

2022
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15

RECONNECT AND

DISCOVER

Extended Abstract

International Innovation & Design in Library &
Information Science Competition (InDeLib2022)

Organized by

Faculty of Information Management
UiTM Kedah Branch



UNIVERSITI
TEKNOLOGI
MARA

Editors

Asmadi Mohammed Ghazali
Abd Latif Abdul Rahman



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First Edition 2023

Perpustakaan Negara Malaysia

e ISBN 978-967-2948-46-9



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THE SNOWMAN

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Abstract

It is difficult for travellers to store food and beverages that will keep them warm during their travels. Consequently, the "Snowman" multi-purpose product is created. This product is made of powder-coated stainless steel, a known absorbent substance, thereby preserving the condition of the meal during the journey or work hour. In addition, this innovation offers numerous advantages for users, such as being more practical, convenient, hygienic, and lasting. The product can be placed in the bag and carried. In addition, this product has the potential to be commercialized, as tumblers have recently become popular among younger generations because of their ease. This innovation offers numerous advantages for users, such as being more practical, convenient, hygienic, and lasting. This product has the potential to be commercialized, as tumblers have recently become popular among younger generations because of their ease. This product supports two Sustainable Development Goals of the United Nations, namely excellent health and well-being (SDG3) and industry innovation (SDG9). Therefore, this product would benefit society by encouraging travellers to cook for themselves and take better care of their health.

Keywords:

Innovation, Tumbler, The Snowman, Practical, Travel.

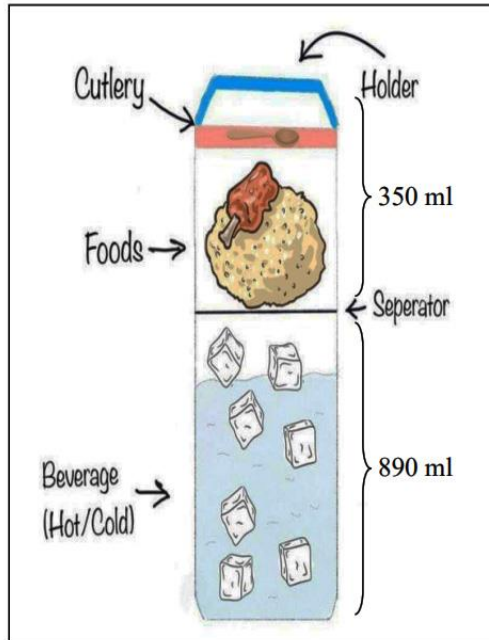
Introduction

Commonly people need help carrying many items in one suitcase, especially food and beverage containers. This is a challenging problem, especially for workers and travellers who must choose a bag and food container for the day. After being placed in a bag, the food's temperature rarely lasts long enough for people to consume it at a hot or cold temperature. According to Carter (2019), food hygiene is the handling, preparation, and storage of food and beverages in a way that minimizes the risk of food poisoning among consumers. Regarding food hygiene, about one in ten individuals fall ill after consuming contaminated food, and 420,000 die annually; this results in the loss of 33 million healthy life years (Food Safety, 2022). People always buy food and drinks from whatever stands or restaurants catch their eye. One study has demonstrated that poorly maintained eateries are frequently the source of foodborne illness (Yasami, 2021). This indicates that food prepared with substances that reduce the risk of food illness can be stored in a container that includes the tumbler. Moreover, according to Onkar (2022), tumblers have become a significant market in which manufacturers continually seek innovative concepts. This indicates that the tumbler market is expanding and will continue to expand. Furthermore, the tumbler's stainless steel construction makes it resistant to denting and scratches (Llobe, 2019). In this regard, researchers have identified relevant and presentable innovations known as "The Snowman" that mix hot or cold food and beverages using a tumbler into a single product. This type of innovation has yet to be commercially available.

Product Description

Researchers have chosen a tumbler as the primary material for this product's innovation. This technology can aid the environment by serving as a replacement for disposable cups and plastic. This concept's primary construction material is chrome steel, which aids in maintaining food temperature for an extended period. The Snowman's product has also incorporated certain eco-friendly materials, such as wooden spoons produced from wood. One of the procedures employed to build this innovation was

separating the tumbler into two compartments to make food packaging easier for the user. In the first 890 ml compartment, people can keep their drinks either hot or cold. The second container may accommodate heavy food, such as Nasi Lemak, rice, or another dish. Powder-coated stainless steel allows the tumbler to fit easily in hands and cup holders, making it easier for people to use. This product is valuable and essential for people of all ages and genders because it is so easy to use.



Novelty and Uniqueness

Tumblers are currently popular, especially among younger generations, because of their superiority. This is because tumblers provide a sturdy container for consuming beverages. Numerous individuals use mugs and tumblers for drinking various beverages, but the Snowman product is distinct from others available on the market. As previously indicated, food temperature has become a concern for some individuals. With this concept, they can be attracted to purchase and experience this type of product. Our team has tested "The Snowman" items and found them incredibly useful due to their capacity to hold both heat and cold for several hours. In addition, the individual who uses or receives these goods can utilise them for longer than non-sustainable products.

Additionally, the product contributes to the Sustainable Development Goals (United Nations, 2021). These targets are:

- i. Good health and wellbeing (SDG3): These innovations can assist individuals of all ages in living healthier lives and feeling better, thereby preventing diseases and food poisoning.
- ii. Innovation (SDG9): By making this product available on the market, more jobs will become available for young people, enhancing the economic productivity of the entire society.

Benefits to Mankind

This product has several benefits, such as being practical, convenient, and odourless. The product is useful for travellers because it saves room in their luggage. As is common knowledge, travellers pack their luggage with several goods, including clothing and snacks, which contributes to the luggage's limited space. With this Snowman tumbler, travellers do not need to worry about their luggage's capacity when travelling. Besides, this tumbler is useful as it can be carried anywhere. The top of the tumbler is fitted with a holder, so travellers do not have to worry about their food and beverages. In addition, the tumbler is odourless, and the materials help to retain the hot and cold temperatures of food and beverages for a more extended period. This tumbler is hygienic, vital and sensitive for travellers,

given that they are frequently on the road and have limited access to meals. As the tumbler contains food and beverages from home, travellers may feel confident that their meals are hygienic.

Potential Commercialization

As outdoor recreational and leisure activities have been popular recently, a rise in demand for attractive drinkware has created high demand for tumblers. Due to this, using tumblers as promotional tools has become increasingly famous. Tumbler has also become a trend, especially among teenagers, for its unique design and practicality; hence, the potential for this product to become a well-selling item is high.

The Snowman will be introduced as a new product to the market. The product will be distributed to local stores and online marketing platforms. Online marketing makes it easy to reach all customers or users in all places. To support researchers launching products, a product brochure or poster will be created to draw the attention of new users and consumers. According to the survey of 105 respondents, 89.5% of respondents agree and are willing to buy The Snowman on the market, and 96.2% of respondents agree that this innovation is efficient and convenient to bring anywhere. This product is useful for backpackers, travellers, or anyone who actively participates in outdoor activities.

Acknowledgement

In the name of Allah SWT, the most gracious and merciful, our heartiest thanks and appreciation to Him, Lord of all, who has made it possible for us to contribute toward the success of this project. A fond appreciation and sincere gratitude are devoted to the project advisor, Assoc Prof. Dr Hasnah bt Wee, for her advice and guidance in producing a good outcome. With her advice, our group will surely be able to finish this project. In completing this program, researchers have a good opportunity that helps them to know and learn about new things. Furthermore, as well as to group teammates who stick together and work hard to produce a good product with all affordance and responsibility. Thank you for always supporting each other and keeping me determined to finish this project.