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TECHNOLOGY ENTREPRENEURSHIP (ENT600) : SOScessory

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TABLE OF CONTENTS

Contents	Page Number
1.0 EXECUTIVE SUMMARY	1
2.0 INTRODUCTION	3
3.0 NEW PRODUCT DEVELOPMENT	5
3.1 Definition	5
3.2 Classification of NPD	5
3.3 New Product Development	6
3.3.1 Research & Development	6
3.3.2 Product Design/Features	8
3.3.3 Concept Testing	10
3.3.4 Build Prototype (2D or 3D)	12
3.3.5 Test Marketing	12
4.0 CONCLUSION	12
5.0 REFERENCES	13
6.0 APPENDICES	14

1.0 EXECUTIVE SUMMARY

Product Description/Objective

A security device decorated with an attractive accessory, SOScessory comes not only in the form of earrings, but can also be used as a button badge according to customer's own wishes. This safety technology product can be used at our time in unsafe condition, apart from that time; it only serves as a beauty accessories tool. This tool has an application system which works to share location to the selected contacts if they want to keep track of where the users are, for example, when it comes to kidnapping. SOScessory is small in size where would-be attackers find it difficult to identify that prey have safety devices in their accessories.

Target Audience

This security device is for those who cannot afford to fight criminals. It is more targeted at women, children and the elderly.

Competition

Competitors resembling these safety products are GSM, Alarm Keychain, Athena, App, Self Defence, Lipstick, IOT, GPS, and 130DB Emergency. SOScessory remains as a good thing to handle security devices as opposed to the following competition as this tool comes with more sophisticated ideas with new technology and has all the compositions available to this product competitor. Furthermore, it can also be treated as a beauty accessory that cannot be detected by would-be attackers.

Risk/Opportunity

1. This accessory can be said to be heavy because various compositions are there, and in the event of an emergency, the predators will be slightly bruised if the would-be attacker want to hurt the victim using this safety device.
2. The battery life rate in this safety device lasts only for 24 hours when activated.
3. This security device has sensors, apps and wireless.
4. Can be used as self-defence.
5. These are smart gadgets, can be jewellery, wearable and safety.
6. SOS call, replacement of smartphone in case of emergency, keeps informing the police.
7. Can be used as SOS keychain and alarms.
8. No need to use weapons that hurt others like guns.

2.0 INTRODUCTION

In today's media, among the rising cases that is always being highlighted are the criminal cases towards women and children when they are alone. Some example of the criminal cases are theft, rape, kidnap and other violent acts toward women and children.

In the 2016 crime index by Numbeo, numbers have shown that Malaysia is ranked at a jaw-dropping top 15th in world. That is a really unbelievable number considering they compiled data from over 118 countries in the world (Figure 1.0). But 2017, according to 'The Star Online' information, there is a 47% reduction in crime but the people still don't feel safe, says Datuk Seri Dr. Ahmad Zahid Hamidi. The Deputy Prime Minister said despite the police and other agencies have brought the crime down, citizens were still sceptical about the number, because even the crime statistic are decreasing, crimes such as rape, rob, snatch theft and kidnap can also occur to anyone especially to women and children at anywhere and anytime.

The case that involve women as victim of rape occurred in Shah Alam Selangor, referring to the first case (Figure 2.0), the 22-year-old girl was raped and after being deceived by a man who pretended to ask directions, the case happened on November 2nd in 2017 and another case took place in the victim's own residence also in Shah Alam, when the rapist acted out of expectation by chasing and went into the house and raped the victim (Figure 2.1). Some steps of prevention have been made to counter this issue such as providing a panic button in a parking basement but it is not that efficient to fully contain the issue. If an emergency happens in the parking lot, it is quite a distance to get to the panic button.

SOS Tracker Device in the form of accessory available in the market are not aesthetically pleasing to the eyes and noticeable in terms of the raw design as it is obvious to the would-be attackers' eyes. This defeat the purpose of signal for help without the attacker noticing.