

**WiTNY** | Women in Technology and  
Entrepreneurship in New York

**MAY 7 BUILD-A-THON**

**Mood Buddy**

Your daily pal, planner, and wellness tracker

# PAIN POINTS

- Lack of communication with friends and family
- Afraid to reach out to busy friends and family
- Need for companionship and personal connection
- Maintain health while maintaining independence
- Lack of confidence in one's ability to use technology effectively

## Tom Whitney

*Tom is an elderly 80-year old man who lives alone in New York City. His daughter takes care of him but she's busy working long hours and taking care of her two young children.*

Tom wants a piece of technology that is both a companion and a personal health tracker. Sometimes he needs somebody to check-in on him to make sure that he is staying active and healthy.



# Mood Buddy

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- Our product provides the elderly with three main functions; it gives them somebody to talk to, helps them plan out their daily schedule, and tracks their overall physical and mental health.
- This addresses the problems that many elderly people have with being on their own. They crave autonomy but still need a gentle reminder to take care of themselves. This piece of technology is a humanistic daily contact point for them, which creates a personal relationship that adheres to a schedule. This provides simplistic stability for elders, likewise helping them feel more comfortable with modern technology.
- Our product is unique in that it offers more than an automated scripted response to consumers. Alexa will ideally have a list of unique responses that she can use to answer each particular mood that a person expresses. Our application is more of a dialogue between two people than a constant questioning of Alexa.

## DEMO

**\*This DEMO shows how user-friendly our application is. It is simple to use and gives elderly people an opportunity to be preemptive and take specific actions for their well-being. They might not have taken these actions on their own, thus they need gentle encouragement from a trusted tool, that they view as their companion. It's a one-stop check-in that puts a person in contact with their caregivers, doctors, family members, and friends.**