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International Teaching Aid
Competition 2023

Reconnoitering Innovative Ideas in Postnormal Times

iTAC

2023

iTAC 2023
INTERNATIONAL TEACHING AID COMPETITION
E-PROCEEDINGS

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PREFACE

iTAC or International Teaching Aid Competition 2023 was a venue for academicians, researchers, industries, junior and young inventors to showcase their innovative ideas not only in the teaching and learning sphere but also in other numerous disciplines of study. This competition was organised by the Special Interest Group, Public Interest Centre of Excellence (SIG PICE) UiTM Kedah Branch, Malaysia. Its main aim was to promote the production of innovative ideas among academicians, students and also the public at large.

In accordance with the theme "Reconnoitering Innovative Ideas in Post-normal Times", the development of novel ideas from the perspectives of interdisciplinary innovations is more compelling today, especially in the post-covid 19 times. Post-pandemic initiatives are the most relevant in the current world to adapt to new ways of doing things and all these surely require networking and collaboration. Rising to the occasion, iTAC 2023 has managed to attract more than 267 participations for all categories. The staggering number of submissions has proven the relevance of this competition to the academic world and beyond in urging the culture of innovating ideas.

iTAC 2023 committee would like to thank all creative participants for showcasing their innovative ideas with us. As expected in any competition, there will be those who win and those who lose. Congratulations to all the award recipients (Diamond, Gold, Silver and Bronze) for their winning entries. Those who did not make the cut this year can always improve and join us again later.

It is hoped that iTAC 2023 has been a worthy platform for all participating innovators who have shown ingenious efforts in their products and ideas. This compilation of extended abstracts published as iTAC 2023 E-Proceedings contains insights into what current researchers, both experienced and novice, find important and relevant in the post-normal times.

Best regards,

iTAC 2023 Committee
Special Interest Group, Public Interest Centre of Excellence (SIG PICE)
UiTM Kedah Branch
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ABSTRACT

According to me, packaging is important for product preservation and product promotion with a structure that matches the product being produced. Packaging design can have an impact on buyers in terms of neat and attractive packaging appearance and can attract visual appeal on the packaging side. With Augmented Reality and QR codes, users can receive information easily and quickly. When scanning Augmented Reality, it will display a video on how to use Enai Red Chillie properly. In addition, scanning the Qr Code will display website links to place orders such as whatsapp, instagram, facebook, shopee and tiktok. Making the packaging tightly closed causes damage to the product. The improvement that needs to be done is to design a packaging box that has an elegant shape and a neat cover. The objective of the study to improve the packaging box that will be innovative for the Enai Red Chillie

product is to ensure that by packing the new box more neatly, this can reduce the risk of damage to the purchased product. Enai Red Chillie renewal by using QR code. That said, you can just scan the part that is AR and it will play the sound of the video that has been displayed. Therefore, I combined the die cut blocks into one to save on packaging costs. In addition, the benefit to society or consumers is to save and create a collection of the packaging. Packaging has great potential for commercialization. The packaging is made to protect the good contents from breakage and protect the product in the packaging. Nowadays, packaging is not limited to product protection, but it is used as a marketing tool to build brand equity and increase sales.

Keywords: packaging, qr code, augmented reality

INTRODUCTION

The term packaging in terms of product includes primary and secondary packaging. The packaging serves as a container and protector for a number of primary packaging so that it is easy and safe to carry. While the primary finish is the finish that is in direct contact with the product. In other words, primary packaging is a container in which a product is placed. Primary packaging allows the product to be sold at retail to consumers. Primary packaging is usually made of materials that can prevent water and air from entering the product. Or in general, the primary finish maintains the stability of the product inside. The packaging of Enai products must include the name of the founder, what materials are made of, how to use and so on. In Global now, Enai products have used Augmented Reality (AR) to make it easier for people to know about the correct ways of use. Also, use QR to go to social sites. With the availability of combo set packaging, can improve the innovation and quality of packaging in the market. Therefore, I chose this new packaging using 270gsm art card material. It is printed on 1 part only by using 1 die-cut block. Packaging is important for product preservation. Therefore, it is also possible to promote products with a structure that matches the products produced. Packaging design can have an impact on buyers in terms of neat packaging appearance and attract customers to buy. With that, the packaging can also beautify the product with visual appeal on the packaging part.

My client company does not provide packaging for combo sets, so the idea is to produce combo set packaging that has safety features to protect the product. In addition, the idea to produce more creative and innovative packaging. The packaging that will be produced also has technological features such as QR Code and Augmented Reality from the Artivive application. Innovations placed on packaging design are QR Codes and Augmented Reality videos. This innovation is placed on the packaging design to make it easier for customers to get information directly by using a mobile phone. Therefore, packaging design for Enai Red Chillie products is very important in order to achieve higher productivity. The use of Enai is able to attract the interest of customers because it uses an attractive finish that is spot uv and has a window. In addition, the use of interesting colors and elements can also make the

packaging more exclusive. The concept produced has been analyzed by making a compartment to place the product so that it is not easily damaged. Also, scanning the Qr Code will display website links to booking places such as whatsapp, instagram, facebook, shopee shop and tik tok. With a method like this, it will be easier for customers to get information about Enai and its use.

INNOVATION DEVELOPMENT

Packaging plays an important role in product innovation and development. Smart Packaging means the use of technology can be incorporated into packaging to improve its functionality. Packaging is very useful for protection property. The packaging is made to protect the good contents from breaking and sometimes it is used to protect the consumer from the possible dangers of certain special products inside the packaging. Nowadays, packaging is not limited to the protection of a product, but it is used as a marketing tool to build brand equity and increase sales. In addition, eye-catching packaging that can attract the of consumers and increase brand recognition such as the use of colors, pictures and the type of finishing done on the box. The implementation of a combination of Augmented Reality and QR innovative the code is an addition to the latest technology designed that only uses smartphones. AR works to display a video to show how to use Enai correctly by scanning the logo. With that too, QR the code works to make it easier for customers to get information to make a reservation through the website.

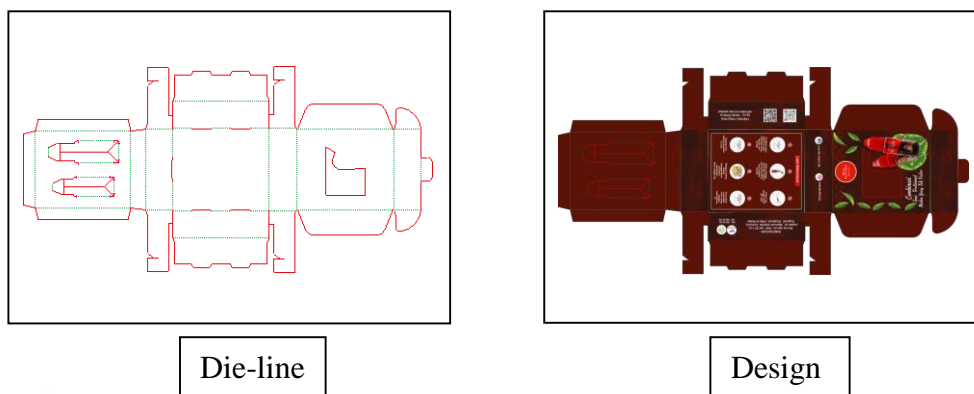


Figure 1. Technical Drawing of Enai Red Chillie Packaging

This packaging box uses two compartments for Enai of different sizes and is matte coated on one side, which has 270gsm. The open size of this box is 44.6cm long and 22.3cm wide. With that, I chose 270gsm paper for my client's packaging. Therefore, the paper used is suitable for light products and can guarantee product safety. The packaging of the box produced is to make a combo set box Enai Red Chillie and make a window and compartment to keep the safety of the new product and sophistication compared to the old packaging. That way the

product will be guaranteed and not easily damaged with the new packaging.



Figure 2. Development of beauty product packaging

The new packaging comes with the latest technology elements such as QR codes and Augmented Reality from the Artivive app. With the presence of QR Codes and Augmented Reality that can play videos from the Artivive application is an innovation that has been included in the packaging design on the Enai Red Chillie box aimed at making it easier for customers to access information easily using their mobile phones, this innovation has been included in the packaging design. It can also be scanned near the Augmented Reality section to find out how to use it correctly.

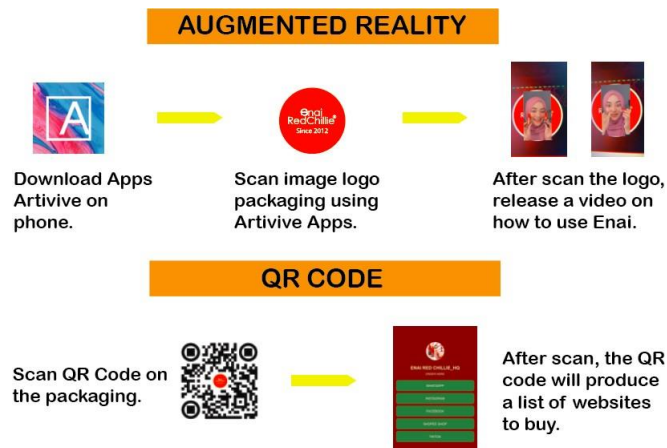


Figure 3. Packaging Innovation with QR Code and Augmented Reality (AR)

COMMERCIAL POTENTIAL

The commercialization potential of this Enai Red Chillie renewal by using QR code.

Therefore, buyers can choose to order online, shopee, facebook, instagram and so on to reflect the quality of the product and the company's identity. The use of Augmented Reality to show how to use Enai according to the correct steps. With that, you can just scan the part that is Augmented Reality and it will release the sound of the video that has been displayed. Therefore, I combined the die-cut blocks into one to save on packaging costs. Next, AR works to display a video to show how to use Enai correctly by scanning the logo. With that too, QR the code works to make it easier for customers to get information to make a reservation through the website.

CONCLUSION

In conclusion, the new packaging has suitable materials that can protect the product and will improve the appearance of the product. It can also be a marketing strategy to increase their value and branding name. It is because packaging also acts as a marketing and communication tool to attract people to buy the products offered by the company. Next, the packaging of the box produced is to make a combo set box Enai Red Chillie and make a window and compartment to keep the safety of the new product and sophistication compared to the old packaging. In addition, it is often used in a conducive way and this box can often used with the same method and action. When this box is used as a whole, it can improve product quality and the company's identity will soar. Through the information found on the packaging, users can find out how to use it. Thus, the use of interesting design colors in the box can also attract the interest of buyers who like to use Enai. Overall, with QR and Augmented Reality, it can make it easier for customers to just scan.

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