

ECE 140B - Harry Interview

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Hello Harry, thank you for giving us your time today. Basically, I'm going to interview about a school project that I have. The idea is basically a smart lid, which would be... Ideally, it would be a universal smart lid where you can attach to like... Yetis or Hydroflask or Stanley cups or whatever.

And basically, it would have two main functionalities. It would track your water intake automatically without you going through an app and putting it. So it would track your water intake and then it would purify the water inside it via UVC lights.

So these are the main functionalities and it would have an app connected to it where... You can put custom notifications where the lid will also have an LED on it where it can light up whenever it's time to drink water and whatnot. It would also have your data, your water intake for the day, for the week, for the month, whatever. As well as it would have a recommender system in it where it will learn your water intake, your trends and give recommendations based on that.

So that's the idea on a big picture scale. Next up, I have a couple of questions for you to see your feedback on the idea. So first of all, do you feel like you drink enough water throughout the day? Yes and no, because when I do, I really get the adequate amount of water.

But then it's not consistent because I'll go a couple of days forgetting to get enough water in. Makes sense. Do you keep track of your water intake or do you feel that your body needs water whenever there's a certain extended time where you're not drinking water? Do you notice those periods of time? I definitely notice it.

I've tried to have some sort of habit tracker and water was one of them. But it was a little bit more of an analog system where I would just try to write it down on paper. But those things don't stick so I forget about it.

That's exactly what we're trying to solve. Great, so I guess next question is what is your initial thoughts on this idea? Do you like the features or do you have any other features you would like? Yeah, honestly one of my favorite things is how you mentioned it not only analyzes your trends and picks up on your habits. So based off that it can start lighting up from my understanding.

Indicating individually based on your habits and how frequently you drink water and it'll start lighting up to notify you. Because for someone like us who study all day or we work all day, I go hours forgetting. I can take my Hydro Flask or Yeti with me but sometimes I'll even forget to open it.

So if there's a light that goes on and indicates to remind me that would be amazing. The UV technology is something that is very interesting that can purify your water. And no, I wouldn't add on to anything.

I think it's a very interesting product. Thank you, thank you for your feedback. So last question is basically let's say we have this product today.

How likely would you be willing to buy it and how much would you be willing to pay for a product like this? Yeah, I might not represent the average consumer because having said that I have like four Hydro Flasks. So I do love water, I take it seriously. So I'm definitely buying this product.

Yeah, that's good to hear man. Yeah, I would buy this product because I have so many water bottles. Sometimes I have different colors.

So you could tell them I love taking water bottles to school. So I definitely would buy it. Would I pay? Did you ask me how much I'm willing to pay? Honestly, would I pay? If it was priced at let's say \$50, I'd really think about buying it.

I would ask myself if I really need this product or whatnot. I think eventually I'd see the value in it because I do take my Hydro Flask to school and forget it. If it was anything under \$40, I'm buying it instantly.

Okay, that sounds very reasonable. We're trying to aim for that \$30 to \$50 range. So that's good to hear man.

I think \$40 if it's reasonable for you. I think we're going to try to get the cost somewhere around there. Thank you for your time and I appreciate the feedback.

Hopefully we can make this a reality. No problem, good luck.

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