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2 in 1 Automatic Hand Sanitizer Dispenser with Hand Diameter Sensor

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DAISY TECH COMPANY

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TABLE OF CONTENT

EXECUTIVE SUMMARY	i
1.0 INTRODUCTION	1
1.1 Background of company	1
1.2 Problem Statement	3
1.3 Objectives of the report	4
1.4 Methodology	4
1.4.1 Questionnaires	5
1.4.2 Data Analysis.....	6
2.0 NEW PRODUCT DEVELOPMENT	7
2.1 Definition	7
2.2 Classification of the New Product Development	7
2.3 New Development Process	8
2.3.1 Research Development	8
2.3.2 Product design and features	14
2.3.3 Concept testing	17
2.3.4 Build Prototype.....	19
2.3.5 Test Marketing.....	22
3.0 CONCLUSION.....	24
REFERENCES	25
APPENDIX.....	26

EXECUTIVE SUMMARY

The goal of this report is to provide facts and explanations about our product to potential users. Before we can create a prototype of our product, we must first identify the challenges that the user is experiencing. After that, we brainstormed the idea with our team member by conducting and gathering the information from 21 UiTM Perlis students via a Google form questionnaire. Based on the survey results, we finally created a prototype based on user and market demand. We also discovered numerous issues throughout our brainstorming session.

During the pandemic, most of people are concerned about hygiene as well as money. Our 2 in 1 Automatic Hand Sanitizer Dispenser with Hand Diameter Sensor is a sanitizer dispenser that will provide the suitable amount of sanitizer based on the size of the user palm. With this amount, it will kill all of the bacteria on the user hand based on their size of the palm and will make the company or any public places such as shopping mall to save more money by reducing the wastage of the sanitizer. Not only that, our product also has been upgraded and we have integrated it with the temperature scan in order to encourage user to use the hand sanitizer before they scan their temperature.

2. High competition

Other than that, the other threat that can be a challenge to the company is that Daisy Tech only has this type of sanitizer dispenser which will give the customer no types and designs of product varies for them to choose. This might lead them to buy things from the other companies instead of Daisy Tech. Moreover, the majority of the players in these markets are well-known brands with a lot of cash. This means they're capable of large marketing budgets, long legal battles, and a significant investment in emerging technologies. Daisy Tech is a relatively new electronics business, so they'll have to tread carefully to avoid being driven out.

2.3.2 Product design and features

Before developing any product, product design is the most essential thing to do where it helps in creating and developing products which can solve user's problems or in identifying the specific requirements in a given market. Furthermore, in order to make this product successful, we need to understand what the end-customers' needs due to this product are created to be used by them. Usually, product designers attempt to solve real problems in reality based on the empathy and understanding of potential customers such as their habits, behaviours, frustrations, needs as well as their wants regarding the product that will be created. Today, the market is flooded with similar products and the only way to distinguish another brand mark is its design. They mean the meaning of approval while the product is always responsible for functionality. It is called a good product role when it can effectively communicate the meaning to the consumers. It is also supported by another researcher whereas mentioned by Industrial Designers Society of America, industrial designers pay attention to how the product works, how it is manufactured as well as the value and experience that it ultimately provides to users other than only paying attention to the appearance of the product (ProductPlan, 2021). It is a vital thing to make sure the product that is going to be marketed or already in the market meets the customer' requirements and necessities as well as the chances of the product in gaining the customers' interest so that the product can have its chance in the market. With this, the company then can gain their profits from this. Therefore, this study will be done in order to ensure that the 2 in 1 Automatic Hand