

Healthy Connect: Connecting you to health



GE APPLIANCES

"It's 4 pm. What should I cook for dinner?"

- GE Appliances

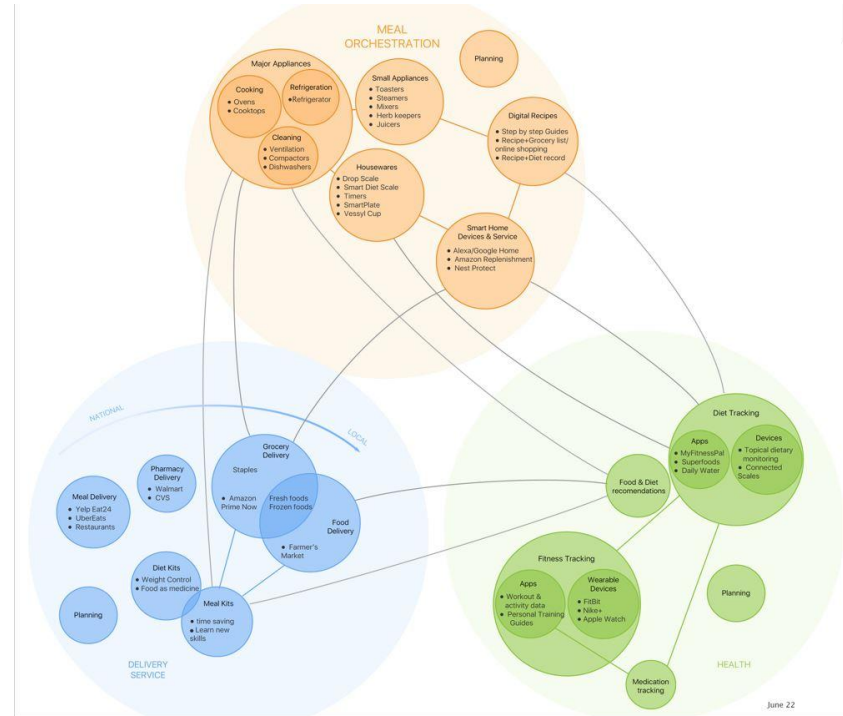
Problem Statement

Connect the 3 bubbles:

- Meal Orchestration
- Health
- Delivery Services

using IOT in kitchen.

Basically, offer features which make user's daily kitchen chores easier to perform without much overhead along with healthy living.



Problem Statement



Our understanding of the problem:

By incorporating the 3 business opportunities, increase the demand of IOT based systems in the KITCHEN. Basically, make a strategy that

- Gets the food to them easily
- Makes the food for them easily and
- Encourages healthy living

All this using IOT in the Kitchen.

Existing Systems



Echo



Hiku



Neo



And many others..

Our Idea



Create something dedicated to GE and our Target Audience, along with being:

- Solution to a realtime kitchen related problem
- Dependable
- Less expensive
- Reducing dependency on 3rd party companies



Target Audience : Diabetics (65+ years)



In 2015:

- 30.3 mil = 9.4 % people had diabetes
- Out of these, 12 mil have diabetes

American Diabetics Association

By 2060,

- Population of 65+ will rise - 46 mil today to 98 mil
- So 65+ with diabetes will increase too!

Therefore, we chose them as our target audience.

Population Reference Bureau

Persona : Amy

Amy



"Live healthy"

Age: 66

Work: Retired

Family: Stays with 70yrs old husband

Location: Chicago, IL

Personality



Goals

- She has to maintain proper diet plan
- She has to do some physical activity
- She has to get her groceries every two weeks
- She has to cook for her husband

Take medications

Frustrations

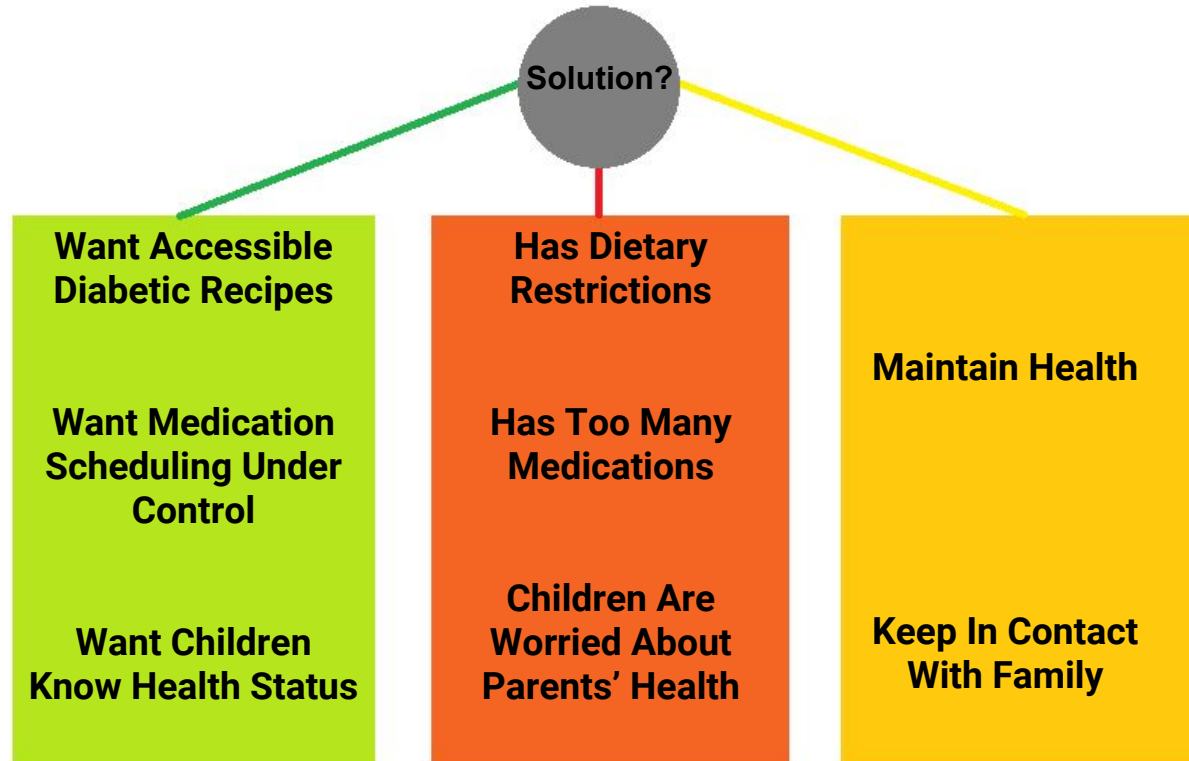
- She keeps forgetting about veggies in her refrigerator
- She has to reduce carbs intake
- She has to maintain a protein based diet
- She gets tired easily
- Chopping vegetables

She has to take many medications

Bio

Amy is a 66yr old lady. She was once a very active person, and she was very independent. She is now diabetic. Amy stays with her 70yrs old husband, who is equally diabetic. Amy never likes to depend on anyone. She loves going for grocery shopping with her husband, and she likes picks fresh veggies. She has to follow her doctor's instructions on diet plan. Her doctor suggests her to do some physical activity every day to keep her healthy and active. Being diabetic, she gets tied very soon.

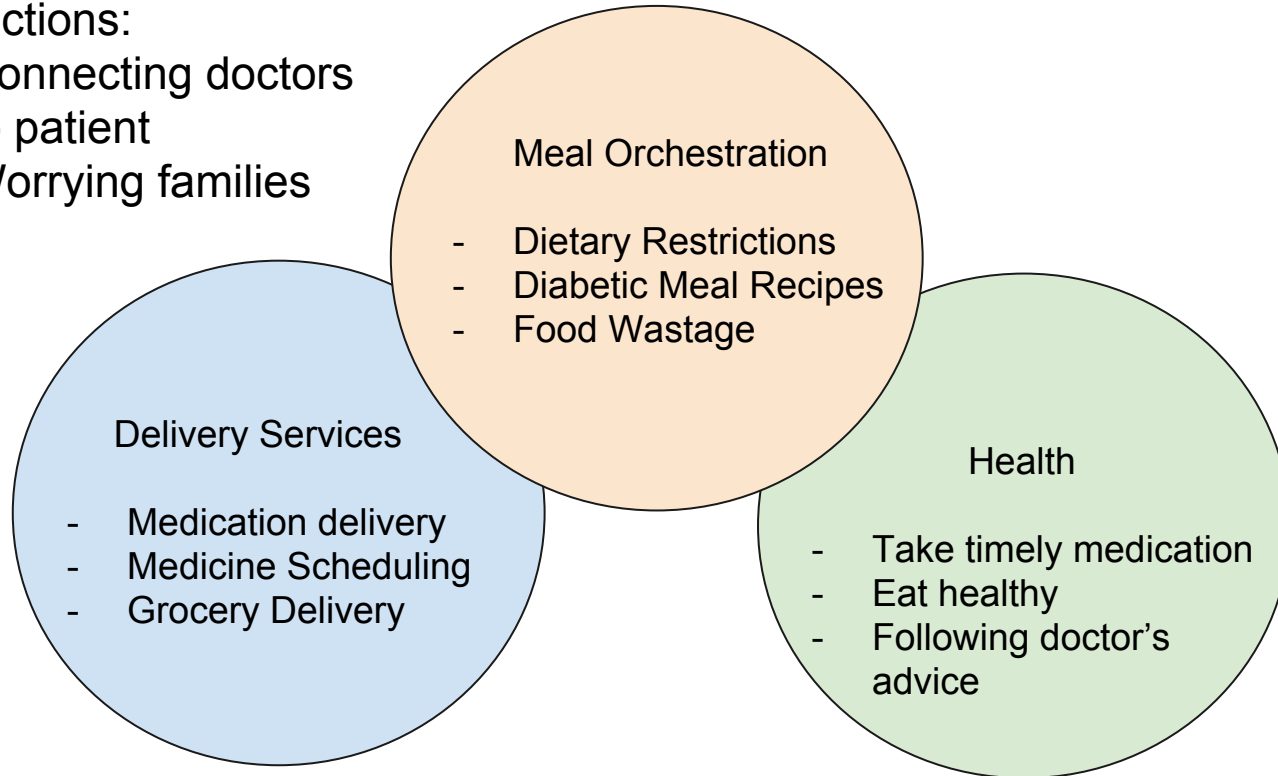
Customer: 65yr+ Diabetics



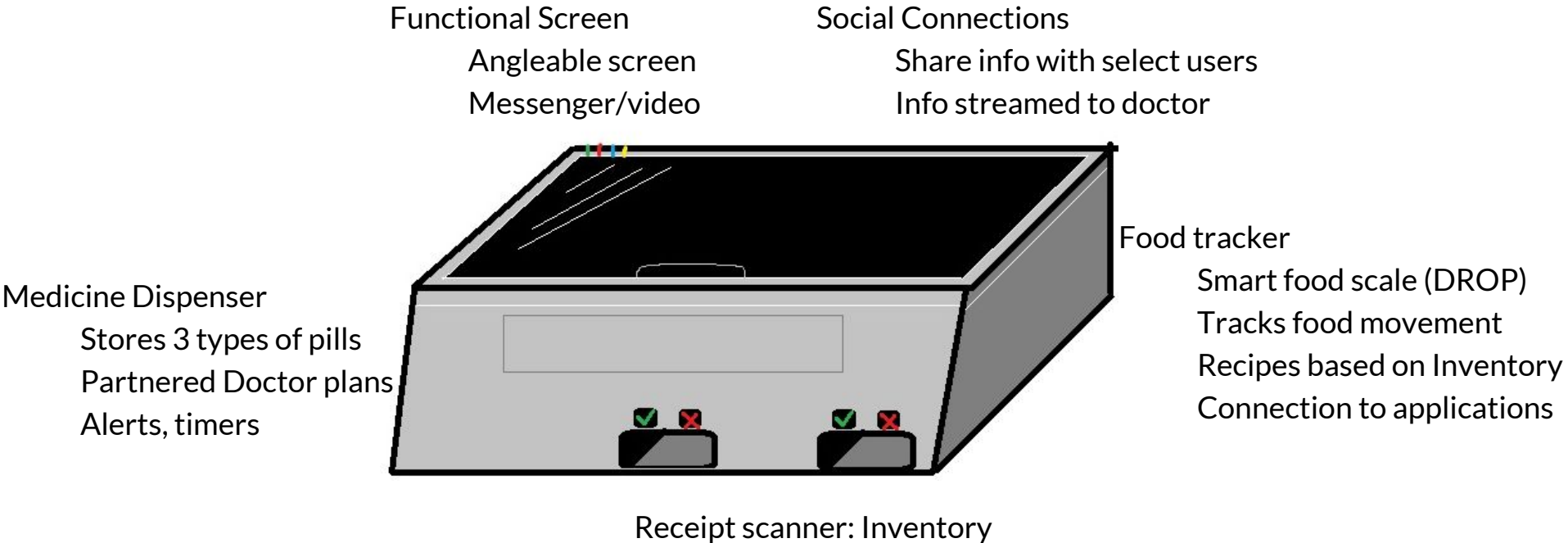
Pain Points we targeted

Connections:

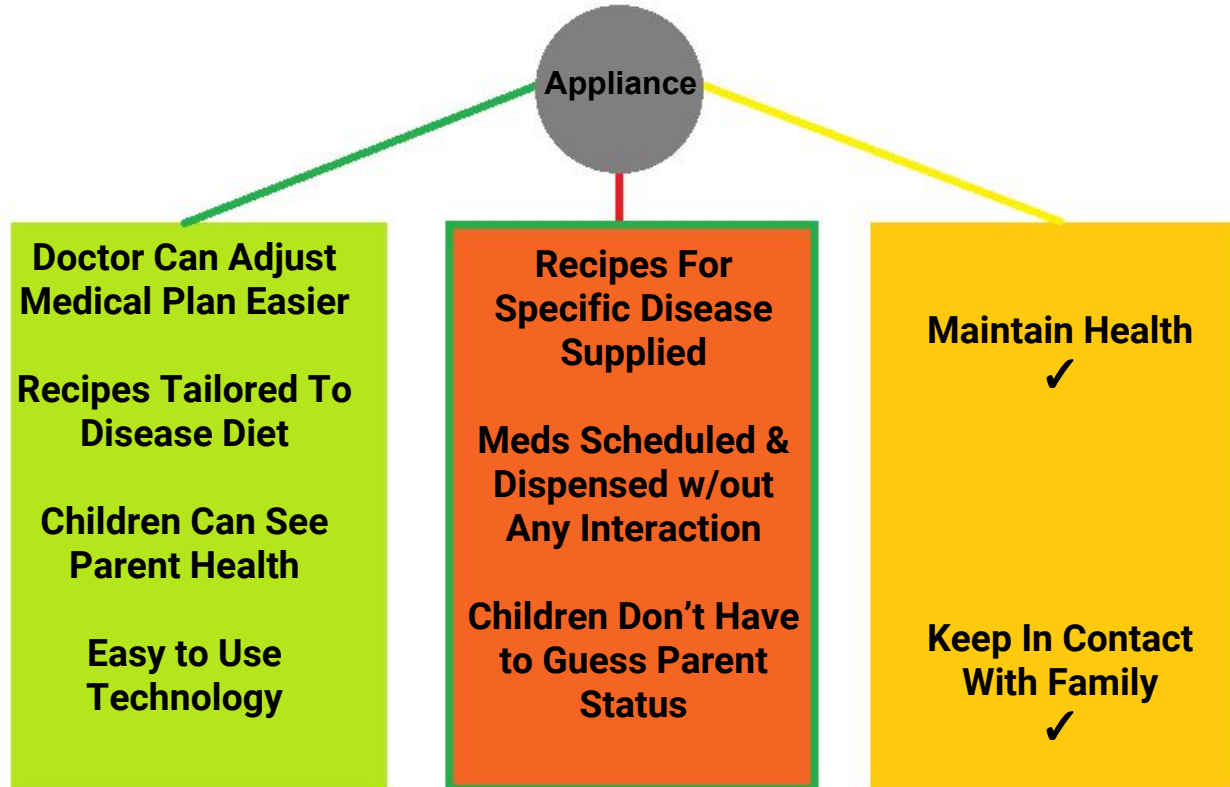
- Connecting doctors to patient
- Worrying families



Solution: Connected Health Appliance



Solution: Value



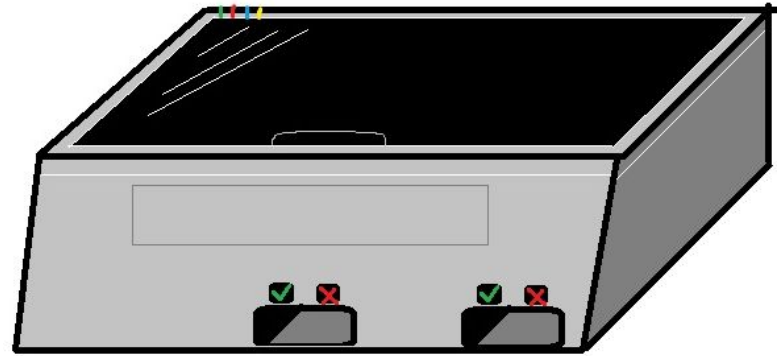
How does it help?



- Keeps track of the inventory using simple barcode scanner
- Keeps chatting with the user about their diet, food eaten and cooking plans
- Reminds the user about medication
- LED lights for reminders
- Connects the patients with doctors for status reports
 - Increases accuracy in reports
 - Saves doctor's visits
- Connects the patients with family
 - Worried parents or children can be satisfied
- Reordering Medication
- Groceries ordering
- Medicine dispenser

Features

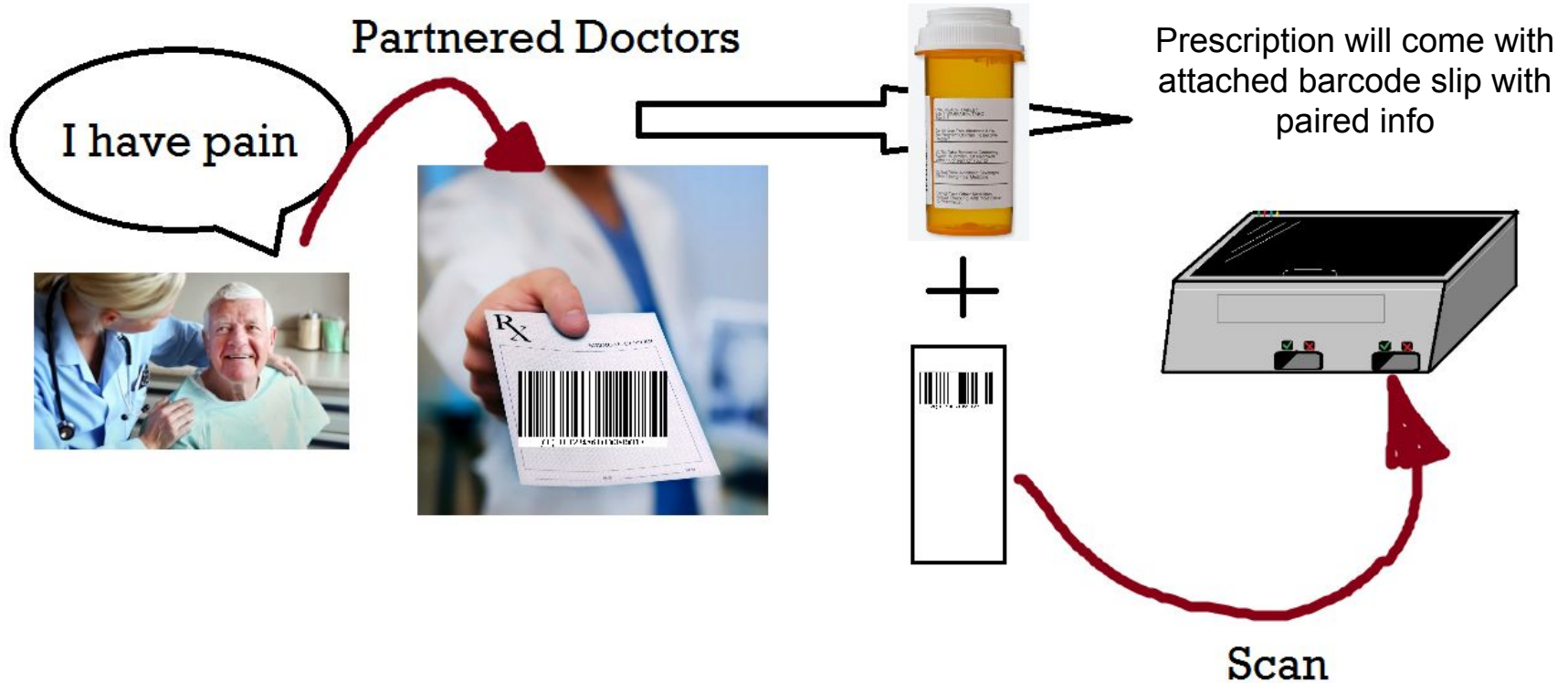
- Scan Grocery Store receipt
- Inputs groceries into inventory
- Filters out non-food items
- Linked with apps for recipes
- Linked with Doctor, can track nutrition



Scan grocery
receipt



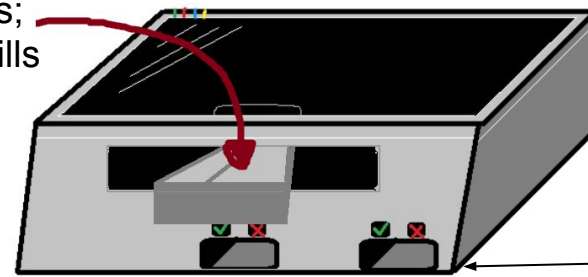
Features : Storing Medicines



Features : Storing Medicines

- Can store up to 10 different pill types
- Will alert when refill is close
- Can empty old pills with doctor authorization
- Doctor will see information stored: knows if medications deposited, are being taken

Drawer Opens;
Fill slot with pills

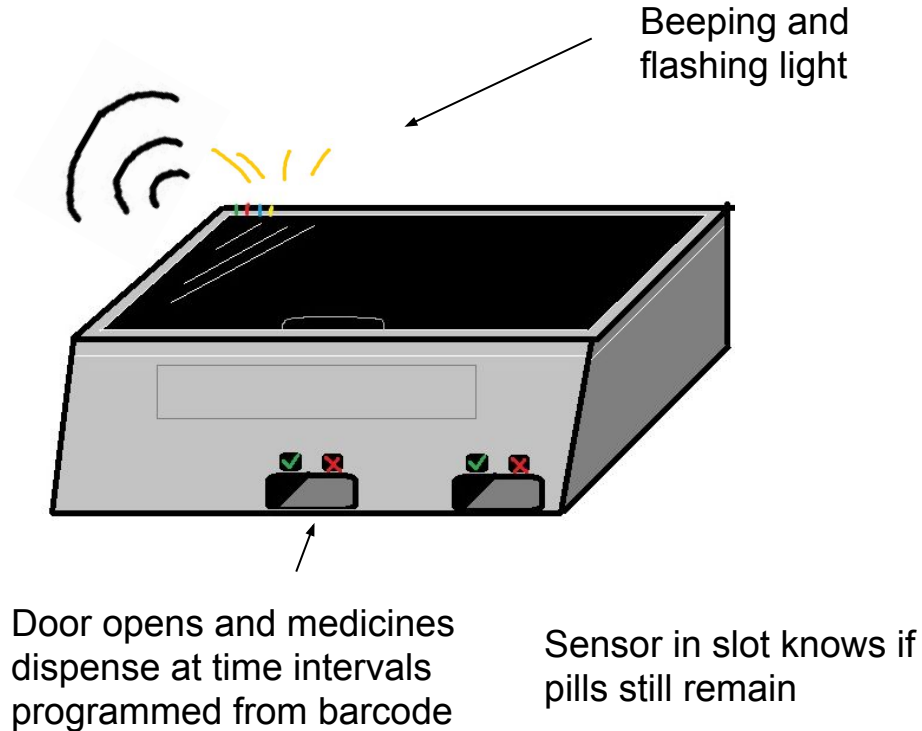


Scan again to
close and store

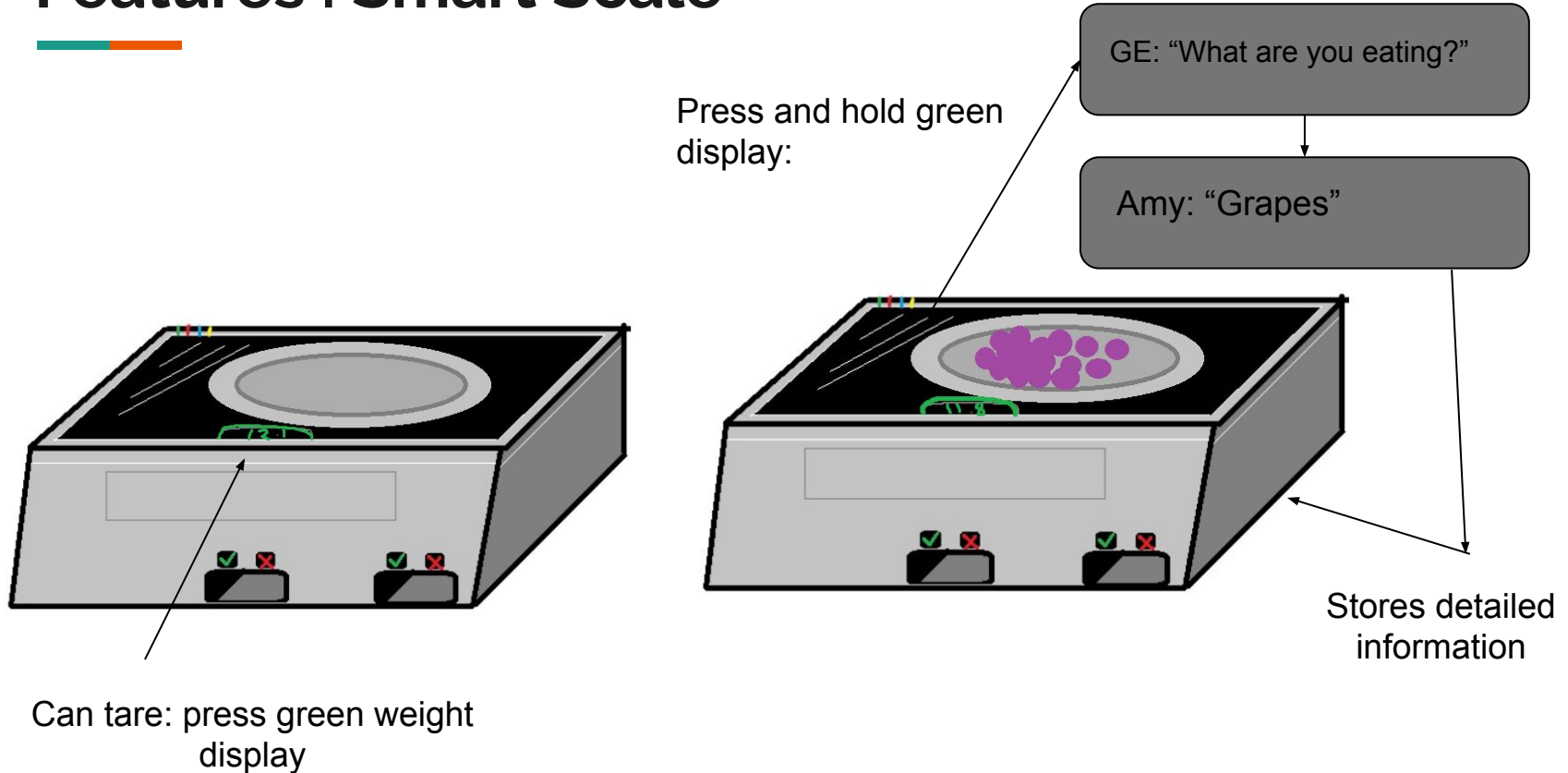
Information from scanned
barcode will store:
prescription schedule, diet
restrictions, pill count, and
other info for current slot



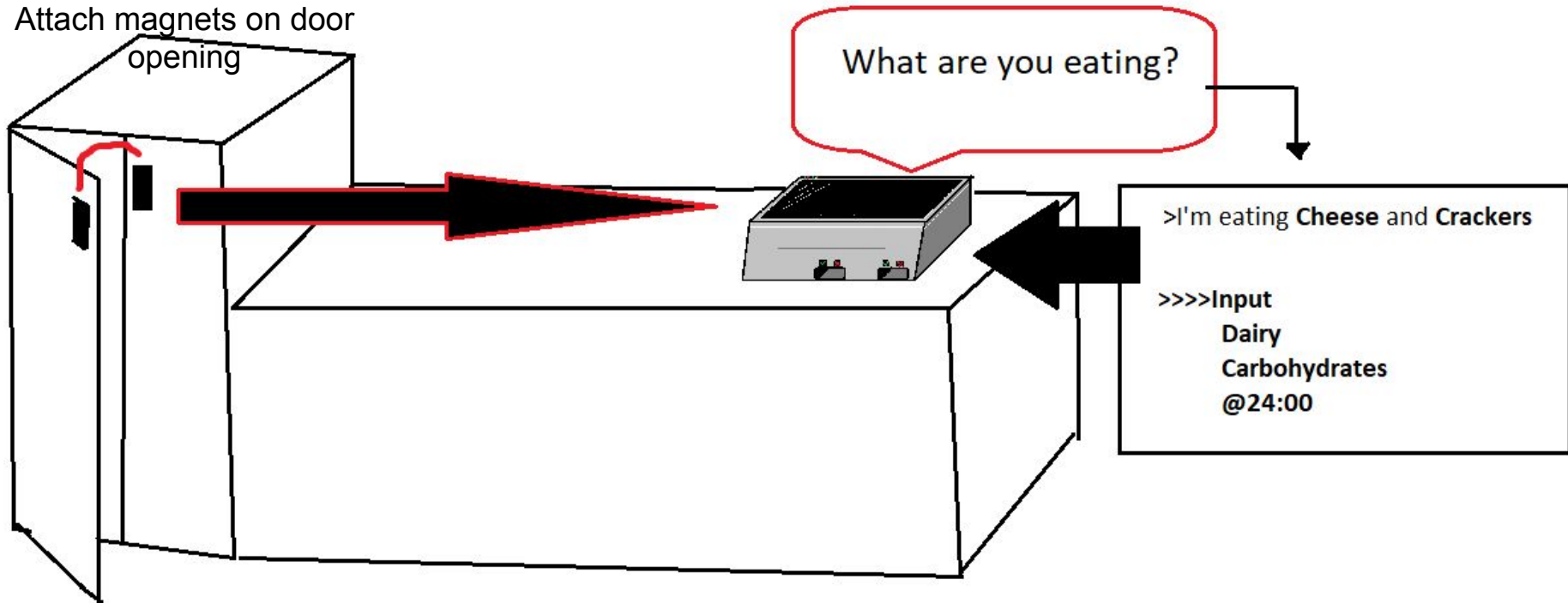
Features : Medicine Dispensing



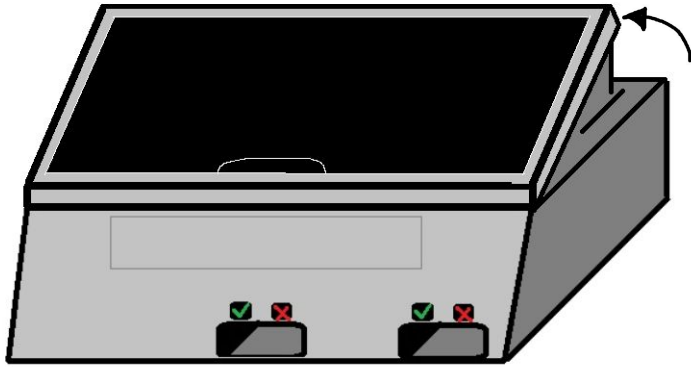
Features : Smart Scale



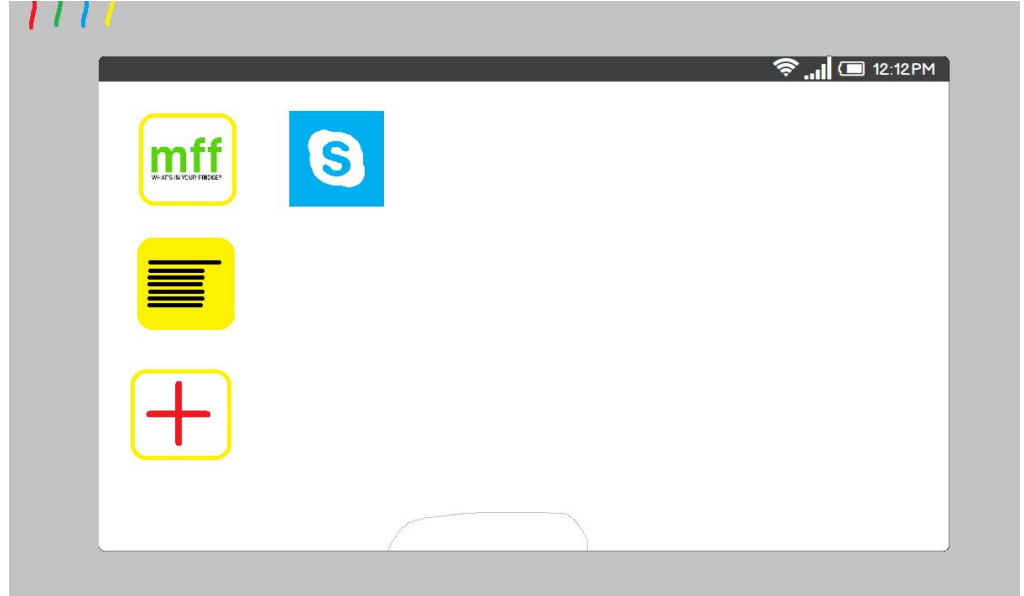
Features: Tracking dumb appliance use



Features: Display

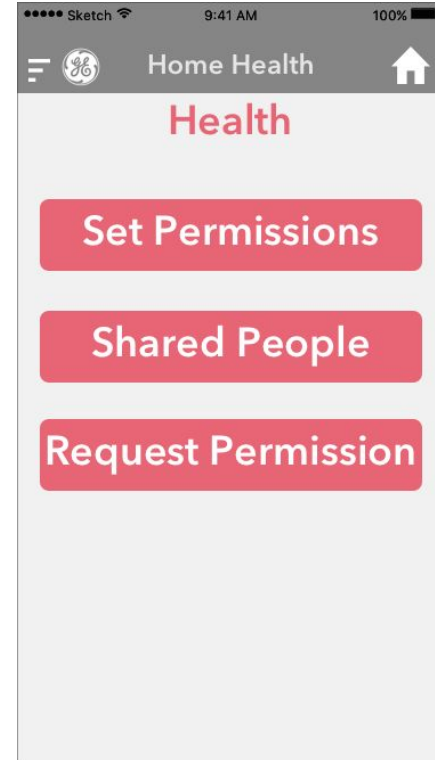
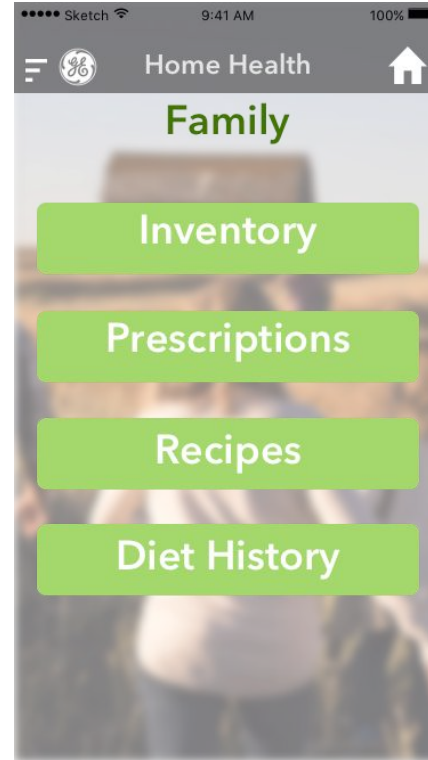


Tilt screen up and displays

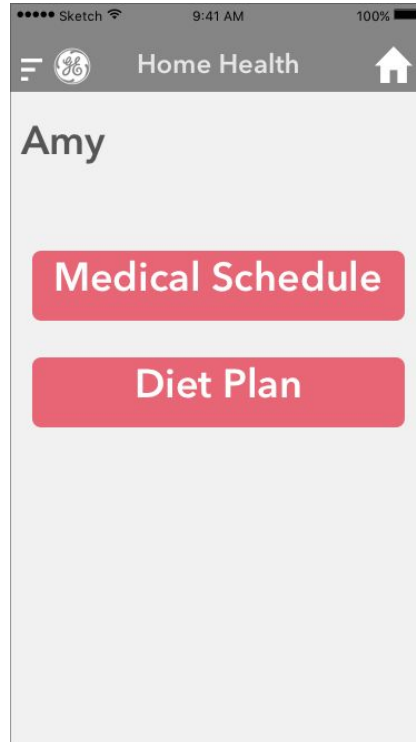
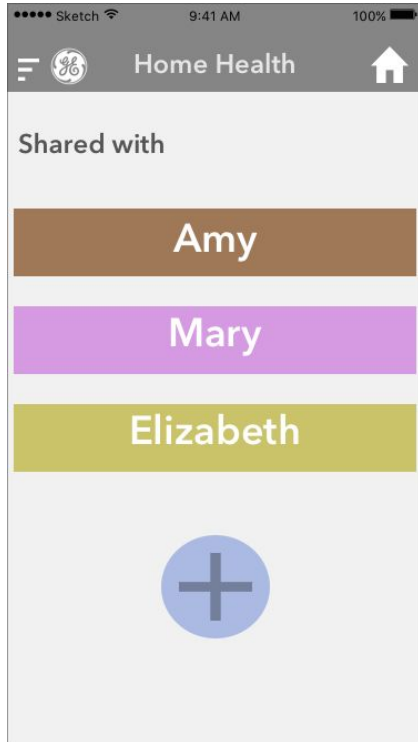


Inventory App
Messenger apps/video
Recipe Apps & Doctor Recommended Recipes
Fully functional Tablet
--Grocery/Medication Ordering

Mobile App: User Version



Mobile App: Family/Doctor Share

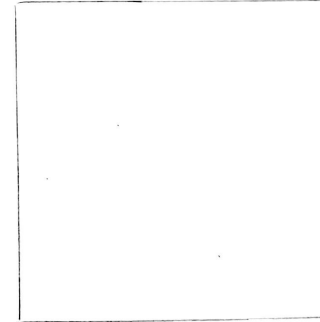
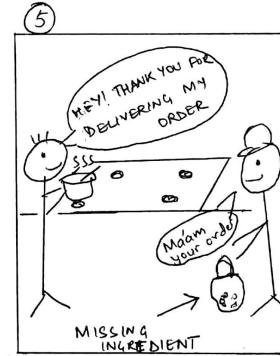
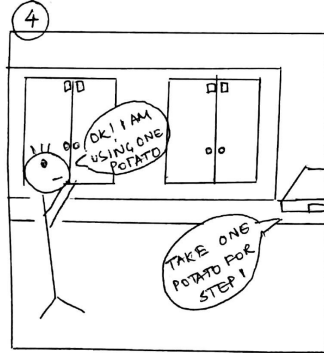
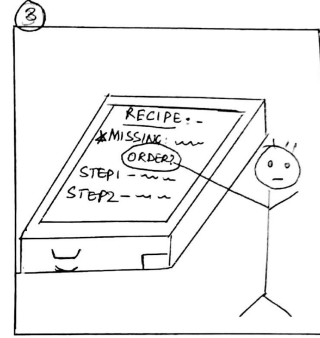
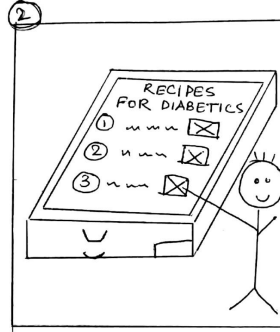
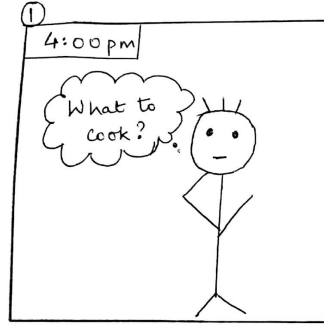


Channels

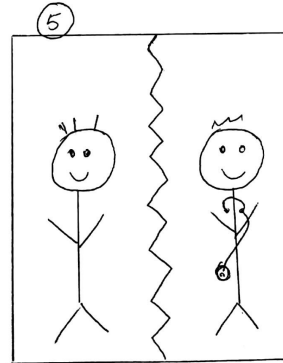
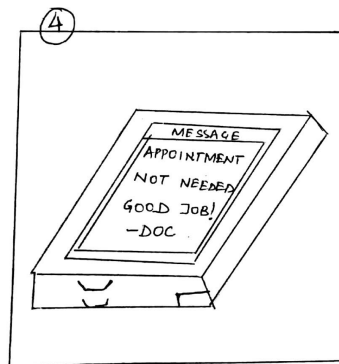
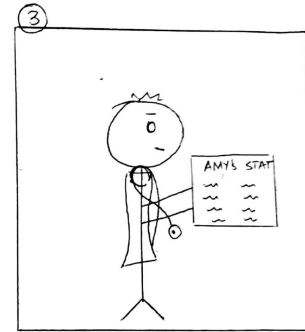
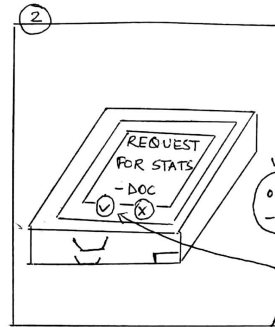
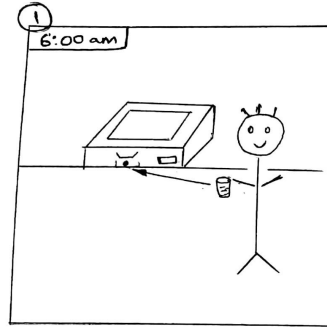


- Media
 - Old - TV, Radio, Newsprint, Magazines
 - New - Social Media, advertisements on websites
 - Commercials to show demos and provide information
- Have doctors endorse appliance in office visits to patients
- home depot, best buy
 - Display appliance function in retail demos
 - Offer training, scenarios, to sell functions
- Upon purchase, a service rep will set up appliance and give tutorial
- In depth customer service phone lines, walk through any function

Storyboard 1



Storyboard 2



Cost Structures



- New device
 - Research and Design
 - Development
- Manpower
- Raw Materials
- Promotional
- Channels
- Pay Partners

Revenue



- Insurance Companies
- Consumer / Sales
- Doctor
- Special Recipes
- Advertising

Key Partners



Doctors

myfridgefoods.com



Key Resources



**Local
Manufacturing
units**



Manpower



**Raw
Materials**

Key Activities



Designing

Marketing

Provide Better Service

SWOT Analysis



STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Caters to large population• Modifiable to fit many groups• Partnership with Insurance companies• Solves a range of problems• Multiple revenue streams• Market group is large	<ul style="list-style-type: none">• Will need to form new channels with Doctors• Users not very inclined to use technology• Will need money for R&D• Will need money for promotions• May be open to lawsuits (wrong dosing from bugs?)	<ul style="list-style-type: none">• Strong need for this type of appliance in market (Drug dispensing, health tracking)• As population lives longer, market group increases• Lots of scope for improvement	<ul style="list-style-type: none">• Other medical technology companies could move in territory, competitors• Customers not sharing information truthfully• Doctors might not be willing to partner