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UNIVERSITI  
TEKNOLOGI  
MARA

**NEW PRODUCT DEVELOPMENT**

**CAR RENTAL APPLICATION**

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## **1.0 EXECUTIVE SUMMARY**

The car rental application can be useful to help people to rent a car efficiently, this is because this app uses a scanner to scan identification card and also driving license for authentication. Paper work are also provided by the car rental service in the application. The application can also help the company that rented the car on where the car is located because it uses GPS technology.

## **2.0 INTRODUCTION**

### **Problem Statement/Issues**

- People today are busy with life and time is precious. Sometimes when people want to rent a car, the process until the person gets to rent a car takes quite a while and this can be quite time consuming and will agitate people this is because they have to sign documents and copies of their identity card and also driving license.
- Therefore, the new rent app makes everything easier for people to rent cars and also saves a lot of precious time. Moreover, the rent app can be access through any smart phone, tablet and laptops.

### **Methodology:**

- Data collection through observation at car rental companies where people had to come and sign paper works that took them a long time to do and is very inefficient.

### **Limitations**

- First of all, the research is carried out at car rental companies where people were signing paper works to rent a car and people had to go to the company to rent the car.
- People must have internet connection or WIFI to use the application

### **3.0 NEW PRODUCT DEVELOPMENT**

#### **Definition**

- A rent application that works by just using the app and renting a car.
- The rent application is intended to provide users with easy access to any nearby car company that's nearby and will also include the paper work that should be done to rent a car.
- The rent a car application works on all smart devices either smartphones, tablets and laptops.
- Developing the application so that it is as easy as possible to understand and is more efficient.

#### **Classification of NPD**

A car rental application that can be used at anytime and anywhere around the world is well on its way to reaching its target. The application is intended to provide users with easy access of car rental services and ready paper work of renting a car on the go. The idea came out from constantly working on the go with smartphones, tablets and laptops, and wanting to rent a car without having to waste time searching for a car rental service online and having to go to the place to complete the car rental paper work.

#### **New Product Development Process**

##### **Research and development**

For the research matter, we as a group have been looking out for the problems, solutions, needs and many other things by doing a lot of research about car rental services. This is because so we could experience it ourselves on the problems that happens in car rental services.

Besides that, we also have been doing a lot of observation, readings and experiencing ourselves on what needs to be innovated to make the car rental services a lot more easier and more efficient for users.

### **Idea generation**

There are times where people are in need of rental service as soon as possible and don't have the time to google a car rental service online and having to go to the car rental service office to proceed with the paper work of renting the car.

### **Idea Screening**

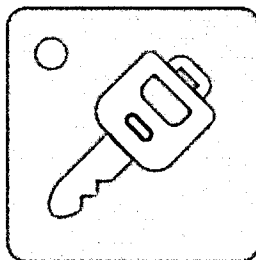
- Has a GPS tracking system in the application
- To solve the problem of inefficiency when wanting to rent a car
- To make it easier to rent a car without any fuss

### **Market Survey**

Users that needs car rental are really embracing this product which will help them when wanting to rent a car. This will embody the trend and improve the car rental process in the country

### **Product Design/Features**

- Supported by Android, IOS, Linux, OSX, Windows
- Shows the GPS location of the rented car
- Automatically save the data in server incase of any unwanted issue from happening
- Application has a scanner to scan identification card and also driver license
- Car will be delivered to the renter
- Car will also be taken back by then rental company to make things a lot more easier.



Rent application logo