



NOTI

Allison, Antoni, Basant, Cate, Charlotte, Lindsey, Luke
2.739 | Product Design and Development
Spring 2021

Our Team



Allison Pinto

MIT | MechE



Antoni Soledad

MIT | MechE



Basant Badr

MIT | Sloan



Cate Waft

MIT | MechE



Charlotte Li

RISD | Industrial Design



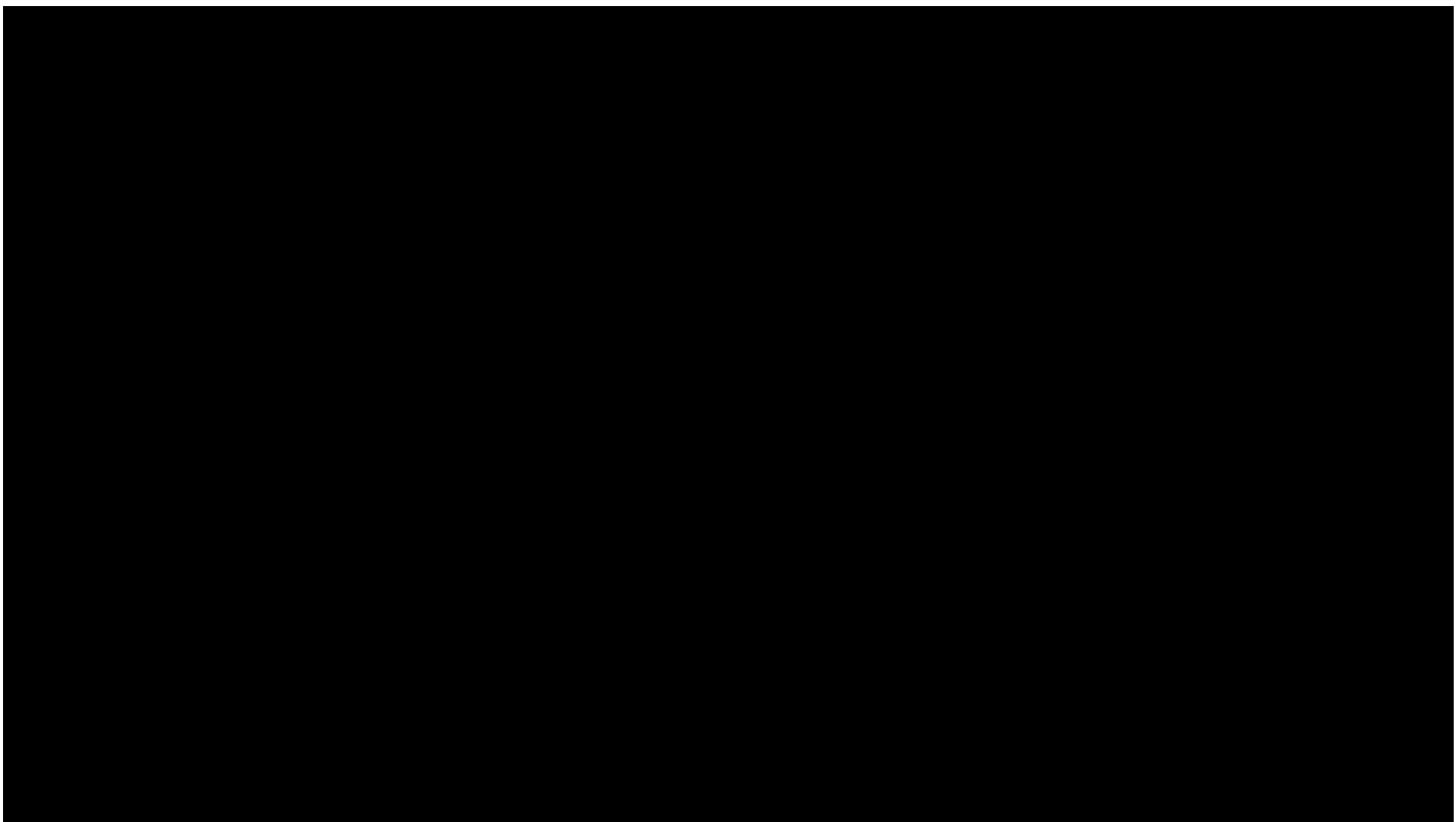
Lindsey Moreau

RISD | Industrial
Design/Illustration



Luke Chiang

MIT | Sloan



Consumer Research

“

Being a parent, it's **quite a bit of strain**.

My head is on a **constant swivel**

I was paying for groceries and **suddenly... he was gone**

It was **five minutes of horror**

”

How could we give parents peace of mind in public places?

User Personas



Sarah

Single Mother of Tara

Needs

- To keep track of Tara in public
- Reliably know where Tara is
- Have a simple, easy to use system

Photo by Kamaji Ogino from Pexels



Tara

6-year-old daughter of Sarah

Needs

- To be curious and explore
- Have a cool product to wear
- Not get separated from her mother

Photo by Kamaji Ogino from Pexels

Competitive Landscape

Manual



Electronic





Noti App

Made for parents

- Specify a distance that they would like to be notified
- Receive notifications as alerts of their child wandering off



Noti Bracelet

Made for kids

- Provides extra safety with child-proof buckle
- Customizable accessories

Our Product | Value Proposition



Passive Tracking



Distance Threshold
Notifications



Compact and
Playful Bracelet
Design



Simple and
Intuitive App

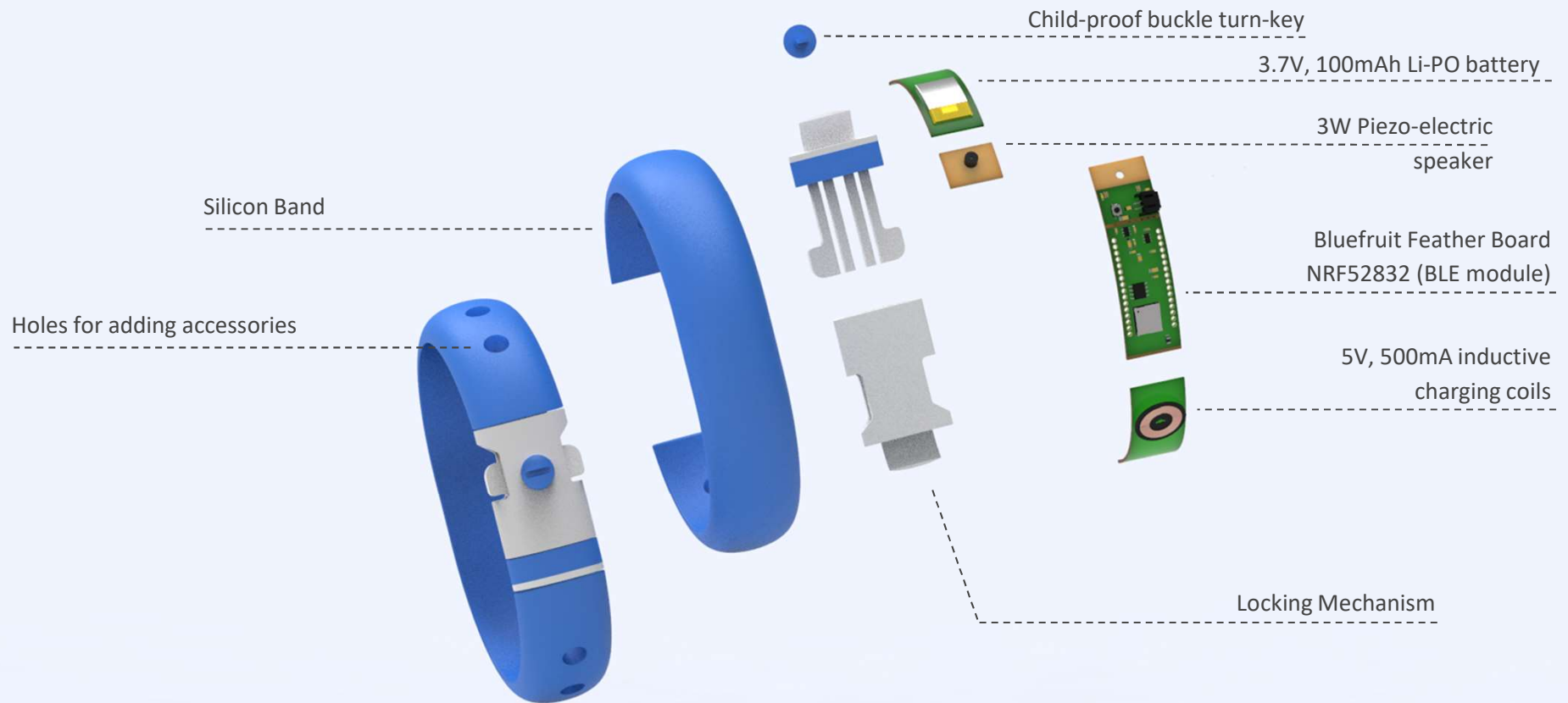


Customizable

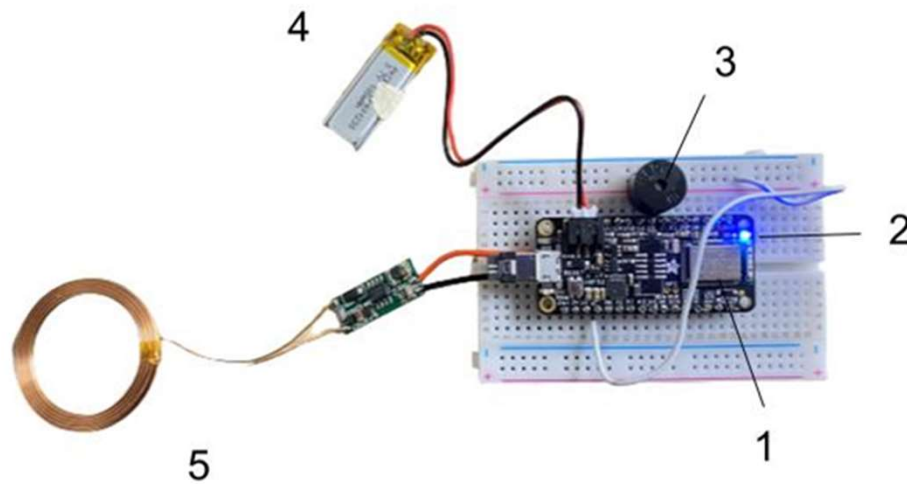


Durable

Design Highlights | Overview



Design Highlights | Bluetooth Technology



1. Adafruit Bluefruit Feather Board NRF52832 (BLE module)
2. Built-in LED light
3. 3W Piezo-electric speaker
4. 3.7V, 100mAh Li-PO battery
5. 5V, 500mA inductive charging coils

Design Principle

“I want to know when my child wanders off without having to constantly monitor them”

How it Works

- Feather Board connects to app using bluetooth
- Buzzer & LED alerts if device is out of range
- Inductive charging
- Simulates how the bracelet connects to Noti app

Customer Feedback

“I understand how the bracelet should work now”

Design Highlights | App



Design Principle

"I want to be immediately notified when my child leaves my vicinity"

How it Works

- Connected via bluetooth to child's bracelet
- Provides customizability for range & notifications
- Allows user to send alert to child's bracelet
- Allows user to send child's profile to the police

Customer Feedback

"I love the layout... it's simple, clean and not fussy. It would make me feel calmer in a stressful moment."

Design Highlights | App



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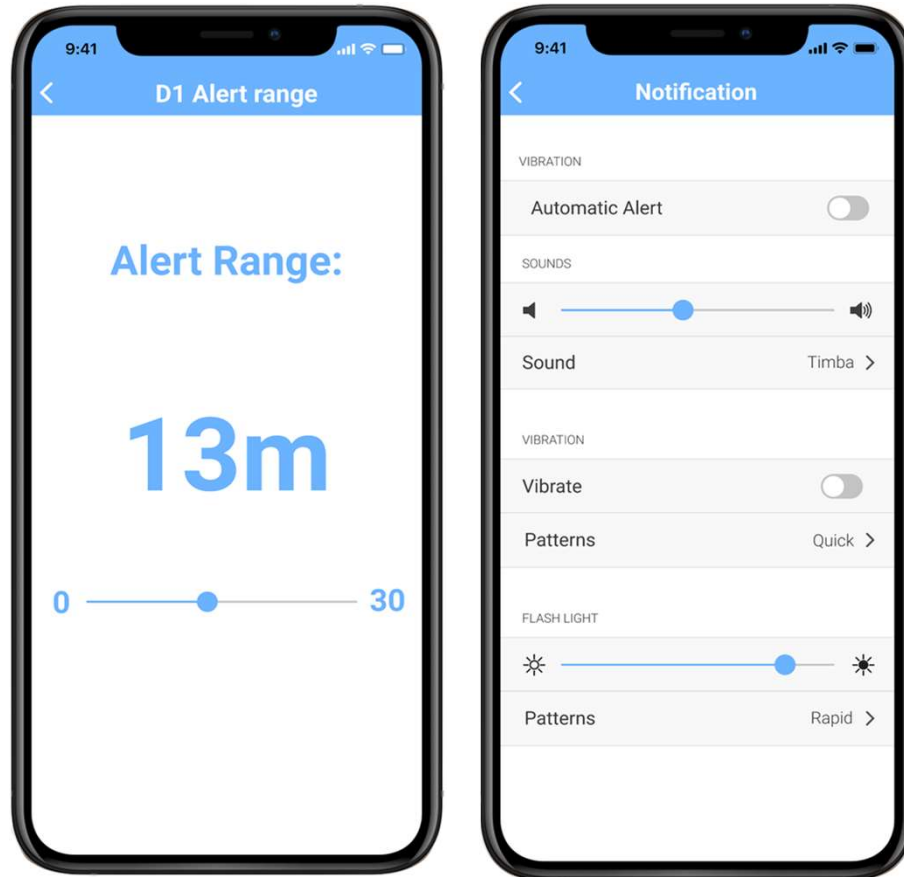
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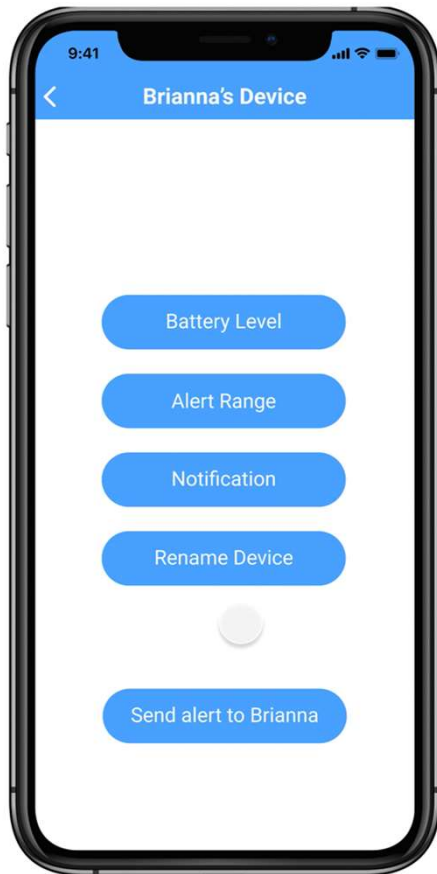
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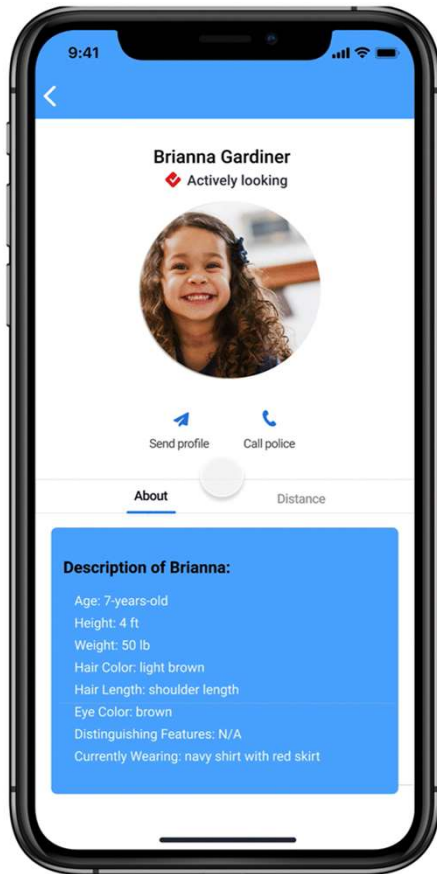
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Design Highlights | App



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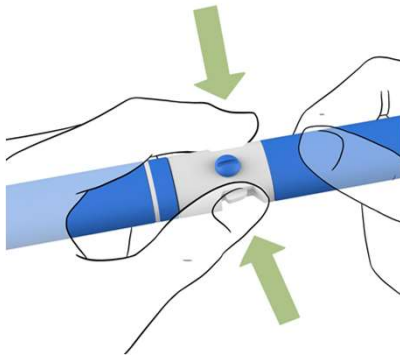
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- **Allows user to send child's profile to the police**

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Design Highlights | Locking Mechanism



1. Use one hand to squeeze the tabs.



2. With the other hand pull on the straps to release the bracelet.

Design Principle

"I don't want my child to easily take off or lose the bracelet"

How it Works

- Follows the form of a basic side release buckle
- Requires 2 hands to squeeze and pull
- Tabs set in deeper to make it more difficult to release

Customer Feedback

"My toddler won't be able to get this off with one hand"

Design Highlights | Band & Accessories

Design Principle

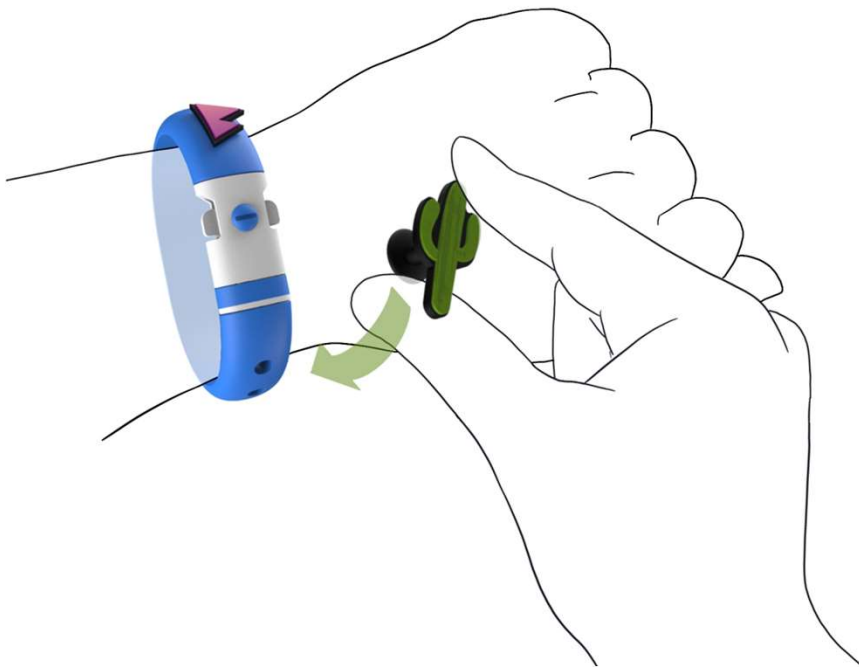
"I want my child to be excited to put on the bracelet and comfortable while wearing it."

How it Works

- Silicon housing for flexibility & durability
- Could be customized by attaching additional accessories

Customer Feedback

"My girl loves accessories so she'll love something that she could customize."



Customer Feedback

Parent

“

Setting up the device is easy and
intuitive

I love the ability to customize alert settings

I like that I don't have to carry another
device

With multiple kids, this is definitely
something I need

”

Child

“

The farther away I get from [my dad]
the more it buzzes

So can I wear this at school?

I like how it looks and feels... it's
squishy

It almost feels like I'm not wearing it

”

Business Model

B2C operating solely in the U.S.A



25 Million

Total Addressable Market

Estimated number
of US households
with children
between ages 4-8



2.5%

% of TAM YoY

Estimated number
of TAM forecasted
to adopt Noti is
625K



\$23.6M

Next 4-year Profit

Revenus is based
on estimated LTV
per household is
averaged at \$94.

Business Model

Distribution Channels

**Retail:**

Walmart
Target
Best Buy

Online:

Our own website
Amazon

Revenue

**One Time purchase of Noti****Premium Subscription:**

Metrics
Monthly Accessories
Community Features

Accessories Upsell

Costs

**R&D****Materials & Manufacturing****Sales & Marketing****Technology Infrastructure**



Giving parents peace of mind in public places.

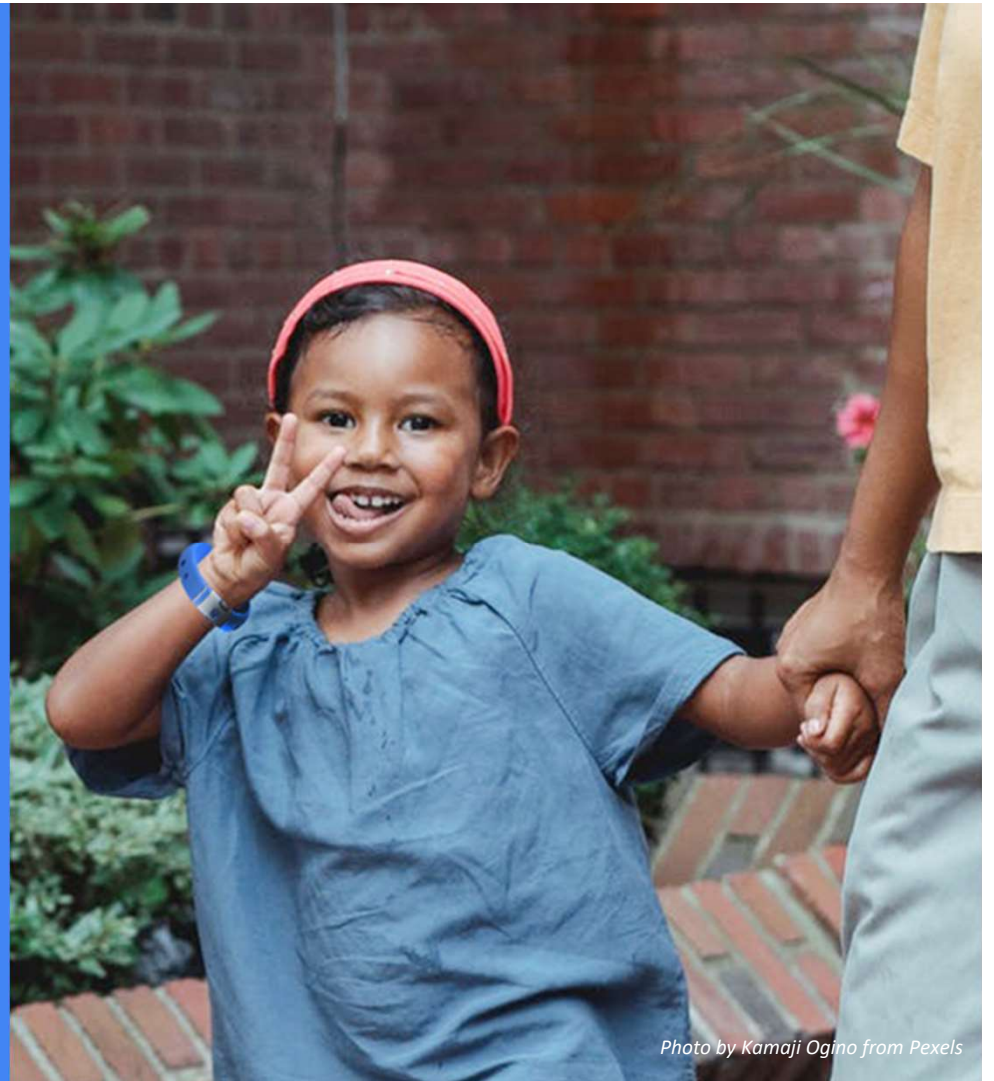


Photo by Kamaji Ogino from Pexels



APPENDIX

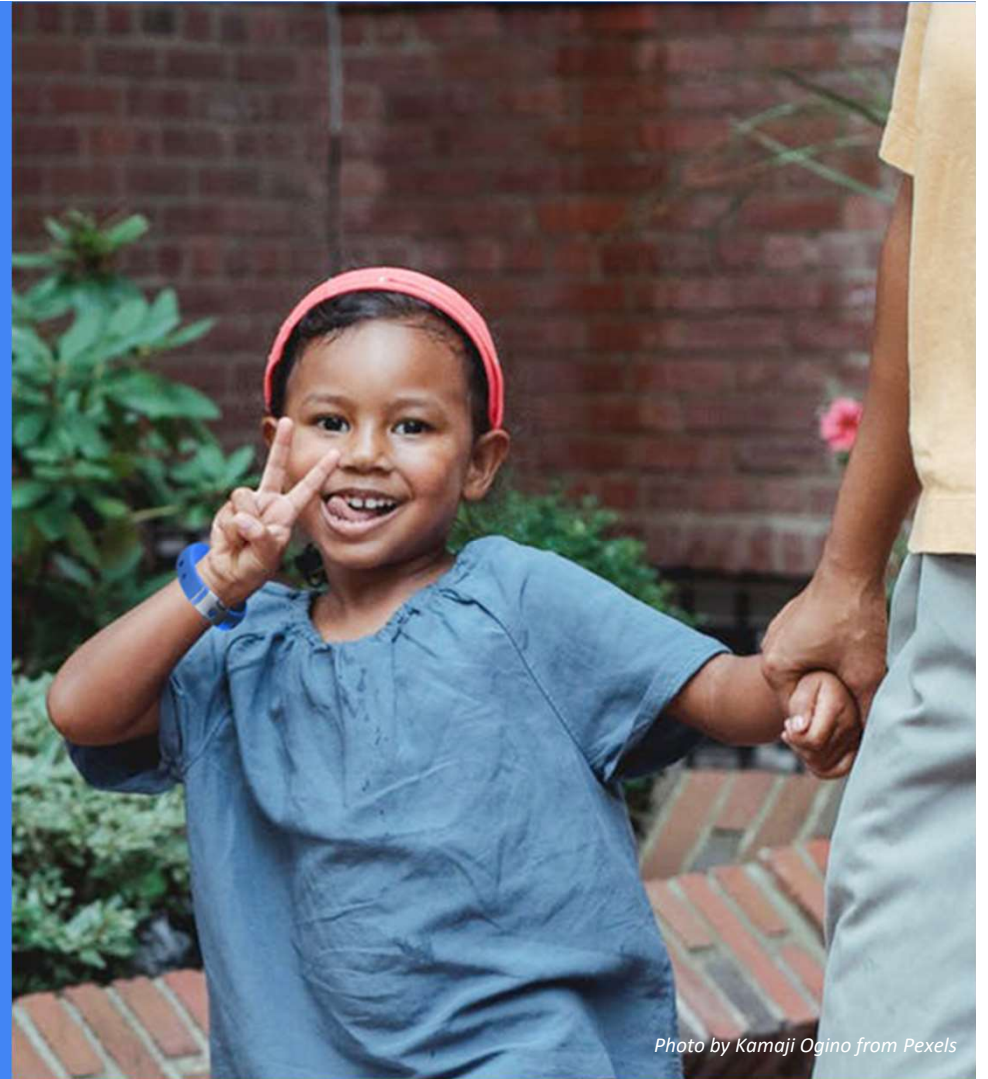


Photo by Kamaji Ogino from Pexels

Business Model

Distribution Channels

- Retail: Walmart, Target, Best Buy
- Online: Our own website, Amazon

Revenue

- One time purchase of Noti
- Premium Subscription: Metrics, Monthly Accessories, Community Features
- Accessories upsell

Costs

- R&D
- Materials & Manufacturing
- Sales & Marketing
- Tech infrastructure Costs

Design Highlights | App



Design Principle

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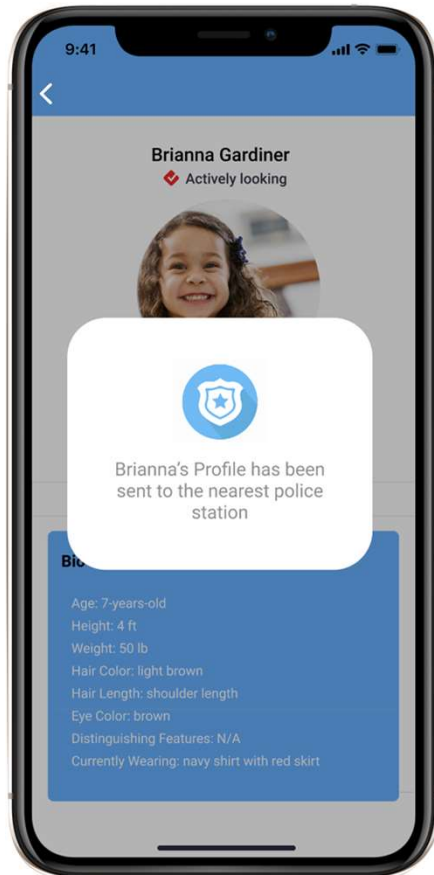
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Customer Feedback

"I love the layout... it's simple, clean and not fussy. It would make me feel calmer in a stressful moment."

Consumer Research

I was paying for groceries and
suddenly he was gone

It was five minutes of horror

I would like something less visible
that's hard to take off

My head is on a constant swivel

I would like something where I could
passively monitor [my kids] so I can
engage in a conversation

Being a parent, it's quite a bit of strain.

Give parents peace of mind in public places.

Slide 26

1

@cate can u help with formatting lol im bad at this

Allison Pinto, 5/11/2021

Design Process



Sprint 1
Field
Research

Sprint 2
Concept Design
Review

Sprint 3
Working
Model

Sprint 4
Refined
Model

Sprint 5
Alpha
Prototype

Customer Feedback

Parent

Text placeholder text placeholder

Text placeholder text placeholder

Text placeholder text placeholder

Child

“ The farther away I get from [my dad]
the more it buzzes

”

“ So can I wear this at school? ”

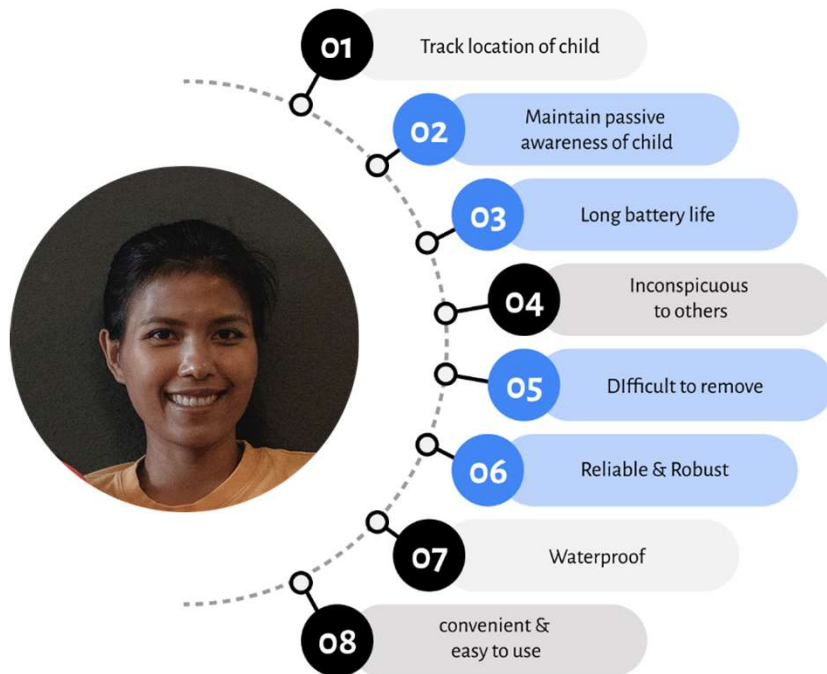
“ I like how it looks... it’s squishy ”

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User Personas

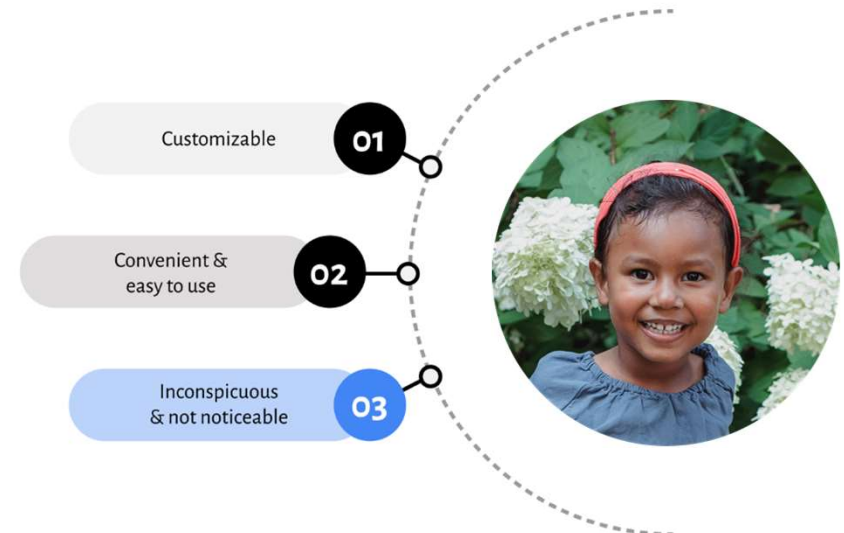
Sarah

Single mother of Tara

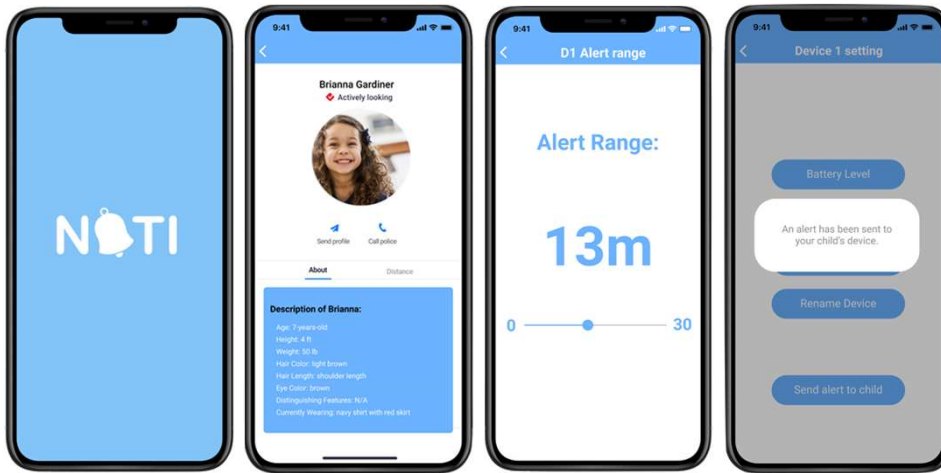


Tara

6-year-old daughter of Sarah



Design Highlights | App



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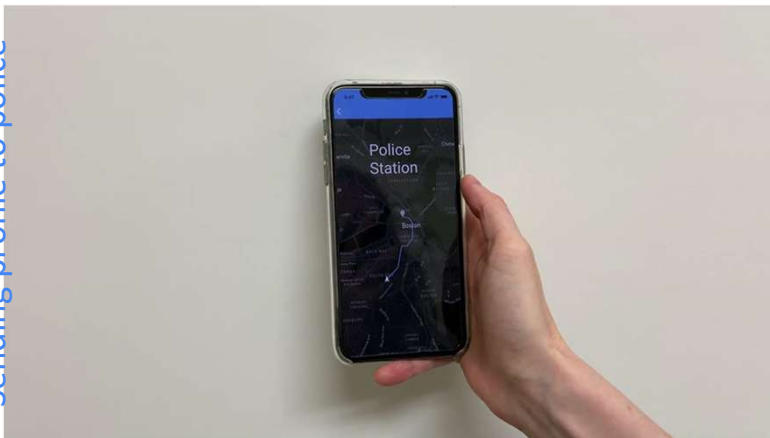
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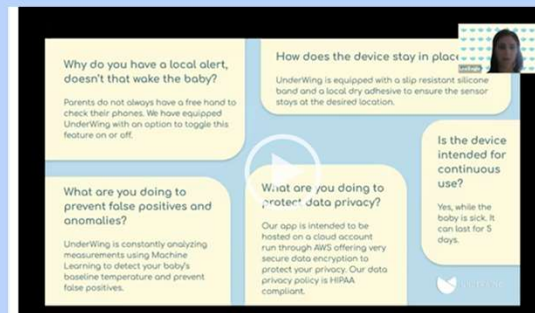
Sending profile to police



Typical Questions

Are you able to hear the app notifications in a busy place?

What are you doing to ensure data and tracking privacy?



Is Noti made for continuous use?

Are Noti's accessories a choking hazard?

Are you able to track your child when they go missing?

Can you use the app with multiple children/bracelets?



Giving parents peace of mind in public spaces.



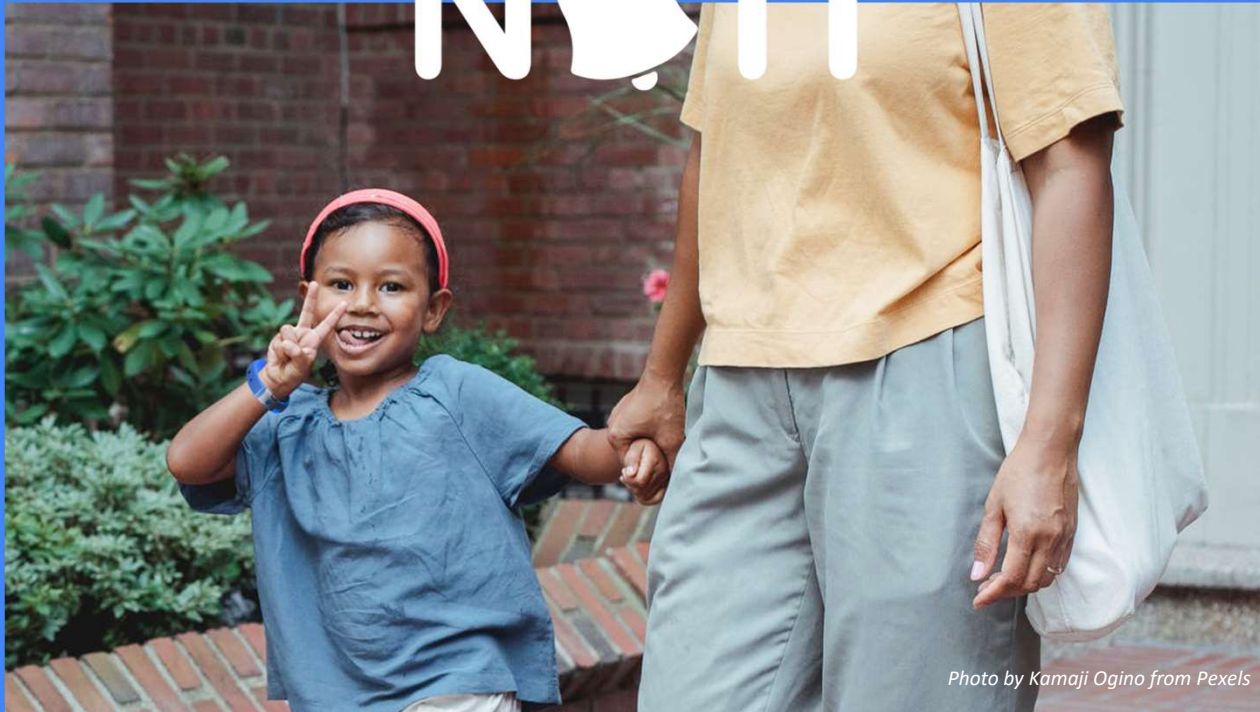
Giving parents peace of mind in public spaces.



Photo by Kamaji Ogino from Pexels

Not sure which one
looks nicer

NOTI



Giving parents peace of mind in public spaces.



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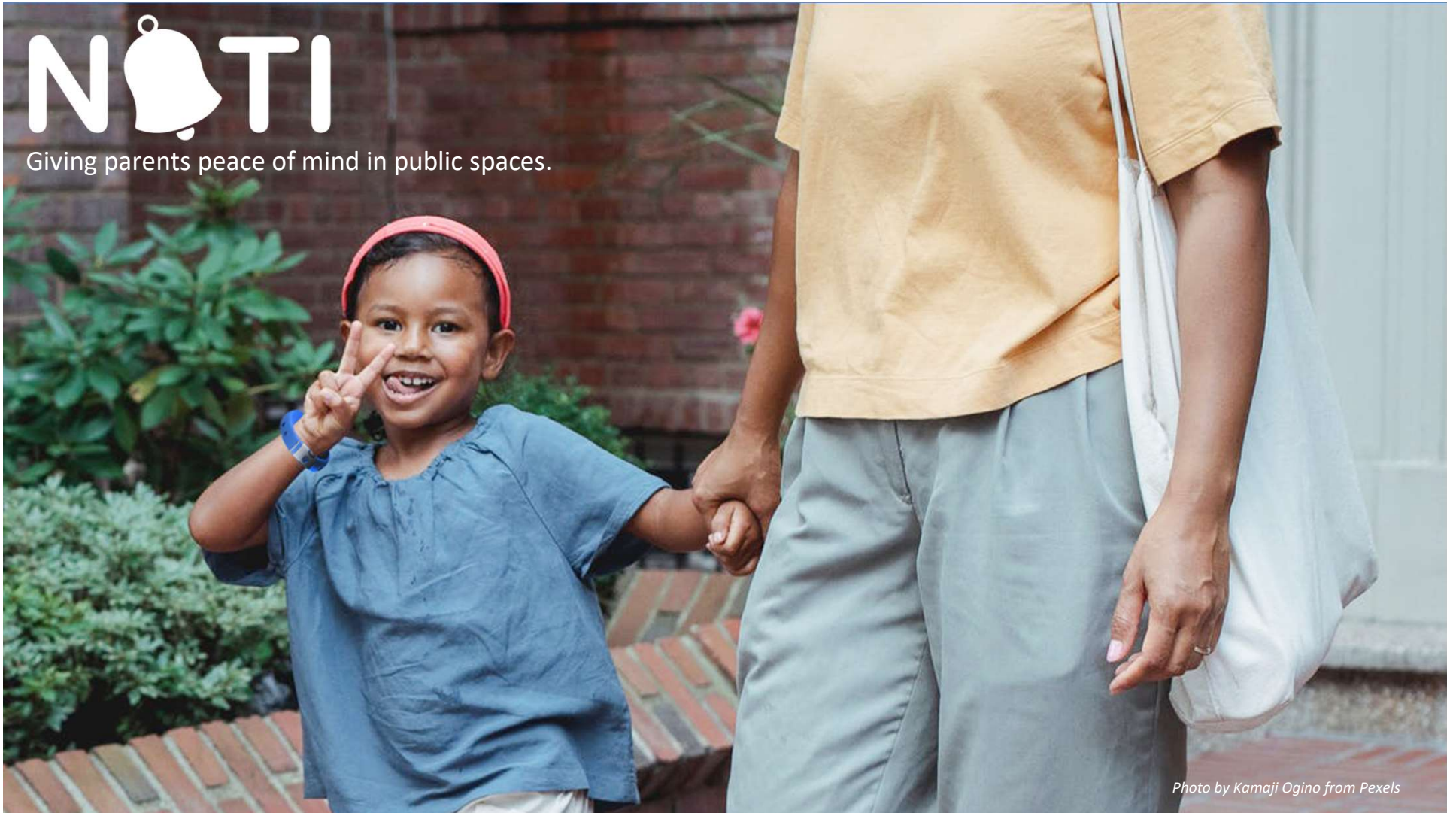


Photo by Kamaji Ogino from Pexels

- ☐ Define the opportunity and scenario.
- ☐ Highlight exemplary aspects of your process.
- ☐ Show your final models and prototypes.
- ☐ Demonstrate the product in use.
- ☐ Show test results and customer feedback.
- ☐ Explain the go-to-market strategy and business plan.
- ☐ Involve the whole team (at least for Q&A).
- ☐ An example from a past year is on Canvas.
- ☐ Consider this a public disclosure (w.r.t. patenting).