



## VIITOR GAMING CHAIR

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## **EXECUTIVE SUMMARY**

The process of introducing new products and the product development that were produced to promote into the market is known as new product development. It entails several processes that must be performed before the product's launch and exposure to the market. Any business that wants to stay up with market trends and changes must produce new products.

The basic introduction of the new product development, as well as the issue and technique of the product, have been mentioned in this section of the research project. The project's goals are to indicate how to enhance and innovate a current gaming chair into a multi-function gaming chair that may benefit users. Furthermore, we discussed the product development process, which may be divided into five steps: research and development (idea creation and idea screening), product design or feature, concept testing, prototype creation/build, and test marketing.

Finally, we used the Customer Trend Canvas (CTC) analysis to study the product and identify the fundamental demands, inspirations, innovation potential, and developing consumer expectations, as well as determine a solution that can be applied in the project to address the present challenges. To further expand a business or any organization, it is important to have a strategy and plan in place to enhance the current old system. Concept testing and market research were undertaken via a Google Form that was made public to enhance and innovate the product and to meet the requirements and desires of consumers.

### 2.3.2 Product Design and Features

The process of conceiving, designing, and iterating products that able to solve customers' issues or meet a specific demand in a market is referred to as product design where the image of the new product could be displayed. Product features go into greater detail about the product's features and specifications so that customers may comprehend the product's functioning and specialization. The Viitor Gaming Chair is a product developed by the Viitor Company to address user concerns, most notably comfort, and it has the potential to shape the future of gaming with its special features. The figure shows the design of the product, and the table shows the specification of the product.



Figure 2.4: Specifications Diagram for Viitor Gaming Chair