



SWAKIDDO WATCH

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1.0 EXECUTIVE SUMMARY

Losing our phone surely can make us restless. Same goes to lose bike or car. But what if we lose our children? Not just can make us feel restless but it can make us feel like losing our minds. Based on statistic made by Polis Di Raja Malaysia (PDRM), there is 723 cases regarding the lost child they received since January to June, 2017. While 345 cases have been successfully settled, the remaining are still can't be founded.

The reasons why this issues happened is firstly, because the abduction crime is common in our country these days and thus the safety of our children in on stake. Next, because of the lack of attention given by parents to their childrens either in shopping mall or recreation park and even in their houses. Lastly, kids love adventure, they always do it everywhere no matter in shopping mall, mosque and even their own house. Worst case scenario, there might be their adventure ended with lost without track.

2.0 INTRODUCTION

There is a lot of important things in this world, technology is one of them. But none of those important things is more important than family. The team has come out with the idea to combine this 2 important things to produce the products that can make them related. Since the cases regarding lost kids is increasing each days, why don't we stop this phenomena with the technologies?.

3.0 TECHNOLOGY DESCRIPTION

Swakiddo is the technology that combine Smart Watch, GPS tracker, and mini camera. The main function of this watch is ofcourse to see the current time, but what's different for this watch to other watch is that, the GPS tracker were built in to this watch to allow parents to identify where their kids at. This watch also can detect steps taken, distance travel, heart rate, sleeping time, stopwatch, maps, camera and panic button with built in mic and speaker.

This watch are using eco-friendly technology as it can be charged using solar system and electric charge. As people always wear watch during days, it will not causing the problem to the owner to charge the watch regularly as they can get power from sunlight. The watch also can connect to handphone via WiFi, Internet and Bluetooth so that parents can monitor their kids movement anywhere and anytime.

4.0 NEW PRODUCT DEVELOPMENT

4.1 DEFINITION

The Swakiddo is a very important product that every parents will need in the future. Easy to use, eco friendly product which can use sunlight to charge the batteries, and a offers lot of benefits. The benefits of Swakiddo are, it can detect the current location of the user and it can be monitor with smart phone or laptop by application via Internet, WiFi and Bluetooth. The most important things is, the Swakiddo have a panic button which children can use when emergency and will alert their parents immediately. Like other Smart Watch, Swakiddo also offers some other functions such as, steps taken, travel distance, heart rate measurement, sleeping time, and stop watch. But the difference between regular Smart Watch and Swakiddo, the later also offers the navigation that can be use by children if they lost. It can also be used to call parents through Swakiddo by inserting the sim card in the watch which mic and speaker were build in.

4.2 CLASSIFICATION OF NEW PRODUCT DEVELOPMENT

Improvements and revisions to existing products

This swakiddo product replaces existing watch products and increase the function. There are several elements of function addition from the original product. Among them the addition function is like use of GPS tracker, Wifi, touch screens watch, camera, solar chargers, mic and speakers.

Repositioning

New applications to existing products. products may include clock, steps taken, distance travel, alarm, and stopwatch. What makes this product different from regular Smart Watch is that, Swakiddo offers GPS tracker, call function, digital maps, mic and speaker.

4.3 NEW PRODUCT DEVELOPMENT PROCESS

New product development process for technology ventures usually begins with research and development, which includes Idea Generation, Idea Screening, and Market Survey. Then followed by Product Design, Concept Testing, Building Prototypes and to Test Marketing (before full-scale commercialization)

4.3.1 RESEARCH & DEVELOPMENT

The Research and Development process done for ideation stage through
The Smart Watch is now very common in Malaysia. So thus, GPS tracker. But both products are very common for adult and travelers user respectively. The only common for kids are toys and colourful watch without any other function beside displaying the time.

Idea generation

The team has come with the idea of producing this product were based on the issues that often happen in our daily life, lost child. Maybe it was not our child today, but who knows what will happen in future? The product that this team produced is to ease every parents in order to monitor their children anytime, anywhere. Swakiddo can be connected through application that available for android and iOS via bluetooth and Internet.

Idea screening

The GPS chip that being used by military and travelers
The call function used via mobile phone
The photo captured through digital camera
The solar panel used to generate electricity
The colourful and creative design for kids watch
Smart Watch