



Hack 3

Team 3

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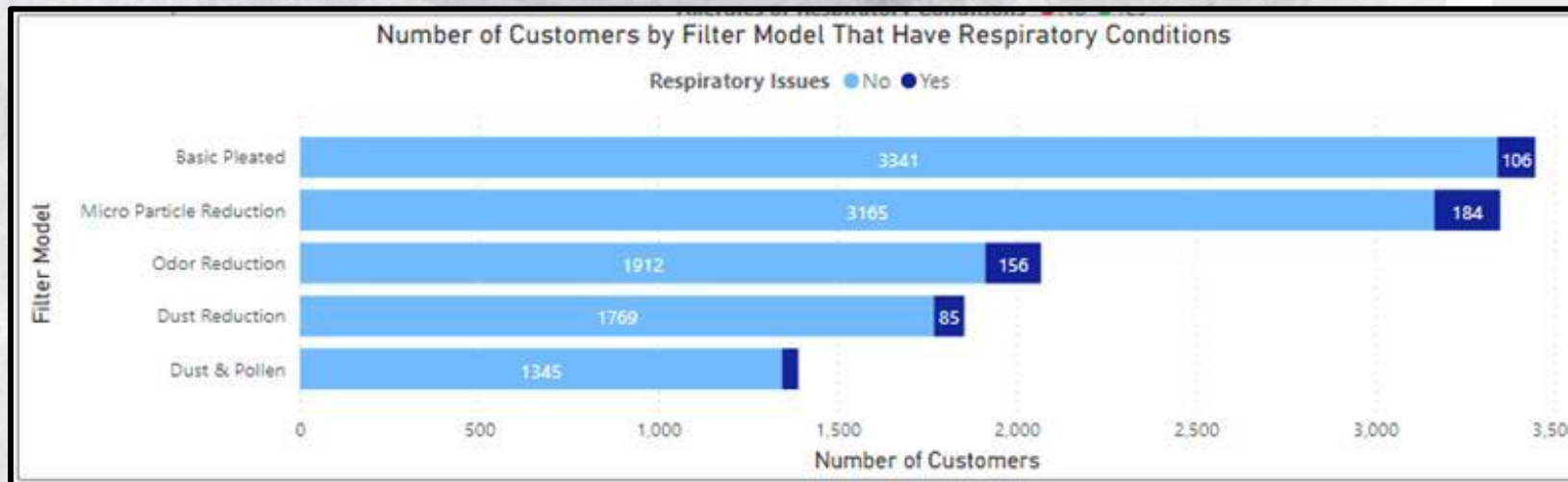
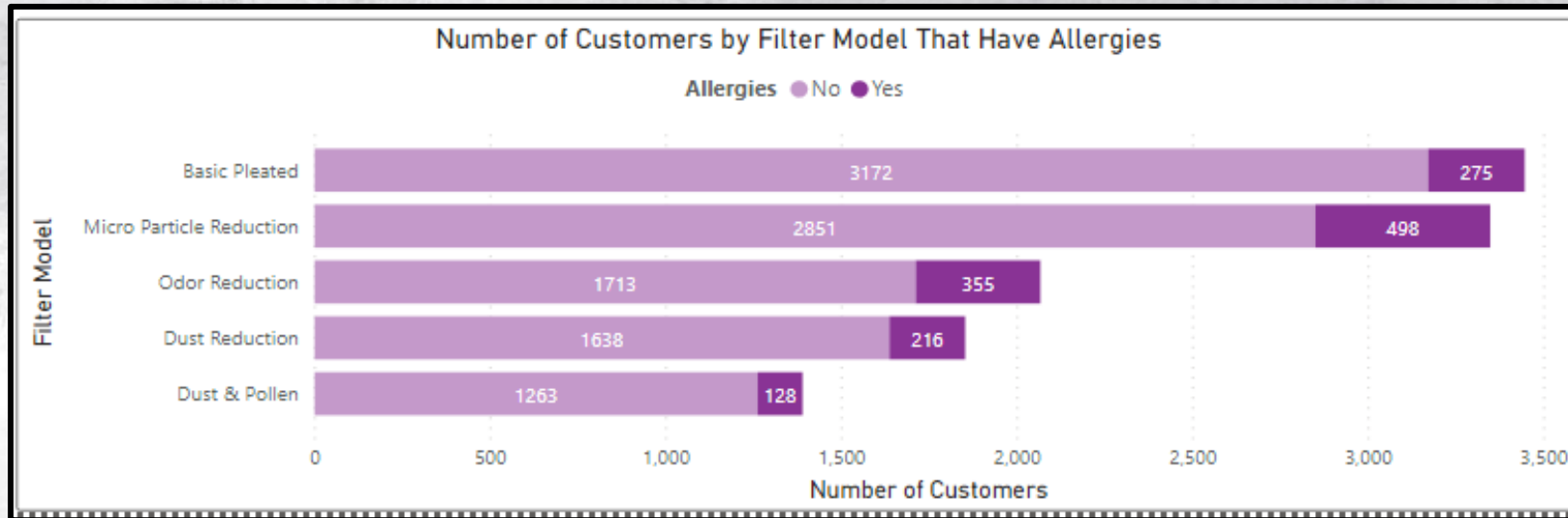
Our Target Cohort

Our customers come from different backgrounds and have different needs. As a company that works towards satisfying those needs, 3M recognizes the importance of those needs individually across the world.

From the group of at-risk customers, 6% of them are not being notified about their filter. For this project, we have focused on identifying our at-risk customers who have allergies and respiratory problems. These customers have a higher risk by not leveraging Filtrete benefits to ensure a healthy living environment.

Need #1:

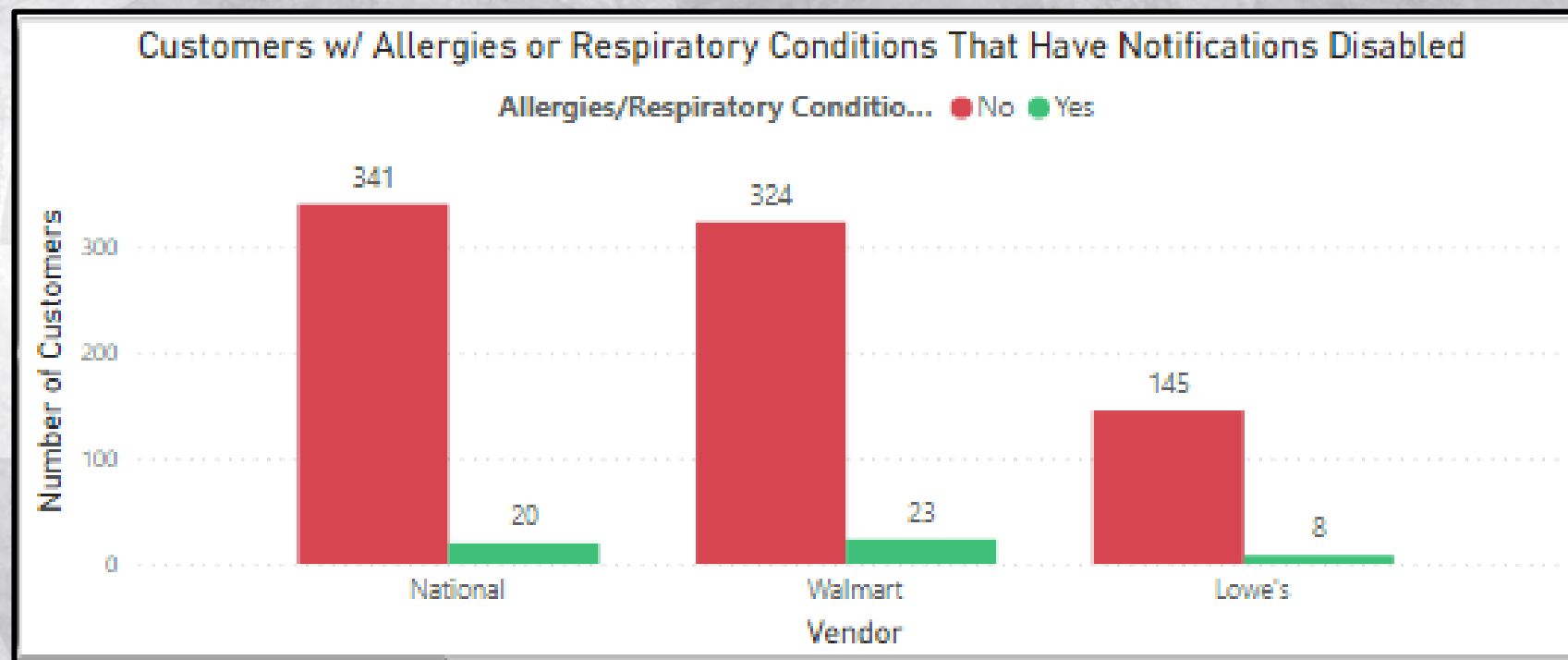
- ✓ At risk users should have easier access to resources that will recommend a filter type specific to their needs.
- ✓ Recommend at risk users specific filters that are tailored to their health needs.



	Basic	Clean Living		Allergen Defense			Healthy Living							
														
	Basic	Basic Dust	Dust Reduction	Micro Allergen Defense	Micro Allergen Defense	Odor Reduction	Ultra Allergen	Ultra Allergen	Allergen, Bacteria & Virus	Ultimate Allergen	Premium Allergen, Bacteria & Virus	Elite Allergen	Premium Allergen & Home Pollutants	Ultrafine Particle Reduction
MPR	100	300	600	1000 1" & 4+" depth	1000 D + 2x Dust	1200+ Odor	1500	1550 4+" depth	1500 Smart	1900	1900 Smart	2200	2200 Smart	2800
Lint	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Household Dust	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Dust Mite Debris		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mold Spores			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Pollen			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Pet Dander				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Smoke				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Smog				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Cough and Sneeze Particles						✓	✓	✓	✓	✓	✓	✓	✓	✓
Bacteria							✓	✓	✓	✓	✓	✓	✓	✓
Virus							✓	✓	✓	✓	✓	✓	✓	✓
Candle Soot										✓	✓	✓	✓	✓
PM 2.5 Air Pollution										✓	✓	✓	✓	✓
Exhaust Particles												✓	✓	✓
Ultrafine Particles														✓
Plus Odor						✓								
Plus Dust Holding					✓									
Bluetooth® Enabled									✓		✓		✓	

Need #2:

Provide users information about the benefits and services given by Filtrete – notifications via the smart app, 365 email reminders, and other Filtrete products.



Need #3:

We currently have missing profile information from many of our customers. So the actual number of at risk customers could potentially be higher than 6%. We need this information to help serve our clients better and understand their needs.

3M Filtrete

Enhancing
Experience for
At-Risk
Customers

101.59K

Number of Customers

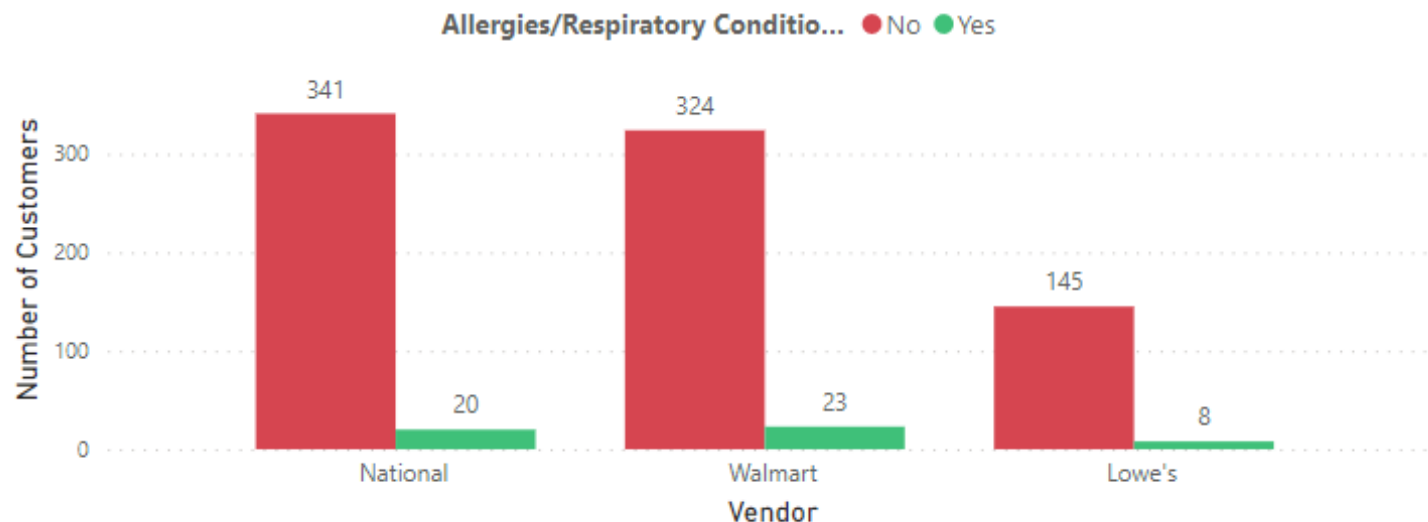
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Customers with Respiratory Conditions

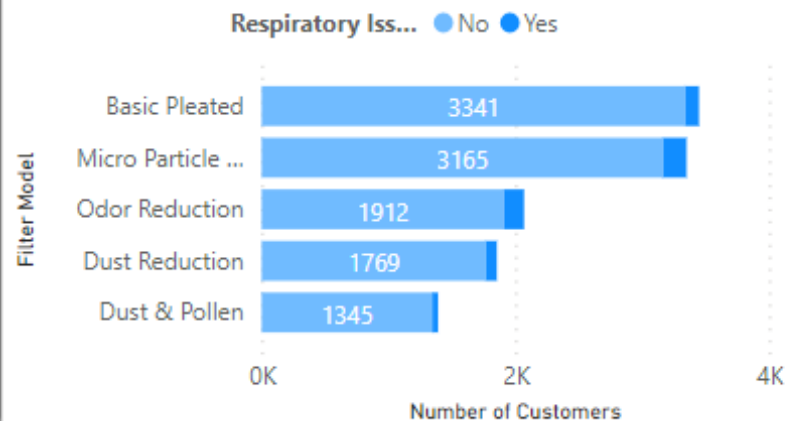
6689

Customers with Allergies

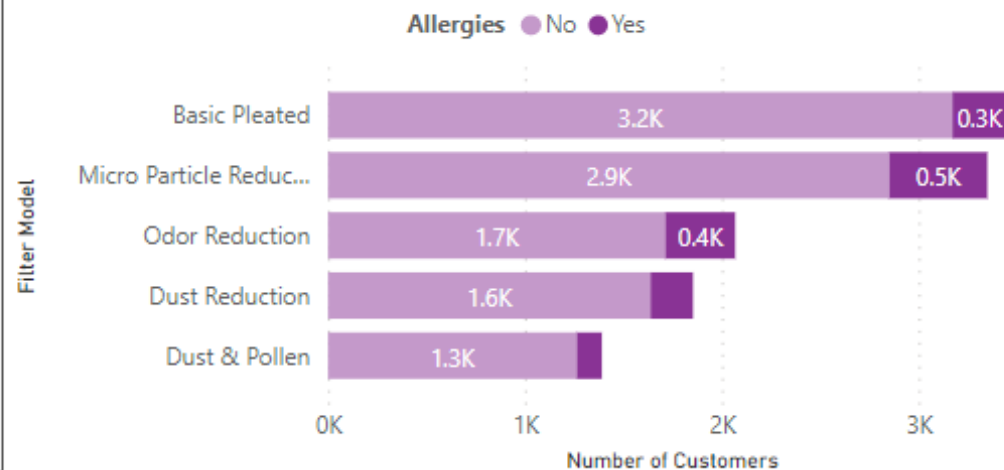
Customers w/ Allergies or Respiratory Conditions That Have Notifications Disabled

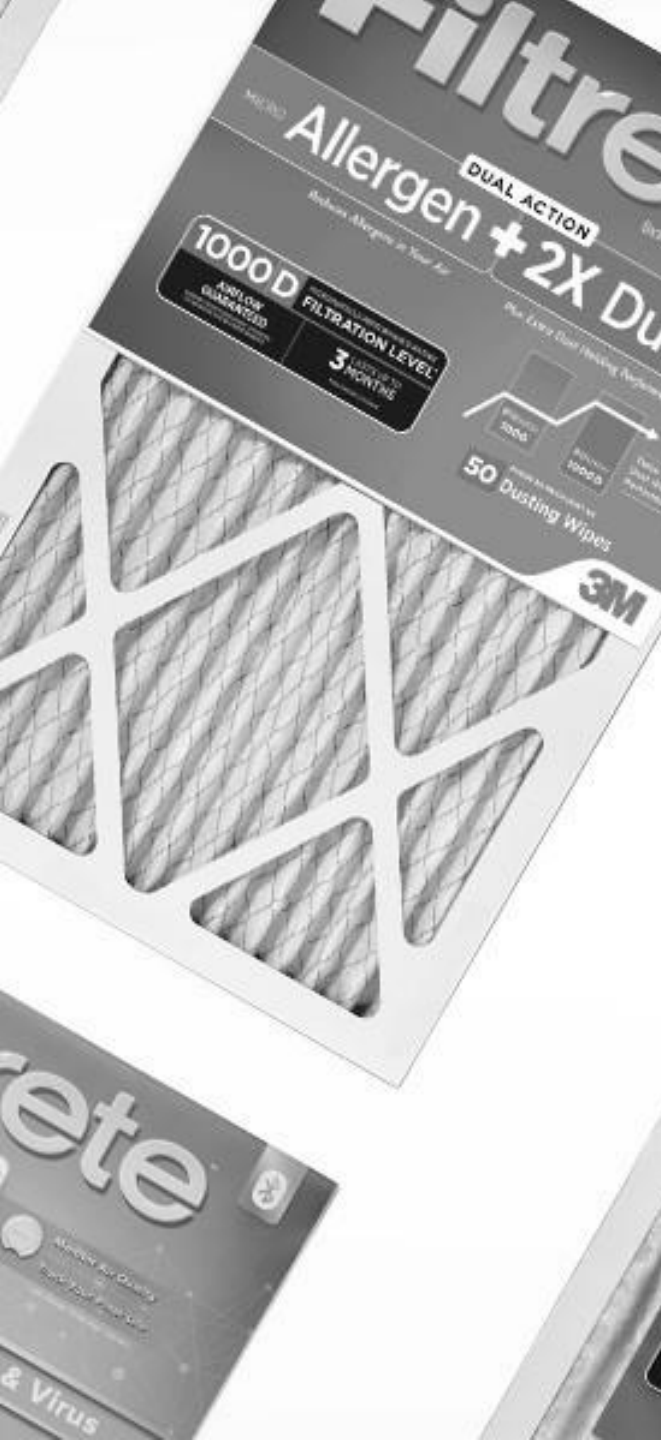


Number of Customers by Filter Model That Have Respiratory Conditions



Number of Customers by Filter Model That Have Allergies





Solution

- A REGISTRATION PROCESS FOR OUR CUSTOMERS AND MAKE THE FILTRETE APP MORE INTUITIVE
- DRIVERS:
 - Missing data
 - The notifications pop-up not specifying notifications are regarding the filter itself
 - No encouragement to fill out customer profile
- SOLUTION:
 - Registration tour for when customers open the app for the first time
 - Specifying that if they enable notifications, they will be notified details pertaining to their specific filter(s)
 - Prompted to their profile so that they can provide us information that will help us enhance their experience
 - Tour of the "Alerts/Tips" page so that they can learn how to find information and stay informed.