



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
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# CHAPTER 1

## PRODUCT DESCRIPTION

### 1.1 Introduction

Magic Plate is a beautiful, practical and innovative food-heater. The magic plate is designed to be an ideal daily use with light and compact features suitable for travelling. The Magic Plate will give the users the experience to have warm food at any place and any time with built-in Bluetooth system to allow the user to heat the food by using a digital application (PlateOn) that are suitable for both Android and Iphone. The target market for the plate is average college student, travellers, young individual living on their own who have limited access to cooking facilities. The following sub-sections detailed the design and material as well as the innovations of the Magic Plate.

### 1.2 Purpose of Development

1. To allow users to have warm cook food during travelling.
2. To solve most college student problem of not having access to cooking facilities.

### 1.3 Product Concept

Food heater that can heat various type of food by utilizing the Bluetooth technology and phone application.

### 1.4 Application

This product can be used at home, during travelling and places with limited cooking facilities by its user to heat their food.

### 1.5 Unique features

The uniqueness of the product for availability in Malaysia market consists of:

- Safe and innovative plate with heating features.
- Foldable and light to be carried around.
- Has 'use everywhere' features with build in Bluetooth system.

1.5.1 Picture Description

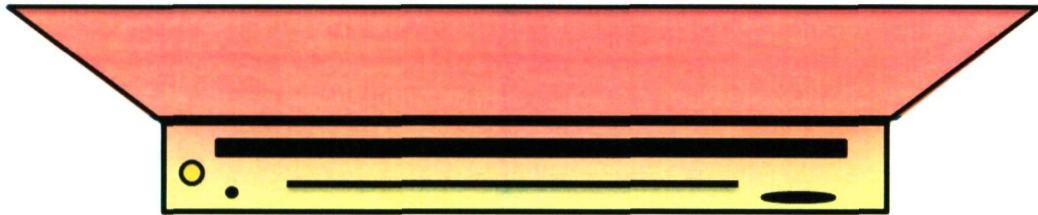


Figure 1 Magic Plate Side View

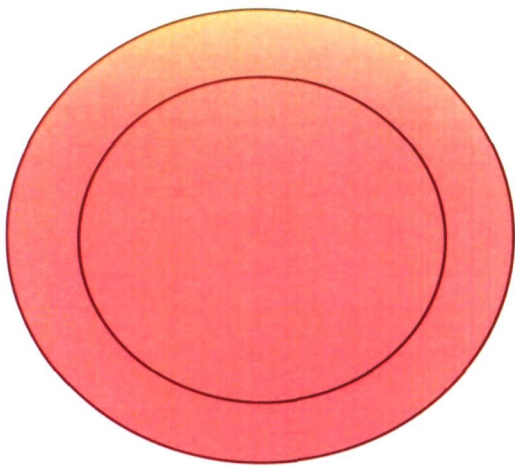


Figure 2 Magic Plate Top View

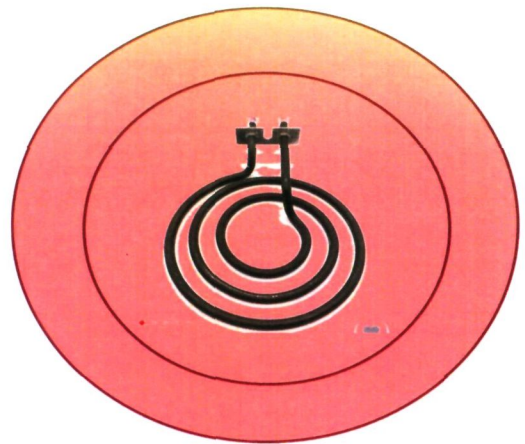


Figure 3 Magic Plate Inside view