

CLOUDIE.

A Personal Weather Assistant

LINZI WU



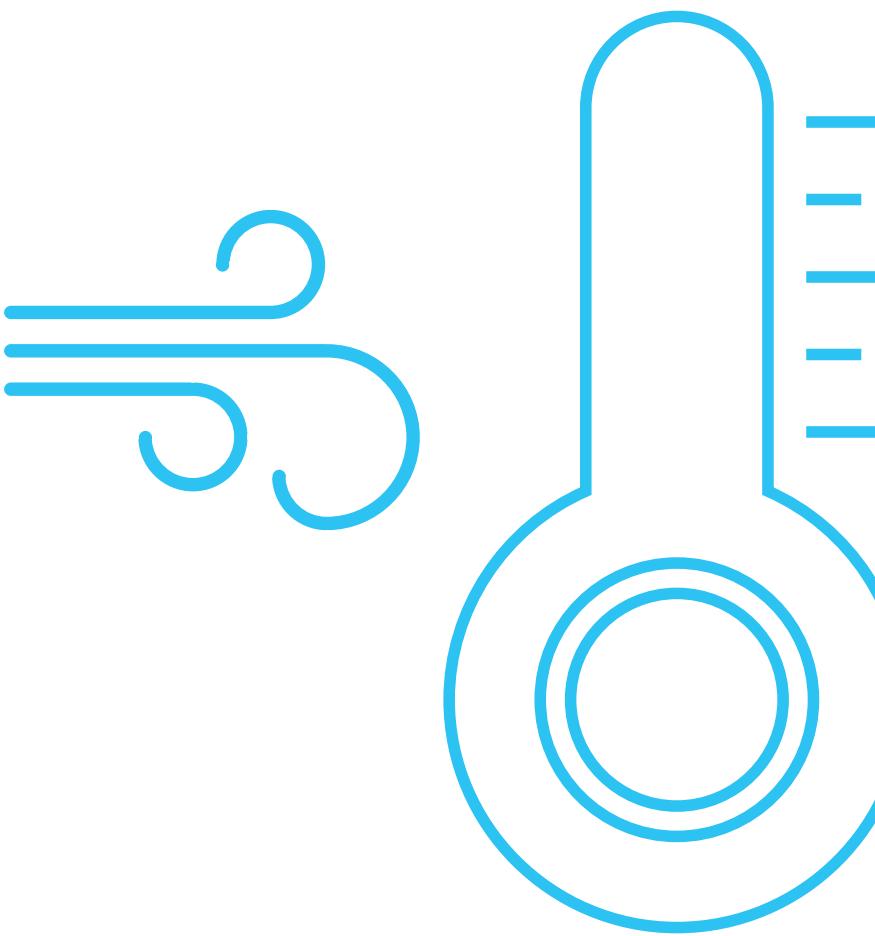
CLOUDIE.

- Team (including the team/project name)
- Problem
- Solution (concept)
- Solution (technology)
- Business model (how are you going to make money?)
- Competition
- Competitive advantages
- Schedule

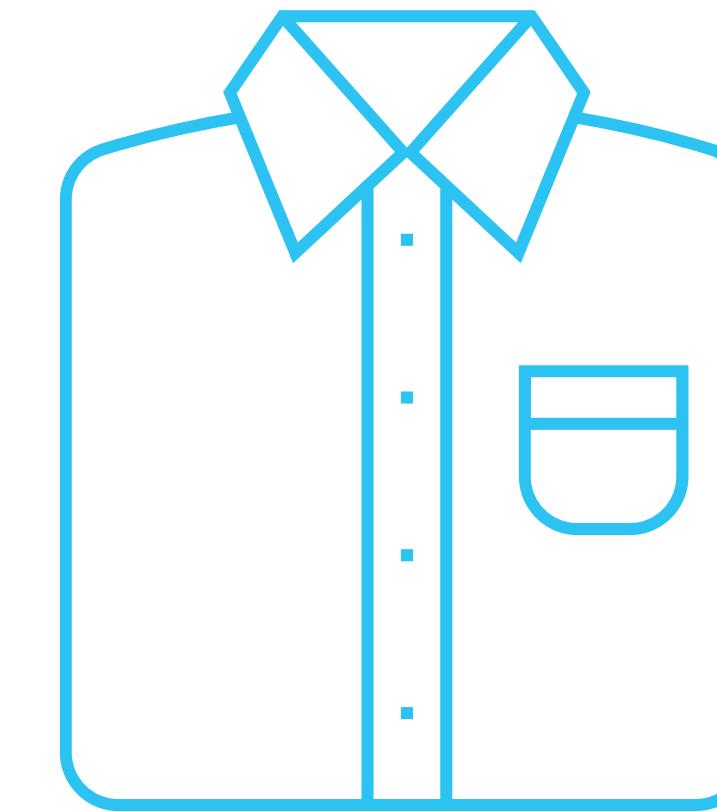
PROBLEMS



don't know the weather
or the weather change
during a day



don't know how that
temperature feel like (with
wind/fog etc.)



don't know what's appropriate
to wear under that weather or a
certain situation

SOLUTION (concept)

A physical cloud (either flat or more 3D)
that can:



- inform you the weather and possible change during the day
- tell you how that weather feels outside
- give you suggestions of what to wear based on the weather and certain situations (ex. interview, date, etc.)

SOLUTION (technology)

- Finite State Machine
- weather API
- how to input the wardrobe information
- electronic light based on the temperature

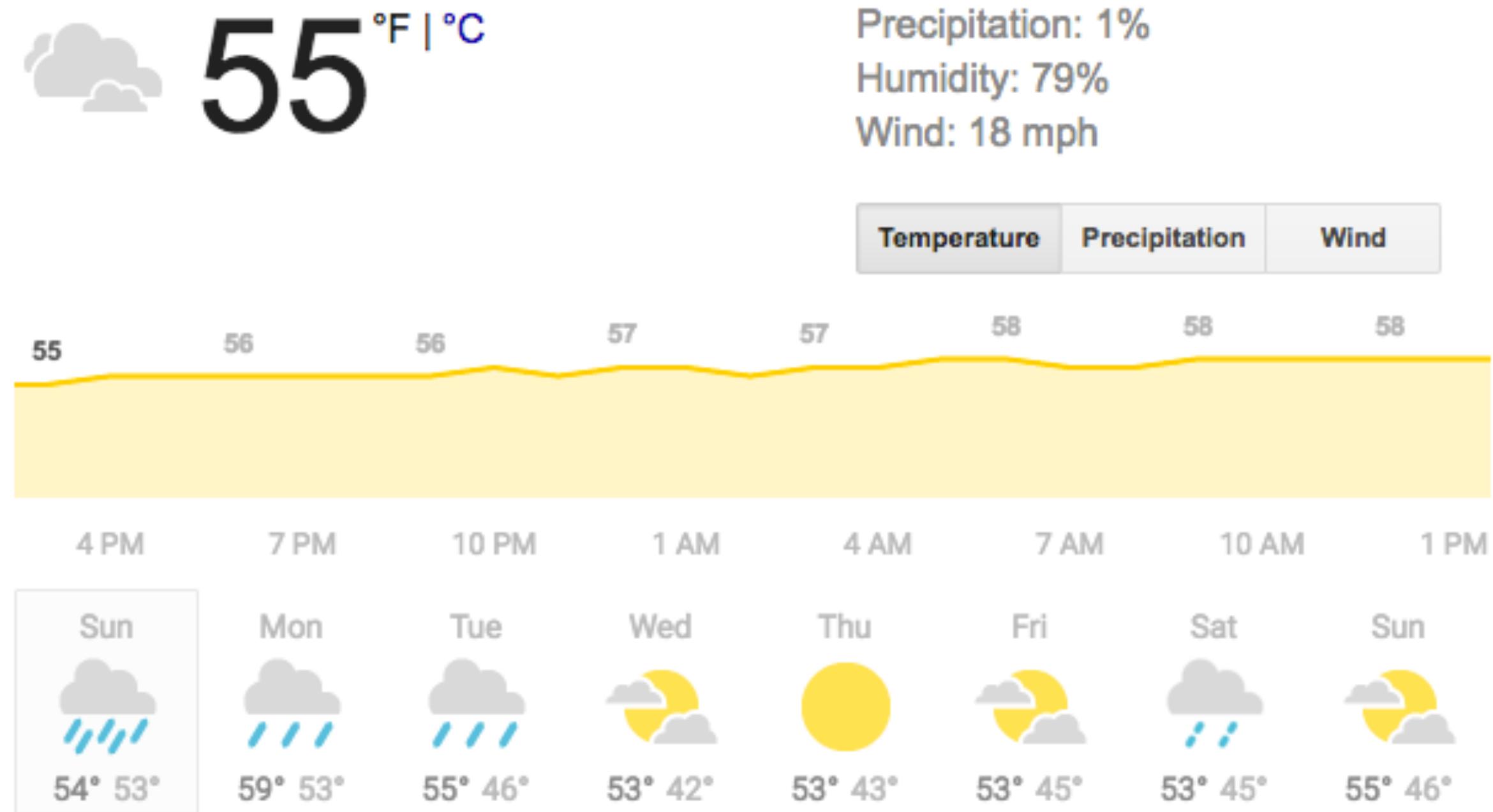
BUSINESS MODEL

- Physical Device
- Upgrade Membership Fee (Based on how many items of clothes that uploaded)

COMPETITION

- Existing clothes recommendation website

University Mound, San Francisco, CA
Sunday 3:00 PM
Cloudy



- Existing weather apps



Rain
Cloudy and windy with heavy rain. Lows overnight in the mid 50s.

Rain
Periods of rain and wind. Rain may be heavy late. Low 54F. Winds SSE at 20 to 30 mph. Chance of rain 100%. 1 to 2 inches

COMPETITION

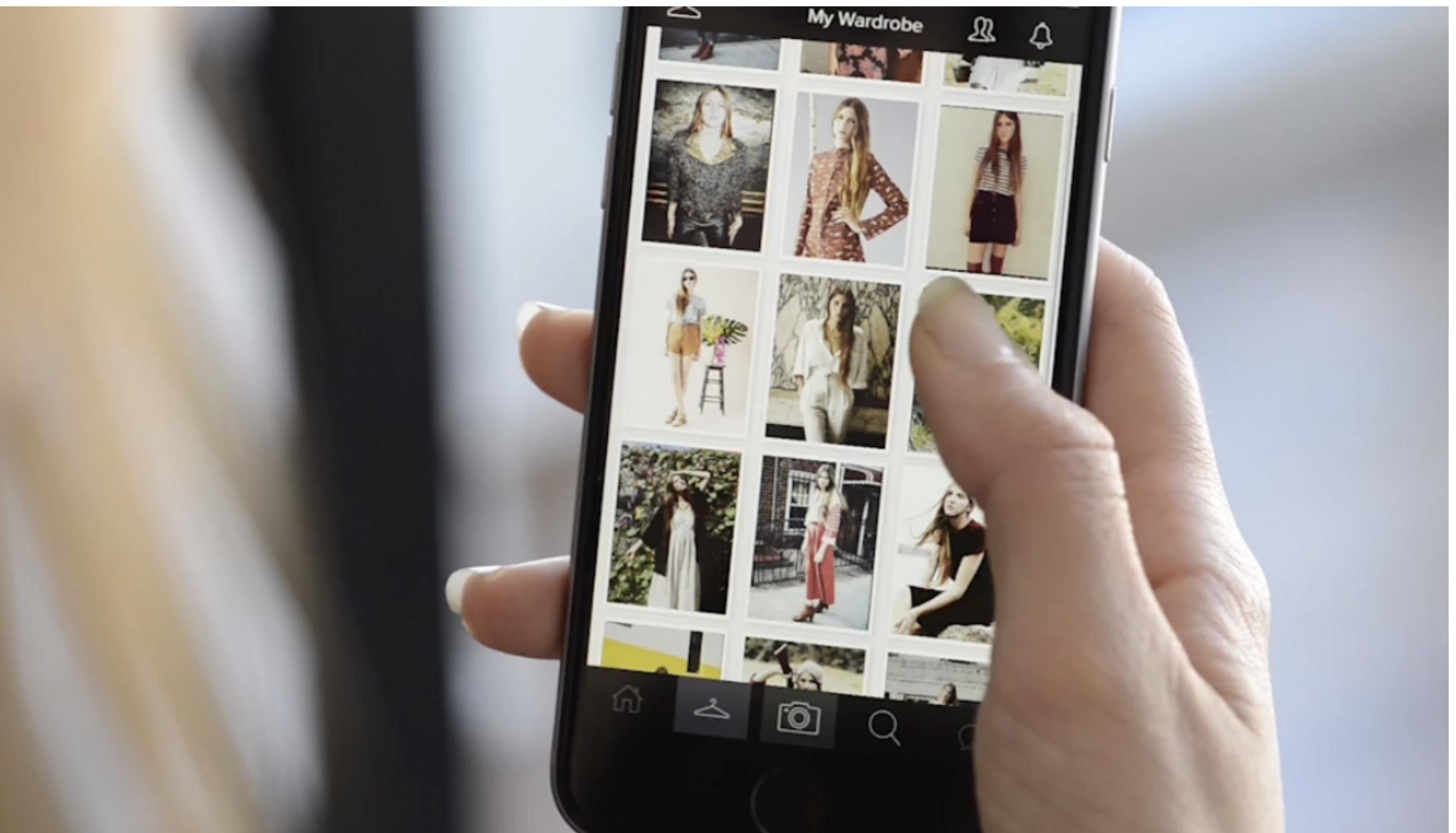
cloth

SNAP: Organize your looks by category, weather, or anything else

SHARE: Let the world see your style

CHAT: Ask friends for style advice and give your own

DISCOVER: Explore real-time street style



COMPETITION

Daily Dress Me

switch to men's • change to C° • follow us on [instagram](#)

[enter your current location](#)

san francisco, ca

fri



57

43

sat



53

44

sun



53

45

mon



53

44

tue

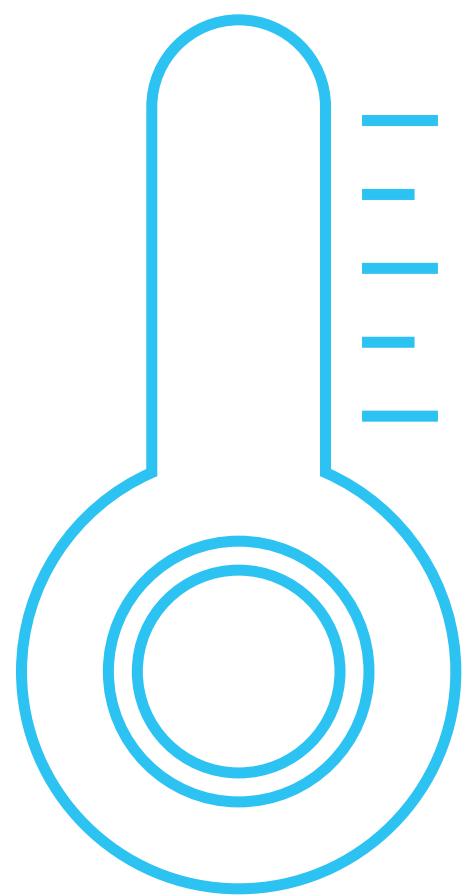


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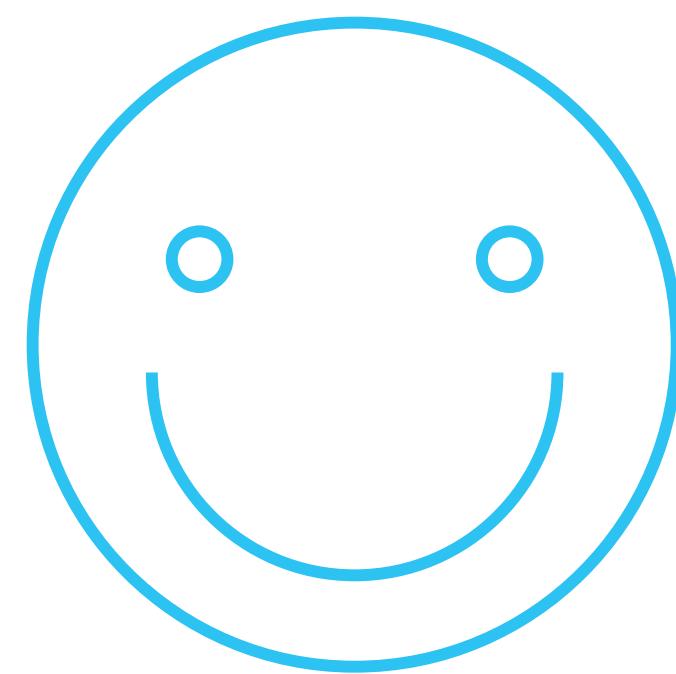
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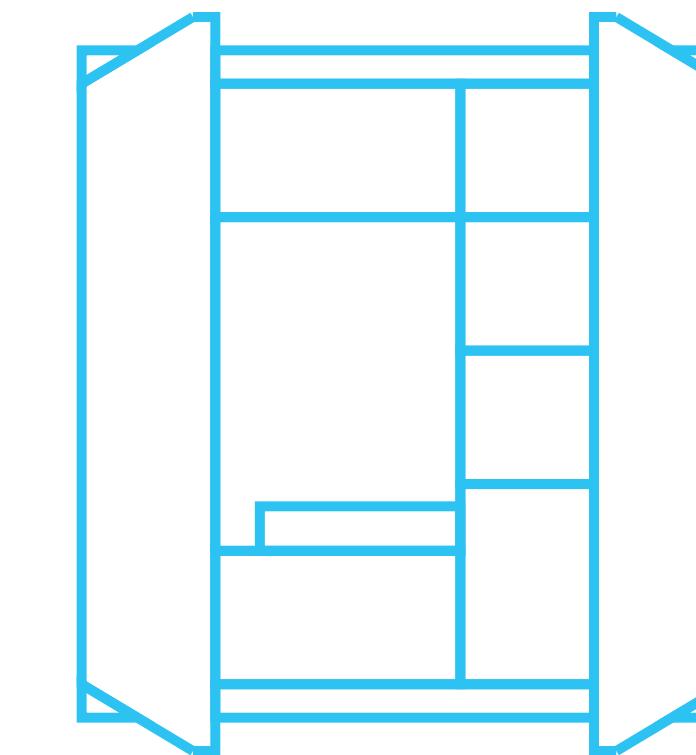
COMPETITION ADVANTAGES



The weather Cloudie not only tells the temperature but also tells how it feels



The weather Cloudie can have a humorous personality that wakes the user up in a good mood



The weather Cloudie gives suggestions on what to wear based on the user's personal wardrobe

HORA.

Excessive Phone Use Rehab Chatbot

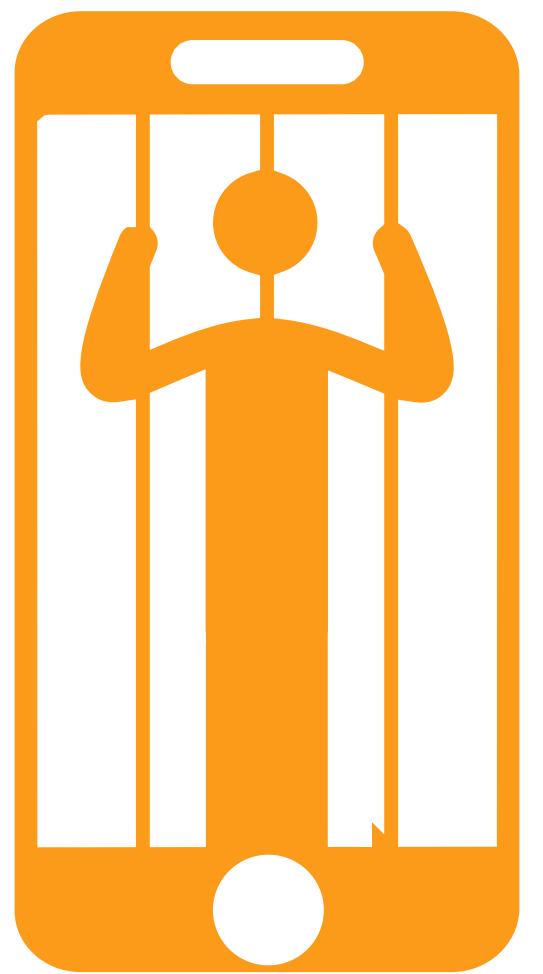
LINZI WU



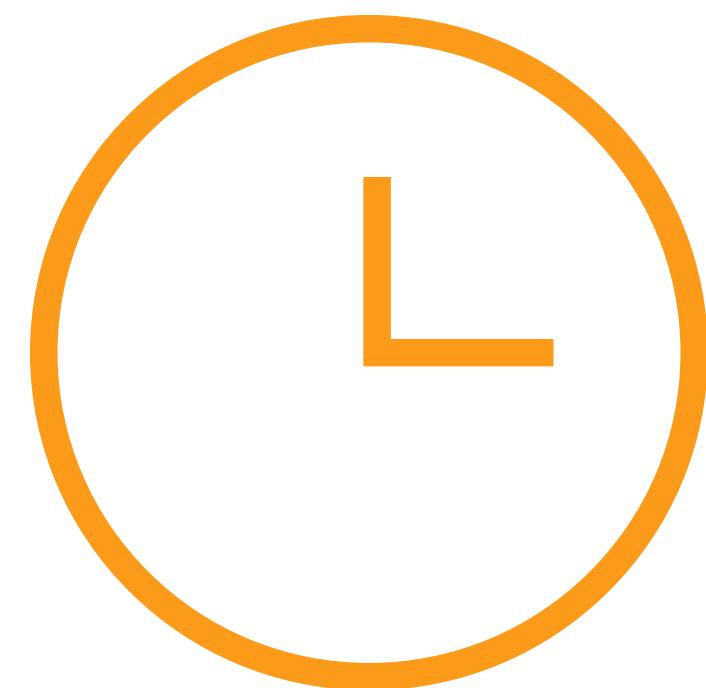
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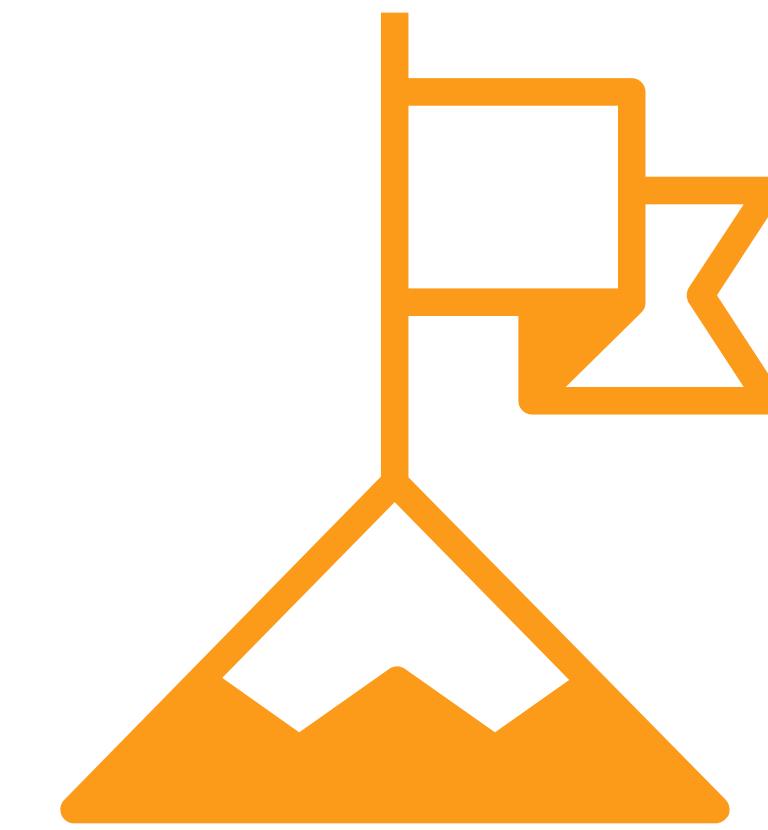
PROBLEMS



addicted to phone



lose sense of time



forget the personal goal

SOLUTION (concept)

Personal Time Management Coach
(esp. on phone use)

A conversation app that help people to interpret their screen time use based on meaningful context



- inform you the time you spent on specific apps or a function overall
- set a reasonable goal for time use (time budget) and keep tracking
- give you recommendations and reminders when you lose control of your goal

SOLUTION (technology)

- Finite State Machine
- social media feeds API
- how to track time

BUSINESS MODEL

- Subscription Fee
- Upgrade Membership Fee (Based on how many items of clothes that uploaded)

COMPETITION



Put down your phone and get back to your life



[Looking for Android?](#)

Moment is an iOS app that automatically tracks how much you use your iPhone and iPad each day. If you're using your phone too much, you can set daily limits on yourself and be notified when you go over. You can even force yourself off your device when you're over your limit.

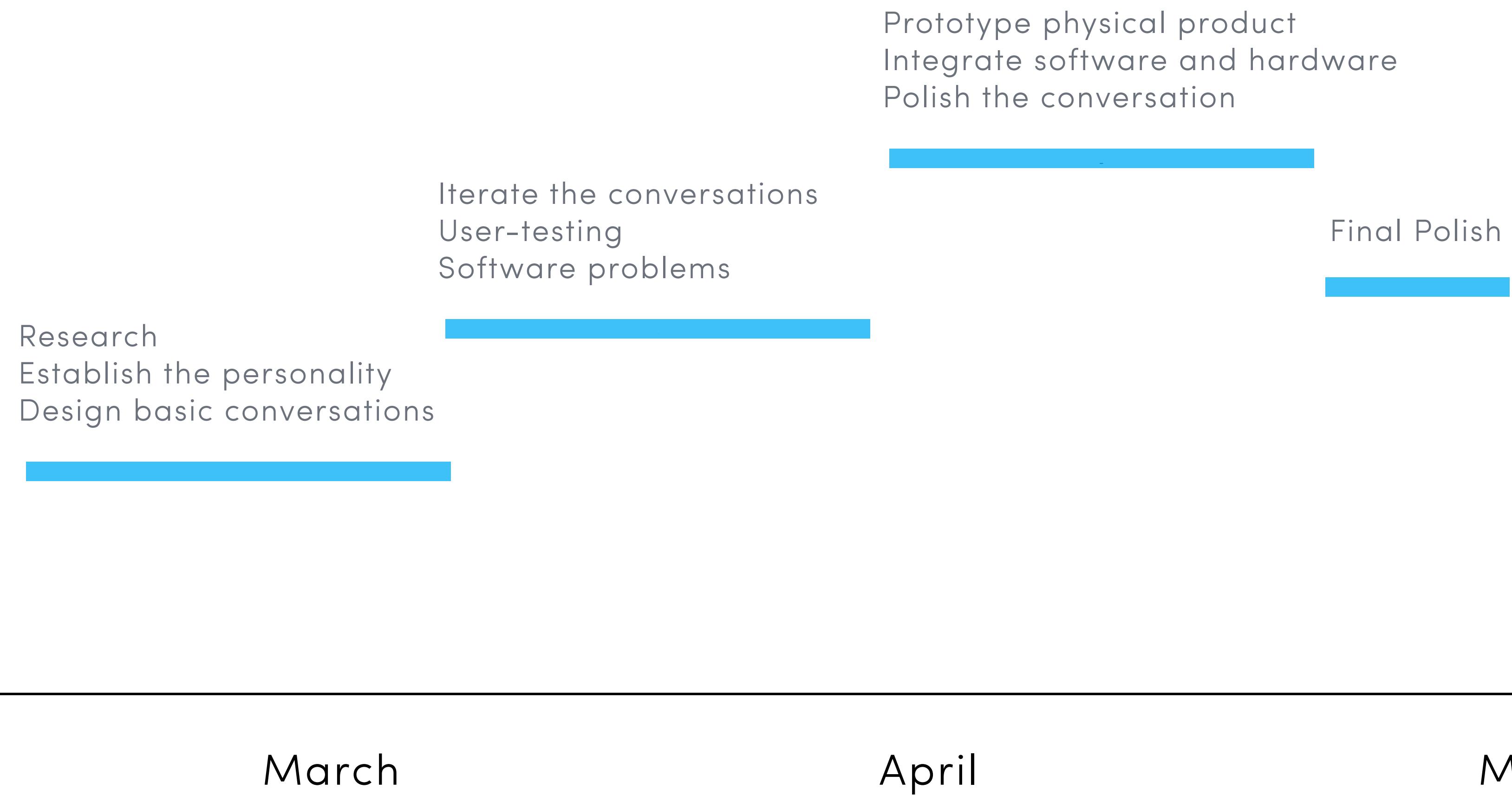
Moment Family: Manage your family's screen time from your own phone and set up time for your entire family to be screen-free using family dinner time.

- Track Screen Time
- Set Time Limit
- Set the Screen Free Time

COMPETITION ADVANTAGES

friendly and simple	cold and complicated
contextual	non-contextual
trustworthy	not emotionally linked
change behavior by insights	feel bothered when receive notifications
notifications are expected	manually categorize
automatically categorize	can set up bill reminders

SCHEDULE



THANK YOU.