

NEW DEVELOPMENT PROJECT REPORT



UNIVERSITI TEKNOLOGI MARA (UiTM)

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EXECUTIVE SUMMARY

This report was designated to explain deeply on improvement of existing product called Intelligent Bank. The purposes of these innovation product are to encourage people to saving money with features that secured the product. The benefits of this Intelligent Bank are the product has digital count that count the money automatic, the thumbprint scanning that allow only the owner of Intelligent Bank are have the authority to open the Intelligent Bank, the mini camera that capture, record an events along the day and capture the unethical activities such as thief. The target for this product are the public user. This Intelligent Bank provide Universal Serial Bus (USB) port to charge the product, it make more easier since USB cable are currently used and easy to buy at all digital store. Intelligent Bank are the recommended product with the technologies features and is an effective approach to increasing the consciousness in saving the money.

1.0 INTRODUCTION

1.1 Problem Statement

The awareness of saving in society are declining, based on the research made by University of Tun Hussein Onn regarding the research of Relationship of saving habit determinants among undergraduate students: A case study of UiTM Negeri Sembilan, Kampus Seremban stated that the increasing of debt among the students are from spending money with irresponsible. Due to this issue some of them have no afford to make any purchase and to settle down their debt.

Basically, the way money is spent in the past years and current era are very different where people nowadays spend more money in purchasing such as beauty product, gaming accessories, car accessories and shoes until they do not think that their expenses have been exceeded. This happen because they do not have the knowledge of handling financial management. Some of people said that they money in the bank but they accidentally used their savings.

The Intelligent Bank a created to help people to improve their saving with the intelligent requirement that suitable with world of digital technologies.

1.2 Methodology

In this sub-topic cover the methodology of the project and the explanation of gathering the information of the project. First, this project use Instagram Polling to collect the data about user opinion on the existing product and the new product. The benefit of the Instagram Polling are easy to gather and the knowledge easy to convert from explicit to explicit knowledge. Next, the second method that used for this project are gathering from the research analysis. The result of the Instagram Polling can be refer in the Appendix. Table 1.1 show the important point of the methodology. The Table 1.2 show the summary and highlight of the methodology.

Table 1.1 The Methodology of Data Collection

Stage	Method	Instrument/ Respondent(s)
Research	<ul style="list-style-type: none"> • Brainstorming • Internet research 	<ul style="list-style-type: none"> • Directed Brainstorming • Using content analysis
Idea Screening	<ul style="list-style-type: none"> • Market survey: Instagram Polling 	<ul style="list-style-type: none"> • Follower
Concept Testing	<ul style="list-style-type: none"> • Sketching, verbal description 	<ul style="list-style-type: none"> • Representative sample

Table 1.2 Summary of the Methodology

Who	Instagram Polling: Target respondents who answer the surveys the follower Research from article: Research on the behaviour in saving money and the impact.
Where	There are no selected location since it is online surveying and article are from the internet.
When	The surveys are conducted from 12 November 2019 until 15 November 2019 The research from article derived from 4 November 2019 until 12 November 2019
How	The data are gathering from Instagram that provided the Instagram Polling as the benefit platform and data also derived from the article that abundance information available about the product and the technologies related to new product development