NeuroQuest

"Unleashing Hope and Innovation in the
Fight Against Alzheimer's"

INTRODUCTION

- It's estimated that around 50 million people have dementia, with Alzheimer's disease being the most common cause, accounting for about 60-70% of cases.

- Over 16 million family members and friends provide unpaid care for people with Alzheimer's and other dementias, resulting in 18.6 billion hours of care.

PRODUCT VISION

"Our vision is to be the pioneers in safeguarding memories and creating a conducive environment for every Alzheimer patient"

PRODUCT GOALS

Business Goals	Customer Goals	Market Goals

Business Goals

- **Customer Retention:**

  Prioritize customer retention strategies to ensure a consistent and reliable revenue stream from loyal users.

- **Enhance User Engagement:**

  Implement multimedia timeline creation to increase user engagement, as a feature that encourages users to actively participate in creating meaningful content.

- **Expand Service Offerings:**

  Improve user experience to include additional healthcare-related features, such as calling family and emergency services.

Customer Goals

- **Ease of Use:**

  Easy for users and caretakers to retrieve and play voice recordings. This provides a valuable tool for patients and their families.

- **Emotional Support:**

  Provide resources for emotional support, showing empathy for users' emotional well-being and positioning the product as a source of holistic care.

- **Family Involvement:**

  Enable family collaboration, recognizing the importance of involving multiple family members in a patient's healthcare journey, leading to better support and coordination.

Market Goals

- **Competitive Advantage:**

  The inclusion of multimedia timelines and voice assistant functionality aims to give the product a competitive edge in the healthcare technology market.

- **Healthcare data focus:**

  Focus is to ensure security, privacy, and regulatory compliance of user data to avoid unauthorized access, breach or cyber threats.

- **Market expansion:**

  Prepare the product for future expansion into mental health features, catering to a broader market segment.

Hypothesis

Riskiest Assumption

By developing the "NeuroQuest" MVP with core features, we can effectively address the needs of Alzheimer's patients and their families, providing a valuable tool for memory preservation and emotional support.

The riskiest assumption for this product is that Alzheimer's patients and their families will find value in a basic memory preservation platform with limited features and simple emotional support.

Riskiest Assumption Test

Assumption:

Users will find value in the core features of the MVP.

Hypothesis:

The MVP will be used and positively received by Alzheimer's patients and their families.
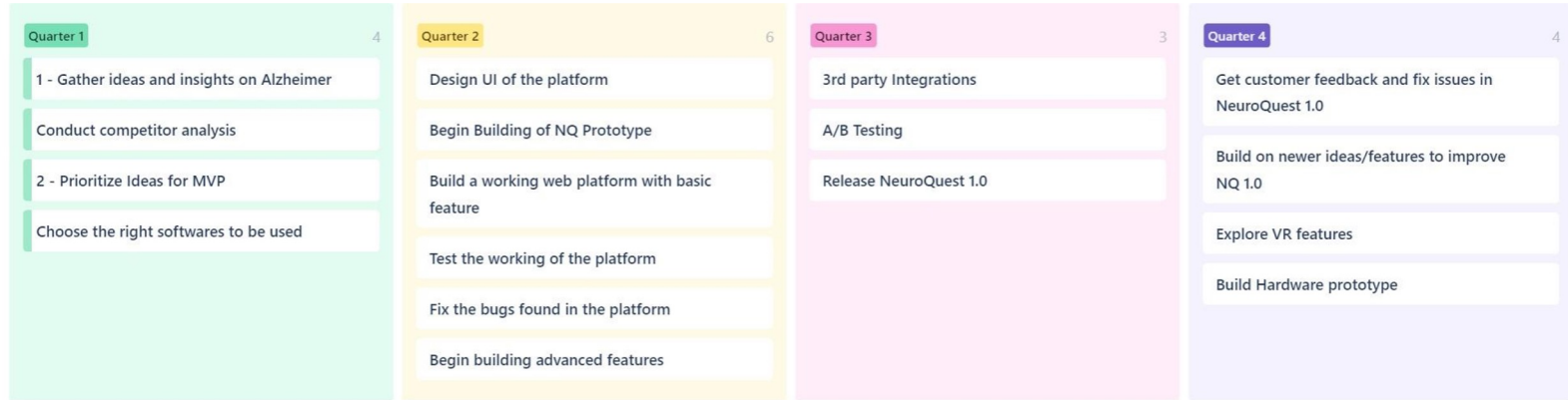
Testing:

- Launch the MVP to a small, controlled user group of Alzheimer's patients and their families.

- Monitor user engagement with all features.

- Collect user feedback through surveys, interviews, or in-app feedback mechanisms to assess user satisfaction and perceived value.

- Measure user retention and the frequency of use of the MVP.

- Analyze click-through rate on links to external emotional support resources.

Success Criteria:

- A significant percentage of Alzheimer's patients and their families engage with and use the MVP regularly.

- Positive user feedback, with users expressing that the MVP meets their expectations and provides value in memory preservation and emotional support.

- A retention rate that indicates sustained user interest.

- A noticeable click-through rate on links to external emotional support resources, indicating an interest in emotional well-being.

Product Roadmap 2023-24

Quarter 1	4
1 - Gather ideas and insights on Alzheimer	
Conduct competitor analysis	
2 - Prioritize Ideas for MVP	
Choose the right softwares to be used	

Quarter 2	6
Design UI of the platform	
Begin Building of NQ Prototype	
Build a working web platform with basic feature	
Test the working of the platform	
Fix the bugs found in the platform	
Begin building advanced features	

Quarter 3	3
3rd party Integrations	
A/B Testing	
Release NeuroQuest 1.0	

Quarter 4	4
Get customer feedback and fix issues in NeuroQuest 1.0	
Build on newer ideas/features to improve NQ 1.0	
Explore VR features	
Build Hardware prototype	

Product Task Management

Backlog

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Epic	✕

Issues without epic

❯ 🟪 Epic 1 - Planning
❯ 🟪 Epic 2 - Prototyping
❯ 🟪 Epic 3 - Development,Testing & Launch
❯ 🟪 Epic 4 - Security and Product analytics
❯ 🟪 Epic 5 - Hardware development
➕ Create epic

🟩 SCRUM-14 Run expeirments	EPIC 2 - PROTOTYPING	TO DO ⌄ — 👤
🟩 SCRUM-15 Analyze the results	EPIC 2 - PROTOTYPING	TO DO ⌄ — 👤
🟩 SCRUM-16 Prioritise features of v1	EPIC 2 - PROTOTYPING	TO DO ⌄ — 👤
🟩 SCRUM-17 Design UI screens	EPIC 3 - DEVELOPMENT,TESTIN...	TO DO ⌄ — 👤
🟩 SCRUM-18 Build V1 Neuroquest product	EPIC 3 - DEVELOPMENT,TESTIN...	TO DO ⌄ — 👤
🟩 SCRUM-19 Internal Testing	EPIC 3 - DEVELOPMENT,TESTIN...	TO DO ⌄ — 👤
🟩 SCRUM-21 Deploy product to production	EPIC 3 - DEVELOPMENT,TESTIN...	TO DO ⌄ — 👤
🟩 SCRUM-20 Prepare marketing material	EPIC 3 - DEVELOPMENT,TESTIN...	TO DO ⌄ — 👤
🟩 SCRUM-22 Gather customer complaints	EPIC 4 - SECURITY AND PRODU...	TO DO ⌄ — 👤
🟩 SCRUM-23 Get goverment approval	EPIC 2 - PROTOTYPING	TO DO ⌄ — 👤
🟩 SCRUM-24 Plan for new features	EPIC 4 - SECURITY AND PRODU...	TO DO ⌄ — 👤
🟩 SCRUM-25 Design new hardware	EPIC 5 - HARDWARE DEVELOPM...	TO DO ⌄ — 👤
🟩 SCRUM-26 Build hardware	EPIC 5 - HARDWARE DEVELOPM...	TO DO ⌄ — 👤
🟩 SCRUM-27 Set up product analytics	EPIC 4 - SECURITY AND PRODU...	TO DO ⌄ — 👤
🟩 SCRUM-28 Improve security	EPIC 4 - SECURITY AND PRODU...	TO DO ⌄ — 👤
🟩 SCRUM-29 Integrate existing software in new hardware	EPIC 5 - HARDWARE DEVELOPM...	TO DO ⌄ — 👤
🟩 SCRUM-30 Get government aproval	EPIC 5 - HARDWARE DEVELOPM...	TO DO ⌄ — 👤
🟩 SCRUM-31 User testing	EPIC 5 - HARDWARE DEVELOPM...	TO DO ⌄ — 👤
🟩 SCRUM-32 Prepare marketing material	EPIC 5 - HARDWARE DEVELOPM...	TO DO ⌄ — 👤

PRODUCT LAUNCH

MVP

1. **Memory Timeline Builder**: Build a basic Memory Timeline Builder. Users can create simple multimedia timelines, including photos and videos.

2. **Basic Voice Assistant**: Integrate a basic voice assistant feature to retrieve and play voice recordings upon request.

3. **User Registration and Data Storage**: Develop a secure user registration system and backend for data storage.

4. **Basic Emotionally Supportive Features**: Implement simple mood tracking and provide links to external resources for emotional support.

5. **Family Collaboration**: Enable basic family collaboration, allowing multiple family members to contribute to a patient's timeline.

MLP

1. **Enhanced Memory Timeline Builder**: Make the process of creating timelines more intuitive and aesthetically pleasing.

2. **Advanced Voice Assistant Integration**: Develop a sophisticated voice assistant, capable of understanding context and retrieving memories with greater accuracy.

3. **Limited Augmented Reality (AR) Capabilities**: Offer a basic AR feature, allowing users to associate voice recordings with photos for a more immersive experience.

4. **Robust Emotionally Supportive Features**: Enhance mood tracking with in-app mental health resources, including guided mindfulness exercises.

5. **Community Building**: Foster a sense of belonging among users facing similar challenges by introducing a community forum.

THANK YOU