



**ANTI-WRINKLE HUMIDIFIER  
(WRINKLE WISE MIST)**

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## **1.0 EXECUTIVE SUMMARY**

Our new product development effort introduces the Wrinkle Wise Mist, an inventive gadget that aims to revolutionise the way we take care of our clothes in response to the growing demand for creative solutions in the field of garment care. With this state-of-the-art tool, you can effortlessly combine steaming clothes with cutting-edge humidification technology to get a two-fold solution that tackles the nagging problem of creases and refreshes clothes. The Wrinkle Wise Mist uses ultrasonic technology to produce a fine mist that efficiently lessens wrinkles on clothes without compromising the integrity of the fabric. This appliance not only makes clothes appear perfectly ironed, but it also adds a soft touch to shield them from harm. It's a really practical and versatile piece of equipment for people who desire efficient and long-lasting clothing because of its user-friendly features.

According to our market analysis, there is a big need in the laundry care sector for a complete solution that improves fabric health in addition to getting rid of wrinkles. The Wrinkle Wise Mist is positioned to take advantage of this chance by providing a special and effective way to maintain clothes. Our product is in line with changing consumer expectations as there is a greater emphasis on long-lasting clothing and ecological fashion. The Wrinkle Wise Mist's major target market consists of people who value well-maintained clothing, busy professionals, and fashion enthusiasts. This gadget serves those looking for a quick and easy way to clean their clothes without sacrificing the fit and beauty of their clothes. Due to its adaptability, it can be worn by a wide range of people and with different kinds of fabrics and styles of clothing.

Our invention stands out from the competition by expertly fusing two necessary features—wrinkle removal and clothing steaming—into a single, streamlined apparatus. With its cutting-edge approach to clothing care, the Wrinkle Wise Mist gives businesses a competitive edge and establishes itself as a high-end option for customers who value convenience and fashionable clothes. Its modern appearance and cutting-edge technology add to its allure in a crowded market.

## **2.0 INTRODUCTION**

Our company developed a new product called the Wrinkle Wise Mist, which is an anti-wrinkle dehumidifier for laundry purposes. Our product underwent several stages significantly crucial to produce the final prototype. In this segment, problems were identified and different methods to collect data to assess the potential for our products were carried out. The Wrinkle Wise Mist is inspired by combining an anti-wrinkle product with a humidifier. We strive to improve the process of doing laundry and making it automated, reducing the manual labour and time on the task.

### **2.1 Problem Statement/Issues**

A simple, plain outfit can look neat, crisp and smart without the creases and wrinkles formed during washing, drying and storing clothes. However, different fabrics and intricate designs can make smoothing out clothes rather difficult. Wrinkles and creases formed during washing, drying or storing can be difficult to smooth out. Then, there comes different types of fabric that will still wrinkle and crease even after ironing or steaming. Ironing and steaming clothes on average will take around 5-10 minutes with active involvement or hands-on and that's only for one shirt or trouser. The time spent for ironing the clothes can be used for completing other tasks in house. E.g. preparing footwear, applying facial care, grooming routine or doing your styling essentials. In other words, the process to smooth out clothes could be automated to enhance efficiency to save up time without relying on manual labour. Therefore, our anti-wrinkle humidifier will make smoothing out clothes an automated process that spikes efficiency while minimising manual labour spent on smoothing out clothes. This will help stay-at-home housewives, office workers and students on a daily basis.

### **2.2 Objective of report**

The objective of this report is to introduce our product, which combines two already available technologies. This report aims to elaborate and go into detail about our anti-wrinkle humidifier, as part of our new product development assessment. In this report, we will go through the research and development processes, features, prototype and concept testing, and our customer trend canvas.

## **2.3 Methodology**

Our company has carried out a few methods to collect data and feedback from consumers regarding our product, Wrinkle Wise Mist, an anti-wrinkle humidifier.

### **1. Online surveys**

Surveys have been conducted via Google Form and links have been distributed to respondents via multiple channels and platforms. This method is used as it is respondent-friendly and much more convenient compared to traditional, face-to-face surveys. Additionally, reach out frequency is much higher as platforms such as What'sApp and Telegrams have bigger audience pools. The online survey also allows the respondents to give feedback and input without restrictions, allowing honest, and reliable feedback.

### **2. Research**

Data obtained from the online surveys enabled our company to discover the problems, preference and frequency of using clothing iron, steamer or anti-wrinkle spray from our respondents. This input allows us to create a product that's going to solve and accommodate our customers needs and preferences. Features, designs, and effectiveness of our anti-wrinkle humidifier will be accustomed to customers feedback. Issues and inconveniences faced by customers will be reflected and discussed for further improvement to enhance effectiveness, quality and efficiency.

### **3. Observation**

Observations mainly towards students on campus allowed us to realise that students require a quick and effective product to unwrinkle their clothes. Male students prefer polo or collared shirts paired with jeans or dark trousers that are prone to creases and wrinkles. Most of these clothes are highly sensitive to clothing iron as they are prone to iron burn, giving scorch marks that can be permanent. A clothing steamer can solve this problem, but the price for the equipment is rather expensive for students. We believe that our anti-wrinkle humidifier can be economic, effective and time-saving for students, one of our target customers other than housewives, office workers and government servants.