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AGENDA

- Background
- Process
- Prototype
- Plan (as in Business)
- Future Directions
About the Course

- 2 quarter course
- Perspectives from computer science, design, social & behavioral sciences, and medicine
- Focusing on improving mobility for older adults
- Goal: increase physical activity
Winter Quarter

1-800-GO-senior
ExerPong – Insights and Motivation

- Needs to be FUN

- Human interaction is essential
  - Envisioned a “buddy system” to connect people through the game

- Target the living room

- Make a game that requires movement
ExerPong – Where Next?

- Focus on social aspects
- Please… No more Pong
  - Determine what games or activities are most engaging
- Which motions to incorporate
- Whatever we do, keep it fun and easy to use
PROCESS
ExerPong
Early Prototypes

Technology

Business

Human Values
Need-finding
Guiding Principles

- Laughter and music
- Use all parts of body
  - But let people “Do what they can”
- Social in nature
  - Let users be socially comfortable
- Variety to preserve long-term interest
Poster Prototypes
Storyboards and Personas
Guiding Principles: Iteration

- Show real people, not avatars
- One-on-one dancing with friends or relatives
- Let people dance alongside an instructor or a celebrity
First Video Prototype

Video Prototype 1.0

Video Prototype 1.1
User Testing

- In-Home Prototyping
  - 4 very different users

- Observational Inquiries
  - Comfortable with the technology?
  - Having fun?
  - Any mobility issues? Space issues?
  - Do they focus on their image? Or the friend’s image?
  - Motivation?

- Amazon Mechanical Turk
More people responded to “Dance” than “Exercise”

“I was skeptical at first, but I can see that it does have some great possibilities.”

“Especially effective way for seniors to connect with children and grandchildren”

“Getting the right music will be important”

“Women would enjoy it, but how to interest men?”
Insights

- At home
- Loved ones
- Mirror, mirror on the wall
- TV (keep it simple)
- Feedback?
- Let's dance!!
- vAriaTiOn
- Work in progress...
Insights: At home

- Wanted: safe environment
- safe exercise = not exposed to weather, falling, strangers
Insights: Loved ones

- With family = more fun + more motivation
- Children give OAs permission to do silly things
- Intergenerational, coaching dynamic
- A babysitting tool?
Insights: Mirror, mirror on the wall

- Important to see self
- But concerns about triviality and vanity
- There IS such thing as too much “make-believe”
Insights: TV

- SIMPLE
- Can’t look too computer-y
- OAs are comfortable with TVs
- Not video phone, it’s 2-way TV
Insights: Feedback

- Bells and whistles can be intimidating
- Feedback could range from charts to laughter
- Clear audio connection important
- Success = increase in physical function and happiness
Insights: Let’s dance

- Social aspect of dance
- Beyond dance...simon says, role play, simple games
Insights: Variation

- Different “levels” for those comfortable doing more or less
- Movements sitting down
- Power of music as a motivator
- Capacity for updates and user-generated content
Insights (yet to be resolved)

- Hard to mimic an avatar
- Hard to follow without instructions
- Too many people on screen is distracting
- Eye contact
- Audio connection
memic. Video Prototype
“Lillian”
- 70 years old
- Has osteoporosis but in good health
- Has 4 grandchildren (ages 5 – 14)
- Lives 100 miles away from daughter, Gloria

“Gloria”
- Daughter
- Son

“Kfir”
- Grandson
- (5 yr old)
Product Video

Prototype 2.0
Product Features

- Visual communication (video and audio)
- TV-accessory device
- Broadband connection
- Pre-programmed with your set of contacts
- Background replacement
- Easy and intuitive to use

- Selection of activities:
  - Dance
  - Games
  - Exercise

- Wide selection of music
- Call-in technical support service for adding new contacts and updating programs
PLAN (as in Business)
Target Market

- 65 – 80 years old
- Living at home
- Has Television and Internet Access
- Modest to High Income
- Wants to stay in touch with friends and/or family
- Early adopters and early majority
So how big is that market?

**Estimated Size of Market:**

- **31.7mm**
  - Age 65 – 85
  - Source: Administration on Aging, 2006

- **18.2mm**
  - Living at Home Alone or With Spouse
  - Source: Administration on Aging, 2006

- **13.3mm**
  - Over $25,000 in annual income
  - Source: Administration on Aging, 2006

- **5.3mm**
  - Internet Access
  - Pew Internet and American Life Project, 2005

- **2.6mm**
  - Innovators, Early Adopters, and Early Majority
  - Source: Rogers Technology Adoption Lifecycle Model

*55% of older adults live with a spouse and 30% live alone. This number is based on the assumption that there is only one memic per married household.*

**2.6 million**
What business are we in?

<table>
<thead>
<tr>
<th>Sell the Box / Hardware</th>
<th>Sell the Service / Subscription</th>
<th>Sell the User / Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Profit based on units sold (e.g. $200/memic)</strong></td>
<td><strong>Users subscribe to memic monthly to stay connected (e.g. $10/month)</strong></td>
<td><strong>Advertising appears during usage. Box costs much less (e.g. $20)</strong></td>
</tr>
<tr>
<td><strong>Pros:</strong></td>
<td><strong>Pros:</strong></td>
<td><strong>Pros:</strong></td>
</tr>
<tr>
<td>- Format is familiar for older adults</td>
<td>- Recurring and higher overall revenue (if paid for 2yrs or more)</td>
<td>- Cheapest for users</td>
</tr>
<tr>
<td>- Accessory market may be lucrative</td>
<td>- Could be added to existing bills (such as cable)</td>
<td>- Reaching well defined group in the home is attractive real estate</td>
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<tr>
<td><strong>Cons:</strong></td>
<td><strong>Cons:</strong></td>
<td><strong>Cons:</strong></td>
</tr>
<tr>
<td>- Hardware margins are thin</td>
<td>- Delays cashflow</td>
<td>- Users may dislike ads</td>
</tr>
<tr>
<td>- Difficult to fend off competition</td>
<td>- People have to say yes to memic every month</td>
<td>- Ad income is volatile</td>
</tr>
<tr>
<td>- Relinquishes opportunity for monetizable customer relationship</td>
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</tbody>
</table>

memic could consider creating original content for sale under all of these models

Marketing plan is contingent upon choice of business model
How might we… go to market?

- Consider Partners
  - Such as Cisco or Comcast for distribution
  - Google for ad placement
  - Disney for content
  - AARP and older celebrities for branding
- Be purchased by strong hardware brand (Sony, Panasonic, etc)
- Raise enough capital to build distribution and content from the ground up?
Future Considerations

- **LEGAL**: IP Protection and purchasing rights to content
- **TESTING**: User Interface, Technical Capabilities
- **OPERATIONS**: Manufacturing and Supply Chain Terms
- **MARKETS**: Future geographical markets (such as China) and consumer groups (such as children?)
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Branding Ideas *(we couldn’t resist)*

**SLOGANS / CAMPAIGNS**

“*memic. Making TV Two-way.*”

**COLOR PALETTE**

**PRIMARY / BACKGROUND**

Accent 1 | Accent 2

**PACKAGING (see demo)**

**LOGO**

*memic* 
dance. play. connect.