



TECHNOLOGY BLUEPRINT

EMPEROR CRIMSON SDN BHD: DAWN WAKE UP WATCH

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1.0 Executive Summary

Emperor Crimson Sdn Bhd provide business of selling our first innovation which is called Dawn Wake Up Watch. This product is a wristwatch that have several features such as vibrating alarm, prayer times, Qibla direction and both Gregorian and Hijri calendar. This product also train people to adjust their body clock to wake up easily early in the morning. Dawn Wake Up Watch also functions as regular alarm and compass for people who travel a lot. Besides that, the watch also allows the wearer to play music stored inside the storage. Our target are mostly Muslim customers that always wanted to pray on time ranged from 12 years old to 60 years old, both male and female.

Customers could get our product easily throughout Malaysia through online delivery on our official website, retailer, and wholesaler. Our company could enter the competition between several other famous brand because of the unique features that exclusively available in our product. Our product also has advantages over the competitors in term of cost, marketing strategies and product differentiation. Management team includes Chief Executive Officer, Administrative Manager, Financial Manager, Marketing Manager and Operation Engineer.

2.0 Product Description

2.1 Product Details

Some people face problems in waking up early in the morning. Normal alarm clock does not guarantee to wake people on time, especially when it comes to a Muslim to wake up to perform fajr prayer. Dawn wake up watch is a wearable watch on wrist that is an upgrade to normal alarm clock by adding innovation into a watch. We included some technology concept like small electric motor that makes the watch vibrate, compass chip to sense magnetic field and memory chip to store mp3 file. This product use regular USB type C port to charge or transfer data from computer to watch and vice versa.

2.2 Product Application

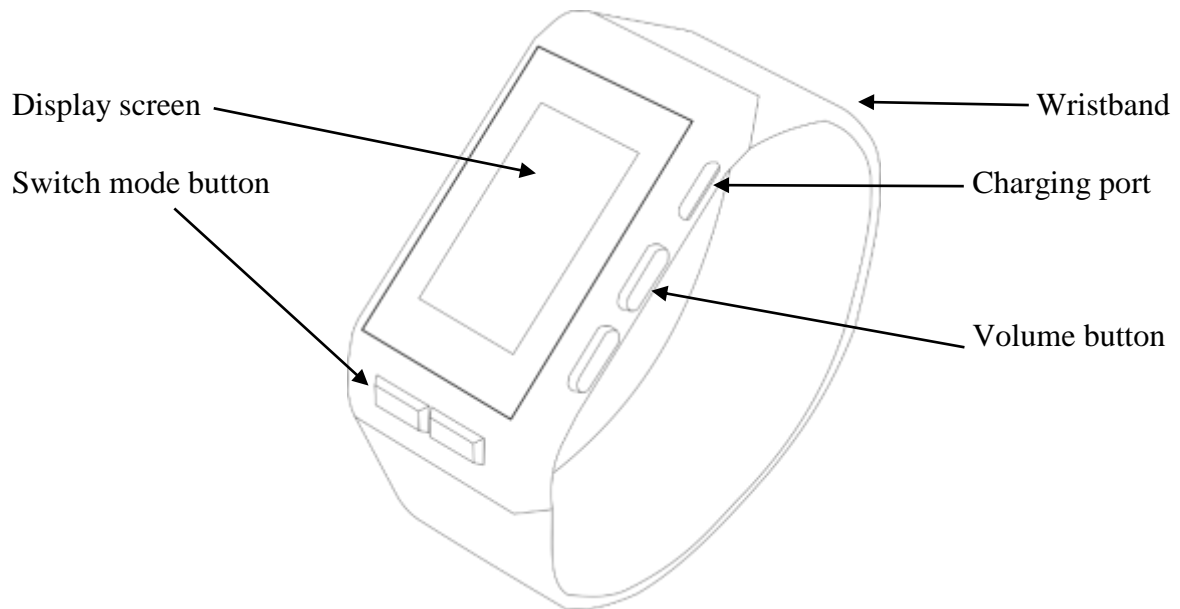
Dawn wake up watch has built-in function that help with people daily struggle of waking up early in dawn. This product wakes up the user by using vibration and sound. It provides a built-in Qibla finder to ease Muslim user for prayer. Besides that, the watch also allows the wearer to play music stored inside the storage.

2.3 Unique Features

The product was mainly created for Muslim as its main function is to wake up user for dawn prayer by using the vibration and sound. It also alerts the user whenever prayer time is starting and give option to change from Gregorian calendar to Hijri calendar. The Qibla finder provide the user direction of the Qibla to ease the user with prayer activity.

2.4 Product State of Development

Currently our product is still in development process because more time and research is required. Below is the sample diagram of the product.



User interface for Hijri Calendar



User interface for Qibla compass