



NEW PRODUCT DEVELOPMENT (NPD)

ZEN BLOOM

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Group Members :

- | | |
|---|-------------------|
| 1) Farra Izziati Bt. Ayob | 2023104843 |
| 2) Hana Maisarah Bt. Mohd Hambal | 2023375487 |
| 3) Nur Athirah Ayuni Bt. Azman | 2023393389 |
| 4) Nur Maisarah Bt. Razali | 2023368071 |
| 5) Yasmin Natasya Bt. Hariudin | 2023399613 |

Submitted to

Miss Noor Hasvenda Abd Rahim

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TABLE OF CONTENTS

	Page
1.0 EXECUTIVE SUMMARY	3
2.0 INTRODUCTION	4
3.0 NEW PRODUCT DEVELOPMENT	8
3.1 Definition	8
3.2 Classification of NPD	10
3.3 Customer Trend Canvas	11
3.4 New Product Development Process	13
3.4.1 Research & Development	13
3.4.2 Product Design/Features	16
3.4.3 Concept Testing	20
3.4.4 Build Prototype (2D or 3D)	29
3.4.5 Test Marketing	30
4.0 CONCLUSION	31
5.0 APPENDICES	32

1.0 Executive Summary

In this increasingly urbanizing world, there is a growing demand for health and wellness products. Zen Bloom is a new invention of a portable plant pod that we designed specifically for today's modern households, especially in the cities. This innovation meets the demand of people who want indoor plants that are easy to take care of that come with a number of healthy benefits. Aside from the product's primary focus on improving the quality of indoor air, enhancing mental health as well as becoming beautiful aesthetics for home decorations, Zen Bloom seamlessly integrates technology with nature as an alternative to provide a practical solution to the people who are facing urban living challenges.

Zen Bloom features some of the modern and advanced technologies, including oxygen-carbon dioxide sensor technology, which is responsible for monitoring the overall balance and quality of the air. Adaptive LED lighting is also one of the technology features that is necessary to maintain the plant health while also improving the ambient and mood of the room. A smart watering system is also being used to remotely manage the plant maintenance, which not only conserves water but also lessens the need for human supervision (Reghukumar & Vijayakumar, 2019). These technologies will ensure users have the chance to enjoy the air-purifying effects of rosemary and lavender among other plants, which give off relaxing scents and promote mental wellness.

Our product is a very effective solution for people living in the cities who face problems such as air pollution, insomnia and anxiety as a co in a very stressful environment. As the rising number of individuals realising the importance of living a better lifestyle, Zen Bloom aims to position itself as an essential component in creating a calm, health-enhancing environment for this fast-paced urban lifestyles. By integrating ecological awareness into modern convenience, Zen Bloom makes indoor living healthier and provides a better appreciation for nature in today's fast-moving world.

2.0 Introduction

Problem Statement

In today's modern world, many people have developed awareness and interest related to a healthy and eco-conscious lifestyle. With more urbanization, air quality and mental well-being at home have now become the biggest concerns for people in the cities. GreenCore focused on developing the portable plant pod specially for the people who live in the urban areas. This is an effective solution because it provides calming benefits along with reducing the complications of handling plants. Nowadays, air pollution is one of the major issues that people around the world have been facing. It has reached alarming levels in most urban areas. The pollution not only degrades the quality of the air outside but also permeates indoor spaces. This will be harmful and raise public health issues such as respiratory disorders and allergies problems.

The rest of the health issues include an increase in the rate of disorders such as insomnia, anxiety, and depression that may be triggered by the hectic and stressful living environment. Actually, people are not aware of the manifold benefits that indoor plants have to offer, especially in purifying the air and creating a relaxed environment to cater to health issues. Besides that, the nuisance task of taking care of plants deters potential users who may not have the time, knowledge, or ability to keep them alive. GreenCore resolves these by bringing innovative technologies into Zen Bloom, which will be helping to enhance indoor air quality and mental well-being with the addition of style to home decoration. GreenCore strives to transform every urban house into a refuge by combining modern living with nature's healing power.

Objectives

In this era of growing trend towards eco-conscious lifestyles and increasing mental health awareness, this has made our product becoming essential in reflecting those values. Zen Bloom, a portable plant pod that is specially designed to symbolize tranquility and growth. "Zen" reflects the peace and mindfulness that indoor plants can cultivate in our busy lives, while "Bloom" signifies the flourishing relationship between nature and urban living. Zen Bloom will be the answer to call for better emotional well-being through nature, especially in urban environments which are often filled with stress and pollution. With this product, GreenCore aimed to meet the expectations that are emerging among consumers who seek for effortless integration into their daily lives through eco-friendly and sustainable solutions. Our main objectives will highlight the basic needs and requirements for our target markets as well as embracing the drivers of change in urban lifestyles. The following are the main objectives of Zen Bloom:

1. To enhance overall mental health by providing a calming and soothing effect from the plant, which can reduce stress and anxiety.
2. To improve indoor air quality by enhancing the air humidity and overall quality of air inside homes, which can positively impact individuals health and wellness.
3. To prioritize user convenience by creating easy-to-use product features and technologies that can ease the plant care process for busy individuals.
4. To promote multi-functional purposes which not only provide plant care, but also serve as an air purifier and aesthetic decorations that delivers multiple benefits for the health-conscious, eco-conscious and aesthetically driven individuals.