



MOVERLY : LUGGAGE TRACKER

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1.0 EXECUTIVE SUMMARY

La Belle Depeche is a supply company that is interested in launching a venture in the field of travel-related amenities. To be more specific, this company intends to create a product that can assist customers in organising their belongings before a trip or other type of travel. Moverly was developed to give people a sense of security and safety while they travel, whether they do it domestically or abroad. Moverly is basically a tracker which the main purpose is to track our lost or stolen belongings. The product is small and light about 7 cm in length, 4.8 cm in width, and 0.7 cm in height, and it weighs about 20 g.

After doing a lot of research, Moverly was developed with only a few concepts taken into account. To view the product from everyone's perspective and guarantee positive feedback at the end, a survey has been carried out. To make sure we can establish ourselves in this area, market research and idea surveys were also conducted. About 50 people that are interested and taking part in the survey which is very helpful and important to our product. Our target markets are traveller, foreigner, outdoorsy, parent as well as anyone who interested to try and test the product.

Even though there are already a few established products like this such as Apple Air Tag, Samsung Galaxy smart tag and tile tracker, we were able to differentiate our product with a few unique features from others. We have added features such as the product is actually water and dust resistance which is very convenient for all the traveller or outdoorsy. Other than that, it also has a sound system that help the customer to locate their lost or stolen luggage. Moverly also have a sound system which will help us to locate our belonging. Not just that, in order to make Moverly maintain with high quality, we used the finest material to produce the product so that it will fulfil the customer's needs. We consider every little detail of the basic needs of the consumer. Therefore, we believe that Moverly has high potential to compete in the current market especially in safety and security providing market based on the research that had been done on the above.

2.0 PRODUCT OR SERVICE DESCRIPTION

Moverly is a luggage tracking device that works extremely simply and effectively by detecting the location of our customers' bags just through their phones. The product itself is about 7 cm in length, 4.8 cm in width, and 0.7 cm in height, and it weighs about 20 g which is very thin and light. Furthermore, it has a number of features that set it apart from other models, including a sound system, water and dust protection (IP68), and a long-lasting battery. IP which stands for Ingress Protection will give our customers clear information about the degree of protection provided for our product against dust and water (Cordella et al., 2021).

These features aid in reducing maintenance costs while enabling the product to be highly effective in offering our customers the highest safety and security. This tracking gadget is suited for all categories of individuals with varied budgets because it is a one-time investment, affordable, and wallet-friendly.

Other than that, this device can be connected to the phone through two ways, either using Bluetooth or our specifically designed application that will be able to be downloaded from Google Play Store or Apple App Store to function. Basically, in order for our customer to track their lost or stolen luggage, they need to track the luggage through the mobile application and sound about 100 decibels will be triggered. The lost or stolen luggage will be quickly found by our customer in this way. Our customers do not have to worry about their private and personal information as we have developed a secure encryption system that will prevent those worst cases from happening.

Moverly provides rights for IP, sometimes known as intellectual property, specifically in the areas of utility innovation and trade secrets. These can help Moverly in terms of branding and marketing, and they can also provide protection from infringements made by other businesses. Last but not least, as technical advancements and system improvements develop year after year, this can make Moverly a better tracking device in the future as we will be able to offer additional features later to meet our customers' evolving needs and requests and remain competitive in the market.

3.0 TECHNOLOGY DESCRIPTION

Moverly is a new upgraded invention of the new existing air tag present on the market. This tracking device is inexpensive and it is wallet-friendly which is suitable for all groups of people with different incomes. The product is made out of PLA+ or well known as polylactic acid. Polylactic Acid (PLA) is different from most thermoplastic polymers in that it is derived from renewable resources like corn starch or sugar cane. Polylactic Acid is biodegradable and has characteristics similar to polypropylene (PP), polyethylene (PE), or polystyrene (PS). It can be produced from already existing manufacturing equipment (those designed and originally used for petrochemical industry plastics). This makes it relatively cost efficient to produce (Rogers, 2015) and is IP68 water and dust resistance with a long-life battery. IP stands for Ingress Protection which defines how well the body of the device can prevent dust and water from entering its body (Shaurya, 2022). This device comes in different types of features that makes it different from other tracking devices available on the market.

This product is an invention for practice to solve customers' problems that demand for the safety of their privacy. This product arises along with technology development. People nowadays always complain about losing their luggage. This device can be connected through the phone by two different ways, which are Bluetooth or using the specific apps that need to be downloaded from the Google Play Store or Apple App Store. When it comes to security, our customers won't have to worry much since our device will protect the user's personal information.

Other than that, we also include a mono speaker in the device. If you misplaced your luggage, the device will emit sound on the built-in speaker. All you have to do is follow the sound and your research is over. Since it was connected to the designated apps or Bluetooth, your phone can easily lead you straight to the losing item. You can see the distance to your Moverly device and the direction to head in based on the map. This whole process is anonymous and encrypted to protect your privacy. This is one of our main objectives of creating such a device. This product is usually attached to a keychain, dropped in a bag or snap onto the luggage to keep track of those items. Just clip it through the existing hole and you're set to go. This is considered as one of our device uniqueness. In order to get our customers to buy our product, we include other features such as colour customization. This way, our customer can customise the Moverly tracker according to their favourite colour.