

## Product/ Hardware Features:

Types of deodorant:  
Spray  
stick  
roll ons

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Maybe 3d print a  
deodorant case

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Aductable cap(with  
bluetooth sensor), or  
case for deodorant

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Sensors:  
Amazon,Walmart

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Bluetooth Module:  
Amazon

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Works with multiple  
types of deodorants

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Could also just do a  
trust system were user  
logs they used it today

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## App Features:

App- React Native

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Could also do a  
website

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Connect app to sensor

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Track streaks

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Send notifications if  
user doesn't apply it

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## Game & Social Features:

Funny streaks users  
can share

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Could also make fun  
incentives like free  
branded shirts after a  
365 day streak

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Apps Before like  
sharing locations  
where you poop have  
been big hits, why not  
finding out if your  
friend is stinky today

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Aimed at young people

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Since the idea is to  
gamify wearing  
deodorant maybe  
posting about it on  
Reddit/TikTok/Twitter

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## Evaluation/ Accuracy/ Metrics:

Cost: Must stay  
affordable

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Durability: Must be  
durable since will be  
used often

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Accuracy: Can't just  
bump deodorant to  
say you've used it

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Be able to tell if people  
are using there  
deodorant

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Accuracy metrics:  
Sensor detection of  
actual deodorant use,  
could also just do it  
but people saying they  
put it on

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## Funding/ Business/ Feedback:

Funding: Kickstarter,  
Subscription based  
features, add free  
versions of app

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Company email where  
people can send ideas  
on what they want  
added to the app /  
send feedback

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Sponsors: Any  
deodorant brand

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## Basic Features:

User-Friendly

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Post fun messages if  
not wearing deodorant  
that day that can be  
shared

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