NEW PRODUCT DEVELOPMENT

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SCAN AND GO NERDY PRINTER

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1.0　Executive Summary

Our team wants to highlight some issues of printing technology which are people usually take a long process to print their product which is they need to connect to the computer first, to setup the document before it print out. In addition, the printer nowadays are still lacking at it designs, which is inconvenient for people to bring and use it anywhere and anytime because the design is too big and heavy. The problem need to be address is to reduce the time and design much convenient printer. It is happened due to take a long process to print that led the customer to waste their time and the design is inconvenient to people.

Our team suggests that an alternative that should be adopted is the alternative which is the new invention of portable printer that prints out pages that people can scan and print. We have created a new product to solve this problem which is the *Scan and Go Nerdy Printer* to produce a good solution from this problem. The idea has passed the idea screening and must now be developed into a concept.

2.0　Introduction

Good planning and a good product strategy are essential to help a succeeding in the market. Companies everywhere are competing more than ever to develop new and unique products or services and gain a higher position in the market.

2.1　Problem Statement

The major problem of printing is people usually take a long process to print   their product which is they need to connect to the computer first, to setup the document before it print out. In addition, the printer nowadays are still lacking at it   designs,   which   is inconvenient for people to bring and use it anywhere at any time because the design is too big and heavy.

2.2 Methodology of Data Collections

Our team get the data collection based on our own experienced. Our team sees the difficulties faced by the students who want to print their assignment or work which is they need to go the printing shop service to print but they had to spend 30 mins – 1 hour queuing to get the service. This is because the process of printing itself is slow as the students need to wait for the computer to set up the printing. Imagine if 10 students for one computer, it is totally inconvenient. It is better if they got their own printer rather than using the printing shop service. The data collection methods that can be concluded are as follows:

- Who – Students
- Where – Printing shop service
- When – During printing assignment
- How – By long queue printing.

3.0 New Product Development

Process of develop a new product or service for the market. This type of development is considered the preliminary step in product or service development and involves a number of steps that must be completed before the product can be introduced to the market.

3.1 New Product Development Process

i. Idea Generation

Through brainstorming, our team suggests to give an addition to existing line of printers. The new invention of printers could fills the gaps in the existing product, solving problems and ways that can make consumers' lives better, easier and convenient.

ii. Idea Screening

Our team responsible to develops a new product into alternative product concept. Based on issues, our team develops two alternative product concepts. The possible product concepts for this printer could be:

Concept 1: *Scan and Go Nerdy Printer:* A printer that uses spec to print documents. The concept gets even more advanced because the portable printer is faster and convenient to use.

Concept 2: *Scan and Print Pen:* The innovation that makes us prints documents only. The pen can scan documents by placing it on the written paper and print it.

3.2 Product Design/Features

Concept 1: *Scan and Go Nerdy Printer.* It is consist of two items, namely spectacle scan and portable printer. The function of spectacle scan is to scan whatever consumer wants to print. It can scan by the scanner lens on the spectacle eye glass and then directly transfer by Bluetooth to portable print.
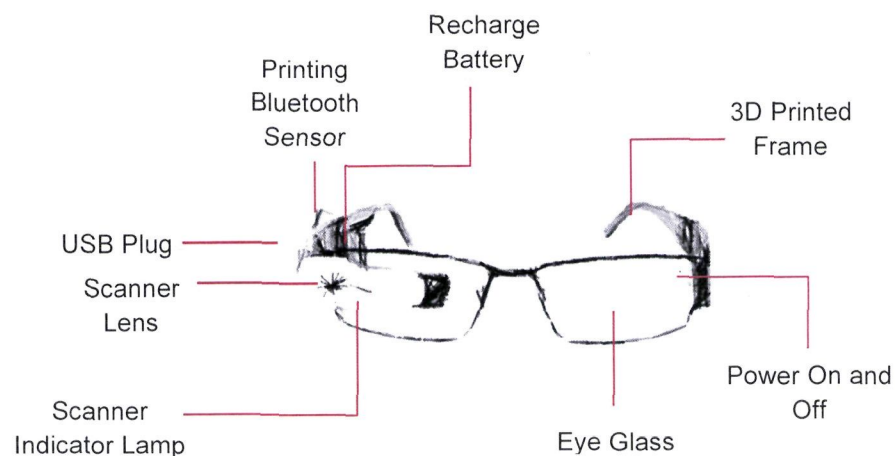

Figure 3.1: Spectacle Scan

3.2.1 Description of Spectacle Scan

i. Power On and Off: it is the button that function when consumer want start their printing and finish your printing

ii. Printing Bluetooth Sensor : Printing Bluetooth will detect when consumer click the button power 'on'