



Multifunctional Earphone Pouch

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TABLE OF CONTENTS

	PAGE
TITLE PAGE	
TABLE OF CONTENTS	
LIST OF FIGURES	
EXECUTIVE SUMMARY	
CHAPTER 1: INTRODUCTION	
1.1 Problem Statement	1
1.2 Methodology: Data Collections	1
1.3 Limitations	2
CHAPTER 2: NEW PRODUCT DEVELOPMENT	
2.1 Definition	4
2.2 Classification of NPD	6
2.3 New Product Development Process	
2.3.1 Research & Development	7
2.3.2 Product Design / Features	7
2.3.3 Concept Testing	10
2.3.4 Build Prototype	16
2.3.5 Test Marketing	19
2.4 Consumer Trending	21
CONCLUSIONS	22
REFERENCES	23
APPENDICES	24

LIST OF TABLE AND FIGURES

Figures	Page
Figure 2.1: NPD process	5
Figure 2.2: Material used to make Multifunctional Earphone Pouch	9
Figure 2.3: Design of the LA2S Multifunctional Earphone Pouch	9
Figure 2.4: LA2S Multifunctional Earphone Pouch	11
Figure 2.5: Use as a keychain	12
Figure 2.6: Consumers first reaction	13
Figure 2.7: Consumers first opinions	13
Figure 2.8: Consumers rating quality	14
Figure 2.9: The features of the product	14
Figure 2.10: Product interest	15
Figure 2.11: Product's efficiency	15
Figure 2.12: Topside view of the product	16
Figure 2.13: Front side view of the product	16
Figure 2.14: Back side view of the productt	17
Figure 2.15: Right side view of the produc	17
Figure 2.16: Left side view of the product	18
Figure 2.17: Below side view of the product	18
Figure 2.18: Figure 2.18: Respondent's average price on this product	19
Figure 2.19: Respondents' thought on investing in this product	19
Figure 2.20: Respondents' purchase intention on the product	20

Tables	Page
Figure 2.1: Part and functions of the product	10

EXECUTIVE SUMMARY

This study has taught students to gain experience in applying technology innovation to solve real-life problems. This subject is compulsory for students to gain many innovative products that are not marketed yet. To complete this task, we as a group member design a simple and sophisticated product namely LA2S Multifunctional Earphone Pouch. This product is mainly designed to prevent the same problems from occurring again. This product can be used multi functionally which is the users of this product can directly connect the earphone to the device without taking it off the pouch. Besides that, we also install a small GPS in this product so the user can track it whenever they cannot find where they place it. Therefore a study is being conducted to see how and will this product attract potential consumers that are interested in this product.

CHAPTER 1: INTRODUCTION

1.1 Problem Statement

Nowadays, with the improvement of technology, there are a lot of people that are using smartphones. Smartphones are becoming a computing device for many levels such as older people, adults, and youngsters (Mcgaughey et al, 2013). People are using their smartphones everywhere and there are also some people with a lack of sense who play the sound of their smartphone loudly in the public. Before they realized it, they already cause an uncomfortable situation to others with a loud noise. To solve this problem, a technology called earphones are produced. However, these earphones are small and easy to be misplaced. The existing earphone pouch is only used to store the earphones. Therefore, a simple and sophisticated product is designed to easily keep these earphones and used to connect this product directly to devices such as smartphones or laptops without taking off the pouch. With this innovation, we hope that we can solve the users' problems of misplacing earphones and also save their money from purchasing another one.

1.2 Methodology: Data Collections

There are some several methods used to collect some information regarding the product, for example:

- Survey/questionnaire

The information is being collected by using a Google form questionnaire to get feedback from smartphone users. The information obtained is about the price, quality, their reaction, and also their possibility to purchase the product. The questionnaire is randomly distributed through social media such as Whatsapp Messenger, Instagram, Facebook, and Twitter. 40 respondents are participating in this survey. After collecting their feedback, it can be concluded that the questionnaire is suitable to be used since it is quite easy to be understood by the