



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Project (Spring 2021)

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Section

Master

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Advanced project Management

Business case of moveable smile Project

Introduction:

In life most people work together as teams to increase the productivity of any work with high quality. Building a successful team needs many elements to achieve its goals. Our customers for this product are anyone that interested on a good-looking smile. After presenting our problem and its solution which is the moveable smile. So, we need an effective design to fix that.

In this project, I will be using several techniques to represent this work in the best way.

To sum up, this project includes all major things needed to start.

First, I am presenting the opportunity and its definition. then, the product features and showing some information about its specifications.

At the end, I will calculate the score of the project based on international method called KTDA.

Literature review:

The field of dentistry is a very large field, with many specialties and techniques for cosmetic dentistry. One of the most important cosmetic dentistry techniques is the moveable smile. which is the target of this project.

One of the major problems that may happen to any human is the failure of his/her teeth, bad colors, and unfit teeth. That make people usually go to hospitals which is expensive and taking longer time.

There are companies that produced new designs for teeth solutions. One of the products is the snap on smile. It uses holding material to hold the product into the user mouth. But it is designed to be only one size and one look. Our main objective is to design a moveable smile to make a fast new solution in dentist felid. We can achieve that by designing a product that can be manufactured locally at perfect quality and low cost to compete with other companies that have the same product. Also, we may focus on making new production line for it.

[Methodology]

Opportunity analysis:

Humans may face a lot of problems in their teeth which makes them unhappy or unsatisfied about their looking. In dentist field there are many solutions but the current solutions for this problem are very minimum and costly, you either go to hospital which is very costly, or you target current solutions in the market which are cheap with bad quality or good quality but expensive.

We need to design a moveable smile not expensive with perfect quality and can be manufactured locally. Also, we need to make maximum duration to create a full product in the same day customer may want it.

Parameters and Specifications:

Here are the requirements to make the product happen with its parameters and specifications.

Requirements	Specifications	Product Parameter	Must or Want
Maximum cost limit	400 SR	Cost of final product	Must
Quality	Perfect	We can use it ourselves	Must
Product Duration	1 Day	Customers can have it in 24hrs	Must
Manufacturability	2 Days	Can be Manufacture locally	Want
Minimum costs	150-250 SR	Try to get lowest price	Want

Table 1: Product parameters and specifications.

Project Ethics:

Here are the most important constraints we going to cover for this project.

Ethics	Description	Must	Want
Safety	Do not harm anyone	Δ	-
Usability	Easy to install	Δ	-
Maintainability	Easy to maintain	-	Δ
Environmental	Reduce exhaust emissions	-	Δ

Table 2: Ethics.

Design standards:

In this project, the worldwide standers like ISO, ANSI, SKF and DIN will be applied.
To prevent any lawsuit risk or violation.

[Result and Discussion]

Description:

This moveable smile come in free size (one size) and holding material like silicon to take size and hold the product in place.

The most important components: Product + Holding material.

Benefits:

This is the cheapest product available in the market which will save us the LAB processes costs, also it can be fit in any mouth.

Category	Benefit	Value
Financial	Reducing the cost of LAB	300-500 SR
Operational	Can work on any mouth	Multiple users
Market	Attract all teeth customers	Increased profit

Table 3: Benefits.

Costs:

This type requires a product, holding material, housing box, and manual instructions paper.

Category	Cost	Value	Budgeted
People	Salaries	15 SR/Unit	YES
Physical	Product + Holding Material + Box + Manual instructions Paper	150 SR + 30 SR + 20 SR + 3 SR	YES

Table 4: Costs.

Risks:

The most serious risk in this product is refund because of quality, also another risk is losing the holding material, so we may put two holding material with each product to prevent this from happening.

Description	Likelihood	Impact	Mitigating Actions
Refund	High	High	Better quality
Holder lost	Medium	Low	Extra holding material.
Product broke	Low	Very high	Choose suitable materials

Table 5: Risks.

Issues:

Good quality is the main issue of this product, so we are going to perform research to increase quality. Also, good looking teeth is an issue for this product since we could not find any product in the market now with a good price.

Description	Priority	Resolution Actions
Good Quality	Very High	Perform research.
Good Looking	Very High	Make good looking products.
Find customers	High	Search for good places to sell.
Authority approval	Medium	Get the approval early

Table 6: Issues.

Feasibility:

For any new project, the feasibility is a major concern, so we did a survey to see if customers are really interested in the new technology on moveable smiles.

Component	Rating (1-10)	Method Used to Determine Feasibility
New customers	7	A survey was done to determine the need
New technology	9	A prototype is done to study the benefits

Table 7: Feasibility.

Assumptions:

The major assumptions are:

- 1- Prices of raw materials needed are not supposed to increase during this project.
- 2- There will be no legislative, business strategy or policy changes during this project.
- 3- Additional human resources should be available anytime to support this project.

In this section the key characteristics of each solution option compared with the other solutions, and a recommend solution option for implementation determined using (KTDA). This technique will help us to pick up a suitable option among all other options depending on the highest score.

Musts	Option 1		
MAX Cost	Go		
Quality	Go		
Product Duration	Go		
Safety	Go		
Usability	Go		
Wants	Wight	Score	W*S
Manufacturability	35	10	350
Minimum cost	30	10	300
Maintainability	20	8	160
Environmental	15	10	150
Total	100	960	