

ECE 140B - Sarkis Interview

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[Speaker 1]

Hello Sarkis, thank you for giving us your time today. So this interview is about an idea that we have for a class project. I'm going to basically run you down the idea and get your feedback on it.

So the idea is basically a universal smart lid which would be put on top of water bottles like Yetis, Hydro Flasks or Stanley Cups. It would ideally be a universal one where you can do it for each. One lid would be basically put on every type of bottle.

So it would have two main functionalities. It would track your water intake automatically without you going into the app and putting your water intake or whatever. And the second functionality is it would purify the water with UVC lights.

On top of that, we'll have an app basically where it's going to be connected to the lid. It's going to tell you your water intake for the day, for the week, for the month. It's going to give you all that data and analytics.

And on top of that, you're going to have the option to put reminders. And the reminders will basically turn on the LEDs on the lid. They will have LEDs on it.

And basically at each time interval, whatever you pick that interval, the lights will go on basically just trying to remind you to drink water. That's the big picture of the product of the idea. Now I'm going to ask a couple of questions to get your feedback on it.

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

[Speaker 2]

No, I don't think so.

[Speaker 1]

Okay. Do you feel it on your body? Do you feel whenever there's big intervals of time where you're not drinking water, do you feel bad afterwards?

How do you feel like?

[Speaker 2]

If I don't drink water for a long time, I feel like I'm dehydrated and I don't need the water. So usually I feel it in like five, six hours of drought.

[Speaker 1]

Okay. And I guess what are your initial thoughts on the product, on the features? Would you want any other features on it?

And what are your thoughts on the current features that we're planning to work on?

[Speaker 2]

Well, it's a good product, but for me to check on notifications on the phone about those stuff, it's a bit redundant. I don't much like notifications.

[Speaker 1]

That's why the notifications basically will be on the lid itself instead of on your phone. It will lit up whenever it's going to remind you to drink water.

[Speaker 2]

I like to carry bottles with me wherever I go. That's a good product for my wife. She has a hydro flask.

[Speaker 1]

Okay. Okay. That's good to know.

Maybe we can interview her. So, okay. And do you have any other features in mind you would like to be?

[Speaker 2]

That it will purify the water. That's a good feature. I wonder how much that's going to affect the water you're depositing in it.

It's already clean water. So what's the benefit of it?

[Speaker 1]

Yeah. So the idea is, let's say, I don't know, bikers or whatever, like extreme sports, people who do extreme sports and they're like on the mountains or whatever, and they need to fill water and maybe the water that's available, it's not clean enough or whatever. So they can just pull it there and the UV light will just purify it, just an extra layer of security.

[Speaker 2]

Okay. That's good. And then measure how much water you have in the bottle or just measure how much intake is it?

[Speaker 1]

So, yeah. So the technicalities of it, that's a good question. So basically the plan is to measure the height of the water from beginning from the lid.

And that's how we're going to track the intake, the water intake.

[Speaker 2]

Oh, so you're going to have some kind of a laser sensor that's going to see the height.

[Speaker 1]

That's good. An ultrasonic sensor. So that's, yeah.

[Speaker 2]

Like how much water left in it.

[Speaker 1]

Exactly. Yes.

[Speaker 2]

So any mechanical on the mouth where you take the water in?

[Speaker 1]

No, no, no. It's not going to be a water flow detector. No, initially it's going to be an ultrasound detector.

[Speaker 2]

And then how often do you think it needs to recharge? Yeah.

[Speaker 1]

So it's, there's going to be the recharge aspect of it for sure. We haven't done the calculations for that yet, but it will probably just be sort of like any, like maybe like once a week you charge it at night and then you, yeah, ideally the battery would probably last for a week or so. That's good.

But we would have to do that calculation more thoroughly, but yeah. The last questions, how likely, let's say this product is available now, how likely are you, would you to be, to buy the product and how much would you be willing to pay for it?

[Speaker 2]

Well, I'm not that likely to buy it, but definitely my wife will buy it. That's definitely, definitely. But I would say that \$25, I think it's a good value for it.

[Speaker 1]

Okay. That sounds reasonable. We were planning on doing something around, starting from \$30, going up to \$50, just because there's the UV, there's the UV purifying system on it as well.

[Speaker 2]

How about making that an option?

[Speaker 1]

Okay. Okay. So, so like you're saying, do some lids come with that and some lids no?

[Speaker 2]

Yeah. Cause also you said universal lid, but there's different brands and every brand has its own standards.

[Speaker 1]

So initially the plan is to do standardized for each brand. So for each brand do like, do yep.

[Speaker 2]

And then if you buy one and then you want to change the brand, you can just send the old one and get the new one.

[Speaker 1]

That would be a great initiative as well. Yeah. I would take note of that.

[Speaker 2]

Yeah. It's to have it in the market. And do you have any competitors?

[Speaker 1]

So as far as competition, we don't have direct competitors. What we have is smart water bottles, not lids. So basically, and those go for way, way more, those go for around a hundred dollars starting from 50.

The good ones are around a hundred dollars. And it's also, there's also a UV cleaning water bottle, but that's not a smart water bottle. It just does the cleaning and that goes

for a hundred dollars and it's called Lark.

So basically unique value proposition is we're integrating all these together. And instead of a water bottle, we're doing a lid. So let's say you have a Yeti and you have already invested money in it because those costs good amount.

You don't want to go out there and buy a new water bottle for a hundred dollars. You buy this add-on. That's basically the idea.

[Speaker 2]

One more question. I forgot my question. What was my question?

So how about your app is going to be free?

[Speaker 1]

Yes. The app will be free. We will not charge.

Okay.

[Speaker 2]

Any AI integration in it?

[Speaker 1]

Yes. There would be two types of AI. First of all, there would be a recommender system.

So basically it will learn your habits, your daily habits, and it will learn your activity habits. So let's say you're going to the gym today. So it would do the calculations and learn from that.

And based on that, give you recommendations or like give you reminders like to when to drink or to drink more this day or to drink less, depending on your activity. That's one aspect of it, the recommender system. And then the other aspect is just, it would just be an extra feature.

Just for the sake of user experience, we're planning on adding an LLM to it so that you can, let's say you have a question, just a general health question. We would have a chat integrated to it where you can ask, you know, if you're feeling like joint pain or muscle pain, you can ask it and see if that's hydration, if that's a hydration problem or not and stuff like that.

[Speaker 2]

That's awesome.

[Speaker 1]

Cool. Good luck. Thank you.

Thank you very much. Thank you for your feedback and thank you for your time.

[Speaker 2]

Are you guys going to do an expo this year? Yes, we are.

[Speaker 1]

Yeah, I might be in town. I hope to see you there. I will.

Thank you. You're welcome.

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