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UNIVERSITI  
TEKNOLOGI  
MARA

F|S|P|U  
Fakulti Senibina, Perancangan & Ukur  
Faculty of Architecture, Planning & Surveying

# LAFiNTEL DESK

*NEW PRODUCT DEVELOPMENT REPORT*

*AP2485A LANDSCAPE ARCHITECTURE*

*PREPARED BY:*

*AG BENNY BIN AG JALIL*

*2017443066*

*MUHAMMAD ARIF BIN KAMSANI*

*2017443078*

*NUR ADRIANA BINTI MOHD BORHAN*

*2017443074*

*CHECKED BY:*

*HAJJAH ZANARIAH BINTI ZAINAL ABIDIN*

*SUBMISSION DATE: 2 MAY 2018*

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## INTRODUCTION

The main purpose that brought the company to create this product is because by the time was run many of people nowadays are tend to use the laptop at certain area that actually are not so suitable for laptop condition such on the bed. There have a lot of issue that have been happen when involving the laptop problem. Based on the data collection that has been made, the amount of student is actually having a lot of problem on study / doing assignment space. They are among the peoples that spend more time with laptop and doing their things for the long period of times. So that, there have a lot of probability for them to get into accident or health interruption because of the gadget (pc/laptop).

Finally, with this kind of product we actually are really hope that the all problem that related with the laptop used are being solved by using this new product development. Which is the product are 100% helping on giving the best benefit for the users.

## NEW PRODUCT DEVELOPMENT



### *DEFINITION*

We actually are build up the new innovation of laptop desk that we can assume as the intelligent laptop desk that have a lot of new technologies, benefits, safety for users and truly smart laptop desk.

### *CLASSIFICATION OF NPD*

For the stage of the development, our company are still going through a lot of stage in order to let this product to go into the market. It is because, we have making up some resources on certain investigative undertakings in an effort to make discoveries that can help develop new products or way of doing things or work towards enhancing pre-existing products or processes. We are not decline/claim any product that have a similarity with our product since we are still trying to add certain of others features to this lapintel desk.

# NEW PRODUCT DEVELOPMENT PROCESS

## *RESEARCH AND DEVELOPMENT*

For the research matter, we in group have been looking out of the problem, solutions, needs, and many things by doing the research surround of our faculty itself. Because at this place we can easily looking the needs of students by experiencing itself. There have a lot peoples are doing their work at the bed, also at the place that harm the laptop to become worse.

other than that, we also have been doing a lot of observation, readings and experiencing itself on what actually the innovation that need to be in to our laptop nowadays. But the most research that have being option is by experience in order to ensure the things that have been applied on the product are helping the users in future.

By looking at the market survey, at this time there have a lot of gadget market that produces a lot of laptop desk that just only the desk only. While we actually need more than that. The desk that alert with our own health for a long term.

## *PRODUCT DESIGN / FEATURES*

The laptop Intelligent Desk was design with a lot of advantage and futuristic technologies which is give a lot of benefit to the users that use this product.



*The Lapintel Desk was design with many of alert that can be remind the user about their health and comfort*