

Product Proposal



Project Team Members

1. **Summary/Conclusion Writer & Overall Editor:** Zarif Wahid
 2. **Market Researcher:** Andrew Viera
 3. **Product Designer:** Aaron Smiljanic
 4. **Devil's Advocate/Critic/"Jack of all Trades":** Koen Westburg, Lane Velasco
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1. Executive Summary (Overview)

Wize Wizard, featuring the elderly's mystical friend "Compu-tor the Wise," helps the technologically unskilled complete basic computer tasks with the help of a local AI system.

Wize Wizard's star feature is the Wize Wand, the USB-C adapter that holds our special AI technology. Anyone who struggles with tech use would greatly benefit from purchasing the Wize Wand, which connects to almost every modern device!

Another amazing feature is the Wize Wizard's companion mobile app, where users can input their needed tasks through the mic or text, browse through a pre-provided task list, or pair their account with a family member, who can then help with tasks as well.

Services like ChatGPT and Siri can answer simple questions, and just like those apps, Wize Wizard has its own prompt-response system, but it is so much more enchanting than the competition. "Call a friend" or "download Google Chrome" on demand, instead of getting a wall of mundane words that feel like a curse to read.

2. Market Research and Need Justification (make sure to keep track of sources for the appendix)

Where's the competition?

- Other “companion” apps like Siri, ChatGPT (both lack the functionality of our product)
- Although companion apps are fairly popular, they lack the simplicity of the Wize Wizard



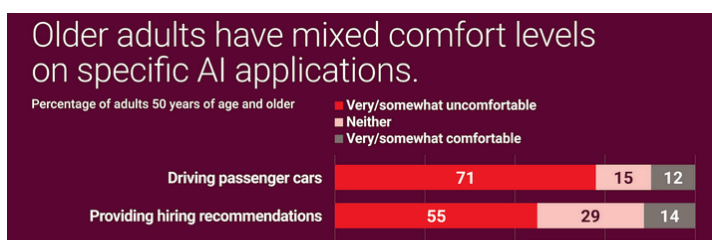
If, say, someone's grandparent would see this, there's a good chance that they wouldn't really know what fits the question they'd ask

Wize Wizard streamlines the process, eliminating the many different response types of something like in the screenshot (from Microsoft Copilot), to a simple question prompt, allowing for no question to seem too simple

Our competitors refuse to specialize their product to pander to a more broad audience, but in targeting those who need AI the most, you provide a service extremely useful to those who can put it to its best use. No retired grandfather needs their AI to “think deeper”. They need their AI to assist in action instead of words generated on a screen.

Why is it needed?

- The elderly struggle with technology for a multitude of reasons, mainly correlated to their cognitive decline, but they also simply struggle to obtain technology. Once they do, they tend to rely on technology a lot.
- AI is already heavily used by older adults for stuff like medication and other health-related products. An AI designed to make their recreational time online fits with the demand
- AI is also seen as something that empowers the elderly to be independent, with things like smart homes and other AI assistants allowing the elderly to be independent even when dealing with more complicated situations at home, and on the go
- Specifically with Wize Wizard, the market does not have an AI to assist specifically the elderly with stuff like what browser they should use, what their PC/Laptop/Mobile device can do.
- Within older adults, there's a mixed view on AI, and how comfortable they are with using them. A simple, easy-to-understand AI is something more often than not is trusted by older adults, so the Wize Wizard



does also fit the target demographic

- Something designed specifically for the elderly leads to a more cooperative, understanding, and “wise” voice instead of a seemingly modern and young opinion.
 - It provides the elderly with an older perspective to explain the younger generation’s perspective on tech and what they have brought to the table that some just don’t understand.
- It not only provides the elderly with an AI companion to help them with their computers, it also provides them with an AI on their phone that allows them to feel comfortable using their companion for all their needs.
 - They get comfortable with the Wize Wizard, learning how helpful AI can be in their daily life, especially something designed for their specific needs

3. Product Description

Core Features

- **Wize Wizard Pairing** - This function is what you see the first time you download the app. This allows the user to pair their Wize Wand with the Wize Wizard mobile app to send instructions.
- **Do a Task** - The main function of the app. Users can either speak their task out loud, type it, or select from a list of included tasks. Once users select a task, the instructions are sent to the Wize Wand via a local connection and carried out.
- **Family Connectivity** - The app optionally allows family members to connect to the Wize Wizard to help the user with completing tasks. This can be set up in the app, but must be done locally to avoid unwanted connections.
- **Options** - A menu where the user can customize their Wize Wizard experience. This includes options to connect family members, turn off sound effects, and unpair a Wize Wizard product.
- **Updates** - The list of available tasks that Wize Wizard can complete will continually grow through post-launch updates.

When designing the user interface for the Wize Wizard Companion App, we focused on a simple, clean interface to avoid confusing any elderly users. The buttons are large with bold text and simple logos, and the number that appears at a time on screen is limited. This philosophy also applies to the color scheme, which only contains a few colors.

Since everything on Wize Wizard relies on a local connection, it does not require wifi (the only exception is potential updates), setting it apart from other AI apps. The chance of cybersecurity issues decreases, too. Unlike many other AI apps, Wize Wizard features our mascot, "Compu-tor the Wise," front and center. This is intended to introduce a feeling of human interaction to the app. When logging on, he can be seen doing one of a variety of activities, and he will follow along as the user presses buttons. In the final app, he would be fully animated and have sound effects as well.



Concept App Icon



Product Concept



Product Logo



UI mockup of companion app

4. Possible Issues and Counterarguments

Wize Wizard has a few core potential issues.

1. **Pairing** - Pairing the product with the app might be a simple task for an average technology user, but the intended audience for Wize Wizard is older people who aren't as familiar with technology, so downloading an app and pairing might prove to be a challenge.

Counter: the product would come with clear, short instructions that show the reader how to download and pair the app. There could also be an optional video version.

2. **Connecting locally** - The family share feature only allows new family members to connect locally. While this is secure and prevents any unwanted and malicious connections, it severely limits the accessibility of the product. If the family members live out of state, it will be expensive and inconvenient to do the necessary family connection.

Counter: While it could be considered inconvenient to require a local connection to pair, this is necessary as it prevents malicious connections. The elderly are often the target victims of scams and we wanted to prevent vulnerabilities with Wize Wizard.

3. **Non-WiFi requirements** - A potential loophole in the product design is the need for updates, and the fact that the product doesn't need wifi to update. Firstly, if the product doesn't use wifi, then how would the app communicate with the product? If it connects over a local network, then how would the user access the product when they are outside of the local network's range? If a security issue arises, then how would Wize Wizard update? Can it be updated? How would it know that there is an update available?

Counter: The app communicates with the product over a local connection. The app itself does update over wifi, and any updates are then sent to the product through this local connection.

4. **USB-C Connector** - As the connector is small, it may be very easy to lose, and buying another one would be a hassle for any member of the userbase, as they would have to go over the purchase and pairing process all over again. Some may also question the use of a USB-C connector in the first place, as most applications and services nowadays are downloaded digitally.

Counter: The product could include a speaker that can be activated and help you find the product.

5. **Financial Challenge** - Because the user stops paying after the initial purchase, funds would need to be acquired to continue updates

Counter: a subscription type model could potentially be introduced to the app.

5. Conclusion and Recommendations

Wize Wizard focuses on helping the technologically inept, namely the elderly, who commonly struggle to complete basic digital tasks. To combat this issue, the Wize Wizard enables users to ask the AI to complete tasks on their behalf, eliminating the need for tedious instruction-following or external assistance. Our platform is the epitome of potential.

On a social scale, Wize Wizard makes technology accessible to a wider audience, mainly the elderly and anyone with cognitive impairments. Online communication would also be simplified as the app can complete online tasks that would otherwise be a hassle for our target customers.

Financially, Wize Wizard is a steal for customers while still being a moneymaker. The user only has to buy the Wize Wizard set ONCE, meaning no subscription services or paying for upgrades. We also cater to a large yet specific elderly audience, which is constant, as humans are an ever-aging population, making the service very profitable. Wize Wizard is a convenient and helpful platform, providing a lifelong companion along the way.

We recommend moving forward with the development of the Wize Wizard platform because it combines existing technology, such as AI, USB-C connectors, and mobile apps, into an innovative, fresh, and truly magical product! Wize Wizard and the Wize Wand would also be available at any tech retailer to reach the greatest audience.

“Wize Wizard does the magic for you!!”

6. Appendix

1. <https://www.czepigalaw.com/blog/how-ai-is-empowering-older-adults/>
2. <https://pmc.ncbi.nlm.nih.gov/articles/PMC10474924/>
3. <https://www.theliveincarecompany.co.uk/care-guides/elderly-technology-problems/>
4. <https://www.norc.oregon.gov/research/library/older-adults-express-mixed-views-artificial-intelligence.html>