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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
Malaysia

INNOVATION OF A PAPER BAG FOR LET'S VACATION.COM USING THE IMPLEMENTATION OF AUGMENTED REALITY TECHNOLOGY.

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ABSTRACT

LetsVACATION.COM by Hararei Travel and Tours Sdn Bhd was set up on July 2022, located at Bandar Baru Lembah Selatan, Southville, Selangor. Travel agencies offer simple vacations, tickets, hotel/accommodation reservations, all-inclusive packages, corporate meetings, conferences, and incentive travel programs. Typically, travel agencies would give their clients pamphlets, flyers, paperwork, and occasionally gifts and items to say thanks. But LetsVACATION.com does not yet have a bag of any type in which to store the items they give their customers. I, therefore, intend to design the business's paper bag. The goal of the paper bag development is to provide good packaging that aids in the marketing of the agency with a new paper bag that contains information, to assist LetsVACATION.COM in improving client convenience and to outperform competitors in terms of rates. Paper bags are still widely used today since they are convenient for carrying and can accommodate a variety of products. Paper bags are being used by businesses for events, branding, seminars, and

promotion. Since they want clients to be aware of their business and the products they provide, this firm wants to have a paper bag. They wish to have a paper bag with the firm name, logo, address, and AR to increase brand awareness. AR Technology has many advantages as it can be used to store information in the form of a virtual display. It also can be scanned from many angles as long as it is within the frame of the device being used.

Keywords: paper bag, AR Technology, Vacation

INTRODUCTION

A paper bag is one made of paper, most often kraft paper. Paper bags can be created from virgin or recycled fibres to satisfy client preferences. Paper bags are frequently used as shopping carrying bags and to package various consumer items. They convey groceries, glass bottles, clothing, literature, toiletries, gadgets, and a variety of other commodities, as well as serve as a mode of transportation in daily activities. Paper bags may also be used as a marketing tool since they have appealing designs and images. Here's one technique to persuade folks to use your services. I choose to design a paper bag for LetsVACATION.COM since it allows them to sell their services while also providing better tools to keep their products and stuff. As a result, I created a paper adequate for their needs out of 230gsm art card material.

Bareghah (2009) defines innovation as the multi-stage process whereby organizations transform ideas into new/improved products, services or processes, to advance, compete and differentiate themselves successfully in their marketplace. There are 3 phases of innovation: idea generation, problem-solving and implementation (Utterback, 1971). In this case, the paper bag that I came up with is the implementation of Augmented Reality (AR) since it is a global technology that has been used worldwide. A multimedia experience called AR blends computer-generated material with the physical environment. Visual, aural, haptic, tactile, and even olfactory sensory modalities are all possible for the material. Real-time interaction, the merging of the real and virtual worlds, and precise 3D registration of virtual and real things are AR's three fundamental components. The implementation of AR on the paper bag design was an innovation that can provide information to the customer. The project aims to determine how a paper bag and augmented reality technology may work together to give information and reading materials to users, namely those who are LetsVACATION.COM customers, efficiently and beneficially.

INNOVATION DEVELOPMENT

Paper, most frequently kraft paper, is used to make paper bags. Paper bags can be made from virgin or recycled fibres to meet customer preferences. Paper bags are used as a holding medium for goods and objects. The paper bag may be used to convey information about what the business has prepared for its consumers with the use of augmented reality technology. AR

is a technology that may assist us in converting our immediate area into a learning, working, and entertainment place as a novelty. It allows digital information to be overlaid and merged into our actual environment. Paper bags often serve the same purpose despite their varied shapes and aesthetics, but they may innovate when combined with augmented reality. The purpose of the augmented reality on the paper bag is to speed up information transmission and promote LetsVACATION.COM as a provider of travel services. The usage of this paper bag is part of a campaign to increase the sale of their products and services while also giving customers better containers for their goods. By the use of this innovative paper bag, potential clients will be more successfully drawn in, and they will be better able to comprehend and absorb corporate information.



Figure 1. Innovation Paper Bag Technical Drawing

230gsm paper art cards for printed items that may be used as document and product storage were the first step in the development of paper bags employing augmented reality technology. For now, this paper bag invention may be thought of as a collection of structured materials. The company's paper bag design can assist the goal of the services in offering travel services to their client. Prospective customers may quickly observe corporate information on the paper bag's edge. Customers may also use Augmented Reality technology to learn more about the background and content of this business. AR employs company-related films and a step-by-step guide for applying for a visa. Regardless of the kind of company an organization does, paper bags are frequently utilized nowadays for a range of retail merchandise. As a result, by utilizing AR technology, the paper bag will be able to better market the business and exceed its rivals in terms of rates. This paper bag's invention makes it crucial for customers to consider the company's services to develop and expand its appeal. The major objective is to pique the curiosity of customers to explore the company's services as augmented reality becomes more prevalent in daily life and the instrument for disseminating information changes to become more sophisticated and technology. The gathering and integration of Augmented Reality and QR codes on paper bags that are essential to the business are the main areas of innovation.



Figure 2. Paper Bag Mock-Up



Figure 3. Paper Bag Innovation with Augmented Reality

CONCLUSION

In conclusion, the usage of this paper bag is highly beneficial since it serves as a storage space for several stuff and document as well as guard against loss and damage. The development of this paper bag can also benefit LetsVACATION.COM by making data storage easy to use, manage, and arrange for multiple things. This paper bag has been developed by adding Augmented Reality. When every stuff in a paper bag is used, it signifies that the paper bag has accomplished its goals and is ready to satisfy the demands of customers.

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