

Aqua Intelligence

- **Name of the Team:** Aqua Intelligence
- **Logo:**



- **Members:**
 - Sofía Mónica Cortez Gómez
 - Rodrigo Medina Neri
 - Diego Gerardo Navarro González.
- **Project Overview:** The project that my team is developing involves the new way of interaction with technology called IOT. IOT is the ability of machines, computing devices, regular objects and living things to transfer data over a network without requiring any kind of interaction with another human or object. Aqua Intelligence will be a unique and faster way of taking care of your fish bowl or aquarium without the hard work and discipline that involves this action. With Aqua Intelligence you can only go to your smartphone or webpages, login and check the condition of your fishes anywhere and anytime. You can also feed them, clean the tank, set a time for feeding them , change the temperature of the water for a brand new experience that will make your life easier.

What The user will only need to make this product work is to download the app on the Play Store or App Store and synchronized it with the Aqua Intelligence device, the Aqua Intelligence device looks like a water filter or a water pump for the fish tank. The Aqua Intelligence device is a small device that will be able to feed the fishes in the tank and check the cleanliness of the fish tank.

- **Target Users Profile:**

Aqua intelligence is a new way of helping the users to give their fishes the attention they need anytime, and anywhere they want. This new way of interaction with the fishing tank is what some people need, because they don't

have time or they are on a trip. There are some types of people who will find this product very interesting and useful, for example:

1. A businessman who works all day and don't have time to be constantly feeding his fishes and also can't check if the tank needs to be cleaned or not. This product will help him with the responsibility of taking care of his fishes. This device will allow him to set at what time the machine will feed the fishes. Also he can set at what day he has to clean the tank.
2. People who travel a lot or aren't in their homes all day long so they aren't able to feed their fishes while they are out. This app will allow them to feed their fishes in another country using IOT.
3. People who are busy all day and have a lot of things to do. This type of people usually don't remember the small thing like feeding their fishes or cleaning the fish tank. The app will notify them if they haven't fed their fishes or haven't set a time to do it.
4. Little kids who ask their parents for a pet, but they are very irresponsible. The parents will be able to check the fish tank condition or maybe the kid can set alarms so he can clean the fish tank or he can set at what time the device will feed the fishes. This will help the kid to have less responsibility of taking care of the fishes.

Personas:



Patrick

32 / A busy executive for an important company that leaves his home at 9am and gets back at 9pm after going to work.

"I'm a busy executive that is working all the day long, but I keep in mind my responsibilities such as my health and pets"

Skills

He is good at numbers and is skilled with the technology.

Frustrations

He is so busy that he forgets basic things such as turn off the coffee maker, that is why the technology is his friend.

Hypothetical situation

He would program an alarm to give food to his loved fish every certain hour and also keep track of the temperature and clean level of the water.



Patricia

36 / She's a full-time mom who has two kids and has to take care of them all day long.

"I almost have no time for anything because I have to take my kids to soccer, cook, help with the homeworks, etc."

Skills

She is very good multi-tasker, and loves to see her kids happy.

Frustrations

If something took her much time, she won't do it.

Hypothetical situation

She would use our service for automation for food dispenser, and warnings of water temperature and clean levels, so her kid's fish will be always healthy.



Timmy

10 / He is a curious kid that loves nature, and technology. He loves learning new things everyday.

"I'm a 10 years old kid that loves animals, and knows how fragile they are. I think they should be treated the same as us"

Skills

He is a quick learner, and adapts easily to any environment.

Frustrations

If something seems boring to him, he would definitely won't use it.

Hypothetical situation

He would use our service when Timmy goes outdoor for playing so his pet will be protected. Also he would use our service when he goes with her friends so he can took a picture in real time for showing his friends how cool his fish is.



Tania

23 / She's a student, but has a very adventurer spirit.

"I love traveling, each time that I has the opportunity, I left home for an adventure."

Skills

She loves nature, so she would do anything for her pets.

Frustrations

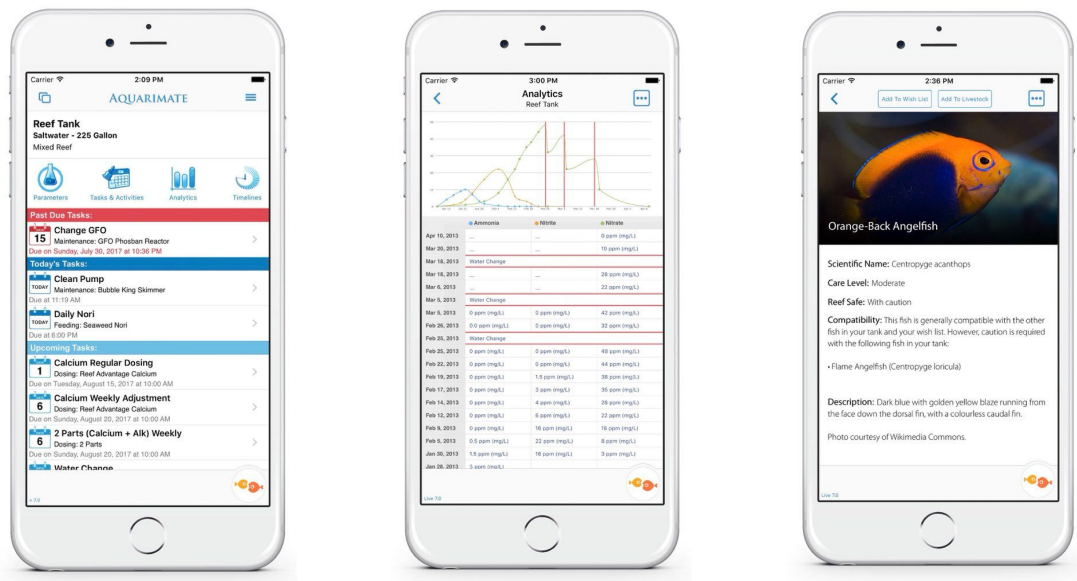
She is not so good with technology, so if she don't understand something, she rather won't use it.

Hypothetical situation

Even though she is constantly travelling, she cant stop loving her fish. So her would use our service to keep visual track of her fish via photographs or live video.

Benchmarking:

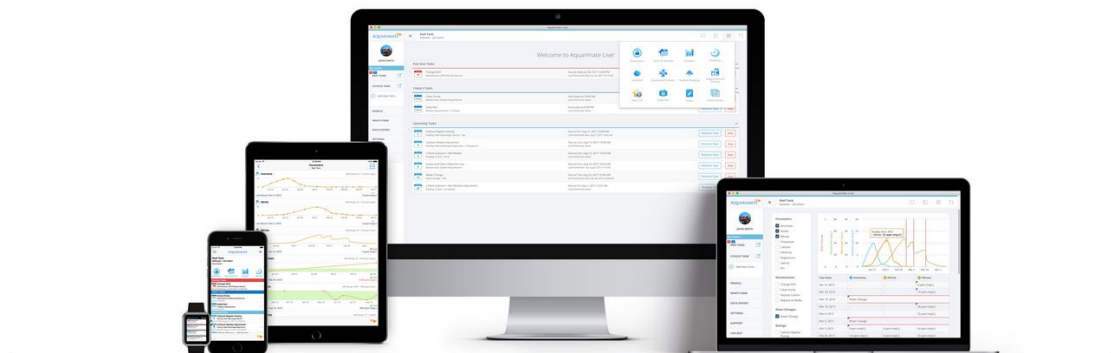
1. **Aquarimate:** This is an app designed to help it's users and guide them on how to maintain and take good care of their aquariums or fishbowls. It has the option to keep track on the capacity of your tank, what type of water tank it is, how many fish are in it and what species they are, what the temperature is and depending on the statistics you input, it gives you a recommendations list on what it needs to be changed in order to accomplish certain parameters your tank might need for it to have a healthy environment. While the app does offer it's services for several types of iOS devices, such as iPhone, iPad and Apple Watch, it is only available for such.



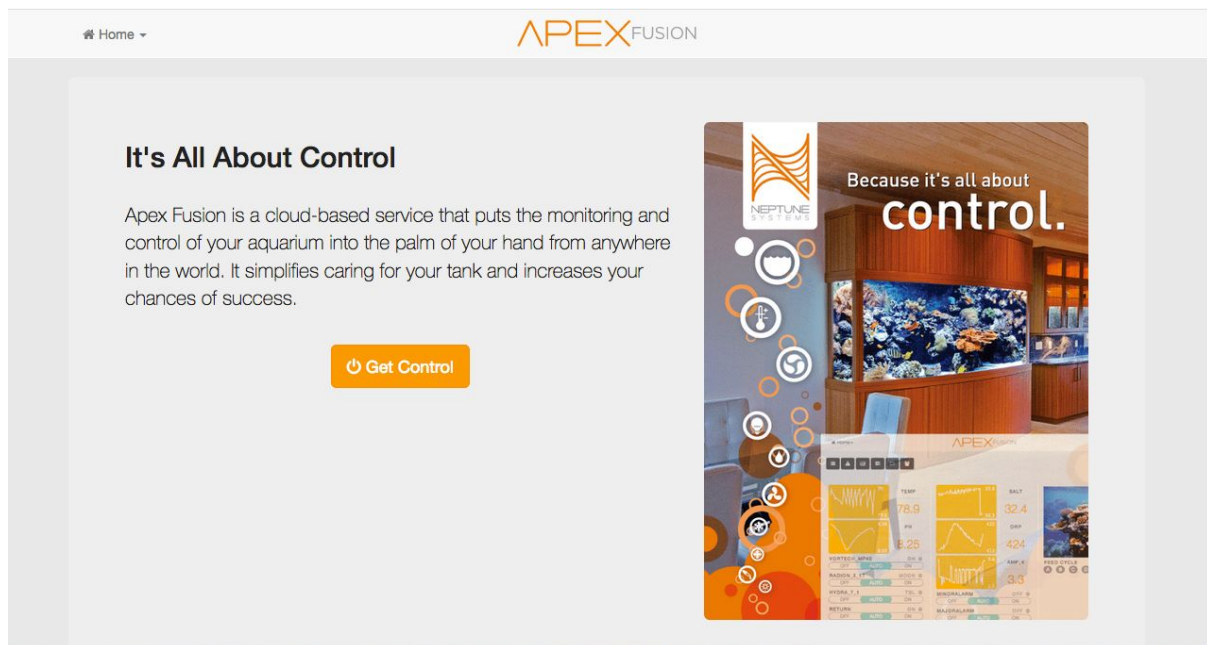
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Your companion to maintain awesome, thriving aquariums!

Whether professional or hobbyist, Aquarimate can help you manage your tanks easier than ever!



2. **Apex Fusion/Neptune Systems:** Neptune Systems offers monitoring and control systems to keep your aquarium safe. Their main products are controllers you can install in your tanks and fish bowls in order to have a better control of what happens in it. These controllers are called Apex and they are designed to help the user to maintain their aquarium in the best conditions possible. The Apex can be controlled from an app you can download in your phone, and there you can check all the aspects and information of your tank. From the app you can also control some aspects such as temperature of the water, lighting, pumps, etc., and you can observe your fish with cameras connected to your device.



As similar as our platform may seem, Aqua Intelligence will provide its user a brand new different experience, for a more accessible price. Aqua Intelligence will have features that will allow you to control the environment for your fish anywhere you are and anytime. You will be able to control the temperature of your tank, feed the fish, clean the fishbowl when it needs to be cleaned, regulate the pH values, salinity and alkalinity of the water, and provide all the information you need in order to keep the animals completely safe. You can also take notes and create reminders on how your tank improves by making the recommended adjustments. It will also provide you with an information catalogue about fish species you might acquire and what they need to be taken cared of. While the other platforms have similar features, none of them lets you have all the characteristics ours is offering. Aqua Intelligence also has an easy interface, which makes it great for anyone to use, from a 5 year old to a grown elder.