



اُونِيُوَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## SELF-HEALING SCREEN PROTECTOR

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**NAME : SITI NURSYAM SYUHAI DAH BINTI SHAMSUL KAMAL  
(2019468154)**

**NURUL NUR SYAFIQAH BINTI AZRIZA (2019695846)**

**MUHAMMAD RASYDAN BIN SHAMSUL BAHRI (2019814418)**

**MUHAMMAD FAIZ BIN ABD RAHMAN (2019660652)**

**NIK MOHAMAD NAZRUL BIN NIK ASHAARI (2019628002)**

**MUHAMMAD AZREL AFIQ BIN MOHD ANUAR (2019482552)**

**LECTURER : DR FARAH LINA BINTI AZIZAN**

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## TABLE OF CONTENT

TITLE PAGE	i
TABLE OF CONTENT	ii
ACKNOWLEDGEMENT	iii
LIST OF FIGURES	iv
LIST OF TABLES	v
EXECUTIVE SUMMARY	vi
<b>1.0 INTRODUCTION</b>	
1.1 Background of Company	1
1.2 Problem Statement/Issues	2
1.3 Objectives of The Report	2
1.4 Methodology	3
<b>2.0 NEW PRODUCT DEVELOPMENT</b>	
2.1 Definition	4
2.2 Classification of NPD	5
2.3 New Product Development Process	6
2.3.1 Research & Development	6
2.3.2 Product Design & Features	13
2.3.3 Concept Testing	17
2.3.4 Build Prototype (2D or 3D)	23
2.3.5 Test Marketing	26
<b>3.0 CONCLUSION</b>	30
<b>4.0 REFERENCES</b>	30
<b>5.0 APPENDICES</b>	31

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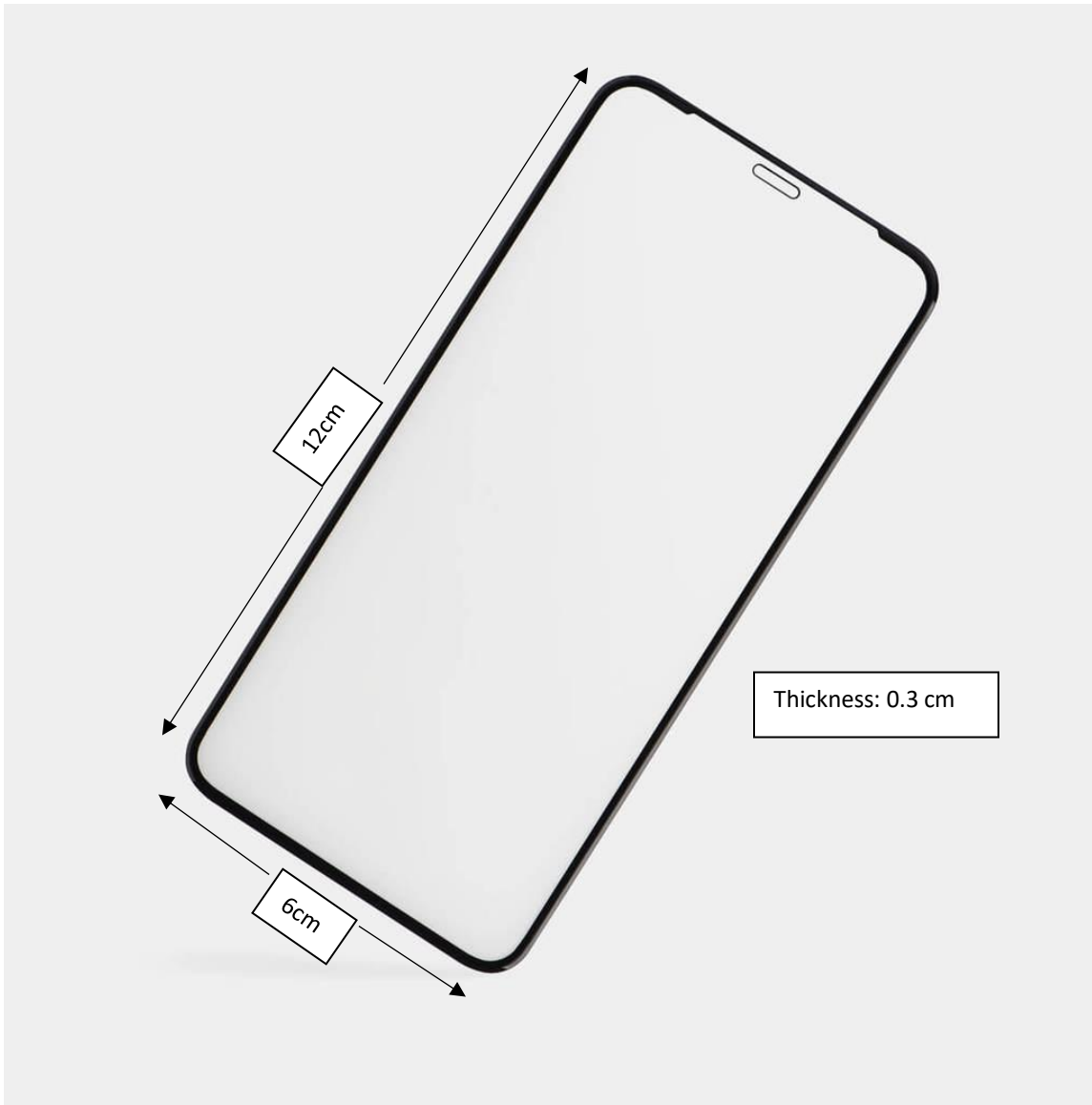
## **EXECUTIVE SUMMARY**

This is an approach to understand the factors that contributed to the launch of a new product. As a student at UiTM Arau Perlis, everyone is required to complete a new product development project as part of their studies. The process of bringing a new product and the product innovations that were produced to promote to the market is known as new product development. It entails a number of processes that must be accomplished prior to the product being launched and introduced to the market. Any occupation that must keep up with market trends and developments must invest in new product development.

The general introduction of the new product development, the problem, objectives and methodology of the product has been identified in this part of the project report. Next, we also discussed the product development process, which may be divided into five steps which are research and development, product design or features, idea testing, prototype construction, and finally test marketing.

Lastly, we are able to analyze the basic customer needs, customer expectation and devise a solution that can be applied in the project to address the current problems. The strategy and planning to upgrade the present system are important in the growth of a business. Concept testing and market research were carried out utilising a Google form that was made public in order to enhance and innovate the product and to meet the desires and needs of customers

### 2.3.2 Product Design & Features



**Figure 1:** Schematic Diagram for Self-Healing Screen Protector