



## **MULTIFUNCTION TRAVEL JACKET**

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## **DIPLOMA IN BUSINESS STUDY COMMERCE DEPARTMENT**

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## LETTER OF AUTHORIZATION

We declare that the work in this final year project paper was carried out in accordance with the regulation of Polytechnic. It is original and is the result of our own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any diploma or qualification.

We, hereby, acknowledge that we have been supplied with the Academic Rules and Regulations for Undergraduate, Polytechnic, regulating the conduct of my study and research.

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## **ABSTRACT**

In today's fast-paced world, convenience and efficiency are essential, especially for travelers constantly on the move. However, many travelers face challenges in staying organized and comfortable during their journeys. They often struggle with carrying multiple items like neck pillows, eye masks, and storage solutions, leading to inconvenience and inefficiency. This highlights the need for a reliable solution that combines functionality and practicality to streamline travel essentials. A multifunctional travel jacket addresses this challenge by integrating various travel necessities into a single, innovative design. By doing so, it enhances the travel experience, ensuring convenience, comfort, and efficiency for individuals navigating the demands of modern travel. The primary objective of this project is To design and develop a multifunction travel jacket that can efficiently carry and organize essential travel items, aiming to reduce the need for carrying multiple items which features can make the travelers more easier to bring their items. Addie Model method has been used for developing this innovative product. This innovative product combines a jacket with additional pocket, build eye mask and build in neck pillow. Users can use the eye mask and neck pillow in public transport for long journey. The concept of the Multifunction Travel Jacket received positive feedback from respondents via our questionnaire, validating its effectiveness. The multifunctional travel jacket offers numerous benefits, including strategically placed storage pockets for easy access to essentials, integrated features like a neck pillow and eye mask for comfort, and a compact, lightweight design for mobility during travel. By combining practicality with innovation, the multifunctional travel jacket bridges the gap between convenience and efficiency, empowering travelers to stay organized and comfortable effortlessly, enhancing their overall travel experience.

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# CHAPTER 1

## INTRODUCTION

### 1.1. INTRODUCTION

In a world where versatility and convenience are essential, imagine a multifunctional travel jacket that not only meets the practical needs of travelers but also redefines the way we experience comfort and utility on the go.

Many travelers struggle to find a single product that caters to diverse needs such as storage, travel comfort, and accessibility, leading to inefficiencies and frustration during their journeys. Traditional travel gear often requires travelers to carry multiple items, resulting in bulky luggage and a lack of streamlined solutions for modern travel challenges.

This project aims to introduce a multifunctional travel jacket that revolutionizes the way travelers prepare for and experience their trips. By combining innovative design with user-centric features, the jacket is designed to address common pain points such as lack of accessible storage, discomfort during transit, and the inconvenience of managing multiple travel accessories. The goal is to bridge the gap between functionality and convenience, offering a single solution that enhances the overall travel experience.

In developing the multifunctional travel jacket, the project adopted design thinking principles as the guiding methodology. This approach placed travelers at the core of the design process, fostering a deep understanding of their needs and challenges. Through extensive user research, including surveys and interviews, the project gained valuable insights into the priorities and preferences of modern travelers. Ideation sessions encouraged the generation of creative solutions, and rapid prototyping allowed for iterative improvements based on user feedback.

This user-centered approach ensured that the final design is not only practical and innovative but also resonates with the genuine needs of travelers. Features such as strategically placed pockets, an integrated neck pillow, and a convenient eye mask were developed to create a product that is both functional and stylish.

This chapter will provide an introduction to the study by first discussing the background and context, followed by the problem statement, project objectives and questions, and the significance and scope of the study.



## **1.2. BACKGROUND OF PROJECT**

In today's travel industry, the demand for versatile and functional apparel has grown significantly. However, most travel jackets available in the market focus solely on basic features like weather resistance or style, often neglecting the needs of modern travellers. Essential travel accessories such as neck pillows, eye masks, and storage solutions are typically sold separately, requiring travellers to carry multiple items that add to the hassle of packing and organization.

This gap in the market highlights the lack of truly multifunctional travel jackets designed with the traveller's convenience in mind. Existing jackets often fail to incorporate features that enhance comfort and practicality during long journeys, such as built-in eye masks for better rest, additional secure pockets for carrying essentials, or an integrated neck pillow to support comfortable travel. As a result, travellers must rely on external accessories, leading to inefficiencies and a less streamlined travel experience.

Recognizing these challenges, this project seeks to introduce a multifunctional travel jacket that addresses these unmet needs. By integrating features like a built-in neck pillow, a discreet eye mask, and additional storage pockets, this jacket provides a one-stop solution that is both functional and stylish. This innovative approach aims to set a new standard for travel apparel, offering travellers a convenient, all-in-one solution that enhances comfort and organization throughout their journey.

### **1.3. BACKGROUND OF PROJECT**

Convenience, security and sustainability present many difficulties for modern travels. The necessity of carrying several accessories, such as chargers, wallets, neck pillows and other necessities, is becoming more and more of a strain for travellers as the travel business expands. This makes travel planning more difficult and increases the possibility of misplacing or losing things, which may be expensive and frustrating, especially during transit and airport security checks. Furthermore, travellers are forced to rely on single-purpose products in the absence of an integrated travel solution, which frequently result in larger luggage and less effective packing.

Additionally, there is a growing need for eco-friendly travel items that reduce ecological footprints as environmental impact becomes more widely recognized. Sustainability is becoming a major element influencing selections across all demographics, according to McKinsey's consumer research, with many tourists choosing eco-friendly alternatives to conventional gear. Nevertheless, there are not many multipurpose travel goods on the market that satisfy sustainable production criteria in addition to providing convenience.

In order to solve these problems, this project intends to create a multipurpose travel jacket that combines necessary travel features, lessens dependency on single-use goods and is made of eco-friendly materials. To meet the needs of today's conscientious and convenience-focused tourists, this invention would offer a smooth, environmentally responsible way to enhance the trip.

### **1.4. OBJECTIVES**

- 1.4.1. To design and develop a multifunction travel jacket that can efficiently carry and organize essential travel items, aiming to reduce the need for carrying multiple items.
- 1.4.2. To test the jacket's functionality and user-friendliness with a target audience of frequent travellers.

## **1.5. PROJECT QUESTIONS**

- 1.5.1. What are the main functional needs of modern travellers that could be addressed by a multifunctional travel jacket?
- 1.5.2. How can a multifunctional travel jacket improve travelers' convenience and security compared to conventional travel accessories?
- 1.5.3. How can user feedback on prototype versions of the jacket help refine its features before a full product launch?

## **1.6. SCOPE OF PROJECT**

### **i. Key Features**

The jacket features numerous pockets designed to carry essential items such as phones, passports and wallets. It is also weather-resistant, offering protection from wind and cold conditions. Made from lightweight and breathable fabric, the jacket ensures comfort with a well-fitted design. For added security, it includes hidden pockets and materials that safeguard against identity theft.

### **ii. Target Audience**

This jacket is designed for people who travel often, adventurers, and commuters who need practical clothing while on the move.

### **iii. Deliverables**

We will start by creating jacket designs and testing prototypes to refine the product. Material testing will be conducted to ensure the fabrics used are both durable and comfortable. Additionally, market research will be performed to understand customer preferences and analyse competitors. A comprehensive manufacturing plan will then be developed to outline the production process. Finally, a marketing strategy will be created to effectively promote the jacket to the target audience.

### **iv. Key Phases**

Creating the general design concept and coming up with concepts for the jacket are the first steps. The next step will be to create and test prototypes by creating sample jackets and assessing how well they work. After that, market research will be done to ascertain consumer preferences and current market trends. Following the collection of this data, we will organise and start the manufacturing process.

### **v. Budget & Resources**

Prototype design and manufacture are among the important operations that require funding. Financial resources will also be allotted for the jacket's actual fabrication.

vi. Timeline

The entire project will take about 3 to 5 months, for prototype

vii. Success Criteria

The primary goal is to successfully launch the jacket into the market. We aim to receive positive customer reviews regarding its features and comfort.

## **1.7. SIGNIFICANCE OF PROJECT**

A multifunction travel jacket is made to be both convenient and practical. It usually has many pockets of different sizes, hidden compartments and built-in accessories like eye masks or neck pillows, which are especially useful for long trips. These pockets help you organize your belongings, such as phones, wallets, keys and passports, so you can easily access them without searching through many bags. This design means you don't need to carry extra bags or accessories, as everything can be safely stored in the jacket, making traveling simpler and more efficient.

In addition, the jacket's secure, hidden pockets offer extra protection for valuable items. Important things like passports, credit cards and phones can be kept in these secret compartments, reducing the risk of theft or losing them by accident. These hidden pockets make sure your essentials are safe, giving you peace of mind when traveling in crowded places like airports, buses or busy streets. The combination of security and practicality makes the multifunction jacket a perfect travel companion for anyone on the go.

## **1.8. OPERATION DEFINITION**

### **i. Multifunction**

the ability of a product, device or system to perform multiple functions or serve various purposes. In the context of products like a multifunctional travel jacket, it means that the item is designed to provide several features or capabilities beyond its primary function. As example a multifunctional travel jacket may include pockets for storage built-in accessories like a neck pillow and eye mask

### **ii. Jacket**

a type of outerwear worn on the upper body, designed to provide warmth, protection and style. Available in various types, such as casual jackets (like denim and bomber styles), formal jackets (like blazers) and specialized outerwear (including raincoats and insulated winter jackets), they are versatile garments suitable for different occasions and climates. Jackets can be made from materials such as cotton, wool, leather and synthetic fabrics, often featuring elements like pockets, zippers, buttons and hoods for added functionality.

### **iii. A Multifunction Travel Jacket**

A kind of outerwear for a traveller where a lot of features are combined into one, such as several pockets, hidden compartments and integrated accessories. For example, it might include an eye mask and neck pillow. Its main purpose is to be handy for storing all the main personal belongings that one could need, such as phones, wallets, passports and keys. Besides that, the security features are extra hidden pockets to protect against theft or involuntary loss. It might also be produced with special materials and design attributes that make it even more comfortable, weather-resistant, and ecological.

## **1.9. SUMMARY**

The goal of this project is to create a multi-purpose travel jacket that will improve passenger comfort, convenience and usability. The jacket's modular design will allow parts such as the hood and sleeves to be added or removed depending on the weather and the wearer's preferences. Many pockets and compartments will be included in the design, along with sustainability and the use of environmentally friendly materials and procedures. The jacket will meet both fashion and utility needs by being robust, breathable and lightweight. It is aimed at casual travellers, digital nomads, lovers of the great outdoors and tech-savvy people. The development plan involves research and design, prototyping, testing and refinement, and finally manufacturing and launching the product. The goal is to create a practical and innovative travel jacket that improves the travel experience by combining style, and comfort.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1. INTRODUCTION**

In this chapter, it reviews the literature that is pertinent to the study and provides extensive discussions of previous studies with overviews of multifunctional travel jacket. This chapter looks at the factors that influence the design and appeal of multifunctional travel jackets. It focuses on how current jackets in the market often lack useful features like built-in eye masks, extra secure pockets, and neck pillows, which are essential for making travel more convenient and comfortable.

#### **2.2. SWOT ANALYSIS**

<b>STRENGTHS</b>	<b>WEAKNESS</b>
<ul style="list-style-type: none"><li>• Can Be Used in Various Weather</li><li>• Multiple Pockets</li><li>• Prevent from Pickpocket</li></ul>	<ul style="list-style-type: none"><li>• High Cost</li><li>• Bulk</li></ul>
<b>OPPORTUNITY</b>	<b>THREATS</b>
<ul style="list-style-type: none"><li>• A lot of pockets</li><li>• Increase Consumer Safety</li></ul>	<ul style="list-style-type: none"><li>• Changing Customer Preferences</li><li>• Copyright by Competitors</li></ul>



### **2.3. PREVIOUS STUDIES/REVIEW/INVESTIGATION**

Modular and convertible designs in travel jackets have become a popular feature, especially for minimalist travellers who prioritize lightweight and adaptable clothing. This trend, as highlighted in the research "Modular and Convertible Design in Travel Jackets" (2021), allows parts of the jacket, such as sleeves or hoods, to be detached, transforming the jacket into other forms, like a vest or a bag. The integration of wearable technology, as reviewed by Kim and Lee (2020), also plays a significant role, with innovations like Bluetooth connectivity, GPS tracking, and integrated power sources enhancing both practicality and user experience. Sustainable materials and manufacturing have been increasingly emphasized, as discussed by Zhang et al. (2021), focusing on eco-friendly materials and processes for multifunctional clothing. Through a case study, their work investigates the environmental benefits and challenges of adopting sustainable practices in apparel design.

In the realm of crime, pickpocketing remains a prevalent issue, particularly in public spaces. Zhihe Pan's study on "The Constituent Elements of the Pickpocketing Crime" delves into the characteristics of pickpocketing, identifying public places and stolen property as key elements of the crime. The application of big data analytics in detecting suspected thieves, as explored by Edara Sirinja (2020), has shown promising results in analyzing passengers' movement patterns on local trains, helping to identify potential pickpockets and improve public security. Dr. U. Prasad's work on "Identifying Pickpocket Suspects by Analyzing Large Public Transit Records" further explores the use of surveillance and data analysis to distinguish criminals from regular commuters. Additionally, the European Pickpocketing Index, compiled by Deborah O'Donoghue, ranks Europe's worst pickpocketing spots, revealing that tourists in crowded attractions are often targeted, as thieves can operate more inconspicuously in such environments.

## **2.4. SUMMARY**

Chapter 2 offers a comprehensive review of factors influencing consumer interest in multifunctional travel jackets, emphasizing innovations like modular designs and the comfortable of jacket. The SWOT analysis highlights strengths such as weather adaptability, numerous pockets and anti-pickpocket features, while pointing out weaknesses like high costs and bulkiness. The chapter also identifies market opportunities to enhance safety for travellers, although evolving customer preferences and potential copyright challenges remain threats. Survey results show that travellers, especially frequent ones, appreciate built-in accessories like neck pillows and eye masks, and prioritize both style and practicality. The chapter concludes that consumer demand for versatile, secure and sustainable travel jackets is growing, suggesting a promising market for new, innovative designs.

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1. SUMMARY**

This chapter explain about the process of making multifunction travel jacket which include the project design, the most suitable method used for conducting a project and determine effective procedures to answer project problems.

#### **3.2. PROJECT DESIGN**

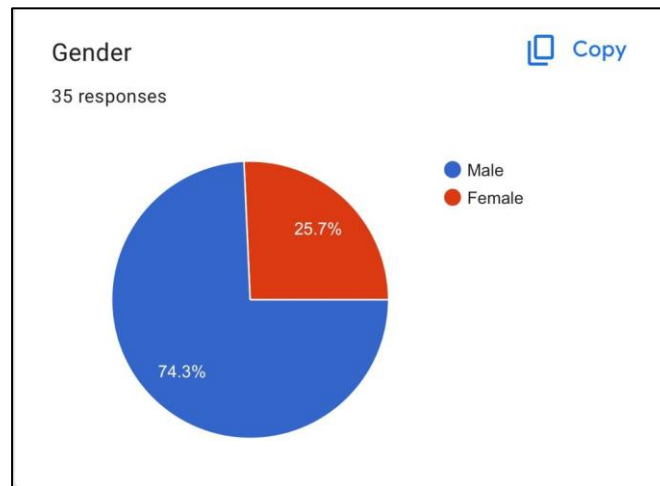
The ADDIE model is a widely used instructional design framework that provides a structured, step-by-step approach to create effective educational and training programs. It consists of five phases, Analysis, Design, Development, Implementation and Evaluation. Here's a breakdown of each phase:

##### **i. Analysis**

Analysis is to understanding the learning needs, goals, and target audience. This stage includes assessing the performance gap, identifying the skills or knowledge that learners need, and analyzing any constraints (like time or resources). The goal is to clearly define what the learners need to achieve.

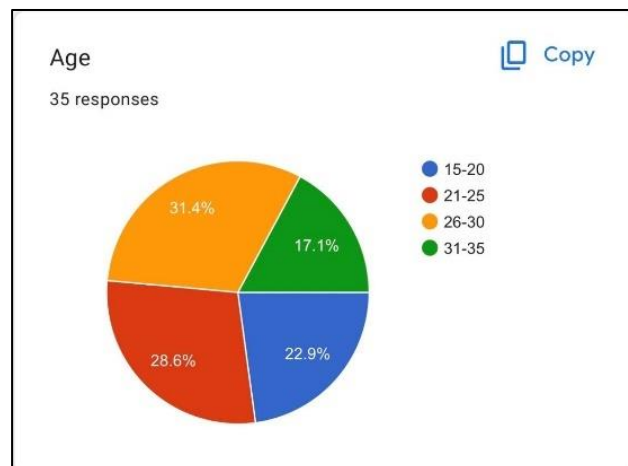
In this phase we have conduct a questionnaire to find out what travellers need and want from a jacket, focusing on features such as comfort, durability and function. Next, research existing products online to see if similar jackets are already available and analyze current market trends to identify gaps and opportunities for your design.

Diagram 3.1: Gender



Based on diagram 3.1, we had got 35 responses. It shows 74.3% responses from male that represented by the blue portion of the chart and we got 25.7% responses from female represented by the red portion of the chart. This means that the majority of respondents (74.3%) identified as male, while a smaller percentage (25.7%) identified as female.

Diagram 3.2: Age



The pie chart in Diagram 3.2 represents the age distribution of 35 respondents, divided into four segments corresponding to different age groups. The 15-20 age group accounts for 22.9% of the respondents, while the 21-25 age group comprises 28.6%. The largest segment is the 26-30 age group, which makes up 31.4% of the total. The smallest segment is the 31-35 age group, representing 17.1% of the respondents. Overall, the data shows that the largest age group among the respondents is 26-30, followed closely by 21-25, while 31-35 is the smallest group.

Diagram 3.3: Frequency of Travel

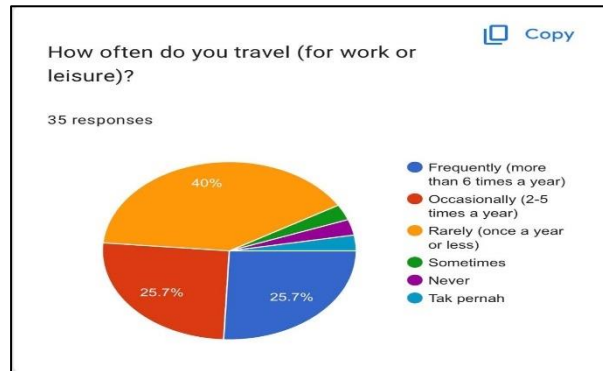
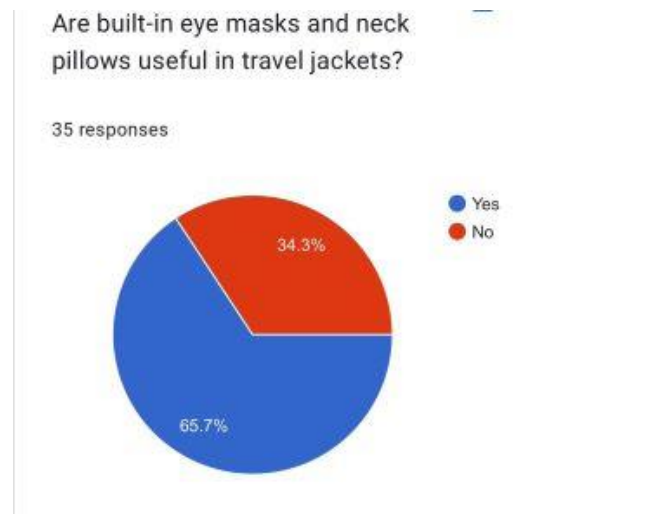


Diagram 3.3, represents the travel frequency of 35 respondents, divided into six segments. The "Frequently" segment, indicating those who travel more than six times a year, accounts for 40% of the respondents, making it the largest group. Following this, both the "Occasionally" (2-5 times a year) and "Rarely" (once a year or less) segments each comprise 25.7%. The "Sometimes" category represents 5.7% of respondents, while the "Never" segment accounts for 2.9%. Overall, the data shows that the most frequent travellers are those who travel more than six times a year, while the least frequent travellers are those who never travel.

Diagram 3.4: The usefulness of built-in eye masks and neck pillows



In this pie chart show 65.7% of respondents believe that built-in eye masks and neck pillows are useful in travel jackets. Other than that, are 34.3% think they are not useful. This suggests that the majority of users find these features beneficial for travel comfort.

Diagram 3.5: The importance of jacket weight

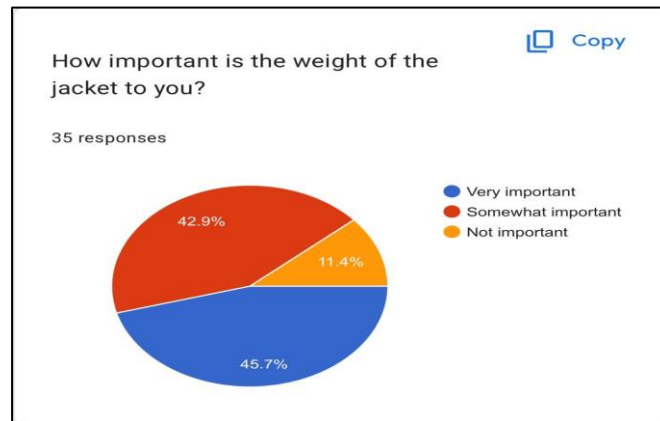
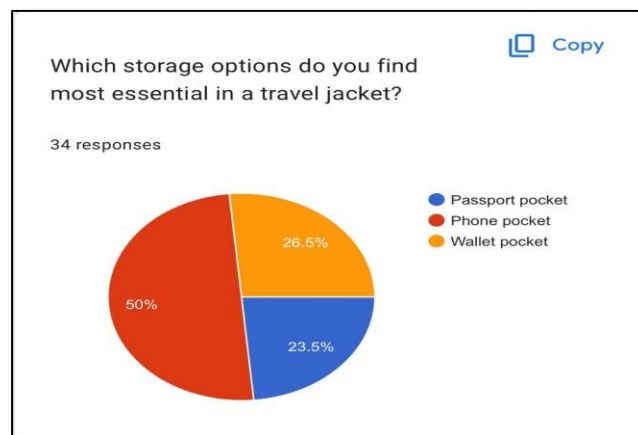


Diagram 3.5 shows the result for the importance of jacket weight. It shows 45.7% of people consider the weight of a travel jacket very important. Furthermore 42.9% feel it is somewhat important and 11.4% do not find it important at all. The conclusion weight is a critical factor for most travellers when choosing a travel jacket, with only a small portion not concerned about it.

3.6: The most storage options in a travel jacket



This pie chart in Diagram 3.6 shows the most essential storage option. The result shows 50% prioritize a phone pocket as the most essential storage feature and 26.5% prefer a wallet pocket. Other than that, 23.5% choose a passport pocket as essential. This shows that easy access to a phone is the top priority for many, while passport and wallet storage are also important but less so.

Diagram 3.7: The importance of jacket appearance compared to functionality

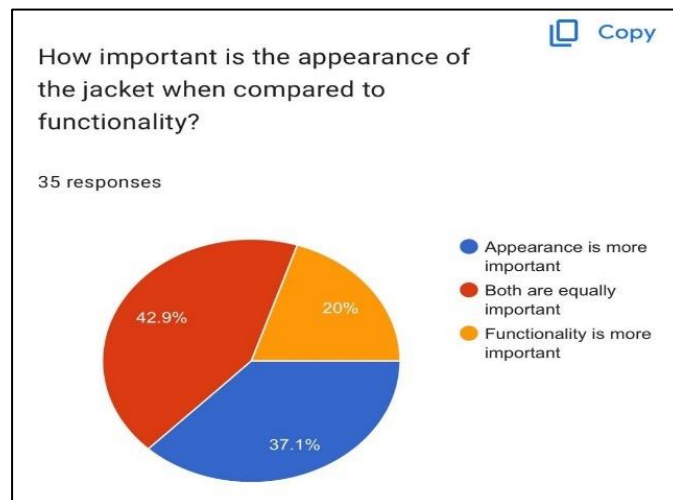


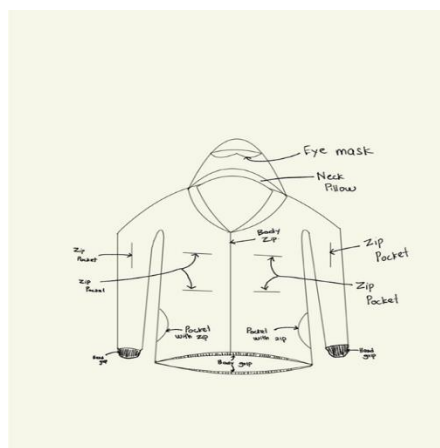
Diagram 3.7 shows the importance of the appearance or function of the jacket. It shows 42.9% of respondents value both appearance and functionality equally and 37.1% prioritize the appearance of the jacket over functionality. Other than that, 20% respondents think functionality is more important than appearance. This reveals that a significant portion of users cares about balancing style and practical features in their travel jackets.

## ii. Design

Create a basic design for the jacket that aligns with consumer preferences, focusing on their needs and wants. Once the initial design is established, develop prototypes to test these concepts in real-world conditions.

We use nylon material as the material, air build in neck pillow and build in eye mask.

### Design Jacket (Sketch design)





### iii. Development

After identifying the travelers's needs, we create a detailed sketch of the design prototype. This sketch shows all the key features tailored to their requirements. Next, we work with a tailor to bring the design to life. We explain everything clearly, including where the pockets should go, how the neck pillow should be attached, and how the eye mask should fit. This ensures the tailor understands our vision and produces a prototype that matches our expectations.

### iv. Implementation

Launching our jacket on a full scale involves ensuring all aspects of production, design and quality control are finalized, making the product. We also give our target audience, namely travellers, to try out our prototypes

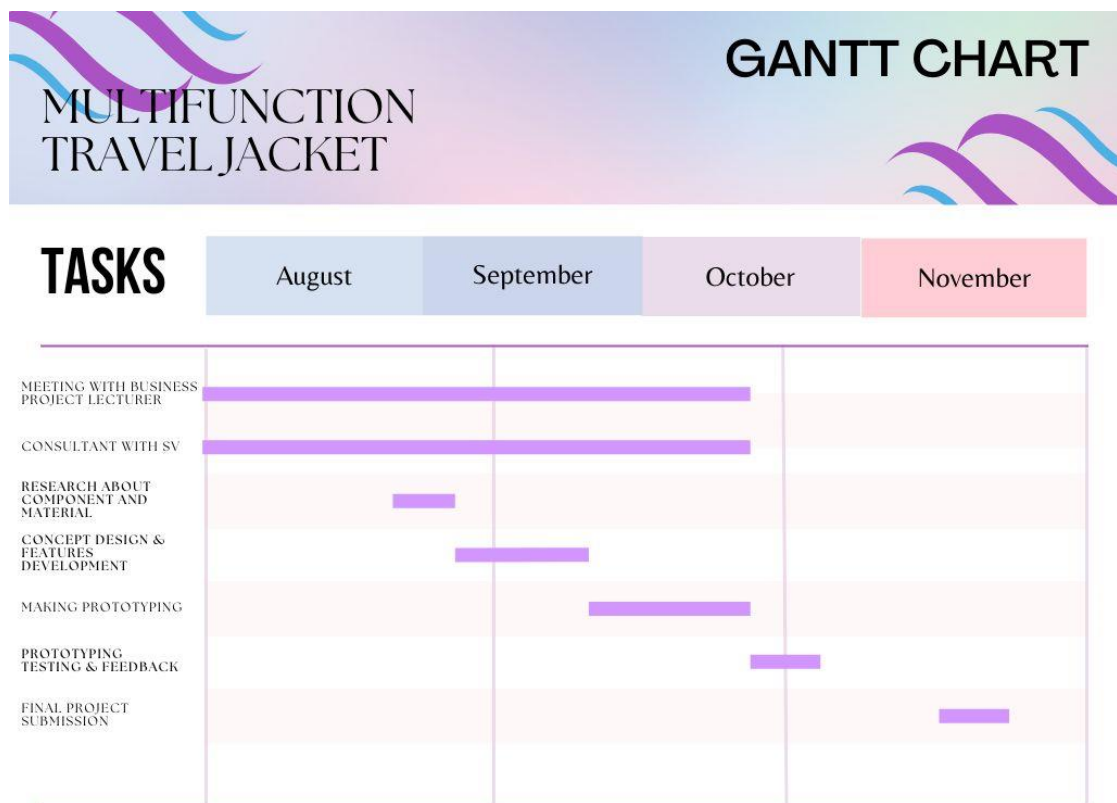
### v. Evaluation

After providing the jacket to our target audiences which is travellers to try on. We got 30 of them to try our jacket and we also distribute feedback forms to gather their input. These forms are designed to help us understand their experience with the jacket and identify areas for improvement. The feedback process allows the users to share their opinions on various aspects, such as the jacket's comfort, practicality, and functionality, as well as specific features like pocket placement, the neck pillow, or the eye mask. By collecting this information, we can make necessary adjustments to enhance the design and ensure the jacket meets the needs and expectations of our target audience. This step is crucial in refining the product and delivering a high-quality, user-friendly solution.

### 3.3. SUMMARY

In conclusion the comprehensive market research will be carried out to know the needs and expectations of possible users. The insights from this research will be applied to the design, concentrating on features that are modular. A whole series of prototypes will be built to explore different design details and functions, like modular components or storage options. Tests include comfort, durability and performance in various conditions of the prototypes. The design will then be tested and any work after feedback collected from testing to further the best outcome.

#### GANTT CHART



## CHAPTER 4

### FINDINGS AND DISCUSSION

#### 4.1. INTRODUCTION

This chapter presents the findings from surveys, user feedback, and prototype testing, followed by a discussion of their significance in achieving the project objectives. The aim is to evaluate the effectiveness of the multifunctional travel jacket in addressing the needs of modern travelers.

#### 4.2. FINDINGS

The primary data was collected through surveys and feedback forms completed by target users. Below is a summary of the findings:

##### 1. Demographics of Respondents

**Gender:** Majority of respondents (74.3%) were male, with 25.7% female participants.

**Age:** The largest group of respondents (31.4%) fell within the 26-30 age range, followed by 28.6% in the 21-25 group. This reflects a young and active travel demographic.

**Travel Frequency:** 40% of respondents traveled frequently (more than six times a year), indicating a significant demand for practical travel solutions.

##### 2. Perceived Usefulness of Features

- **Built-in eye masks and neck pillows** were found useful by 65.7% of respondents, showing strong support for integrated comfort features.

- **Lightweight design** was considered very important by 45.7% and somewhat important by 42.9%, emphasizing weight as a critical factor.

##### 3. Storage Preferences

The most essential storage feature was a phone pocket (50%), followed by wallet (26.5%) and passport pockets (23.5%). This highlights the need for organized and accessible storage.

#### **4. Balancing Functionality and Appearance**

42.9% of respondents valued appearance and functionality equally, with 37.1% prioritizing appearance and 20% prioritizing functionality. This suggests the importance of combining style with practicality.

#### **5. Prototype Feedback**

The prototype was tested by 35 users. Most users praised the practicality of features such as strategically placed pockets and the integrated neck pillow and eye mask. However, some noted concerns about the bulkiness of the jacket.

### **4.3. DISCUSSION**

#### **1. Meeting Travelers' Needs**

The multifunctional travel jacket successfully addresses key traveler concerns, such as convenience, comfort, and storage. Features like built-in neck pillows and secure pockets received positive feedback, validating their inclusion in the design.

#### **2. Balancing Features and Design**

While the jacket's functionality was well-received, some users emphasized the need for a sleeker, less bulky design. This feedback indicates a demand for further refinement to enhance portability.

#### **3. Market Potential**

Survey results demonstrate strong market interest, particularly among frequent travelers seeking innovative, multifunctional products. Combining sustainability with these features could further appeal to eco-conscious consumers.

#### **4. Challenges and Limitations**

The primary challenges included material selection and cost constraints, which impacted the final design. These limitations provide valuable insights for future improvements.

#### **4.4. SUMMARY**

The findings indicate that the multifunctional travel jacket effectively meets its objectives, offering a blend of practicality and style. However, user feedback highlights areas for refinement, ensuring the product remains competitive and appealing in the market.

## **CHAPTER 5**

### **CONCLUSION AND RECOMMENDATION**

#### **5.1. INTRODUCTION**

This chapter concludes the project by summarizing its achievements and offering recommendations for future improvements. It also addresses project limitations and suggests strategies for scaling up.

#### **5.2. CONCLUSION**

The multifunctional travel jacket successfully integrates essential travel accessories into a single product, enhancing convenience and comfort for modern travelers. Key achievements include:

- Positive user feedback validating the practicality of built-in features like neck pillows and eye masks.
- An innovative approach to combining storage, comfort, and style in travel apparel.
- Demonstrated market potential, particularly among frequent travelers and young professionals.

Overall, the project contributes to travel gear innovation, setting a foundation for further development and commercialization.

#### **5.3. RECOMMENDATION**

##### **1. Product Refinement**

Use lighter, more durable materials to reduce bulkiness without compromising functionality. Besides, incorporate advanced features like USB charging ports or GPS tracking to enhance utility.

##### **2. Sustainability**

Explore eco-friendly materials and sustainable production methods to appeal to environmentally conscious consumers.

### **3. Market Strategy**

Conduct additional market research to identify potential niche markets, such as outdoor enthusiasts or business travelers. It also needs to partner with retailers or online platforms to increase product visibility and accessibility.

### **4. Customer Feedback Integration**

Continuously gather and analyze user feedback post-launch to guide iterative improvements.

## **5.4. PROJECT LIMITATION**

**Budget Constraints:** Limited resources restricted the ability to test a broader range of materials and features.

**Small Sample Size:** The feedback was based on a relatively small group of 30 users, limiting the generalizability of results.

**Time Limitations:** The project timeline constrained the number of iterations and tests conducted.

## **5.5. SUMMARY**

The multifunctional travel jacket demonstrates significant potential as an innovative travel solution. By addressing user feedback and exploring sustainable practices, the product can achieve broader appeal and success in the market.

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### REFERENCES

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