

# User Experience<sup>(UX)</sup> Landscape

# Ease of Use



Mobile



Media



Game

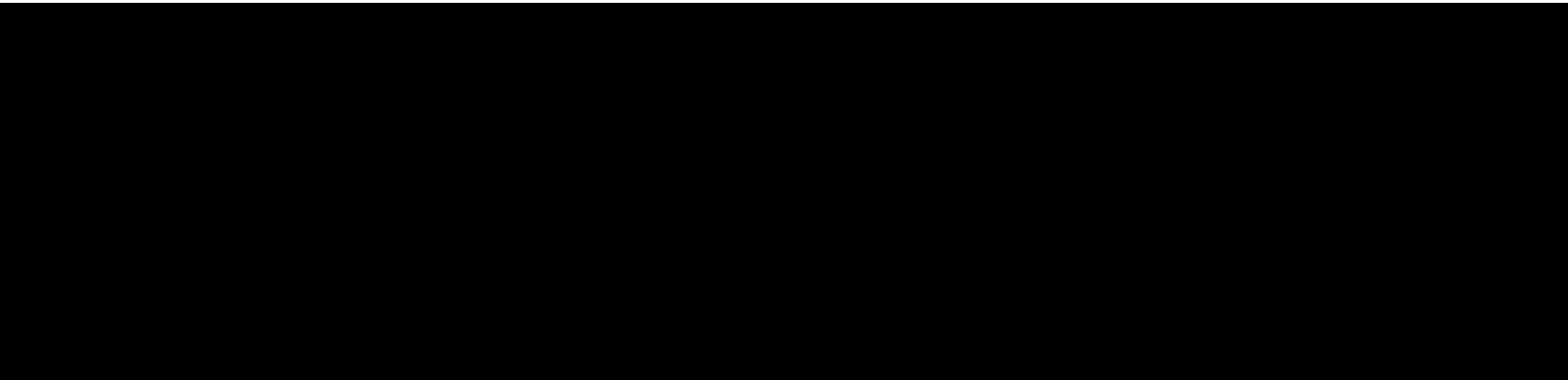


HD



Freedom

# GPU / Hardware Assisted User Experiences



# User Experience Plane



# Timeline <sup>10y</sup>

<b>Landscape</b>			
Ecosystem	Limited Connectivity (Laptops, PDAs)	Wireless Home (Scales, BP)	“Spimes”
Global Internet Access	18%	30%	50%
Cultural		China’s GDP overtakes EU	70M over age 65/USA
<b>Theranos</b>			
Device UX	Kiosk	Predictive / Smart Application	N/A (Pill)
Theranos.com UX	Stub	Health Dashboard & Mentor	Live Life to the Fullest
Industrial Design	Benchtop Appliance, soon Elegant Touch-Screen Display	Everyday Home Object Headless Unit Leveraging Mobile	Pill is Hardware Service is Software
Power	Tethered	Rechargeable / Wireless	User-Powered
Patients Analyzed	0	1,000,000+	?
Hardware	OEM Motherboard, Motors, Pumps Finger Stick	No Moving Parts in Device	Convergence of Reader and Cartridge
Cartridge	2-3 Months, Barcode ID, soon RFID	Patch	Pill
OS / Kernel	Off-The-Shelf (e.g., Ubuntu)	In-House	In-House
Housing / Packaging	Flight Case	Integrated & Functional “Shell”	N/A
Detection	PMT / Chemoluminescence	Electrochem / Electroluminescence	Realtime w/Release
Market	Clinical	Prescribed w/ Drug	Everyone
	2007	2012	2017

# Timeline <sup>3y</sup>



Landscape			
Ecosystem	Limited Connectivity (Laptops, PDAs)	Some networked devices	Smart sensing
Mobile Devices	iPhone, Home Entertainment, Laptop	All network devices	
Theranos			
Audience	Clinical	Early Adopter/Clinical	Elite
Device UX	Kiosk WebKit (Simple) Display-only Infographics Rudimentary Boot Customization	Predictive / Smart Application WebKit (Complex Windowed App) Combinable / Interactive Info Fully Customized Boot Process	Platform RSS Aggregation API
Lifestyle Panels	None	Athletic, Lifestyle, Diobesity	Health Dashboard
Theranos.com UX	Stub	Lifestyle	Living to the Fullest
Industrial Design	Benchtop Appliance Touch-Screen Display Generic Cartridge	Ideal for Home  Cartridge as Brand, OSC	Device as Centerpiece Optional Head
Localization	English (Possibly FR/DE)	FR, DE, ES/MX, SG, IL, JP	10+
Communication	Cell / Ethernet / POTS	+ Bluetooth for peripheral support + WiMAX for peripherals / connection	+ RFID for Cartridge – POTS
Housing / Packaging	Flight Case w/ Theranos logo	Integrated Case w/Refrigeration	
Specs	8.4" Diagonal LCD, 640x480 15"D x 9"W x ?"H, 20 lbs.	6" Diagonal LCD, 1024x768 ?"D x 6"W x ?"H, 10 lbs.	
	End 2007	End 2008	End 2009

# Q&A

