provide a button where it is according to a person's size. In addition , our products are guaranteed to be of high quality and affordable prices. Therefore, for those who like to wear handsocks and are looking for handsocks that are adjustable and skin friendly, we are able to meet the demands of customers for their satisfaction when buying our products.

A survey has been conducted by our team members and is being distributed to several respondents to ensure whether they are aware of the problems that are often faced especially by handsock wearers and how technology can meet their demands and how effectively this technology works to solve the problems of customers. According to the data we obtained, there are some respondents who show the main problems that are usually faced by handsock users, which is as many as 80% of the material used is not good enough and then as many as 56.9% say they have a problem with the limited size of the handsock. Therefore, there are some improvements that are agreed by the respondents, which is as many as 83.1% of the respondents agree that the use of good materials is necessary in the manufacture of handsocks and also 67.7% of respondents for the creation of handsocks with adjustable size. In addition, through feedback from our respondents indirectly, our created products will continue to improve in order to meet the demands of customer.

## 2.0 INTRODUCTION

The process of bringing new products to market is known as new product development (NPD). It entails the steps required to design and create something new that will be offered to customers in order to solve their problems and satisfy their needs or desires. The process of developing new products can involve either completely new inventions or innovating and improving on existing products. The process of generating, refining, and putting into practice novel concepts, procedures, or goods that result in a notable improvement in the world is known as innovation. It involves using creative thinking and breaking from accepted norms to identify and overcome unmet needs or obstacles. Innovation may take place in a variety of sectors, including business, science, technology, and the arts. It frequently results in increased production, efficiency, or value creation. Originality, usefulness, and effect are important components of innovation, and it necessitates a willingness to take chances and adapt to new situations. In addition to providing solutions for current issues, successful innovation frequently foresees demands and trends in the future, propels advancement, and promotes development in a world that is changing quickly (Talin, 2023).

In this project, our team has decided to create technological innovations based on extensive product, which has the potential to provide a number of benefits to our users at this time. Handsock is an example of a product created by our company. The incorporation of technology into Handsock's new product can improve its functionality, user experience, and overall market appeal. In this company, we conducted extensive market research to identify current technology trends in fashion accessories before developing a new handsocks. Besides, explore innovations such as smart fabrics, temperature-regulating materials, or conductive materials that can be effortlessly integrated into Handsocks by our company. We built this handsock intending to combine it with technology. It could be for enhanced comfort, usefulness, or a distinct selling point that distinguishes Handsock from traditional clothes. For example, we adapt the wearing rate of the basic handsocks that are sold on the market for each individual to be used longer since they no longer have to worry about the size of their arms whether it is loose or sagging.