



UNIVERSITI
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Public Interest Centre
of Excellence

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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Cover Design : *Asrol Hasan*

Layout : *Nurina Anis Mohd Zamri*

eISBN : 978-967-2948-51-3

Published by : Universiti Teknologi MARA Cawangan Kedah,
08400 Merbok,
Kedah,
Malaysia.

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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)
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AN INNOVATION OF LH BITES COOKIES HOLDER OF AUGMENTED REALITY TECHNOLOGY AND QR CODE

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ABSTRACT

According to Puan Nurul Hidayah, LH Bites cookies started when the MCO was first enforced, which was in 2019 in a small business. LH Bites Cookies is a company that's sells premium cookies that has 3 flavours which is Belgium chocolate chip, Red Velvet white chocolate chip and Cranberries Oat cookies. For this packaging, I want to focus on Belgium chocolate chip because of high demand. The products that they sell come in a bottle as their packaging. In order to come out with a better improved packaging, certain criteria need to be fulfilled- easily to hold and bring when buy the product at Mesra@Petronas, it does not have any plastic bag The first objective is to ease customers to bring after purchasing the product at Mesra @ Petronas. So, to improve this product branding, it will come out with carrier. Next, to protect the product from damage and breakage. Lastly, to attract customers with the packaging innovation. A combination of Augmented Reality (AR) technology innovation which is can increase the visibility of their products and QR code will continue to display social media LH Bites Cookies if wanted to buy or inquire further. The novelty made for the packaging is upgrading from a bottle to a box packaging. The packaging is able to protect the product from damage and breakage and also to maintain quality of cookies. Matte lamination I have chosen as the packaging finishing. The use of the matte lamination can enhance the look of the packaging, which appeals to the kids as a target.

Keywords: augmented reality (ar), qr code, holder

INTRODUCTION

A packaging with holder, sometimes known as carrier is packaging that has a handle on the top. Its attributes to packaging four functions which are containment, protection, convenience and communication. In fact, each one of these functions comprises a number of different technological, engineering and commercial objectives. This makes it easier for customers to buy these products at Petronas. This is because Petronas does not provide plastic bags, so it can please customers who buy in large quantities. With such a handle, customers don't have to worry about buying a lot. In addition, it can maintain or improve the branding of the product.

To create an innovation, we must think outside of what we are doing now and develop creative ideas that will increase the level of creativity within us. Innovation requires three main steps which are the ideas, the implementation idea and the result that arise from implementation the concept and producing changes in the packaging LH Bites cookies. The packaging with holder to innovate for use in new technology which is Augmented Reality (AR) and QR code where global technology advances especially the use of the internet and smart phones. Augmented Reality as a direct or indirect real-time view of the physical real-world environment that has been enhanced/augmented by adding virtual computer-generated information to it. A

packaging with holder that uses Augmented Reality and QR code can increase knowledge and also the latest technology to customers. In addition, a quick response QR code is a two-dimensional barcode that can be read on a device such as mobile device (camera phone) or a computer laptop that, once access will allow you to complete an action. So, the use of AR and QR code can be used as an innovation for today's society. It is a sophisticated technology that is easy to access via mobile phone. This innovation is very effective for society. It can improve branding and even add to the customer's existing knowledge.

INNOVATION DEVELOPMENT

A packaging with holder is the packaging of boxes to be filled with sales products. In this packaging, I use secondary packaging where there is a bottle on the inside then put into the box packaging. The function of the packaging box is to maintain the branding and can even protect the product from breaking. AR allows digital information to convince people that this product is very attractive. In the AR is placed a video about the product that is cookies. I put the types of cookies that are sold and a small picture of the cookies before they are marketed. The attraction of prospective customer to customer in general through innovation will be more effective and customers will be able to can open your eyes to see advanced technology at this time and receive information about this product quickly and easily.

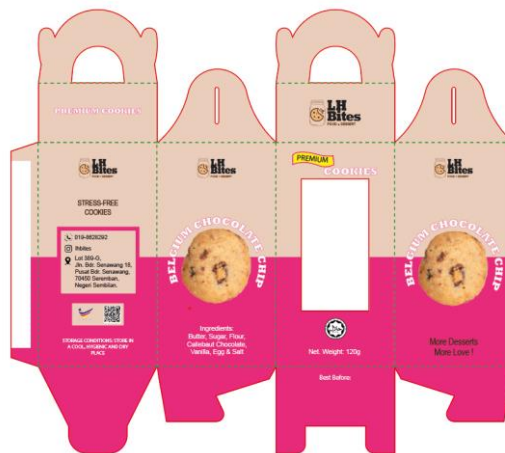


Figure 1. Innovation Packaging with Holder Technical Drawing

Packaging with holder using the implementation of Augmented Reality Technology and QR code. Material that I used 270gsm paper art card. Packaging with holder can support to further expand the market with advanced technology. If we can see, there are cookies on the packaging, that's where I inserted the AR video. This video displays information related to cookies. Then, on the back of the packaging comes a QR code which the customer can scan and go directly to the website. So, for all questions you can continue to ask there, this can make it easier for customers. This product is selling very well in the market again at Petronas. So, customers can directly contact or get more information by using the QR code that has been provided. The

innovation is focussed on the collection and integration of Augmented Reality and QR code on the box packaging necessary for publishing and branding.




Figure 2. Packaging with holder innovation


AUGMENTED REALITY

ARTIVIVE

Download the free Artivive apps on Google Play or App Store.




Scan image on the side of packaging using Artivive apps.




The process of making cookies will appear.

QR CODE



Point the camera and scan the QR Code.



The QR Code will linked into the facebook page LH Bites Cookies.

Figure 3. Box packaging innovation with Augmented Reality and QR code

COMMERCIAL POTENTIAL

The commercial potential of this product which is LH Bites cookies somewhat less in developing branding. Through the use of a suitable packaging the product value and branding of the company are improved. The commercialization potential lies on the attractiveness and uniqueness of the box packaging. the colour from packaging comes from the company's colour theme, also can bring and show the identity of the client's company when it is being

implemented on the logo of the company too. the packaging also can be a word-of-mouth marketing to promote the future customers. Nevertheless, the market with many opportunities for company to provide innovative products and services such as packaging with holder with a combination of Augmented Reality (AR) and QR code in additionally to easy for customers who purchase this product at Petronas, they do not worry about plastic bag because this packaging already has holder.



Figure 4. Innovation product mock up and prototype

CONCLUSION

To conclude, the use of packaging with holder is very useful for everyone because it will easily carry the product without fall and break. In fact, it can be held in large quantities without the use of plastic bags. Not only that, there are innovations that I put on this packaging by incorporating Augmented Reality and QR Code so that customers or others people can find out more information about the product.

ACKNOWLEDGEMENT

Thank you to other author members Ts. Mastura binti Omar, Dr Shalida binti Rosnan, Zawawi bin Hussain, and Nik Atilla Atasha binti Shamsuddin together completed this work. This research is also part of the work supported by Universiti Teknologi MARA (UiTM) Puncak Alam Campus.

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International Teaching Aid
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iTAC **2023**

e ISBN 978-967-2948-51-3



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