

THE PRODUCT VISION BOARD



VISION

What is your purpose for creating the product?

Which positive change should it bring about?

Empowering homes with the ultimate robotic assistant, MyCo, our vision is to seamlessly integrate intuitive AI, champion sustainable living, and enhance well-being.

MyCo aims to reduce household efforts, foster collaboration, support mental health, and promote productivity—an enduring and efficient companion across generations.



TARGET GROUP

Which market or market segment does the product address?

Who are the target customers and users?

Domestic and International market

Age : 25+



NEEDS

What problem does the product solve?

Which benefit does it provide?

The problem statement:

Existing robotic solutions fall short of seamlessly integrating sustainable, time, and customer habits into daily life. MyCo addresses this gap by providing an adaptable and user-friendly robotic personal assistant.

Benefits: -

- Time Savings: By automating repetitive tasks and optimizing daily routines,
- Increased productivity: By handling tasks efficiently, The robot aids individuals with special needs and enhances accessibility.
- Enhanced Quality of Life: By providing companionship, support, and assistance.
- Convenience: The robot offers convenience by performing various tasks.
- Address mental health issues: By providing timely diagnosis, support, counselling, and methods to cope with mental health challenges.
- Safety and security: Through features like answering the door and providing companionship the robot enhances safety and security.
- Entertainment The robot serves as a source of entertainment.



PRODUCT

What product is it?

What makes it stand out?

Is it feasible to develop the product?

MyCo -The robotic companion

Unique Selling Points: -

- Enhanced AI Capabilities
- Community driven sustainability
- Mental Health assistant
- Human alike
- Emotional intelligence



BUSINESS GOALS

How is the product going to benefit the company?

What are the business goals?

- Affordable and profitable
- Revenue generation
- Market Penetration and adoption
- Product Innovation
- Social Impact
- Regulatory Compliance
- Business sustainability
- Strategic Partnerships
- Become a Fortune 500 company