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## NEW PRODUCT DEVELOPMENT EPURSE APPLICATION

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## 1. INTRODUCTION

In today-world, smartphone has become important part of everyday life. As it has become more affordable, the number of smartphone users has increased dramatically. The quantity of smartphone consumers surpassed 1 billion in 2012 and predictably it will reach 1.75 billion in 2014 (eMarketer, 2014) . Along with smartphone production, plenty of services have been created to utilize the possible functions of smartphones. Not only smartphones are used as communication devices, but also to be used as socialized tool, entertainment tool, internet access tool, and even payment tool (Rajgopal, 2012) . Thanks to technology, mobile users can nowadays use their smartphones to make money transaction or payment by using applications installed in the phone. Besides payment, people can also store receipts, coupons, business cards, bills...in their smartphones. When smartphones can function as leather wallets, it is called "Digital Wallet" or widely known as "Mobile Wallet".

### 1.1 PROBLEM STATEMENT

Once we were out to buy something expensive, we were loaded with cash, which meant we were at high risk of being robbed. People with large amounts of cash were easy targets of the theft. For a business owner, they likely accept cash payments from customers. Although convenient for customers, this comes with a slew of cash handling problems for them. Problems that cost time and money and lead to frustration. When we need cash desperately, the ATM maybe not helping us at all. The ATM may continue to malfunction, and we will exhaust our withdrawal limit without getting any cash. ATM problems can also be a sign of fraud, so we should minimize contact with that machine. Other than that, ATM machine queue could be long which can really waste our time, and make we thought is there other ways more convenient without need to withdraw cash for payment and daily life activity.

### 1.2 METHODOLOGY

The team read journal and articles about some application that have quite similar

function and according to Dahlberg et al. (2008, p. 172) a lot of research needs to be done to guarantee that further studies in the area of mobile payments will be useful. Issues such as legal ones, standards for technology and security, and consumers reasons for using or rejecting a mobile payment solution have to be investigated thoroughly. This project will have a consumer point of view approach and will therefore include the users in the design process.

## DATA COLLECTIONS

The respondents are introduced about mobile wallet at the beginning of the survey including word explanation and a video example sourced from YouTube. The video was presented due to the fact that many consumers do have the knowledge of mobile wallet, yet they can misunderstand it with other general terms (such as mobile payment). Hence, a direction is drawn at the beginning of the questionnaire to guide respondents to the right thought.

The respondents are divided into 3 categories after they have answered general questions such as information about their age and whether or not they use smartphones. Each group will have slightly different questions depending on the category and some identical questions. The divided groups include:

- The Unknown: who have not heard about "mobile wallet" term until they did the questionnaire
- The Awareness (Yes, I've known/ I've heard but I've never used): the title has expressed the characteristics of this group.
- The Experienced: who have known about mobile wallet, and used it (or used to use it).

The questionnaire was sent to potential respondents who reside in Malaysia via Facebook messages. They are mostly friends and friends' circles. The duration for response is two weeks. As a result, the number of respondents is 91 out of 100

leading to 91% answer rate. The other 9 respondents did not meet the due date which was set by researcher.

In addition, the questionnaire has been pilot-tested to secure the accuracy and usefulness. The testing questionnaire was sent to researcher's friends who do not live in Malaysia, yet they have been active users of mobile wallet. Hence, they have given some valuable comments to edit the questionnaire before it was sent widely.

### **Question 1: Age**

Respondents who are from 18-35 year-old account for 93.4%, which indicates that the younger generation taking up the most part in response to this questionnaire. However, this question does not affect much in the consumer adoption process.

### **Question 2: Smartphone usage statistic**

92% of respondents use smartphone as their mobile device. 2 persons out of 91 respondents used to use smartphone and 5 of them do not use smartphone. Nevertheless, not possessing a smartphone does not mean that they do not have knowledge about mobile wallet. And there is also a case that they might start to use it in the future. Hence, it is still useful to get information from non-smartphone-users.

### **Question 3: Making (online) payment by smartphone**

As a result, 60% of respondents have used a smartphone to make (online) payment.

### **Question 4: Payment applications in respondents' phone**

The result is that 55% of respondents have an application in their phone to make payment. Comparing with Question 3 in which 60% of respondents have made an (online) payment by smartphone, we can interpret that among the respondents, there are people who does not use a payment application to pay for their purchases.