SMART KSafe

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1.0 EXECUTIVE SUMMARY

Switching to the best technologies available today would be the important things to people nowadays. The very nature of the technologies industry, with its extraordinary rate of development, creates a constant need for businesses skilled in. Energy conservation, efficiency, and management are concepts that are increasingly embraced by consumers, governments, utilities, manufacturers and suppliers. So for this to ensure that the latest technology benefits perfectly, our group is making products based on the benefits of innovation technology and finally hope can achieving the needs and requirements of the users. In fact, these product ideas are also formed through the problems faced either in the form of observations or questions and the actual experience that caused our group to come up with our product ideas. Thus, techniques and processes such as research and development processes that are being carried out to generate ideas and attract public attention are being carried out in this report to try to market to the community.

2.0 PROBLEM STATEMENT

I.   Creating or changing a habit requires significant willpower. The problems that always are facing by the peoples including having a hard time disciplining in terms of food intake. Many peoples do not emphasize the healthy food which they keep repeatedly eating unhealthy food per day especially for the children.

II. Some peoples keep facing the problem of lost their thing which there is no specific place to keep their things. This problem involved the small things such as gadgets, remote control, medicine and toys.

2.1 Methodology

a) Polling Techniques

Polling techniques conducted the surveys online which is the produced is been introduced and spread through the social media such as Instagram. Through this method, the peoples were given two types design of products and explanations about the two different types design of product. From there, the respondents will select the best product. The result will be shown in the percentage and total numbers respondents

b) Questionnaire

Questionnaire method is involving the respondents at average 18 years old and above. For this method, the respondents were given a few of questionnaire about the design of the product and they can give opinion at the open question. This method required two techniques which is the respondents get the questionnaires directly from the team and online questionnaires

3.0 LIMITATION

The limitation of product our group produce is:

a) Limitation of size
b) Limitation of matter can be put into this product:
    Which is only solid things can put also not suitable for liquid matter

4.0 NEW PRODUCT DEVELOPMENT

4.1 Definition

Smart Kitchen Safe (KSafe) is the first time-lock container for food, gadgets, toys and other items user want. Thus, the product have been created as a simply place an item in the Kitchen Safe, close the lid, and set the timer. Once the timer is set, and the button is pressed, it will lock out. The safe remains locked and cannot be opened until the timer reaches zero and it can using the alarm to know the condition of container. The timer can hold until 10 days to keep the stuff safe. Hence, this container has other uses which are equipped with a button that can control the temperature condition of food either hot or cold.

4.2 Classification of NPD

In the classification of new product development there are five categories where is:

a) New-to-the-world products

Our team are introduce the Smart Kitchen Safe as time-clock container has a powerful tool to build good habits and created a new market of kitchen tools.

b) New product lines

Our group want to bring the Smart Kitchen Safe to stores so that everyone can enjoy and benefit it. To get these stores interested, our team need to build demand and produce the Kitchen Safe while developed flat TV to target a new segment of already crowded in the market Thus, spreading the word by email, Facebook, and others social media.

c) Improvements and revisions of existing products

Smart Kitchen Safe has been designed with care and innovated with the button temperature for keep store the food whether in cool or hot support by alarm sound to keep safe.

d) Repositioning Target Products

This product is friendly and suitable for families, those watching their weight: into weight loss or diet, fitness, and overall healthy eating, in technology: gadget, and smokers, dog, cat and other pet lovers and those who looking to save money.

e) Cost reductions

The Kitchen Safe is designed with the BPA free so that it saves to be used in a long time and reduce the cost to buy again the container.

4.3 New Product Development Process

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│                                      │
│       Research and Development       │
│                  ⇩                   │
│           Product Design             │
│                  ⇩                   │
│           Concept Testing            │
│                  ⇩                   │
│           Build Prototype            │
│                  ⇩                   │
│           Test Marketing             │
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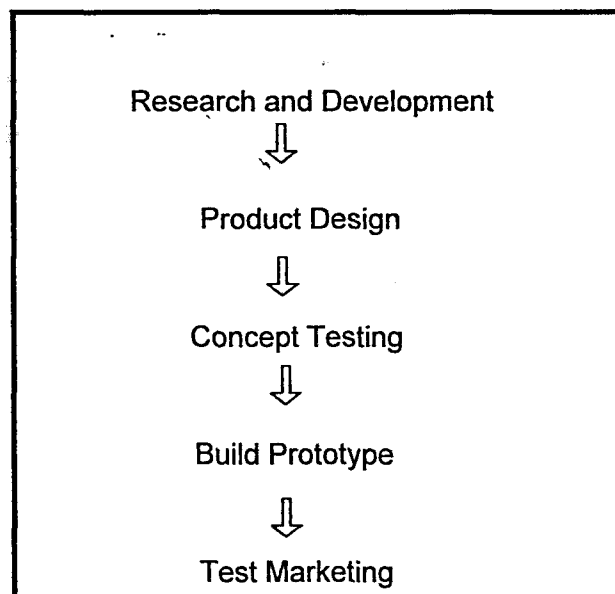
Figure 4.1: New Development Product (Flow)