



اَبُو سَيِّدِي تَيْكُو لُو كِنِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



SMART HEALTH APPLICATION

TECHNOLOGY ENTREPRENEURSHIP (ENT 600): NEW PROJECT DEVELOPMENT

FACULTY	FACULTY OF HEALTH SCIENCE	
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TABLE OF CONTENTS

ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	4
1. INTRODUCTION	5
1.1 Problem Statement	5
1.2 Methodology	5
1.3 Limitation of Study	5
2. NEW PRODUCT DEVELOPMENT.....	6
2.1 Definition.....	6
2.2 Classification of NPD	6
2.3 New Product Development Process	6
2.3.1 Research & Development.....	6
2.3.2 Product Design/Features	7
2.3.3 Concept Testing	10
2.3.4 Test Marketing	11
3. CONCLUSION.....	11

EXECUTIVE SUMMARY

Problem statement: Fatal diseases can be prevented and controlled if the general population is made aware of the occurrences of the corresponding diseases

Methodology of study: Verbal survey among the students and staffs in UiTM Puncak Alam

Limitation of study: Study might not reflect the general population

Definition of NPD: SmartHealth Application is an application that alerts users on current diseases occurrences, provides information on nearest hospitals, health-related issues, online library of diseases and illnesses and paid online consultation with healthcare personnel.

Classification of NPD: It is an improvement from the previous and existing applications.

NPD process: Idea generation: To solve the previous cases reported such as H1N1 and HFMD in the kindergarten

Idea screening: Face-to-face interview

Market survey: Staffs in UiTM Puncak Alam

Product design and features:

1. Notify users on diseases occurrence
2. Information on current issues
3. Information on nearest facility for immediate treatment
4. Online paid consultation

Concept testing: Purpose: Innovation from previous applications & to estimate target market among users

Sample population: Staffs in UiTM Puncak Alam

Survey format: Face-to-face interview

Test marketing: The beta testing will be done through the Google app store, targeting users from the age of 18 and above, especially parents and travellers.

Conclusion: The SmartHealth application may be more suitable for users that are travellers and parents

2. NEW PRODUCT DEVELOPMENT

2.1 Definition

SmartHealth is an application that serves multipurpose features for users on health issue. It is informative on giving update on current outbreak, provide health care information such as online information, health related issues and nearest hospital for treatment.

2.2 Classification of NPD

It is an improvement on existing application, from Air Pollution Index (API) and Crime Map England & Wales.

This new application invents to raise the awareness on health issues through the features of the application.

2.3 New Product Development Process

2.3.1 Research & Development

- Idea Generation

~~Regarding our New Product Development (NPD) project,~~ our group has generated this idea from brainstorming. We reorient our idea based on previous cases reported such as H1N1 and HFMD in the kindergarten. Hence, we make an improvement on existing product and decide to provide extra features for users that install SmartHealth application.

- Idea Screening

Next step is to screen and evaluate our idea whether the application will be useful for the users or not. We have screened our idea by preparing a set of question to be asked to our participants during a face-to-face interview.