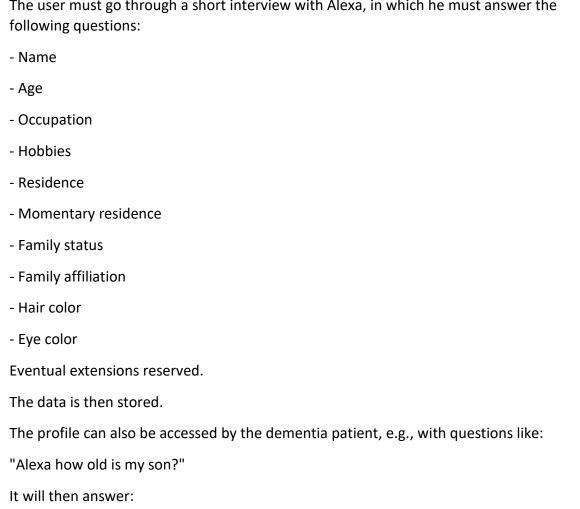## Customer and Stakeholder FAQ

Customer Questions

1. How does this Alexa skill work?

With the skill Shared Activity Memory it is possible to create profiles of relatives and the dementia patients. This works as follows:

The user must go through a short interview with Alexa, in which he must answer the following questions:

- Name

- Age

- Occupation

- Hobbies

- Residence

- Momentary residence

- Family status

- Family affiliation

- Hair color

- Eye color

Eventual extensions reserved.

The data is then stored.

The profile can also be accessed by the dementia patient, e.g., with questions like:

"Alexa how old is my son?"

It will then answer:

"Your son Peter is 40 years old."

2. How to get started?

The very first thing you need to do is create a family account. This is a normal Alexa account, which is used as a family account where you add the skill Shared Activity Memory.

To set up new accounts, you can follow the instructions given under the following link:

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

When the account is created, you can use the skill.

3. What sets you apart from other products/companies?

We have the easiest to use product on the market right now. We developed the product in cooperation with people suffering from dementia and adapted it to their needs.

4. How much does it cost?

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

5. What if I don't want to use the service anymore?

Then you can simply delete your profile from your family account and your data will no longer be accessible. Furthermore, your data will be removed from our database. You can also, if you use the skill in the app, delete it from the portfolio of your skills.

6. Who do I contact if problems occur?

If you should have problems with our skill you can contact the Amazon Alexa support accessible under the following link:

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

7. In case there are changes to the operation, where do I get information about it?

If there are changes to the operation of the Alexa skill, then these are always associated with an update of the skill that will then be available as a download. In the description of the downloads all changes to the way of working are listed and explained.

8. How do you use the data I provide to you?

Your data will be stored by us only for your purposes and for the use of the skill. The 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 I learn more about the product?

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

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

Firstly, it is important for your data security to keep the app always up to date. With the updates possible changes could come up. In addition, it would be good if you could always keep the information that you enter in the skill up to date. This way the person with dementia can 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?

The product is aimed at dementia patients and their family. It will improve the life of the dementia patient, as he will be able to retrieve information about his family members that he has regrettably forgotten. Furthermore, he can get information about the current activities of his relatives. In addition, relatives also benefit, for example, when the dementia patient does not forget them and can refresh knowledge about them. We developed the product in cooperation with dementia patients and adapted it to their needs. In these discussions, it became clear to us how important it is for a person with dementia to be able to recall the names and other important information of their relatives if they have forgotten 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 and more people suffering from dementia. In addition, the older generation is also becoming more and more familiar with today's technologies and would thus be able to use our product and to enrich their life with it. Furthermore, it is foreseeable that this market will become more and more important in the future. That is why it is so important to establish ourselves in this market now, so that we can gain an advantage over the competition.

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

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

4. How long will it take to develop the product?

The product will be developed in one semester by students at the University of Applied Sciences Munich. The developing time is expected to be 4 months.

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

Since the team consists of only 4 people, illness and a resulting lack of members in the team are some of the factors that could significantly affect the project. One person simply could not be compensated easily so that a lack of a member could possibly 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

- Bugs that are not easy to find 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 download numbers of the Alexa skill, as these reflect the demand of a 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 the product fit into our entrepreneur 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 dementia patients. This would mean that we would capture 80% of the market share. However, the product would already be successful if only half of these people, i.e., only 40%, would use it.