

NEW PRODUCT DEVELOPMENT

1



Faculty : FSPU Apph c -

Program : Technology Entrepreneurship

Program Code : ENT600

Course : Town and Regional Planning

Course Code : AP221

Semester : AP221 8A (MAC 2018 – JUNE 2018)

Group Name : 3A

Group Members :
1. Ahmad Bin Dzulkifli (2014200604)
2. Muhammad Aizuddin Bin Mohd Alias (2014696836)
3. Sharul Aiman Bin Mohammed Samsudin
(2014858734)

Submitted to

Hajah Zanariah Bt Zainal Abidin

Submission Date

02/05/2017

2/5

1.0 EXECUTIVE SUMMARY

Public transportation systems include a variety of transit options such as buses, light rail, grab and bicycle. These systems are available to the general public, may require a fare, and run at scheduled times. Develop country have use public transport application to make people ease to plan their journey.

2.0 INTRODUCTION

New application have develop to make people ease to plan their journey. There is no application for public transit apps and mapping service that integrates data for all urban modes of transport, from walking and cycling to driving, with an emphasis on public transport.

2.1 PROBLEM STATEMENT

The problem without this new application are :

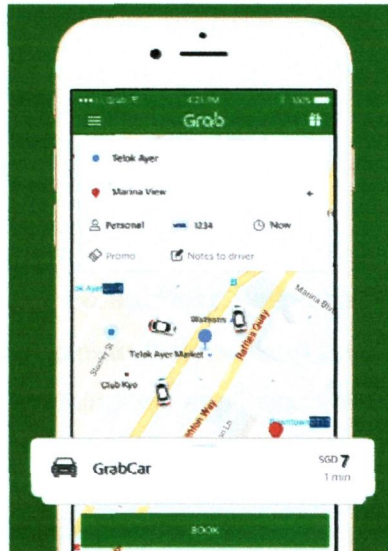
- No integrates data for all urban modes of public transport
- Difficulties to plan journey
- Cannot estimate journey rates
- Cannot estimate journey time
- People do not know train schedule, train station and train platform
- People do not know bus schedule and bus stop

2.2 METHODOLOGY

Based on our **websites survey**, there is no application that provide integrates data for all urban modes of transport. There is only one mode of public transport application such as Grab and Keretapi Tanah MelayuBerhad (KTMB). Grab only provide car for their mode of transport and KTMB only provide for rail. KTMB does not provide live timetable and live coordination on intercity train. There also don't have electronic purchasing ticket.

2.3 LIMITATION

There only one limitation off this application which is PP application cannot been used when offline.



Source :<https://www.grab.com/my/>

3.0 NEW PRODUCT DEVELOPMENT

3.1 DEFINITION

Introducing **PUBLIC PICKUP(PP)** as new public transit apps and mapping service that integrates data for all urban modes of transport have been create from walking and cycling to driving, with an emphasis on public transport.PP have callobarates with Keretapi Tanah MelayuBerhad (KTMB). Prasarana Malaysia Berhad, oBike, and Grab to provide new public transit apps and mapping service. PP app to come up with a route, and it would give you options both a grab service and a train or bus in a fully integrated route, with all the timetables and rates. PPapplication are setup for iPhone and Android.User will get QR Code instead of printed ticket after purchasing their journey ticket and need to scan their QR code at train platform, Obike, Grab or bus.

Terms of Service have been created to set out the agreement between app user and PP, a company registered in Kuala Lumpur under **PUBLIC PICKUP MALAYSIA BERHAD (46722-U)**. For the purposes of these Terms, both the Site and application shall be referred to as the "App", and our bookable transportation services shall be referred to as "PP Services". By using the App, user agree to be bound by these Terms. If user do not agree to any part of these Terms, do not use the App.If user are between 13 and 18 years old, user must represent and agree that have the legal consent of user parent or guardian to access and use the App. Note

that if user are under 13 years old, user may not use or access the App by yourself in any manner.

3.2 CLASSIFICATION OF NPD

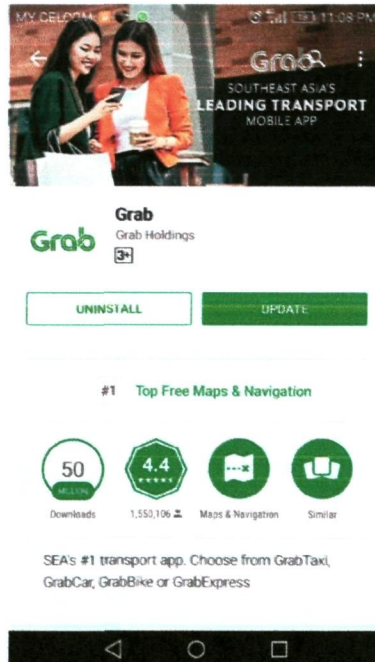
PUBLIC PICKUP(PP) application are **completely new product** which is integrates data for all urban modes of transport have been create from walking and cycling to driving, with an emphasis on public transport. Target market for using this application are for KlangValley area.

3.3 NEW PRODUCT DEVELOPMENT PROCESS

3.3.1 RESEARCH & DEVELOPMENT

- Market Survey

Based on market survey, nowadays people are using smartphone that have application, so user can download all application that they need. For example there are about 5 million people are download the apps. based on the uber and grab there about 50 million that are download this application.



Source: (appstore)

3.3.5 TEST MARKETING

In our test marketing, there are 10 questionnaires that be conducted among Town planning student. From the questionnaire 10 respondent want to use this application. There are 10 from 10 respondent needs all the features include in the application. The sample of the questionnaire in the appendices.

4.0. CONCLUSION

In conclusion this apps ease the user to reach their destination using the intergrated public transportation. User will be given an option to choose based on fares, time and modes of public transportation to reach their destination.

5.0 REFERENCES

<https://www.grab.com>

<https://www.slideshare.net/riteshnair1/idea-generation-and-idea-screening>

<https://citymapper.com/singapore>

6.0 APPENDICES