Name & Logo

Idea-Storming

**Target Person**

**Developer**

development of new Apps / Tools

Student, primarily engineering student

Age: 18-25 years

High technology proficiency / expert level

Shows interest to work on new product ideas / innovative products. He has time to work on app developments / tool developments

No big salary.

Is not willing to pay large amounts for products.

Buys frequently “gadgets / innovative products” -> most often not larger than 50 €

**User**

uses apps in order to check body signals OR uses apps for entertainment / fun / lifestyle

***User “Silver Generation”***

Age: 60+

Use-case: Health Apps to track/ check own body-signals

Good salary - Works or already in retirement

Kids are working already

Kids are also worried about parents health and may recommend technology to support parents

Low technology proficiency. Is able to use internet to browse news websites or uses tablet for simple applications.

Needs simple technology applications.

Interested in good health

Has more time than the average citizen

Consumes classic media (Radio, TV, news website / newspaper)

Mouth to mouth recommendation is important, listens to the doctor / or friends and maybe kids

***User “Young Generation”***

Age: 18+

Interested to use Apps for entertainment and interested in trendy tools/apps/ lifestyle products

Has time to try out things

Medium to high technology proficiency

Consumes social media / new ways of communication

Low amount of money available in comparison to average citizen

Not very interested in health but fitness / entertainment / lifestyle

**What is the product standing for?**

Current medical engineering is characterized by “closed” tools / apps

-> Our product generates an open platform for tool developments for medical engineering applications; no expertise required

Everyone can participate.

You do not need to be an expert to use the product -> no expertise

Public access.

Innovation

Intelligent System

Easy. Simple. .

Data processing

**What does the user experience by using our product:**

Good feelings -> an intelligent system takes care of my body signals -> care free

Fun - Entertainment - Usage for own benefit/ entertainment

**Key Words for Name Creation**

Signal **Processing**

**Output**

Analog to Digital

Creation + Care

Health + Entertainment

Personal Use/ Utilization

OPEN / No-Expertise

Intelligent System

Sensing

Bio Signal

**Suggestions**

Kinesic