

# Siri PM Rotation Program

# 2020 Assignment

Project Proposal



Siri+ cares for your health

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# 1 in 6

People have a neurological condition



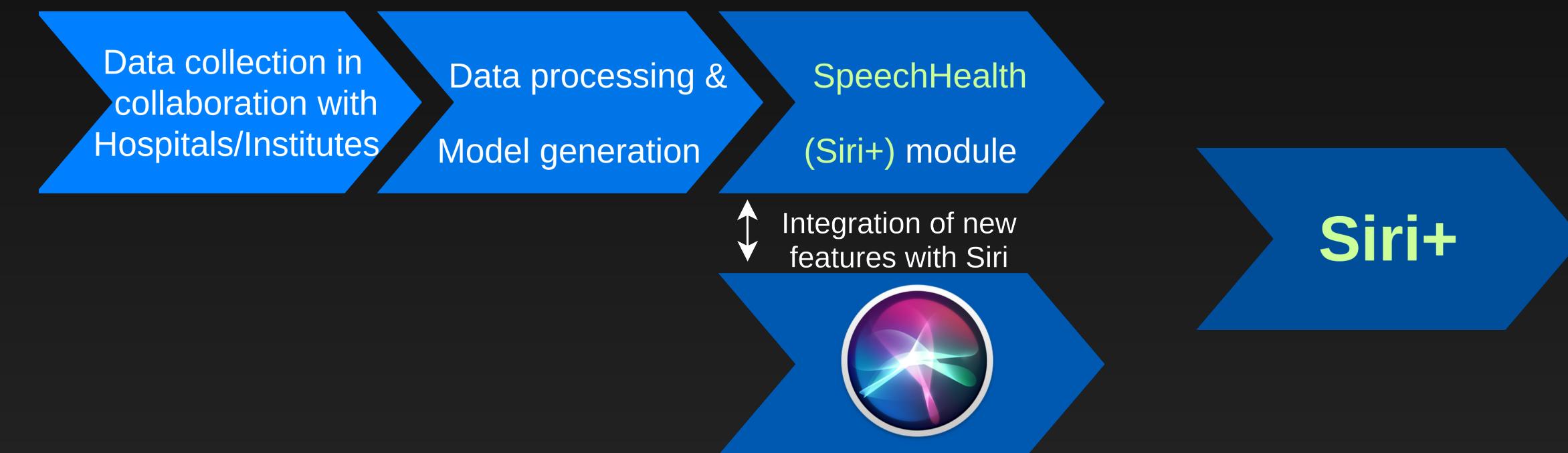
+ Federated Learning = Privacy

On Sept. 15, we saw advancements in Apple Watch 6. A new SpO2 sensor arrived with ongoing studies to identify Asthma. [\[Link1\]](#)

My proposal: Introducing **Siri+** (Everything Siri does and more)

Idea : Integrate Speech as a biomarker into Siri

Leverage speech data from user over time while speaking to **Siri+** (and by using on-device ML) to identify onset and/or progression of conditions.



Ex. 1. Neurological issues : ALS & Parkinson's disease. [\[Link2\]](#)[\[Link3\]](#)

Ex. 2. Asthma from wheeze in speech + SpO2 levels. [\[Link4\]](#)

Ex. 3. Speech disorders : Stutter, Apraxia, Dysarthria, etc.

Speech data is not saved on cloud and remains on device.  
If situation warrants, **Siri+** can alert user/healthcare entities.

Idea

Users/ Price/ Measure/ Vision

Teams & Testing

Challenges & Risks



25+  
million  
People have asthma  
in USA

**Target users :** Everyone.  
Some conditions may have a late onset (ex. Parkinson's disease) while some may occur to a person at any age (ex. Asthma / ALS)

**Pricing :** Offer **Siri+** as SaaS.  
\$0.99/month/user and \$2.99/month for family  
Considering just Apple Watches sold since 2018 (70+ million(M)) starting with a 6% [Link5] conversion rate, **Siri+** can account for  $\approx$  \$ 4.2 M/month or  $\approx$  \$50.4 M/annum in revenue.

**Measuring success :**  
1. Adaptation rate of Siri+  
2. Survey : Total devices bought with the primary motivation for use in Healthcare.  
3. Medical professionals recommending subjects (based on studies) to use/buy Apple devices (Watch/iPhone/iPad/HomePod,etc.) to keep track of health condition.

**Long term vision :** Position Siri/**Siri+** as the assistant of choice and Apple as a leader in Healthcare informatics.

Idea

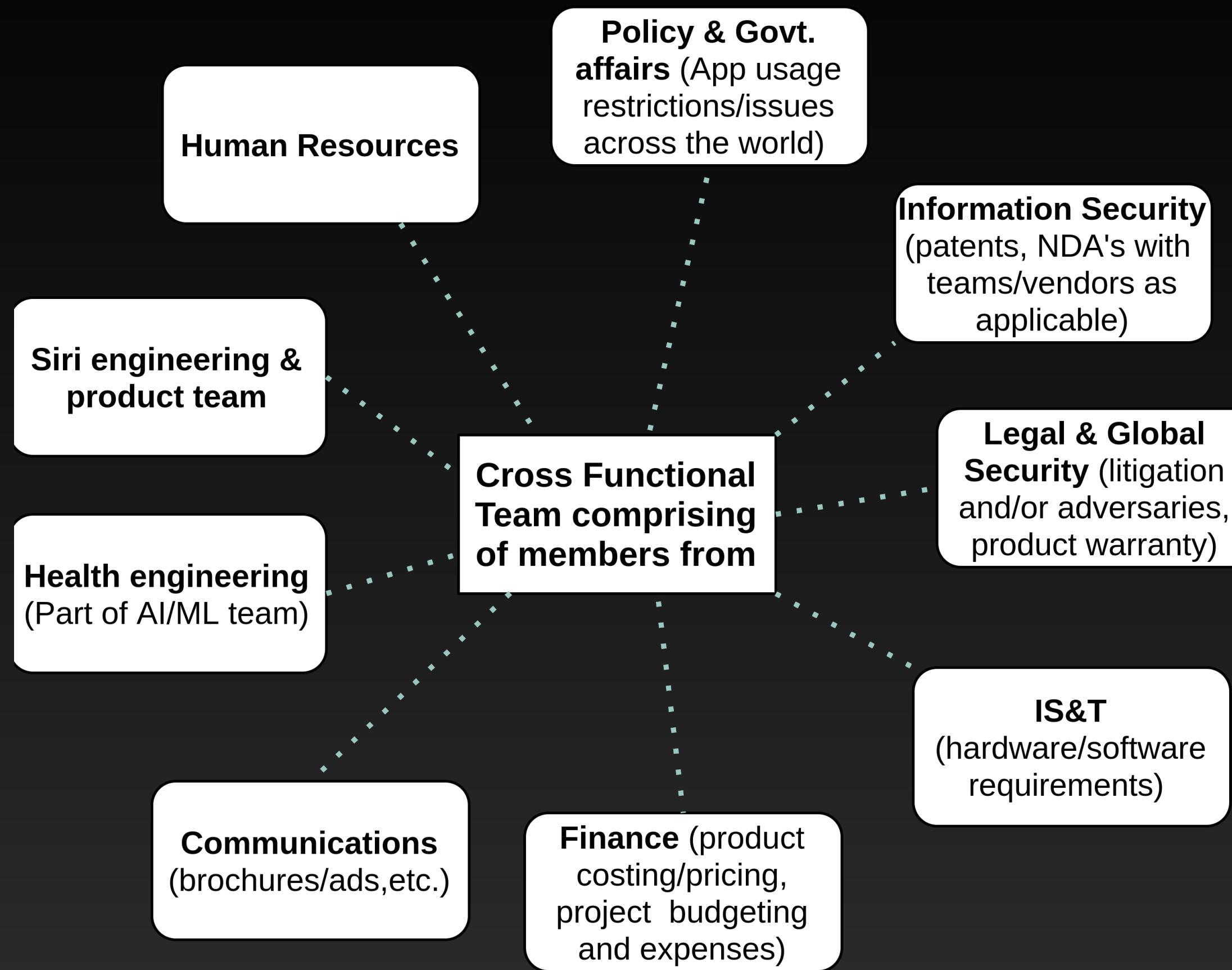
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# Teams



# Quality Testing



Idea

Users/ Price/ Measure/ Vision

Teams & Testing

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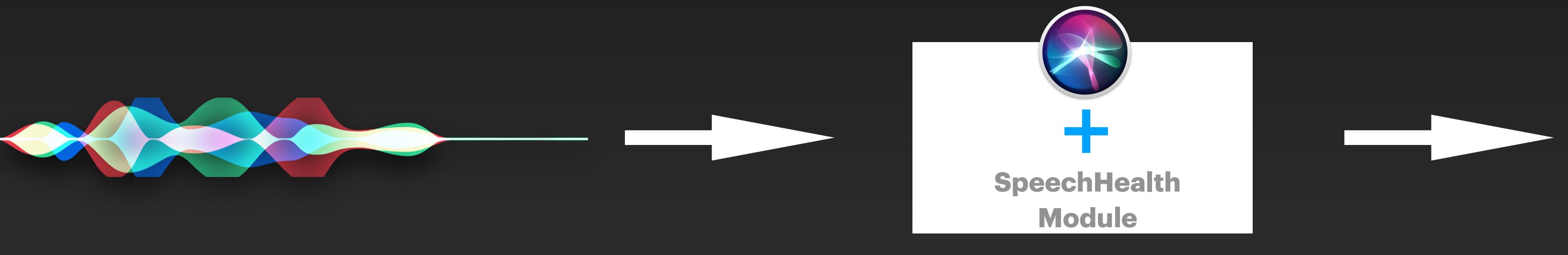
## Challenges & Risks

- A. Requirement changes from business side/market risk due to competition - **Get market intelligence**
- B. Design dependencies on other groups - **Can be taken care by Cross-functional team**
- C. Risk of Attrition - **Need to have talent pipeline**

## Others

- 1. Data collection can be laborious
- 2. Litigation risk (at no fault of ours) & related delays

---In a nutshell---



The virtual assistant  
which has your back

Conversations &  
much more  
+  
**Continuous Health  
Monitoring**

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