

What went wrong?

Humane AI pin



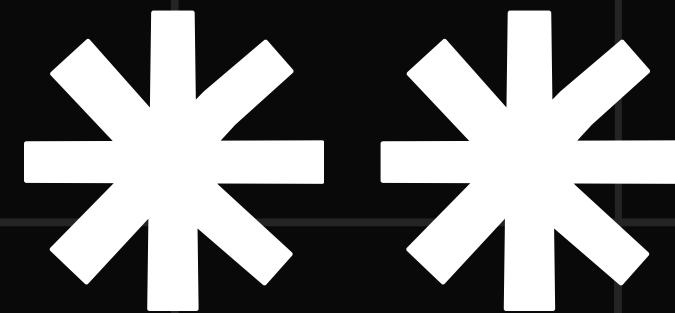


What is it?

A screenless voice-controlled alternative to smartphones

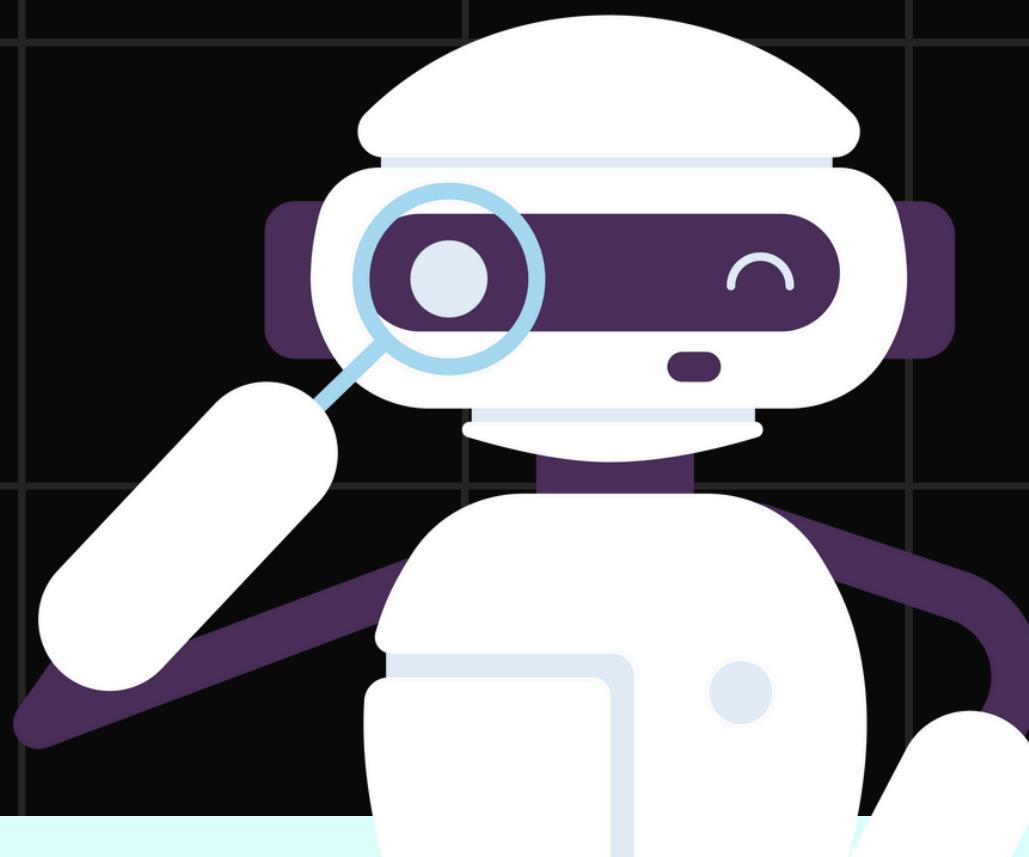
Key Features:

- Used GPT-4 for answering queries, summarizing information and performing tasks -> Unlimited AI Queries
- Could perform language translations in realtime
- Provided unlimited media storage for photos or videos taken by the AI pin
- Provided 3 months free of TIDAL subscription



The reviews that broke the internet

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MKBHD (8.5M Views)

“The worst product I’ve ever reviewed..For now”



Mrwhosetheboss (2.8M Views)

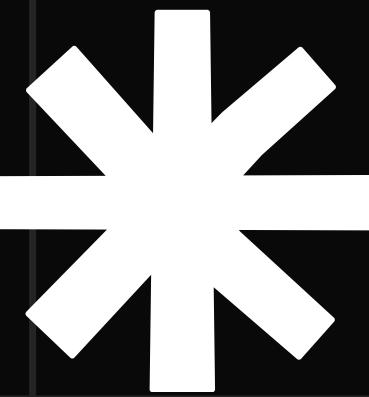
“I tested the Humane AI pin - it’s not good”

‘Spot on, their ambition is full on Star Trek, their execution is pure Toy Story’



The Verge

“After many days of testing, the one and only thing I can truly rely on the AI Pin to do is tell me the time.”



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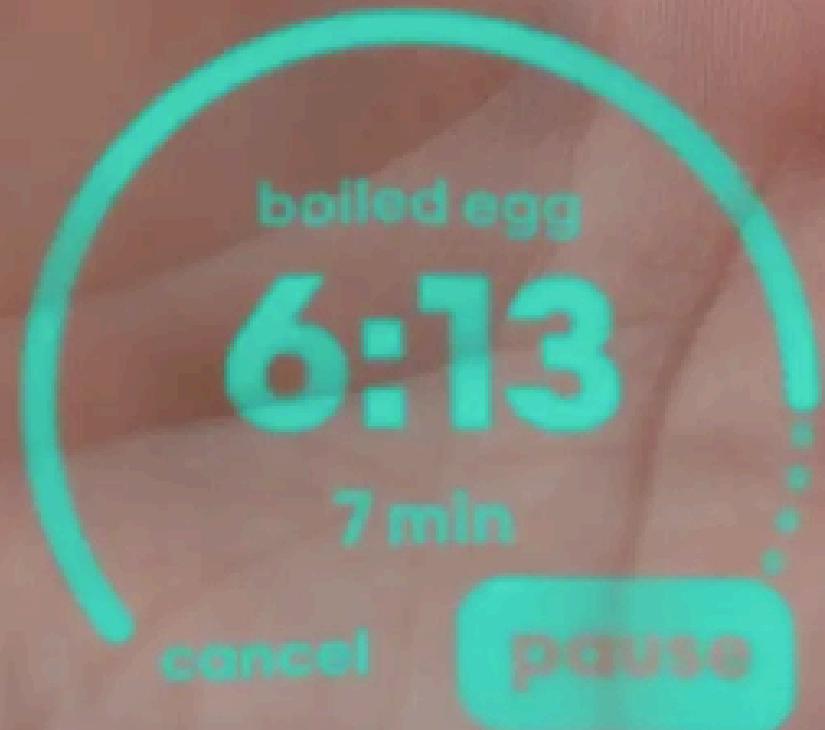
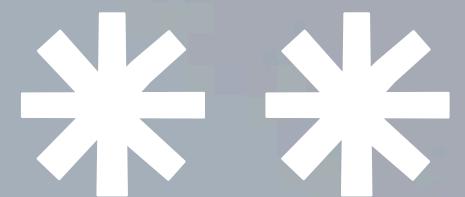
- Market Fit issue
- Product & Technical Failures
- Business Model Issues



Market Fit issue

- Right off the bat, there was no clear problem statement
 - Was the AI Pin trying to smartphones and smartwatches or was it a segway between both devices?
- Who was this product for?
 - When developing new products, a user persona is defined.
 - In this case, was this product specifically for AI Enthusiasts, People on the move?, or general consumers?
- The aim was:
 - ***To build for the world, not as it exists today, but as it could be, tomorrow***
 - This shows us that having a future vision is important but it needs to solve a current problem
 - Forcing a user to adopt to the product will not drive user adoption





Product & Technical Failures

- From a hardware perspective
 - The device itself had a clunky design that would sag when attached to your clothes
 - As crazy as this sounds, the device had to be cooled down with ice packs before any product demos, due to overheating!
- From a software perspective
 - A decent smartphone guarantees you reliable and quick responses. The AI interactions on these devices were sluggish and often inconsistent
 - AI processing happened on the cloud, meaning that the latency increased
 - The display was very poor and hazy under bright light conditions

Business Model issues



- **Device Cost**
 - Device was initially priced at \$699
 - It was later changed to \$799 and this included:
An extra battery pack + Charging case
- **Subscription based model**
 - Since they partnered with T-Mobile, they charged \$24/month, taxes + fees (not included)
 - Promised free TIDAL subscription for 3 months, after which users had to purchase music subscription from TIDAL directly to listen to music on the device
- **Distribution model**
 - Predominantly relied on online sales and no retail store presence
 - *Users like the hands-on experience they get when they interact with the devices in retail stores*





HP's acquisition of Humane

- *Acquired by HP for \$116 million*
- *Humane AI Pin has been discontinued and users will lose their data post 28th February*
- *Humane's AI driven platform, Cosmos has been integrated into HP IQ*



Thank you!

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