## WHERE WE ARE + WHERE WE WANT TO BE

### WHERE WE ARE

Overall good. Clear concept, primary idea that drives concept.

### WHERE WE WANT TO BE

WiFi tracking may not be a viable solution
Need major carriers on board
May not give accurate count because some
people may not have phone on them

Proposed ideas appropriate to the problem
Understands the users and their unmet needs
More clearly label the how might we statement. Dominant and on own slide
Break up slides with a lot of information like the insights slides into multiple slides
One per point that we're trying to make

More digestible to user if you talk it through in chunks
Info might come in steps as they are talked through
Persona slides for presentation can be slimmed down a bit.
Quote dominant for the persona
Journey map
Simplify for the presentation so it's quicker to read

Make it more visual
Highlight or color code the stressful areas that we identified for intervention
Privacy concerns
Concerned about optical sensors and facial recognition
"Data can be used against people."
Doesn't understand the technology that we're using.

"Something interesting with the feelings and heat data."
It is not well understand it so it needs to talk more about it
Pushback about cost.
Who's the stakeholder? Who is going to pay for this?
We're exploring new technologies