



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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MARA



TECHNOLOGY BLUEPRINT REPORT

NECK PILLOW WITH SENSORS

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1. Executive Summary

This company solely focused on the production of a product that will give benefits to the society. The product called 'Sense-NPillow' which is the neck pillow with sensors. This product is targeted to the customers who drive their regularly on their daily basis whether as an occupation or even transportation for them to go the workplace and back home. Most of them usually will feel tired due to lack of sleep and stress from work and they tend to feel sleepier while driving hence this production of Sense-NPillow that will detect their level of drowsiness and automatically warn them through bright light and gentle electric shock to keep them awake. The company consists of 4 main manager which are executive manager, marketing manager, operational manager and financial and lead by the CEO. This report focused on the commercialization of the product and the market analysis and strategies that the company will use to improve the selling and production of the product.

2. Product/Service Description

2.1 Details of the product or service to be produced/sold

The product to be produced is neck pillow with sensors called Sense-Pillow. This neck pillow is attached with sensors on for the purpose of reducing the risk of getting micro sleep while the user driving by detecting the heart rate and notified the user if they are getting sleepy.

2.2 The application of the product or service, primary end use and any significant secondary application

The customer can wear the neck pillow and adjust it according to their comfort and make sure the sensor is placed right on the vein of neck to make sure it can detect the heart rate more accurately. This product is targeted to the customers who frequently experiencing micro sleep while driving and this occurs a lot to those who feel tired but put so much effort to stay awake to drive.

2.3 Unique features of the products or service and how this will create or add significant value and differences between the product offered and existing product in market

Few unique feature have been included in this neck pillow. Other than the sensor feature help to notify the user if they feeling sleepy, this neck pillow also comes with massage feature for those drivers who want some relaxation after tiring day of working. Also, this neck pillow is adjustable to fit everyone's comfort. This is important as wrong and less comfortable neck pillow will lead to stiff muscle on the neck. The existing neck pillows in the market only focused on the comfort of the user as they varies in term of material of the pillow but not with sensors attached to it. This product offered safety ensured to the user to help them feel more secure if they are getting micro sleep.

2.4 Present state of development (NPD process) of the product or service and how much time and money will be required to fully develop, test and introduce the product or service, summary of the functional specification and photograph

Research and Development (R&D) is one of the step included under the product development. R&D is important as it collects fact and data about how this product can help the user stay awake while driving effectively. Huge amount of money is

invested in making sure that the product can turn into workable product. Besides, concept testing which is the initial test for new product concept with the targeted customer is done and the result shows a big acceptance from them about this product.

2.5 Patents or other proprietary features of the product

A patent is an exclusive right granted for an invention, which is a product or a process that provides a new way of doing some things or offers a new technical solution to a problem. Plus, according to Patents Act 1983, a patent is an intellectual property right granted to the inventor giving him the exclusive right to make, use, or sell an invention for a limited time of period. A patent is applied on this product including every part and design of it. This patent protects and gives the exclusive right to the inventor to stop others from manufacturing, selling or using the invention without the inventor's permission.