

## ECE 140B - Gali Interview

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[Speaker 1]

Okay, hello Gali, thank you for giving us your time.

[Speaker 2]

Hello, no problem.

[Speaker 1]

So this interview is going to be about a school project that we have. Basically, we're working on an idea from ideation to creation, and we're trying to get people's opinions on whether they could use such a product, and if they'll be interested in buying it once it's created. So basically, the idea is basically a universal smart lid, which you can attach to any known water bottles like Yetis, Hydro Flasks, and big brands like that, where it'll be sort of like a standardized lid, and basically it can track your water intake, and it can also purify the water with UVC lights, as well as it's going to have an app with it, where you can track your water intake for the day, for the week, for the month, as well as there is going to be AI integration with it, where the app will suggest how much water you should drink for that day based on your activity, and if you're on track to reach your goal for that day. So basically, roughly, this is the big picture idea. Next up is I'm going to ask you a couple of questions to see what's your take on it, if you'd buy such a product, and yeah.

So first of all, do you feel like you drink enough water throughout the day?

[Speaker 2]

I feel like I do, but on some days it's very inconsistent, you know, because there's a lot that happens usually, like we get busy, we get carried away, we don't necessarily think about our water intake, so I think something like this would definitely help me out to keep me on track.

[Speaker 1]

Yeah, definitely. Yeah, especially with us being students, I think throughout the day it'll be hectic and stuff, and yeah, totally makes sense. So do you keep track of your water intake, or just...

[Speaker 2]

Not really, no.

[Speaker 1]

Okay, and I guess, what are your initial thoughts on the idea, on this product, like do you think it'll be useful?

[Speaker 2]

About the four points you mentioned, two things really stood out to me. The stats regarding the intake, you know, whether it's throughout the day, the week, or the month, I like the fact that you can see those insights like on separate timelines. I also really like the idea of purifying the water with UV, I reckon.

[Speaker 1]

Yeah.

[Speaker 2]

That's something that I've never heard of, and yeah, definitely, definitely sounds promising.

[Speaker 1]

Cool, cool, and I guess the next question will be, I guess you answered it already, like which features do you find most useful? Yeah. Okay.

And then lastly, how likely are you to use this lid, if it was available today, and how much would you be willing to pay for this product? I can tell you a rough estimate of the price, or you can just give me a price of how much you would be willing to pay.

[Speaker 2]

So, regarding the first question, would you like me to give a rating on the scale from one to ten?

[Speaker 1]

Okay. Or you can give a rating, or like, yeah, like, if it was available today, would you buy it? Why would you?

[Speaker 2]

Well, there would be a lot of factors that would impact my decision, but all things considered, if the price is reasonable, to which I'll get later, I would give it a score of eight, because it can be useful, but I also understand why some, for some people, it would be a bit too much, you know, because not everyone tracks their hydration levels, but for many other people, I feel like it would be very useful, including for me, and yeah.

[Speaker 1]

And how much would you be willing to pay for something like this? I, just for reference, existing competition for smart water bottles go somewhere from, the good ones go somewhere around from 60 to 100, even more, depending on the specs. So, just to reference, how much would you be willing to pay for something like this?

[Speaker 2]

Well, you also mentioned that it would adapt to different water bottles.

[Speaker 1]

That's basically our unique value proposition. So, yeah, that's a great point.

[Speaker 2]

Did you mean that the single product, you can resize it, or it's just that you offer many versions of the same product?

[Speaker 1]

Yeah, so initially, we would have, the plan is obviously to offer a product which would be basically resizable or readaptable, depending on the type of bottle you use, because usually each brand of bottles, say Yetis, for example, have a standardized lid. So, I think initially we would have to create lids for each brand, for each type of bottle. But again, it would be more universal versus just buying a smart water bottle from scratch.

Let's say you already have a Yeti and you paid, and Yetis are expensive and you paid for it. You don't want another, pay for another water bottle for 60 or ranging up to a hundred dollars. You can just buy this add-on.

Basically, it would act as an add-on, much cheaper, and it would provide the same value, basically.

[Speaker 2]

Yeah, I think the 60 to a hundred, I wouldn't go over a hundred, but this range is pretty good, especially taking into account all the interesting features that it incorporates, and including the AI integration. I'm not sure how would you use that, but that also sounds interesting, like another feature.

[Speaker 1]

So, how about if we, let's say, ultimately, if we can try to bring the cost, the price down to under \$50, is that something that you would consider?

[Speaker 2]

A hundred and fifty.

[Speaker 1]

No, fifty. Oh, fifty.

[Speaker 2]

Oh, yeah, definitely, for sure. Okay.

[Speaker 1]

Okay. So, you would say, and what's your maximum you would be willing to pay for such a thing?

[Speaker 2]

Not over a hundred.

[Speaker 1]

Okay. So, okay. Yeah.

Well, the good news is our product is going to cost way less than a hundred dollars, so.

[Speaker 2]

Cool.

[Speaker 1]

Yeah. Yeah, that's pretty much it. I guess I'm done with my questions.

So, yeah. Thank you for your time. Thank you for your feedback.

[Speaker 2]

No problem.

[Speaker 1]

Thank you. Bye-bye. Bye.

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