

## Customer and Stakeholder FAQ "Shared Activity Memory"

### Customer Questions

#### 1. How does this Alexa skill work?

With the Alexa skill "Shared Activity Memory" it is possible to create a profile of an Alzheimer's patient and of his/her relatives. This works as follows:

The user must go through a short interview with Alexa, in which he/she must answer questions regarding:

- Name
- Age
- Occupation
- Hobbies
- Residence
- Momentary residence
- Family status
- Family affiliation
- Hair color
- Eye color

Eventual extensions reserved.

This data is then stored and can be accessed by the Alzheimer's patient, e.g., with questions like:

"Alexa how old is my son?"

Alexa will then answer:

"Your son Peter is 40 years old."

#### 2. How can the user get started?

The very first thing the user has to do is to create a family account. This is a normal Alexa account, which is used as a family account where he/she can add the skill "Shared Activity Memory".

To set up new accounts, he/she can follow the instructions given under the following link:

<https://www.homeandsmart.de/amazon-echo-mit-mehreren-personen-verbinden>

When the account is created, he/she can use the skill.

#### 3. What sets this skill apart from other products/companies?

It is the easiest to use product on the market right now and was directly developed in cooperation with people suffering from Alzheimer's to adapt it to their needs.

#### 4. How much does this skill cost and where can I get it?

Our skill "Shared Activity Memory" is 100% free of charge and available in the Google Play Store and all other app stores.

#### 5. What if the user does not want to use the service of the skill anymore?

This is not a problem. The user can simply delete his/her profile from his/her family account and his/her data will no longer be accessible. Furthermore, his/her data will be removed from our database. The user can also, if you he/she uses the skill in the app, delete this skill from the portfolio of his/her skills.

#### 6. Who should the user contact in case of problems?

If the user has problems with our skill, he/she should contact the Amazon Alexa Support accessible under the following link:

<https://www.amazon.de/gp/help/customer/display.html?nodeId=201952240>

#### 7. When there are changes to the operation, where does the user get information about it?

In case that changes to the operation of the Alexa skill occur, then these will always be associated with an update that will then be available as a download. In the description of the download all changes will be listed and explained.

#### 8. How do you use the data the user provides to you?

The data of the user will be stored by us only for his/her purposes and for the use of the skill. This data can only be accessed by users of the family account. Practically, this means that the data is stored on one of our cloud servers and is not available to the outside world.

#### 9. Where can the user learn more about the product?

In our online press release and in the description of our skill which can be found in the app stores.

#### 10. Are there any things the user should pay attention to or keep an eye on?

Firstly, it is important for the user's data security to keep the app always up to date. With updates possible changes could come up. In addition, it would be good if he/she could always keep the information that he/she enters in the skill up to date. This would allow the Alzheimer's patient to always access the latest information.

## Stakeholder Questions

### 1. How will this Alexa skill improve the customer's life? And what data are you basing it on?

This product is aimed at Alzheimer's patients and their family. It will improve the life of the patient, as he/she will be able to retrieve information about his/her family members that he/she regrettably forgot. Furthermore, he/she can get information about the current activities of his/her relatives. In addition, relatives also benefit, for example, when the patient does not forget them and can refresh knowledge about them anytime. We developed the product in cooperation with Alzheimer's patients and adapted it to their needs. In the conversations we had with the patients, it became clear to us how important it was for a person with Alzheimer's to be able to recall the names and other important information about their relatives since they keep forgetting them.

### 2. Why is this customer issue so important right now?

As people are getting older due to the ever-improving medical situation, there are also more people suffering from Alzheimer's. In addition, the older generation is becoming more familiar with today's technologies and will thus be able to use our product and to enrich their life with it. It is foreseeable that this market will become more and more important in the future. To gain an advantage over the competition it would be important to establish ourselves in the market now.

### 3. How much will it cost to bring this product to market?

Since this product is being created in cooperation with AWS and Munich University of Applied Sciences, it is created by students on a voluntary basis and is therefore absolutely free of charge.

### 4. How long will it take to develop this product?

This product will be developed in one semester by students at Munich University of Applied Sciences. The developing time is expected to be four months.

### 5. What are the biggest risks that could affect the release of this product?

Since the team consists of only four people, illness could result in a lack of members in the team what could then affect the project significantly. One person can not be compensated easily so that a lack of a member could result in a delay of the code completion.

Furthermore, technical problems could occur, such as:

- Defective PC's
- Not saved code that would have to be redeveloped
- Hard to find bugs in the code that could push the release date back

However, these are only consequences that result from the tight schedule available to develop the project.

6. What are your measures of success?

One of our most important measures of success is the number of downloads of "Shared Activity Memory", as it reflects the demand of the product. Another important measure of success is the feedback we receive from our customers. This feedback can be found as reviews under our skill in the app stores.

7. How does this product fit into our entrepreneur's portfolio?

Since Amazon is a company that does not sleep and that wants to rank high in every market direction, our product fits them perfectly, allowing them to access a new market.

8. What do you think is the biggest success you could achieve with your Alexa skill?

The biggest success we could imagine would be if our Alexa skill would be used by 80% of the tech-savvy Alzheimer's patients. This would mean that we would capture 80% of the market share. However, the product could already be considered successful if only about half of these people, i.e., only 40%, would use it.