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Faculty : Faculty Applied Sciences
Program : Bachelor Of Sciences (Hons.) Chemistry With Management
Program Code : AS222
Course : Technology Entrepreneurship
Course Code : ENT 600
Semester : 3
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Submission Date

23 December 2023

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1.0 Executive summary

These days, watching films and online series has grown in popularity from various walks of life. Previously, we would watch a movie on TV or in theatres. We can view them on TVs, laptops, and phones these days. It's also because they're a great way to unwind following a demanding workday. Additionally, it's now simpler for us to find what we want to watch thanks to the proliferation of online streaming services like Netflix and YouTube. Usually, some common devices used to watch movies include devices such as computers, tablets, smartphones, TVs, game consoles, and streaming devices. Usually more users have smartphones and use their smartphones for watching films and movies. Unfortunately, with the use of smartphones it minimizes the resolution or clarity of the film that they watch. While if they use tv's and laptop it could be a little bit pricey for the user. So with the existence of magnifiers magnifies the image or on the screen and makes it more visible to users.

Our company uses the concept of a convex lens. Lenses can generally be divided into two major groups: convex lenses and concave lenses. Depending on the type of lens, the light passing through it can travel along very different trajectories and produce images of different sizes and orientations. The magnifying screen of the smartphone is one big convex lens, which means that the surfaces of this lens are slightly outwardly curved and it works like an ordinary magnifying glass which is the concept of this technology is a new product development (NPD) that follows the current trend and how our services can help to solve the customer's worries. In addition, the development process involves addition of a compartment and some other function as some step of development.

A survey has been conducted by our team members and is being distributed to a few respondents to make sure whether they are aware of the uses of phone magnifiers in this era and how effective the development of normal phone magnifiers is to the new development which is Innocube to help user in their usage in daily life. From the data we obtained, 91.4% of respondents love the idea of innovation for this product. Thus, in order to meet consumer expectations and maintain the application's smoothness, we will continue to improve our products and services based on input from our respondents.

2.0 Introduction

Modern human civilization has made extensive use of technology in many different ways, and it now plays a crucial role in our daily lives. The term "technology" is often used to characterize the tools, platforms, and services that are employed to address issues. The technology that was created was meant to be easier to use, provide quick corrections, and speed up tasks. According to Wahab (2012), technology is the deliberate application of information and abilities to enhance and produce goods that benefit society. Magnifier is one of the technology revolution in phone accessory and equipment which the mobile screen amplifier is a surface that bends light in such a way that it covers more ground on whatever surface it is being projected upon. Try touching that surface and you will see that the surface is rough and curved in an outward fashion. This makes it look like the screen is bigger. This happens due to **refraction** (bending of light).

2.1 Problem statement

When compared to television, phones provide more customized and adaptable experience. We could instantly access a wide range of stuff on the phone, such as social media, games, film and educational stuff. As we know, televisions are not as portable as phones. Portable items offer several benefits, primarily around convenience. For instance, portable game consoles provide entertainment during travel. In this case, if the television could be moved freely to other parts of the house, it allows users to enjoy favorite shows, movies or programs from different rooms. For example, users can catch up with the series in comfort in the bedroom. In the other issue, only 1 out of 4 households have a smart TV, which provides us with a higher resolution to watch movies or videos. Not only that, it will offer more movie selection to watch. In addition to its advantages, it has drawbacks. Compared to conventional TVs without smart features, smart TVs are frequently more expensive. Furthermore, the cost of upkeep or repairs for smart features may be higher. If we mix these two issues, customers believe that the solution is to just watch movies or videos on mobile phones. But this solution will not give customers the pleasure of watching movies on the small screen of mobile phones. Therefore, **Maverick**

provides solutions for these issues at affordable prices for customers to have more comfort to binge watch movies on their own phone.

2.2 Methodology

Our product has various methods to collect our data for our feedback regarding the product that we have provided to the consumers. In information, the purpose is to collect the data because we can know the information that will be shared by customers when they are using the product. From that we will see the rate of satisfaction of customers with a particular of our product if either in good condition or badly. All the feedback will help to improve our product. So, there are few methods that we used to collect the data and It could be online or offline or in-person will be shown below:

1. Research

Customer feedback through research is a systematic process of gathering and analyzing information from customers to understand their preferences, experiences, and opinions regarding a product. Our team members have already conducted research, and the outcome of their results is what kind of material we will use to build a functioning box that will allow users to see their screen in a broader view. The technology we have created will have a positive impact on customers, especially when the design that has been applied to our box will provide convenience to customers who enjoy watching movies. Furthermore, we will examine the results of a survey we conducted to provide answers to issues raised by respondents regarding our goods and to identify areas for development in terms of their efficacy and efficiency.

2. Survey

In this era, customer feedback is the most important thing in the business because from that we will get any information, we can identify areas for improvement, and make informed decisions. People were given access to the survey via social media, and it was completed online using Google Forms. Surveys often include questions that directly measure customer satisfaction. Common methods include Likert scales, Net Promoter Score (NPS), or direct rating systems. Other than that, analyzing these responses helps businesses gauge how satisfied