

# **Product Innovation – Jannah Travel Kit**

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## **Abstract**

More of the business needed a product that meet customers and market needs because we live in the turbulent times. Definition of innovation is the introduction of something new, it could be incremental improvements to something that already exists for new services to products or processes. While definition in product innovation is development or improvement of products in a way that tries to solve problems for consumers, customers, companies or society in large. The purpose of this product innovation is for Muslim travellers to perform prayer when involving in outdoor recreational activities such as hiking, camping and fishing. This product known as Jannah Travel Kit. The objectives of the product are to identify the proper Muslim travel kit, to develop better quality product for usage and to evaluate the specified items needed in the kit. The sample was collected from primary data though questionnaire (survey) and online interviews with expertise from industries. Mix method was applied for the data collection. The data analysis showed all the respondents satisfied because it is small and easy to keep in the bag. There are a few recommendations proposed by the related travel agencies, Muslim travellers and outdoor expertise: the product was suitable for all but preferable for Umrah and Hajj travellers, it should wider not only for Muslims and some items in the kit can be improvise for usage. This product can help the Muslim travellers in their activities but have to do some improvement to expand in future.

***Keywords: Muslim travellers, Jannah Travel kit, outdoor activities, multi-function product and convenient***