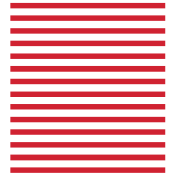# Creativity and Innovation

ASSIGNMENT PRESENTATION

PRESENTED BY

APIL LAMSAL (NPI000017)
BISHWASH BHANDARI(NPI000025)

BIJAY KUMAR KARKI (NPI000020)
ISHWOR GAUTAM (NPI000027)

Amazing!

BABI Tech Nepal Pvt. Ltd.

- Established in 2019 AD
- Manufacturing and assembling smart gadgets

Objective

- To bring revolution of tech industry in Nepal
- To introduce sustainable and revolutionary product that brings and support the current human kind needs
- To meet the desire purpose with the affordable price
- To ensure heath and ecofriendly product/Service

Amazing!

Problem Analysis

- Children are venerable
- Busy Parent Schedule
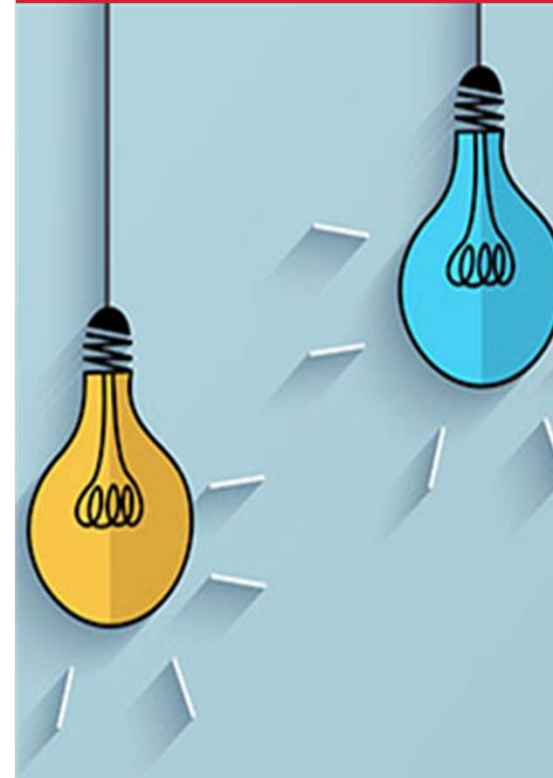- Limited Child Activities
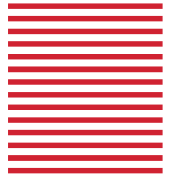
Amazing!

Objective Statement

- To track children using the watch and deliver the information to

  the parents in order ensure safety.

- To monitor the child's health through the smart watch.

Amazing!

Idea Generation

The process of creating, developing and communicating abstract, concrete or visual ideas.

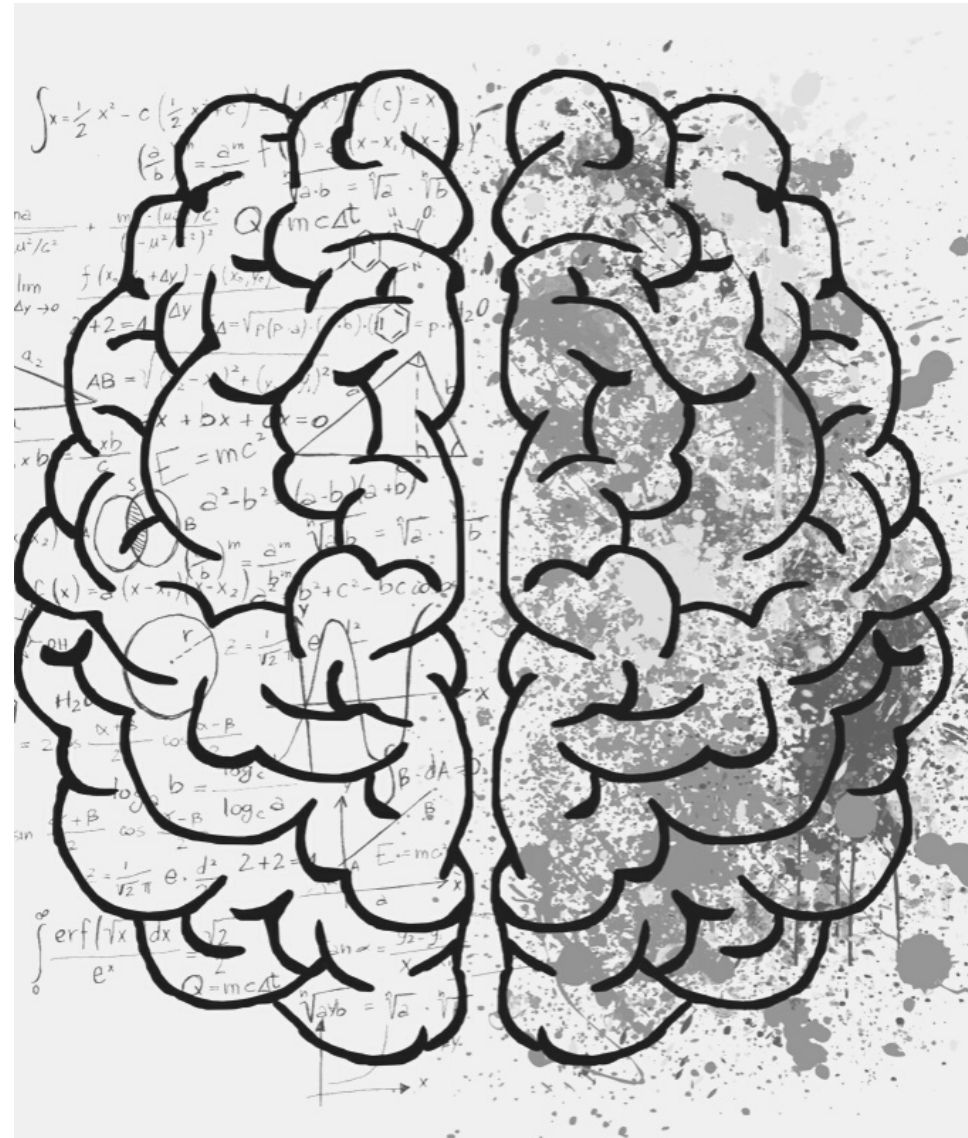## Scamper

Idea Generation

Amazing!

Scamper

- S – Substitute, C – Combine, A – Adapt, M – Modify, P - Put to another use, E – Eliminate, R – Reserve

Amazing!
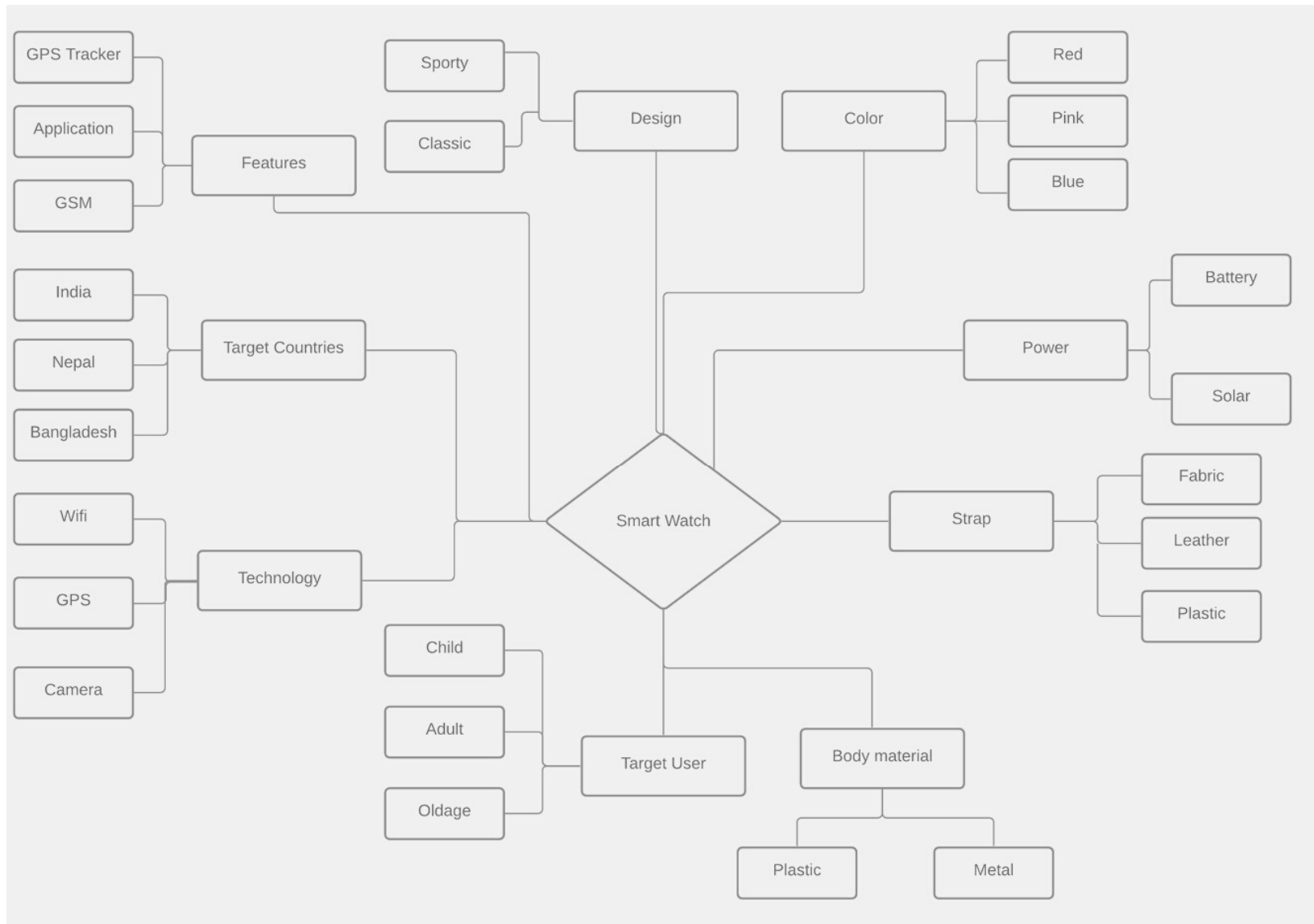
Mind Mapping

- A mind map is a graphical way to represent ideas and concepts.

Mind Mapping of SMART WATCH

Amazing!

Idea Generated

1. The strap of the watch is made with rubber or thread material as the metal is heavier for children.
2. The strap is designed with cartoons picture as children are fond of cartoons.
3. Target users are children.
4. The battery would be recharge able.
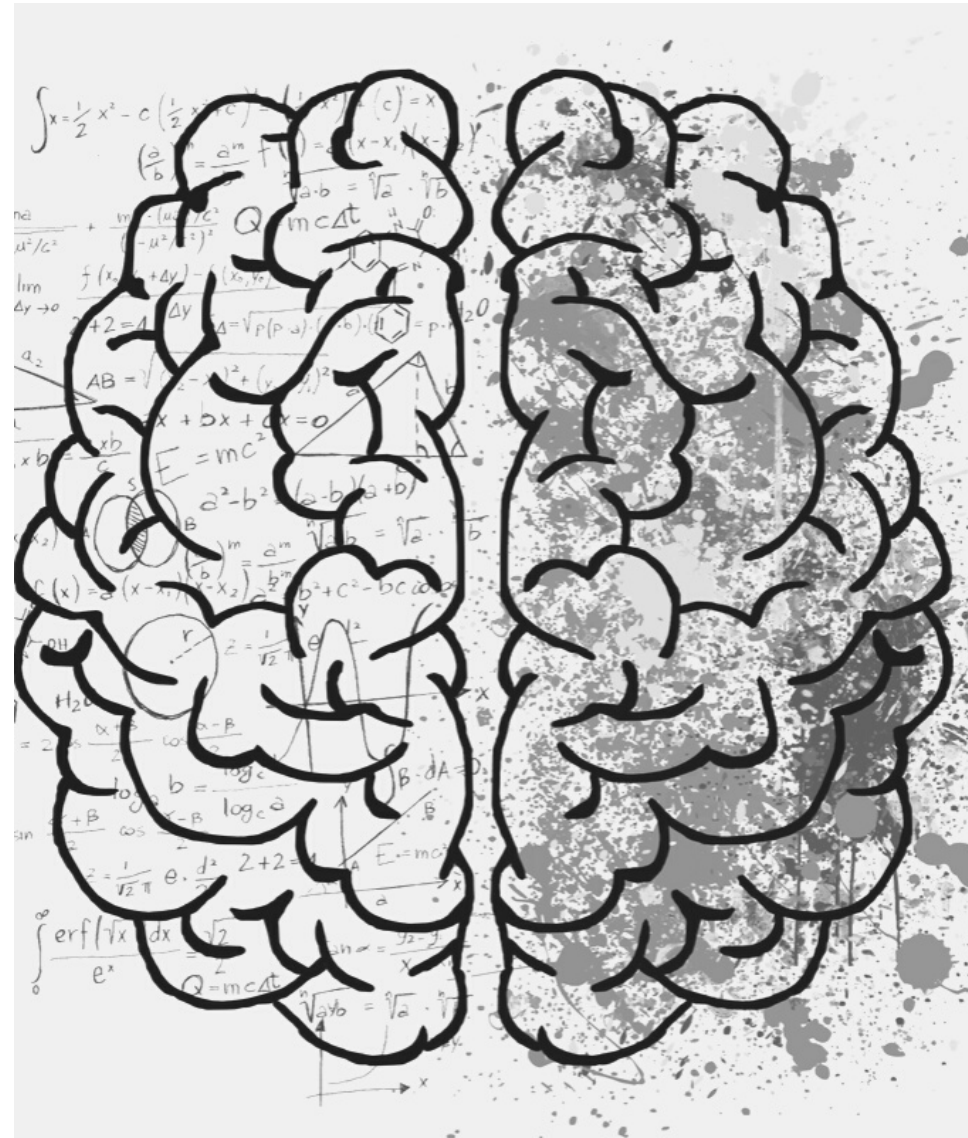
Advantages and Disadvantage of Mind Mapping

Advantage	Disadvantages
• Visualization of idea • Long time remembering • Better Problem Solving • Increase in creativity	• Some times it gets creates confusion as drastic pattern are found. • If the branches get elongated the ideas might me shadowed which in the last

Amazing!
INDIVIDUAL COMPONENT

**Bishwash Bhandari
NPI000025**

Competitors Analysis

Company	Santwissen Technology Solutions Pvt. Ltd.	nemCall
Logo		
Product	Sant Watch	nemCall-SmartWatch
Product Picture	Image Source: Web	Image source: Web

Amazing!

Objective Statement

The objective of the proposed solution is to provide a user-friendly gadget that helps to ensure security to the children and track their activity and health status as much as possible.

Amazing!
Product Smart Watch

Front View:
- Speaker
- Camera
- Touchscreen with OLED display
- Microphone

Back View:
- Wrist off sensor alert sensor
- Heart Rate sensor
- Blood oxygen sensor

Right side view:
- Power Button
- SOS button

Left side view:
- SIM slot
- Charging port
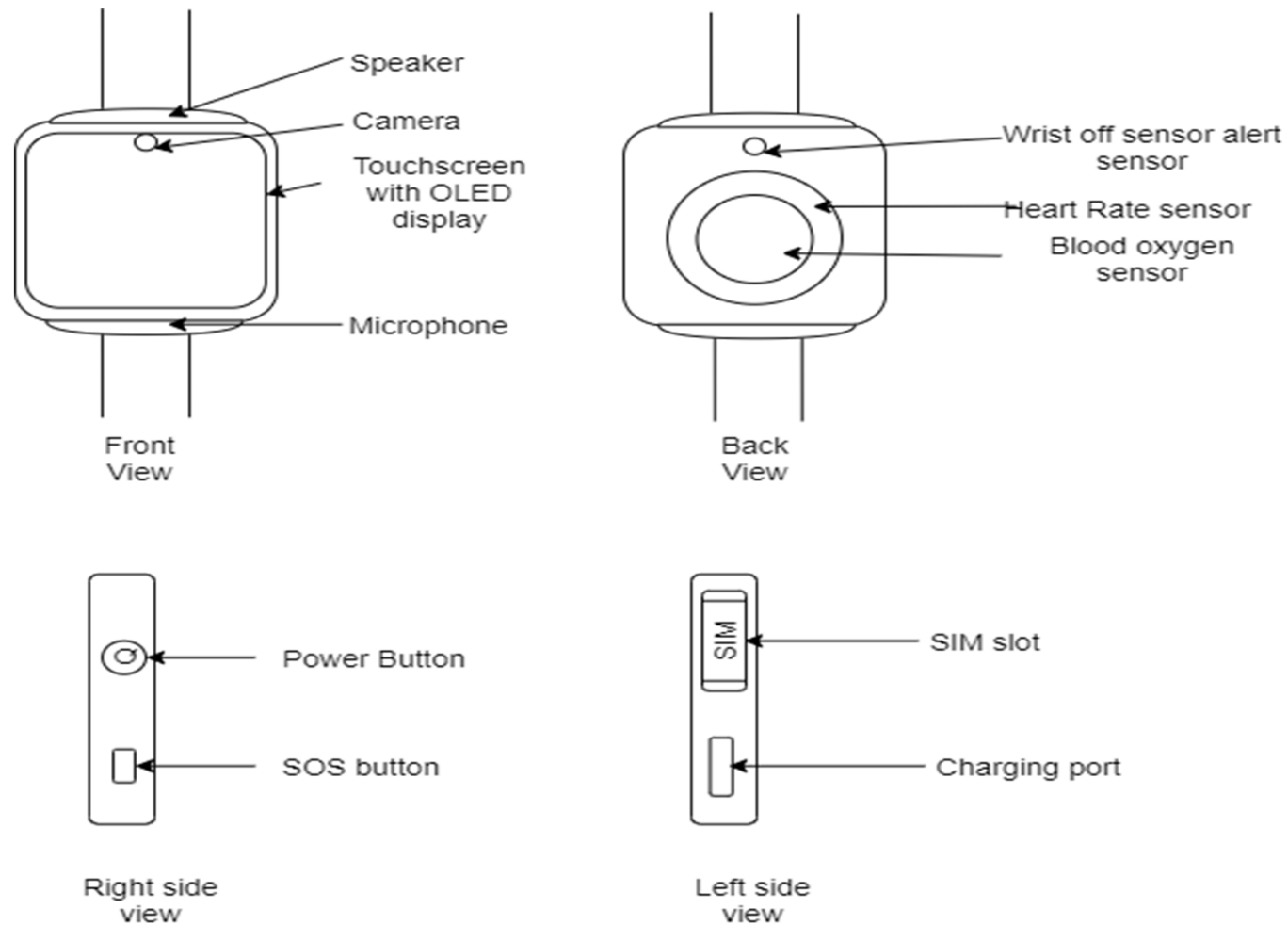
Amazing!

Features

- Tracking child's location

- Health monitoring

- Sleep monitoring

- SOS button

- Availability of watch application both in IOS and Android.

- Video and voice calling

- Storage – 8GB internal memory and RAM 3GB

Amazing!
Technologies

- Wi-Fi

- 3G internet

- GPS

- Cloud Storage

- Pedometer

- Heart rate sensor

- Blood Oxygen Sensor

- Camera

Amazing!

Market Identification

- Developing strategy and identifying the market points

- Determining key factors of marketing（4 Ps）

  - Product

  - Price

  - Place

  - Promotion

Amazing!

Idea Evaluation - SWOT Analysis

Strength

- Quality product

- Security and health features

- The existing software is supporting the product.

- More advertisement and promotions.

Amazing!

Idea Evaluation - SWOT Analysis

Weakness

- Lack of market experimentation

- Less profit margins

- No product diversity

- Lack of own OS like apple

- More advertisement and promotion increase cost

Amazing!

Idea Evaluation - SWOT Analysis

Opportunities

- Ensuring future growth by acquisition of new companies

- New technology

- Global watch market is profitable

- Consistent Customer Growth

- Introduce Innovative Products

Amazing!

Idea Evaluation - SWOT Analysis

Threats

- Tough competitors

- Recession (motion away from consumers)

- Falling demand and supply chain

- Customer acceptance

Amazing!

Idea Evaluation - Force Field Analysis

Supporting Factors(+)

Restricting Factors(-)

Multiple Features(+4) → Smart Watch ← Expensive(-4)

Changeable strap(+1) → Smart Watch ← Low battery life(-3)

Comfortable(+3) → Smart Watch ← Maintainance is costly(-2)

Reliable(+3) → Smart Watch ← Simple Design(-2)

Water Resistant(+4) → Smart Watch
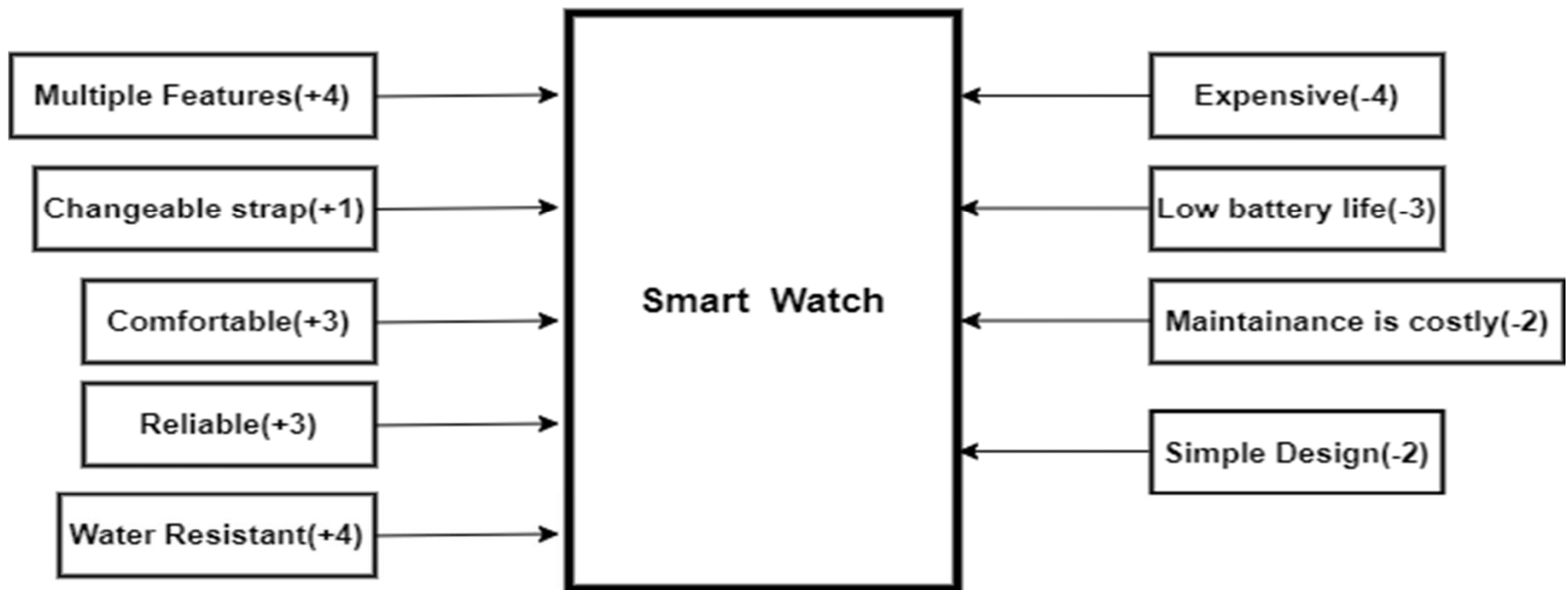
Net Score= Supporting score-Restricting score

=15-11   =4

Amazing!

INDIVIDUAL COMPONENT

**Apil Lamsal
NPI000017**

Competitors Analysis

Companies	Apple (watch series 6)	Xiaomi (MI Smart Band 4)
platform	Smart watch devices used IOS app.	Smart watch device used Android app.
Uniqueness	• It has GPS model. • It can check heart rhythm with ECG app anytime and anywhere. • Track regular activities. Sleep tracking, fitness Tracker, Elevation tracker.	• Fitness tracker • Heart rate Monitor • Waterproof
Limitation	Only IOS limited app supports.	Only android limit app supports.
Technology	Wi-Fi, Bluetooth, GPS, and NFC are connectivity.	Connectivity is NFC.

Amazing!

Product Description

Camera

Screen

Power button

Rubber Strap

Product Description

Fig: Smart watch connected App

Fig: Smart connected App homepage

Amazing!

Product Description

Features:	Functions:
• Camera • calls • Heart rate monitor • GPS cellular • Walkie-talkie • Location tracking	• Take care of child • Location • Emergency calls

Market Identification

Price	Product
Its market cost $150.	The product made for children smart watch and connect an application
Promotion	**Place**
Digital marketing	Available in both online and physical store

Idea Evaluation- SWOT

Strength	Weakness
• child tracking features. • Child health tracking features • Application for parents to observe the child activity. • Cheap cost than other competitors. • This watch can connect in Android	• Not all people have Knowledge of an gadgets • Other company product offer low cost to the customer.
Opportunities	**Threats**
• Several features integrated in one device • The busy schedule of the parents is an opportunity as they would use this product to look after their child.	• Competitors with same kind of product. They providing product at low price

Amazing!

Idea Evaluation- Sticky Dots

Brand	Apple	Xiaomi	ZOPROVO
Products	Apple watch series 6	MI Smart Band 4	Smart Watch
Price	***	****	*****
Technology	****	***	**
Design	****	**	***
Voice Assistant	***	*	*
Water Resistance	****	***	*
Fitness Tracker	***	***	**
GPS	****	***	**
Heart rate Monitor	***	**	*
Benefits	***	***	*
Features	***	***	**
Total	34 stars	26 stars	20 stars

Competitors Analysis

Samsung Galaxy watch 3	Oppo watch 3
Feature - Fitness tracking like sleep analysis, heart and blood status monitor, step count - Automatic call to emergency contact when fall In health status - - 8GB storage capacity	**Feature** - Battery life up to 10 days - Water Resistant - Fitness and health analysis like heart rate monitor, sleep analysis, steps count - Alarm clock and GPS - Fast charging
Limitation - Low Battery life (only two days) - Need Samsung smart phone to use and control the app properly	**Limitation** - **Cannot be compatible is IOS**

Amazing!

Product Description

- Smart watch that prioritized kid's health and security
- heart beat tracker, step counter, sleep analysis system are featured in the smart watch
- Sensor like sound detection, camera for live monitoring and emergency notification though app

Amazing!

Product
Design

Rubber stripe ————————————

Camera ————————————

Power botton ————————————

Screen ————————————

Amazing!

Market Identification

- Product
- Price
- Promotion
- Place

Amazing!

Product Description

- Smart watch that prioritized kid's health and security
- heart beat tracker, step counter, sleep analysis system are featured in the smart watch
- Sensor like sound detection, camera for live monitoring and emergency notification though app

Amazing!

Idea Evaluation-

SWOT Analysis

Strength	Weakness
- First smart watch in the market focused on child health and security - Latest Software and Technology - Professional and trusted team for marketing and branding - Ecofriendly Innovation	- Third party operating system - Newly introduce brand in the market - Few international and national collaboration
Opportunities	Threats
- Enormous market demand globally - Adapting and upgrading new technology constantly - International collaboration with popular brand like Amazon and Alibaba	- Rapid development in modern technology - Top notch brand like Samsung , OPPO can introduce the similar product at low cost - Customer trust and acceptance

Amazing!

Idea Evaluation-

Sticky Dots

Sticky Dots :Sticking Dots is the sharp and quick procedure that identify and evaluate the priority of the producing by conducting voting. It helps in evaluating the current understanding about the product

Brand	Samsung	OPPO	BABI
Products	SamsungGalaxy watch 3	OPPO watch 2	BABI smart kid watch
Price	***	****	*****
Technology	****	***	***
Design	****	****	**
Water Resistance	*	****	****
Fitness Tracker	***	***	**
Camera	****	***	**
Heart rate Monitor	***	**	***
Battery	***	****	***
Features	***	***	***
Total	28 stars	30 stars	27stars

Amazing!
INDIVIDUAL COMPONENT

**Bijay Kumar Karki
NPI000020**

Competitors Analysis

Zeblaze	AQFiT
• Zeblaze is company founded in 2014 in Shenzhen, China. • Zeblaze creates the wearable electronic for the health care	• AQFiT is company founded in 2012 in Noida, India. • This company does all the R&D, designing, manufacturing and marketing.

Competitors Analysis

Zeblaze	AQFiT
Zeblaze Crystal 3 Smartwatch	AQFiT W11 (W11, n.d.)

Competitors Analysis

Uniqueness!

Zeblaze	AQFiT
• Water proof IP68 certification up to 5ATM • Case of zinc-Magnesium alloy with the screen designed with 4.0D. • Strap m More focus on sport. • material is food Garde silicone • Resolution of 240 *240	- Weight of the watch is significantly low 27 grams - Charging wire in the band - 1.3-inch display HD color screen - After a charging time of 1.5 hours, it could hold for 7 days with help 0f 200 mAh battery. Strap material used is TPU Sport Strap

Competitors Analysis

Zeblaze	AQFiT
Uniqueness! • No tracking • Phone must be in the range of Bluetooth or wifi to expand the features	- No tracking - Phone must be in the range of Bluetooth or wifi to expand the features
Technology • NRF52832 a Nordic chipset is used • G-Sensor of model ST LIS2DH12TR is used • Pure cobait lithium battery	• WIFI • Bluetooth chip

Amazing!

Product Description

- Front View

Fabric Strap
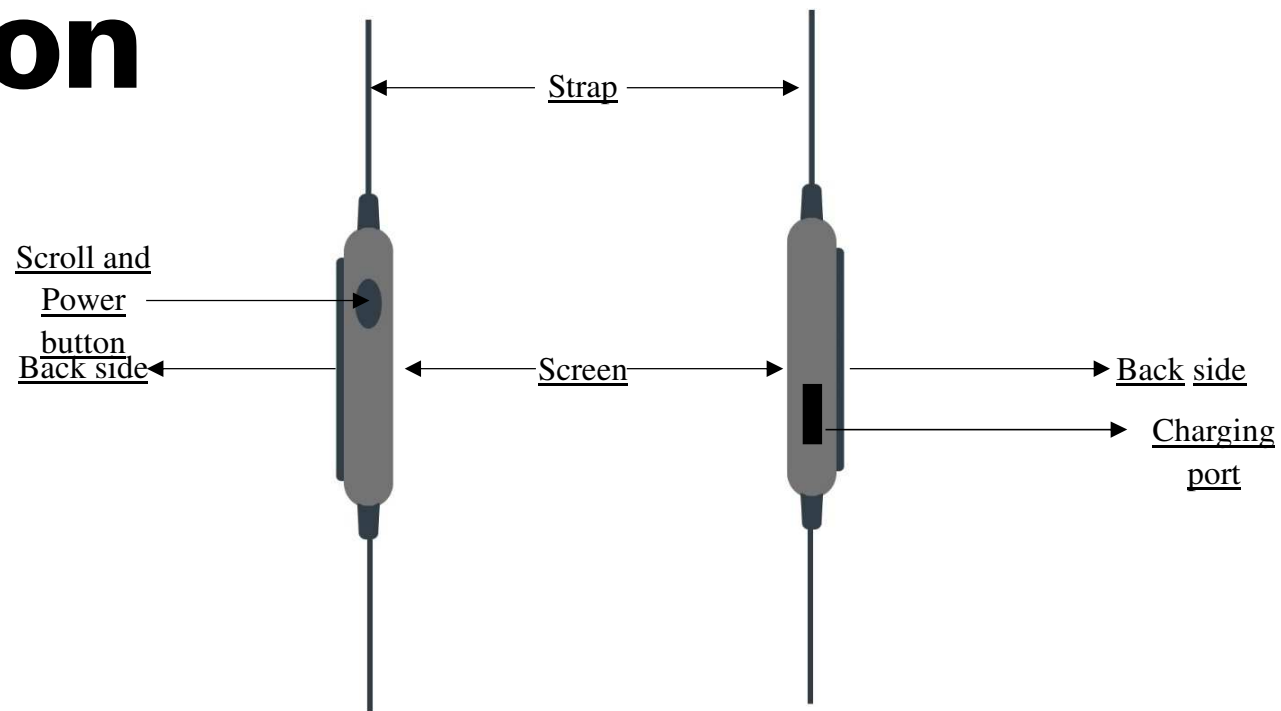
Camera

Scroll and Power button

Screen

Watch Prototype Front View (Using Photoshop)
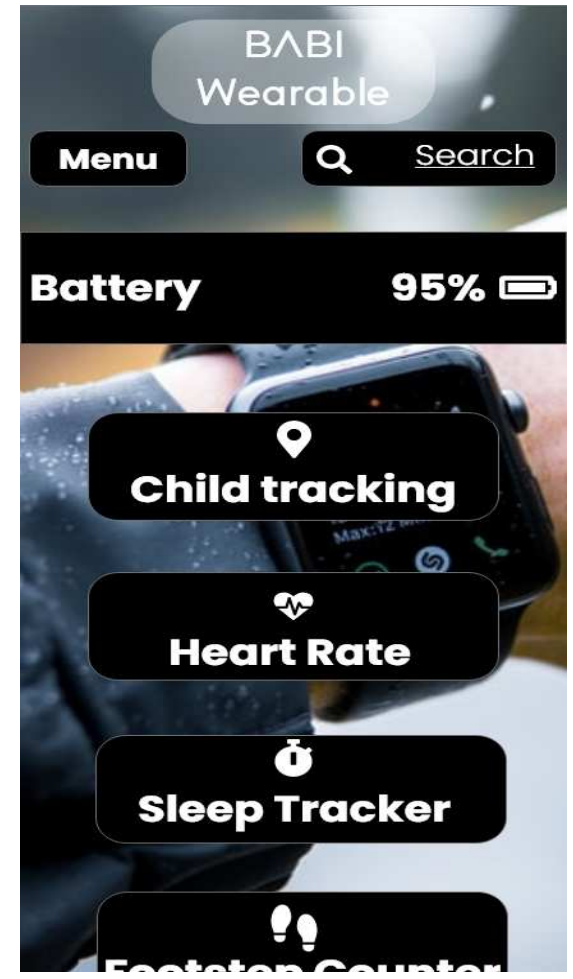
Amazing!

Product Description

- Side view

Smart Watch Prototype Side View (Made using photoshop)
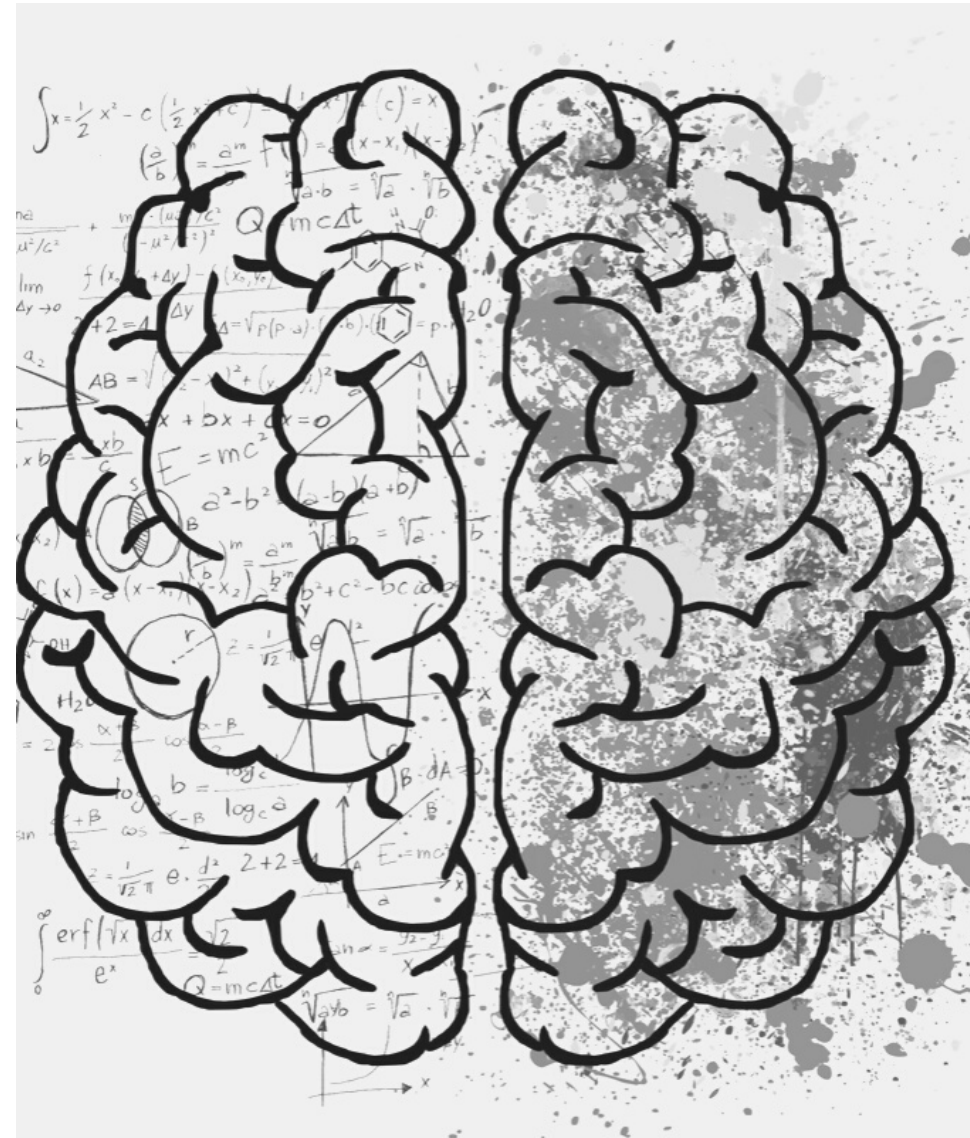
Product Description

- Smart Phone Application

Product Description-

Features and function

- Tracking of child
- Monitor's health of child
- Sleep monitoring
- Water proof
- Android as Operating System
- Smart Phone Application available in both Android and ISO.

Market Identification

Price	Product
Its initial price would be $129.00	The product include smart watch and an application
Promotion	**Place**
Digital marketing	Available in both online and physical store

Idea Evaluation- SWOT

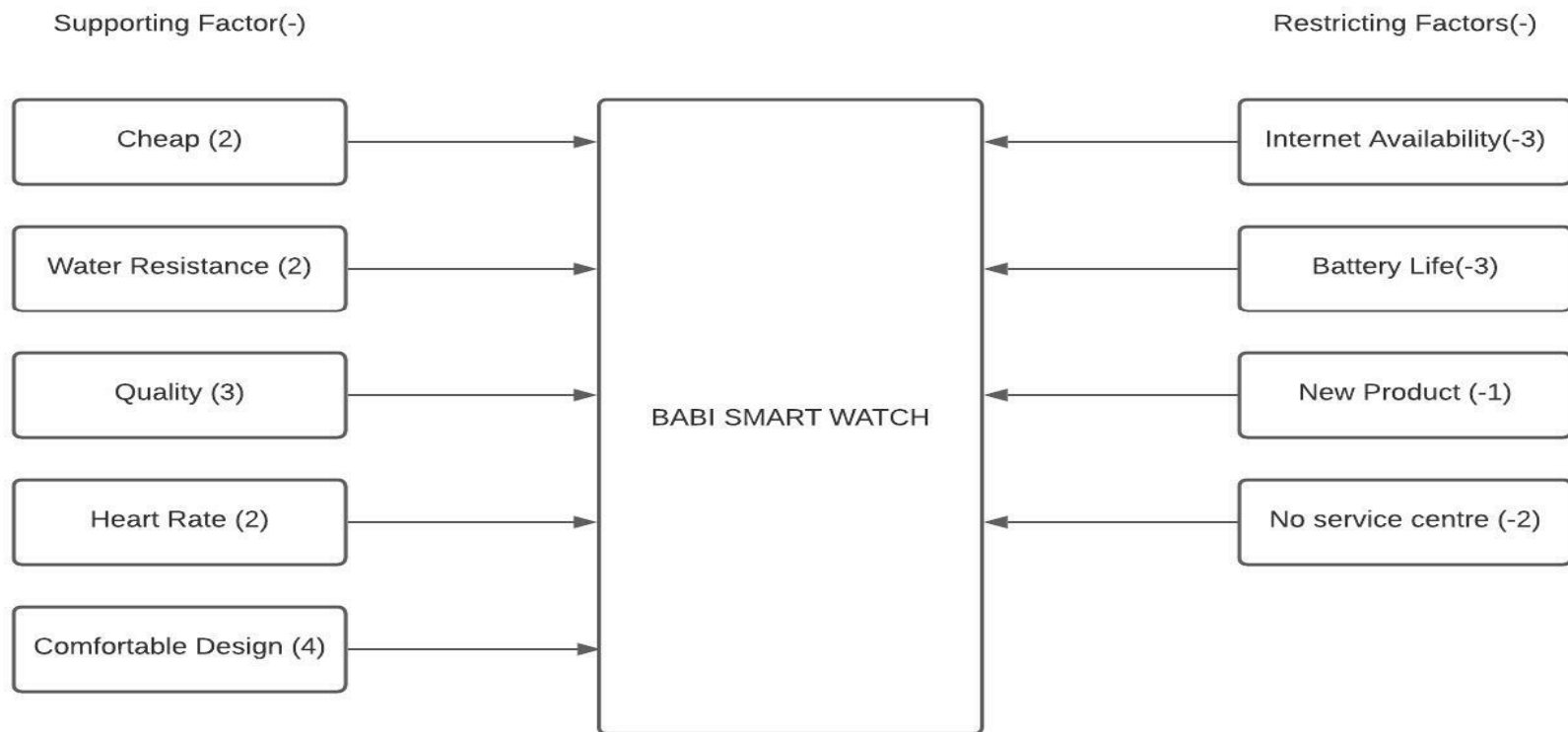| **Strength**	**Weakness**
• Unique child tracking features. • Sleep tracking of a child in order to maintain child's health. • Reward for completing daily steps. • Application for parents to observe the child activity. • Cheap cost than other competitors. • Application of the watch can be downloaded in both ISO and Android.	• Internet connection is required for the transmission of the data to the parents' phone. • The size of the screen of the watch.
Opportunities	**Threats**
• Several features integrated in one device, • The busy schedule of the parents is an opportunity as they would use this product to look after their children. • Quality of the product would ensure the engagement of the customer in future time	• Competitors with same kind of promotion but with lower performance device creates negative impact about the wearable.

Force Field Analysis

Force Filed Analysis of
BABI Smart Watch

Supporting Factor(-)   Restricting Factors(-)

Cheap (2)   Internet Availability(-3)

Water Resistance (2)   Battery Life(-3)

Quality (3)   BABI SMART WATCH   New Product (-1)

Heart Rate (2)   No service centre (-2)

Comfortable Design (4)

Poster

Amazing!

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