Usense Concept Video

Team IBA

Value Proposition and Problem Solution

usense: “Care from anywhere”

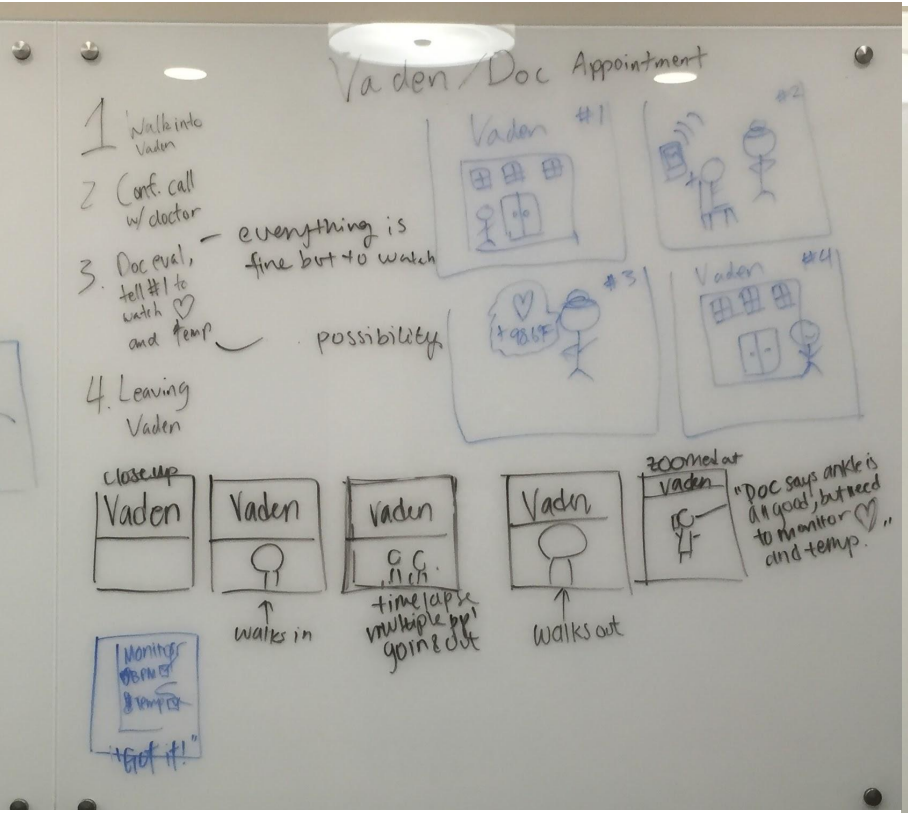
usense puts people at ease knowing their loved ones are safe and sound. All it takes is one tap.

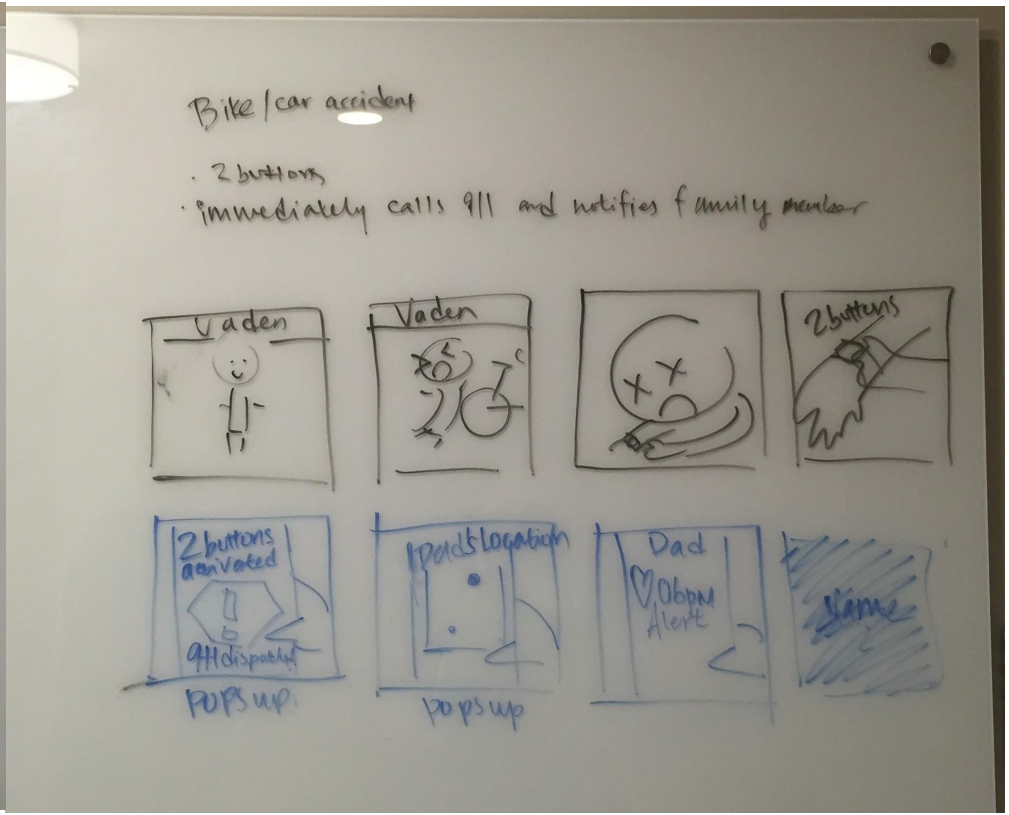
Three Tasks

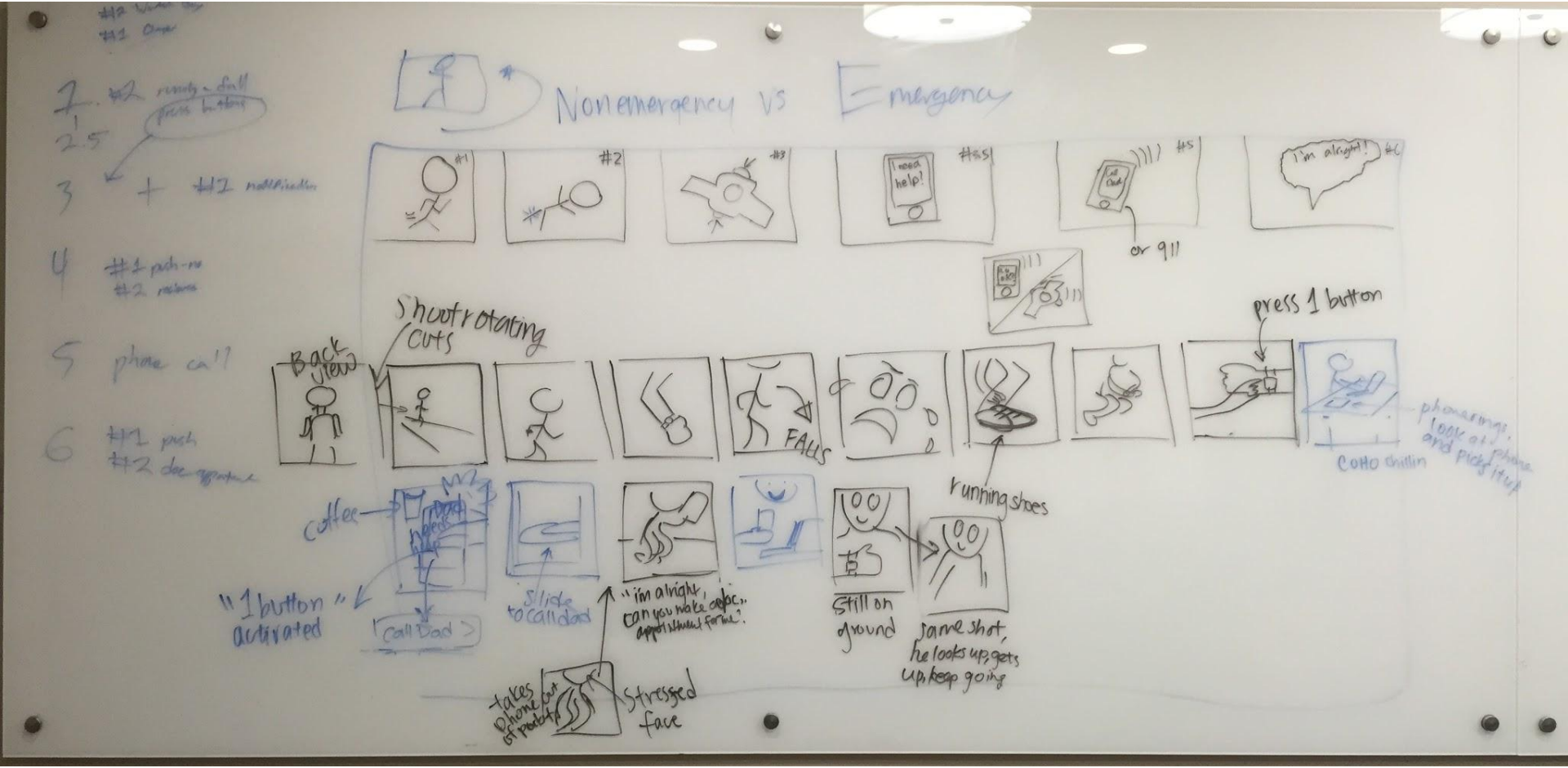
Emergency Scenario, Reporting the need for help
Task Difficulty: Very Simple
App User: After being notified by the application, they would be directed to get in contact with them. Timestamps, gps.
Family Member: The family member would press both of the two buttons on the watch at the same time.

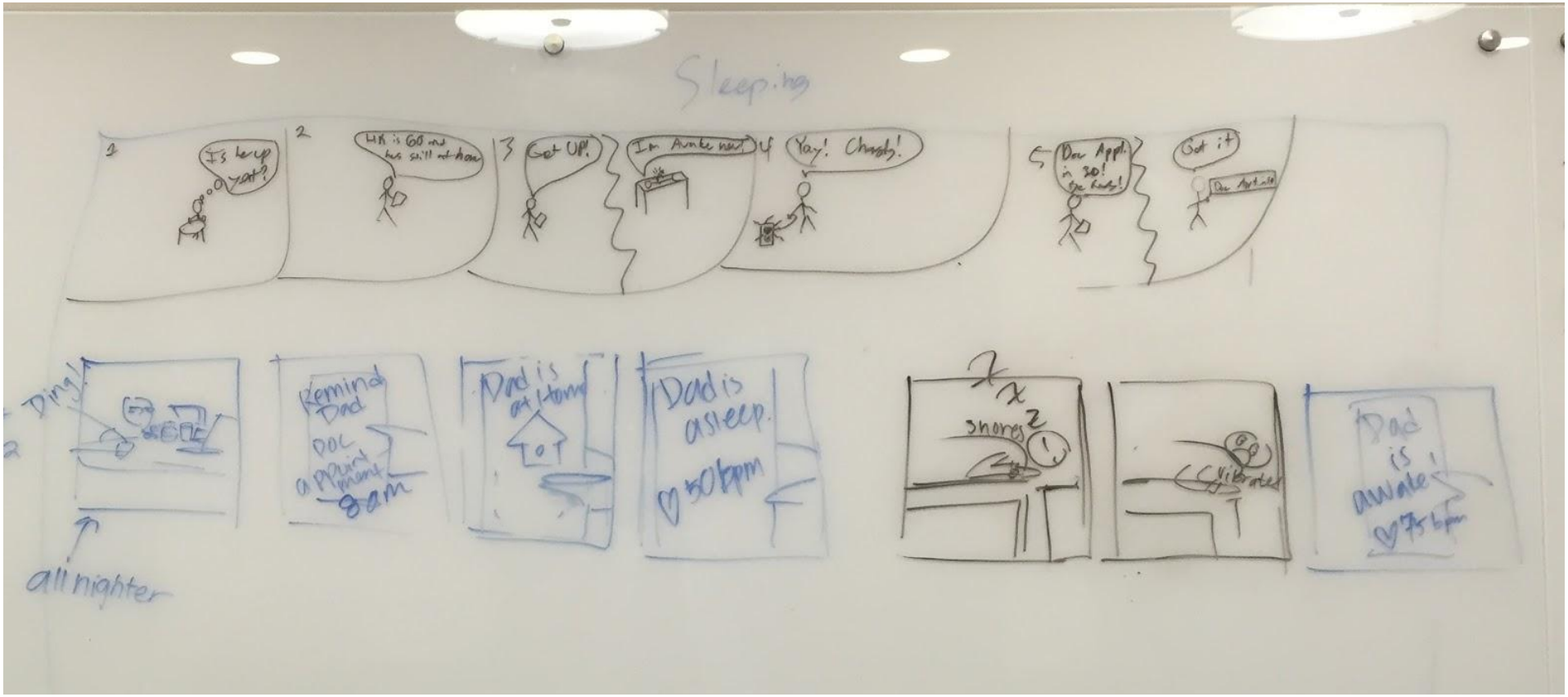
Passive Tracking - GPS, tracking vitals, notifications when they sleep/wake up
Task Difficulty: Automatic/Simple
App User: The family member gets push notifications and can track family member whenever.
Family Member: The person would just have to wear the watch.

Receiving and Sending Vitals
Task Difficulty: Automatic/Simple
App User: Opens the app, the application would present a list of vitals.
Family Member: The person would just have to wear the watch.


Vaden / Doc Appointment
1. Walk into Vaden
2. Conf. call w/ doctor
3. Doc eval, tell #1 to watch ♡ and temp
4. Leaving Vaden
everything is fine but to watch
possibility
Vaden #1
#2
#3
#4
+98.6°F
Close up
Vaden
walks in
time lapse multiple ppl going out
walks out
Zoomed out
"Doc says ankle is all good, but need to monitor ♡ and temp."
Got it!


Bike / car accident
· 2 buttons
· immediately calls 911 and notifies family member
Vaden
Vaden
2 buttons
2 buttons activated
911 dispatched
pops up
Finds location
pops up
Dad
♡ 06pm
Alert
Name


Nonemergency vs Emergency
#1
#2
#3
I need help!
#4
#5
I'm alright!
#6
or 911
Shoot rotating cuts
Back view
FALLS
press 1 button
CoHo chillin
phone rings, look at, phone and picks it up
running shoes
coffee
"1 button" activated
Call Dad
slide to call dad
"im alright, can you make calpe appointment for me."
takes phone out pocket
Stressed face
Still on ground
same shot, he looks up, gets up, keep going


Sleeping
1
Is he up yet?
2
HR is 60 and he's still at home
3
Get UP!
I'm Awake now!
4
Yay! Chasty!
5
Doc Appl. in 30! Be Ready!
Got it
Doc Appt. in 30
Ding!
all nighter
Remind Dad DOC appointment 8am
Dad is at Home
Dad is asleep.
♡ 50bpm
shores
Vibrates
Dad is awake!
♡ 75 bpm

Video Link

https://vimeo.com/142595296