



اَوْنَبُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
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TEKNOLOGI  
MARA

**UNIVERSITI TEKNOLOGI MARA SHAH ALAM**  
**FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING**

**DIGITAL CUTTING BOARD**

**ENT 600**

**TECHNOLOGY ENTREPRENEURSHIP**

**TECHNOLOGY BLUEPRINT**

<b>NO.</b>	<b>NAME</b>	<b>STUDENT ID</b>	<b>PHONE NUMBER</b>
1	MUHAMMAD SHAZWAN B. ABD. MUSALLEB	2014557645	019-646312
2	NURUL SHAFIKAH BINTI MOHD LOTPI	2014346117	014-5014409
3	NOR AMALINA BINTI AMAN	2014531103	017-3408353
4	NOR ZAHEEDA BINTI NORIJAN	2014318913	014-7245259

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COMPANY'S LOGO



# CHAPTER 1

## 1.0 CHAPTER DESCRIPTION

### 1.1 Introduction

After years and years using the traditional way of cooking, the team had built a product that we believe can make changes when cooking a meal. Hence, our team introduced Digital Cutting Board (DCB) to all the cooking lover. Nowadays, the interest of cooking and preparing meal has grown profoundly for both men and women. Everyone now has enjoyed cooking including the children. Besides that, cooking is essential for daily live since it is the source of energy to work, play and live. This product is suitable for those who likes to prepare their own home cooking or for housewives.

### 1.2 Purpose of development

The purpose of this development comes from several problems that many had faced while they want to cook. Our team is focusing on solving customers' problems with the question like "What do we need out of an appliance?" Our team imagines Digital Cutting Board as a new product that embraced the concept of making cooking easier.

Before we decided to invent and sell DCB in the market, we had figured out several problems that arise in cooking community. Some of the problems are many of cooking lover had struggled to find recipes when they want to cook. This is because they like to write the recipes on a piece of paper and they usually misplaced it. Then when they wish to cook or bake, they had difficulty to find the recipes they have written before.

Besides that, some of them often got the wrong recipes. The recipes are not accurate and the recipes are not in properly order. This is because they do not have the correct guidelines about cooking. Guidelines are needed especially when they wish to try recipes that are new to them. Guidelines must come in an easy instruction and by numbering therefore it can be easily understandable. It also should be not complicated. Without proper guidelines, cooking can be messy and wasteful since it does not come out well.

Therefore, the development of DCB is to provide a better cooking experience by easier method and focusing on the quality of the outcome. To achieve this, ones need ingenious appliance. This product is set to bring a tasteful dishes to the people. DCB is an appliance that utilize clever ideas to improve cooking experience for the user. DCB ensures a faster and hustle free cooking experience which saves our users' precious time and energy.