

MUHAMMAD SYAHIR SHAHIMI

E322 ASSIGNMENT 1

I PLEDGE MY HONOR THAT I HAVE ABIDED BY THE STEVENS HONOR SYSTEM

My potential project would be a multi-purpose study lamp. It is basically a combination of a lamp, audio speakers and an alarm clock. As usual, the neck of the lamp will be flexible so that it will be easier to use. For this product, an energy saver light bulb will be used as it is more efficient and brighter too. However, other type of light bulbs up to 100W can also be used. The alarm clock and speakers will be placed at the base of the lamp. The base would be rectangular in shape. An alarm clock with LED bulb will be placed at the front side of the rectangular base. Speakers will be located on each sides of the base in order to produce a stereo sound quality. At the back of the base, there will be an AC connector to the power source.

On top of the base, there will be docking station made which is compatible with Apple devices such as the iPod and the iPhone. A 3.5 mm audio jack will also be placed next to the docking station. This is useful for other non-Apple device as the user can connect their device to the speakers by using an auxiliary cable. The audio jack is also allows the user to listen to the music by wearing an ear buds or a headphone. In order to make the alarm clock more effective, both speakers are going to be integrated with the clock itself. By this way, the sound produced by the alarm clock will be louder.

In my opinion, this product has a huge potential in the market. The main potential consumer for this product is students. I assume that study lamp, alarm clock and audio speakers can be classified as important items needed by a student. However, having all these 3 products together on a study table can be quite bothersome because they can take quite a lot of space. By unifying all three products into one, students can save more space on their study place and at the same time, they are able to study more comfortably. In addition, I strongly believe that students will find this product useful when studying as it helps in giving a good lighting to read, playing their favorite music and keeping them aware of the time.

For marketing, this product will be available at all major supermarkets. School bookstores are also a good place to introduce this product. The price should be affordable for consumers (ranging from \$50 to \$80). Lastly, the product must be easy to operate and user friendly.