



NPD TITLE: SMART TROLLEY

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EXECUTIVE SUMMARY

With the help of modern technology, society has embraced the act of consumerism more than ever either through means of online shopping or physical shopping. Most of the consumers prefer physical shopping more than using the internet to buy their desired items as they can evaluate the quality and condition of the product. Shopping physically can be construed as going to a store or shop to buy desired items face-to-face. Technology that we have developed, EZCart, is a smart trolley cart that aims to assist and improve shoppers experience by significantly decreasing the time spent shopping. EZCart allows consumers to directly scan products at the cart and view their expenses using built-in screen above the handle of the cart. The pipeline for building the smart trolley cart is detailed in this paper, and a SWOT analysis is used to determine the product's strengths, weaknesses, opportunities, and threats. A survey has been distributed to a specific target market in order to collect information directly from consumers about their preferences, habits, and experiences while shopping in any form. Furthermore, numerous prototype sketches are displayed, along with a full description of the design material used for the product. Under test marketing, shoppers were questioned if the product satisfied them and what their thoughts were about the product. Based on the responses gathered. Based on the responses gathered through the surveys, we can conclude that the respondents agree and can relate to the problem of long queuing and believe that EZCart can solve the problem effectively.

1.0 INTRODUCTION

1.1 Background of company

We had established new company called as EZ ShopHub Berhad on March 2021 by five individuals' people that share common vision towards technological entrepreneur concern.

We from EZ ShopHub Berhad was a technology company that introduced innovative retail concept and experiences.

EZ ShopHub will show support on some retailers that want to offer consumers a great experience every time they step into the store. Therefore, EZ ShopHub was introduce intends to develop our first product as the beginning of our step to be a part of start-up business venture.

This proposed new development product is about technological solution that intends to enhance the use of current shopping cart. This new product development suggested to implement the lot-Based technology that enable scanning and calculating total price of items. Therefore, this new development product (NPD) by EZ ShopHub called as EZ Cart.

Teams:

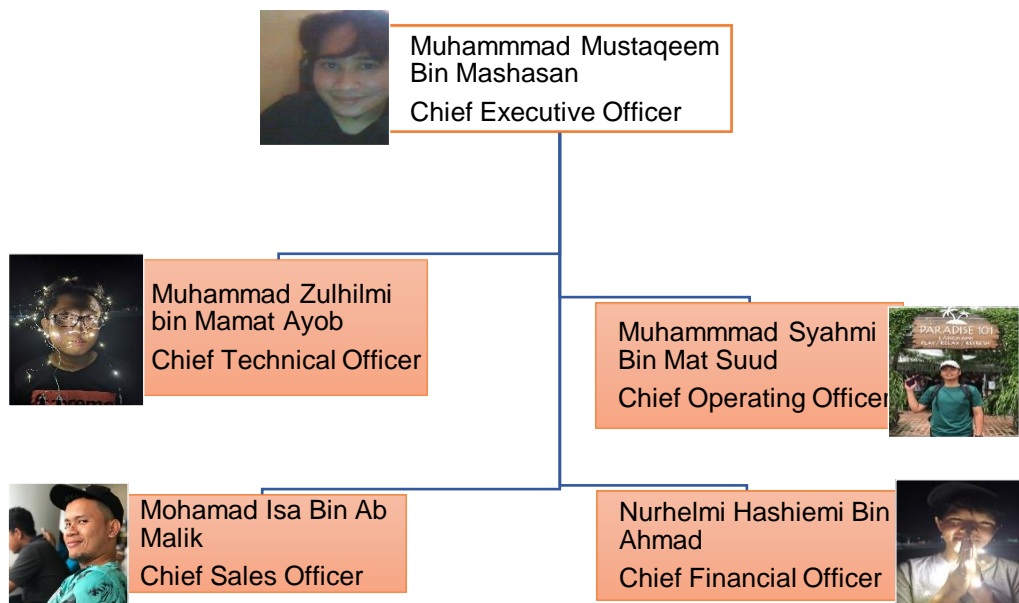


Figure 1 Team Chart

APPENDICES

CTC Analysis

CONSUMER TREND CANVAS TREND: Social improvement

1. ANALYZE

Basic Needs
Which deep consumer needs & desires does this trend address?

- Excitement
- Relevance
- Honestly
- Freedom
- Recognition
- Simplicity
- Transparency

Emerging Consumer Expectations
What new consumer needs, wants and expectations are created by the changes identified above? Where and how does this trend satisfy them?

- Social value
- Technology to trigger consumer shopping habitual

Drivers of Change
Why is this trend emerging now? What's

Shifts: Long-term, widespread macro changes Triggers: Recent, short-term changes or technologies

- Digitalized work in shopping environment, Outsource work
- Guilt-free, new norm cause by pandemic

Inspiration
How are other businesses applying this trend?

- Dash Cart Amazon Go
- KroGo Capex
- DIY robotic

2. APPLY

Innovation Potential
How and where could you apply this trend to your business?

- Sustainable vision
- Guilt-free consumption
- Product and service ecosystem
- Focused on scaling automation
- Provide digital environment

Who
Which (new) customer groups could you apply this trend to? What would you have to change?

YOUR INNOVATION(S)!
EZCart System

- Large-scale business
- Tech savvy
- Millennials
- Regular customer
- Groceries business
- Innovators

trend | waltz | cast

Product Prototype

