



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

### SELAPUT SMART SCALE

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## **1.0 EXECUTIVE SUMMARY**

The aim of this report was to show and explain the new product that our company developed has been such a big success in the developing a new product design and to make some suggestions for its continued success. The company always try to make something new for the innovation and modernization of the product.

The methods used in the report include external analysis (Strength, Weakness, Opportunity, Threat analysis), internal analysis (product development, product innovation and marketing survey) and the product prototype and material uses. In addition, a survey which can be found in Appendix part was conducted in a focus product to success on the analysis.

The company has aim for the success in technology of the product and focusing on becoming a company that give a modern lifestyle to the users all around the world with the product that make human work easier than before. The smart scale product is one of the products that we have develop for the use of people of variety age and safe to be use for children, adult or even a newly born baby.

The research and development part explored idea screening and idea generating. Additionally, questionnaires for idea and market research testing were prepared and delivered to 20 respondents through Google Forms.

- The product SWOT analysis
- The new product explanation and template of the product
- Prototype and sketch of the product internal and external.
- Questionnaire for marketing research testing

By developing the product, we considered the basic criteria for the performance of the product through the design of our very own concept which is the foldable smart weight scale.

In this product development, it will provide a better enhancement in problems that comes out from the consumer itself. There are many problems undergoing such as heavy, hard to carry around and too big that need bigger space to kept.

People nowadays are taking interest to remain healthy and how to lose weight. Weight scale can be the best companion in this effort and is the most important healthy basic things that we needed in our life when it involves in tracking own life style. There are a lot of variety of scales that can help to reach everyone own's goal. The demand of digital weighing scale that can provide the accurate data and record real progress is the best product.

However, our foldable smart weight scale will offer a better technological way for better accuracy and convenient for the consumer to use. Therefore, there is a few crucial features that have been highlighted in enhancing the development of the product includes performance, reliability, safety in use, durability and also special features.

	General Features
Name	Smart Weight Scale
Dimensions	300mm x 300mm x 20mm
Weight	1.6kg
Colour	White
Measurement	<ul style="list-style-type: none"> <li>• Steps measurement: 50g high precision</li> <li>• Limit measurement: 5kg – 150kg</li> <li>• Units measurement: Jin/ kg/ pound</li> </ul>
Features	<ul style="list-style-type: none"> <li>• Step on instant readings</li> <li>• 161 LEDs inside</li> <li>• Connected to smartphone with wireless Bluetooth 4.0</li> <li>• Auto calibrated</li> <li>• Auto power off and runs on</li> <li>• Foldable and portable</li> </ul>
Material	ABS plastic, ceramic and tempered glass platform
Battery	4 x AA Batteries

Table 4.3.2.1 Table of Product Specification