

ENT600

NEW PRODUCT DEVELOPMENT (NPD) REPORT



GO RIDER (SMART APPS)

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1.0 EXECUTIVE SUMMARY

The name of the innovation: *Go Rider Apps*

- The innovation is an applications (apps) that providing transport services via motorcycle
- Serves as an easy online booking of motorcycle transport services.

The purpose of the innovation is to :-

- Provide convenience transport services
- Provide fast transport services
- Alleviate traffic jams by travelling via motorcycle
- Effective methods of transport passenger and goods

The target market :-

- Urban community in Klang Valley

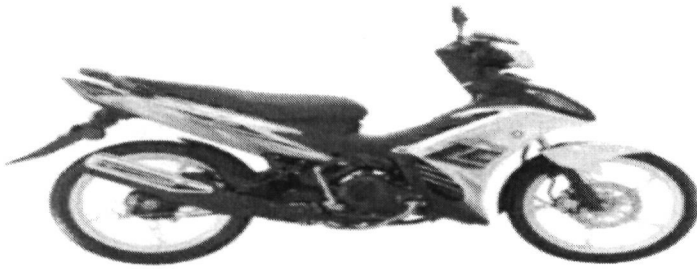
How the idea was derived :-

- Problems of traffic jams due to increasing amount of cars on the road
- Reduce time on the road
- Arrive at destination on time

Innovation

Variation specifications of motorcycle. Starting from 135cc, and up to 1000cc.

The other variation is motorcycle equipped with basket or box. This basket and box provides more space for the user's belongings.



Motorcycle below 250cc



Motorcycle above 250cc



Motorcycle with box that serves for delivery purposes


2.0 INTRODUCTION

Problem Statement/Issues

- In Malaysia, there are so many cars that are packed causing massive traffic jam. According to 'Nelson Global Survey of Automotive Demand', Malaysia ranks number 3 in the usage of private cars with 93 percent of Malaysians owning vehicles with 54 percent of the households having more than one car (<http://www.themalaysiantimes.com.my>). Higher number of cars leads to more traffic congestion in Klang Valley.
- Due this problem, our company decided to develop an app that make our lives easier among citizens by delivering the services transportation required by them.
- Our service offers transportation by motorcycle. It is very efficient to use nowadays because motorcycle is a better method of transportation in terms of convenience and fuel consumption. Furthermore, motorcycle is proven more easy to maneuver through a traffic jam especially during a peak hour. Thus, it can save a lot of time on the road.
- Our apps is more similar to currently available in market such as Grab car, and Uber, but our apps provides more variety options and flexibility in transportation of services.
- Our app targets the customer who need a fast transportation to the near location such as bus stop, railway station, taxi station, office building, restaurant and shopping mall. It is very efficient for people who has limited time and the cost is affordable as we use motorcycle.

Methodology: Data Collections

This is the methodology that are used to gather information about Go Rider Apps Transport Services

Who	People that goes to work via public transport
Where	Urban area, specifically Klang Valley 
When	February until July 2019
How	Through surveying, statistics from Malaysian Automotive Association, feedbacks or complaints from social media such as Facebook. *** https://www.facebook.com/inforoadblockjppolis/ *** https://www.facebook.com/groups/bangsarian/ *** https://www.facebook.com/PolisDirajaMalaysia/