Team Project Pitch

ambio

Team Members

Julianne B.
Josh L.
Conner H.
Jess W.
Bennoni T.
Colton W.
Sudarshan A.
Vincent L.

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Introduction

Product Intention

Help people who miss each other feel more connected in a way that feels natural.

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Help people who miss each other feel more connected in a way that feels natural.

Use wearable to collect biometric data, discern wearer’s mood, and share that mood with their paired users.

Communication

Communication **in person**

Communication is more than just words. Vocal tone, physical expression, and other nonverbal elements influence the way our exchanges are received.

Communication **with those that you’re close with**

When you're close with someone, you grasp how they’re feeling based on their nonverbal cues and adjust your interactions accordingly.

Communication **digitally**

Digital communication is contrived. We consciously censor ourselves, creating a less natural and honest method of communication.

Connections

Potential Use Cases

- ❤️ Enhancing long distance relationships
- 👱‍♀️ Connecting separated families
- 🌎 Preserving distant friendships
- 🤑 Relating with celebrities

Case Study 1

❤️ Enhancing long distance relationships

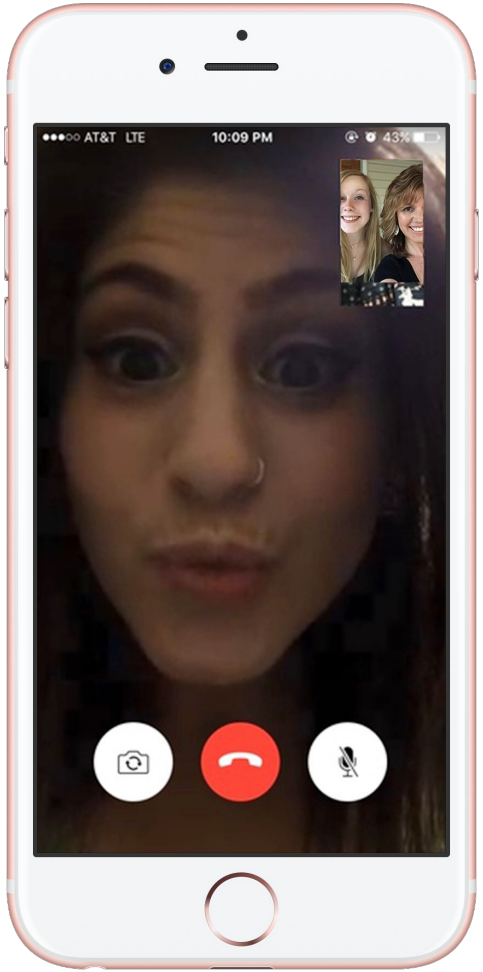
Long distance relationships can be emotionally taxing as verbal and visual communication can prove to be insufficient.

Case Study 2

👱‍♀️ **Connecting separated families**

🌎 **Preserving distant friendships**

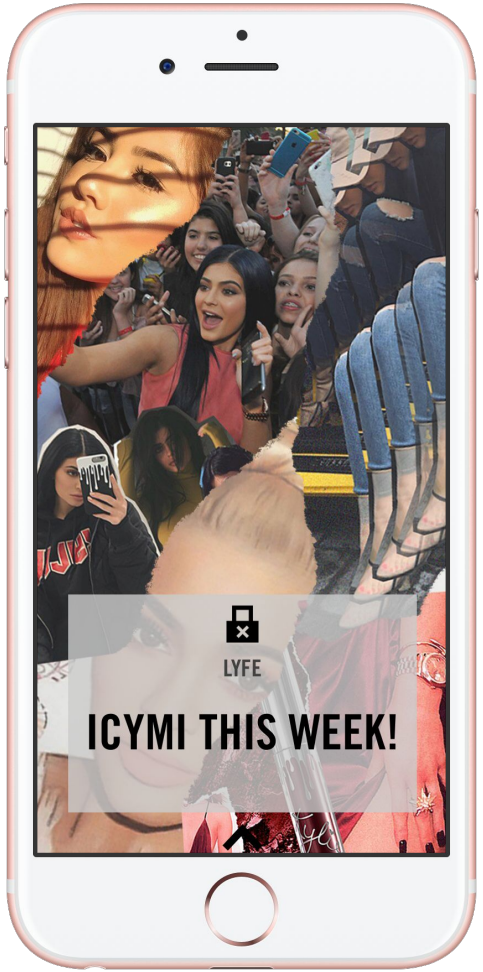
Being away from family members and close friends can be isolating and take an emotional toll.



Case Study 3

🤑 Relating with celebrities

Social media makes people feel like they are part of the celebrity’s life or in their circle of friends.



Functionality

Technical Outline

1. Record health data using wearable technology
2. Translate the data into a coherent output
3. Share and view across platforms

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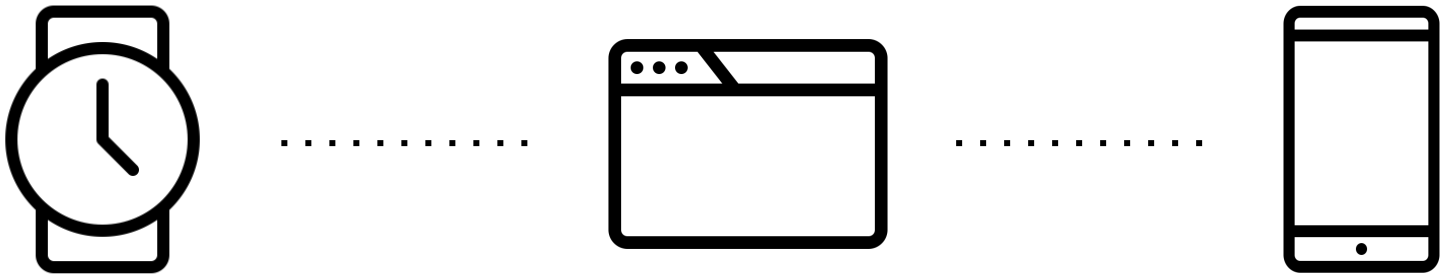


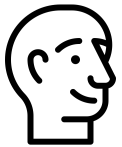
Data that can be used to determine someone's mood

Heart Rate

Breathing Patterns

Blood Pressure

Vocal Recognition



Facial Expression

Temperature

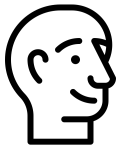
Data that can be used to determine someone's mood **on its own**

Heart Rate

Breathing Patterns

Blood Pressure

Vocal Recognition



Facial Expression

Temperature

Data that can be used to determine someone's mood **when combined**

Heart Rate

Breathing Patterns

Blood Pressure

Vocal Recognition

Facial Expression

Temperature

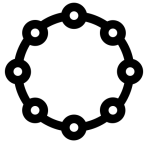
Health tracking wearables

Watch

Ring

Necklace

Modular



Bracelet

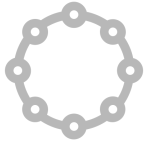
Health tracking wearables **with prepared functionality**

Watch

Ring

Necklace

Modular



Bracelet

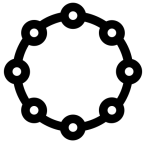
Health tracking wearables **with opportunity for product design**

Watch

Ring

Necklace

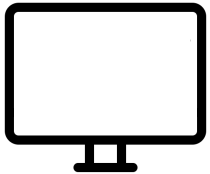
Modular



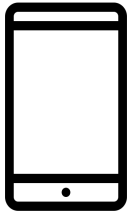
Bracelet

Information delivery

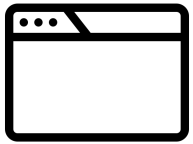
Wearable



TV



Mobile



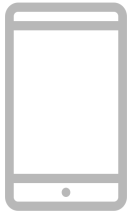
Web

I.O.T.

Information delivery **that is personal**

Wearable

TV



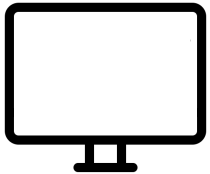
Mobile

Web

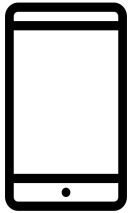
I.O.T.

Information delivery **that is expected**

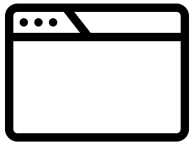
Wearable



TV



Mobile



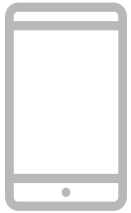
Web

I.O.T.

Information delivery **that is unique**

Wearable

TV



Mobile

Web

I.O.T.

Conclusion

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Translate the subtle details of personal relationships into digital communication using the biometric tracking capabilities of wearables.

End

New Media Team Project
Rochester Institute of Technology
Presented on January 31, 2016