

MARKETING FINAL TEAM PROJECT

Promoting the Check On the Parents System

The Check-On Technology Company

The Check-On Technology Company was launched because a couple of tech-minded individuals thought that they could develop a better way to check in on an aging parent to make sure that they were OK.

The team quickly designed a new product that was being called *Check-On the Parents*. The system is designed to be used by adult children of people in their 80-90s. As such the adult children are themselves likely over 60 years old.

Core to the system is a small, light-weight drone that includes a camera that operates well in daylight or without light. It can be remotely controlled by smart phone or an optional Wi-Fi connected controller. In manual mode the drone can be flown anywhere in the parents' home gathering visual and audio data. It can be controlled with fingers or verbal commands such as forward, stop, slower, right, left, etc. This allows the adult child to personally verify the welfare of their parent in real-time. They can talk to their parents through the system.

There is also a pre-programmed mode whereby the drone 'learns' the geography of the house and the adult child's travel preferences (similar in thought to the Roomba robotic vacuum). This allows the drone to operate on a scheduled basis without the direct presence of the adult child. This means that the *Check-On the Parents* system diagnose the situation. The company has developed a simply image matching system that alerts the adult child if any anomalies are found. Be design, the *Check-On the Parents* system errs on the side of safety so that the adult child can confirm or reject the system's warning.

Because of the nature of the system, and the timing of the house fly-through, it was crucial that they drone component of the system be virtually silent. It has a rapid charging station that can be hidden from public view. The parent can also select a private mode when they are getting dressed or bathing.

Ideal customers are physically separated from their parents. They are comfortable with technology (probably have a smart phone and have used GPS), but have likely never flown a drone or controlled items remotely. They will have adequate wealth, and be a major care-taker of their parent (at least in their mind).