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1.0 EXECUTIVE SUMMARY

Clingy Luggy by BUGGY is basically a futuristic innovation of luggage that carried itself without any force or effort from the owners. The concept is a worry-free luggage that comes in all-in features. It is convenient, smart and present in numbers of innovative features. This innovation helps, especially regular travellers that encounter problems with carrying their heavy bags. It also has features that helps in tracking the luggage for safety consideration. It comes with a inter-connected smart-watch which is very convenient. It is believed that this innovation can be realised as it has many advantages including penetrating the market. Medium to high class income people that usually travel are the main market target for this product. From the survey, most from the respondents agreed with the product and gives positive feedbacks.

2.0   INTRODUCTION

When it comes to travelling, bags and luggage are one of the most essential things for travellers to carry things. There are various types of luggage in the market that have varieties of materials. Mostly, the luggage is made of a hard material to avoid breaking of fragile things. Also, they are equipped with manual pin lock for safety consideration. The common brands of luggage are Samsonite, Delsey, American Tourister and many more. They basically have different qualities with different materials and colours. A more expensive luggage might come with a more durable material and a smooth four wheels with pin lock. However, the features for all luggage are nearly the same.

Therefore, Clingy Luggy comes into market to introduce a new type of luggage that consist of futuristic features. It is convenient as its fit with nowadays trends that makes it close to the consumers. For example, the application of smart watch that is inter-connected with the luggage. It is a concept of relating the current facilities with the latest innovation and fit them together. Most travellers can obtain numbers of advantages with this product. The features are all-in features that ease the travellers with worry-free concept. No worries for safety, tracking, or even carrying the luggage. The features will be further explained in other section.

2.1 Problem Statement

A problem statement can be defined as a condition that is needed to be improved. It identifies the gap between the current (problem) state and desired (goal) state of a process or product. Relating to the product, some problems are identified from several methods (surveys and interview) as listed below:

1. Travellers encounter problems in carrying the luggage even by pulling or pushing as the luggage are heavy. It needs effort and can be energy consuming.

2. There are numbers of reports on missing luggage due to wrong destination arrival. For airport customers, this can be due to the airlines' carelessness and may take long time to track the luggage back.

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3. As luggage are a storage for valuable things, there are also numbers of cases on missing luggage due to theft. The current safety features on luggage are not enough and not updated. Thieves can easily take the luggage or break the lock.

2.2 Methodology

Methodology is a set or system of methods, principles, and rules for regulating a given discipline. Through conducting quantitative and qualitative methods as well as WH questions, the methodology for this product concepts are listed down below:

1. Where?
   - ❖ Observations and interviews are done at Kuala Lumpur International Airports.
   - ❖ Observations and interviews are done in UiTM.

2. Who?
   - ❖ Travellers in airport.
   - ❖ Students who usually go back to hometown on semester break.

3. When?
   - ❖ On school holidays when travellers usually travel, and students went back to their hometown.

4. How?
   - ❖ By observation and interview.