

A SMART SOLUTION



FOR A HANDS FREE LIFE

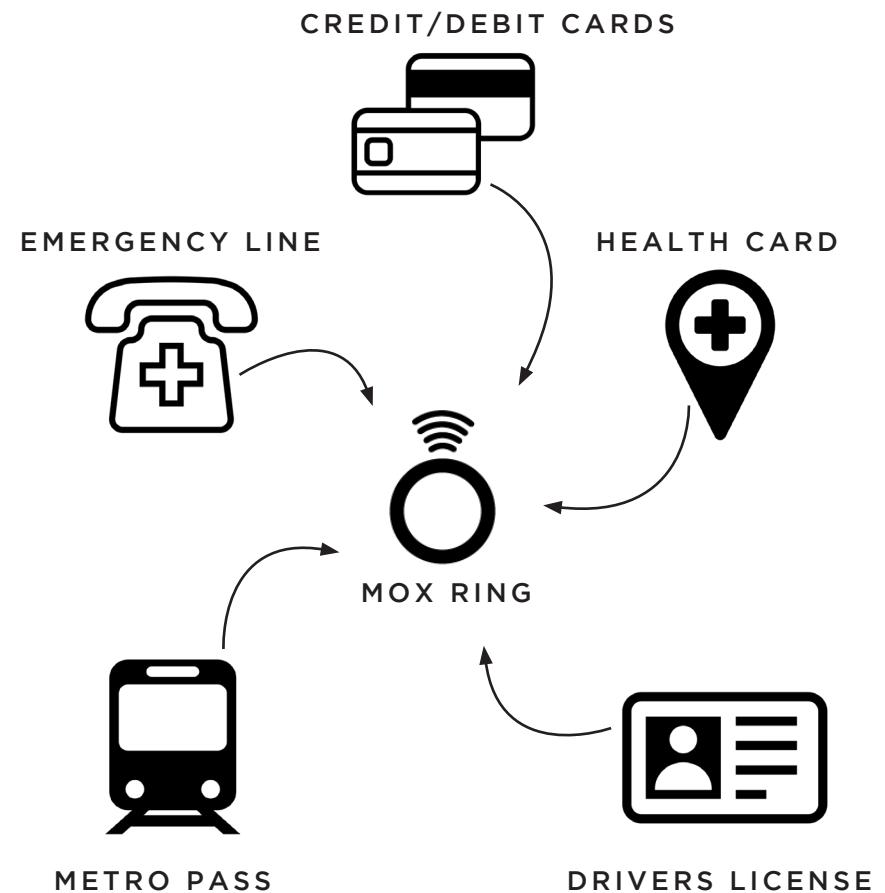
THOMAS, STEVE, JOE, MIKE, KEITH

Leave
Your
Wallet
At Home



Functionality

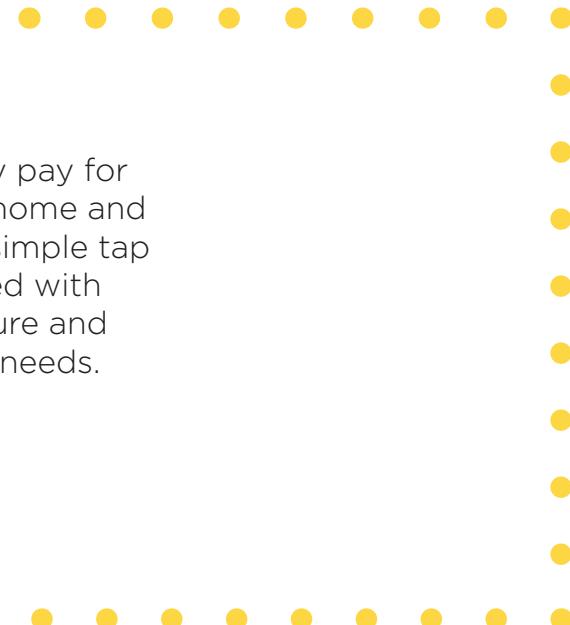
With the mox ring you can easily get through your day without ever having to go through your pockets. Everything you need is always on hand, literally.





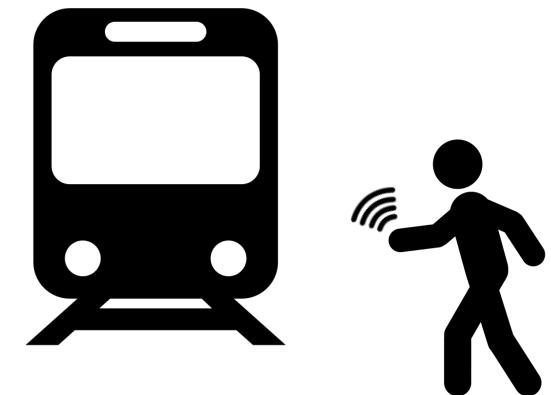
Hands Free Payment

With the mox ring you can quickly pay for your lunch, groceries on the way home and your ticket for the movies with a simple tap of the ring. The mox ring is enabled with RFID technology allowing for secure and fast transactions for all your daily needs.



Board Transit in a Flash

The mox ring has the capability of being your metropass allowing for a seamless commute. No more digging for loose change in your pocket you can now board transit with a simple tap of your ring.



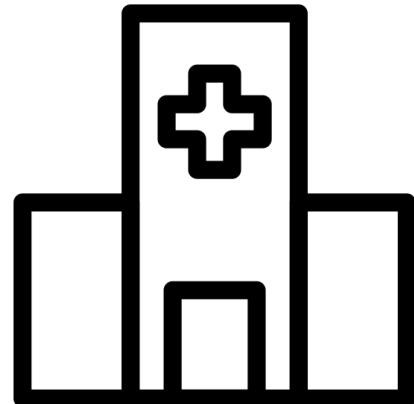
Always Have Your ID on Hand



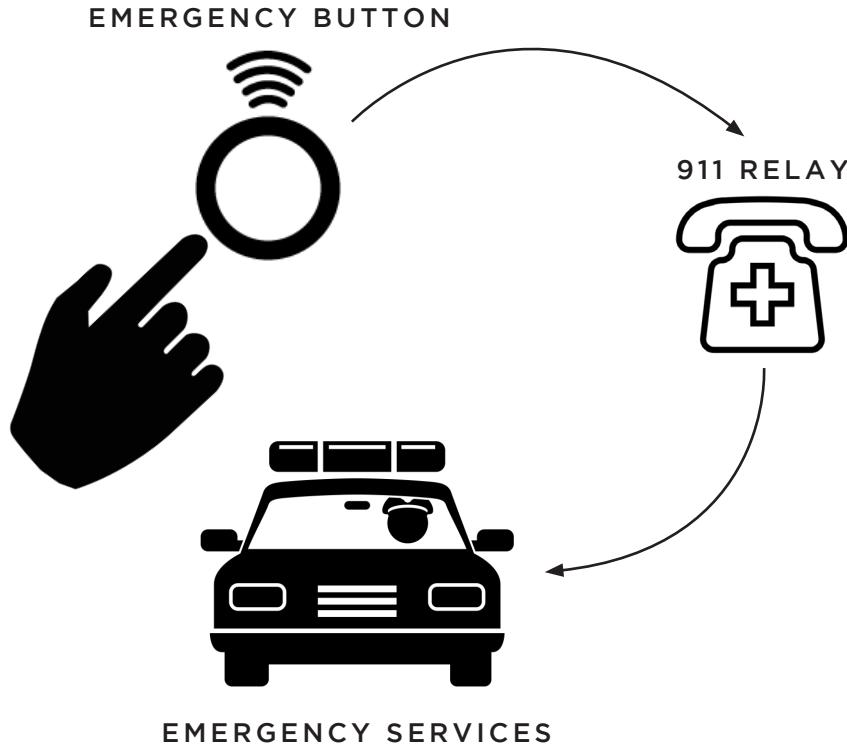
You should always have your ID available and with the scanners now in use by most law enforcement and retailers you can use your mox ring to prove who you are. Getting pulled over never went this smoothly.



Skip the Lines at Hospitals



With the mox ring being able to store your health/insurance card you can now check in at the kiosk instead of waiting in line. No more filling out long forms of information they already have, all this is stored right on your ring.

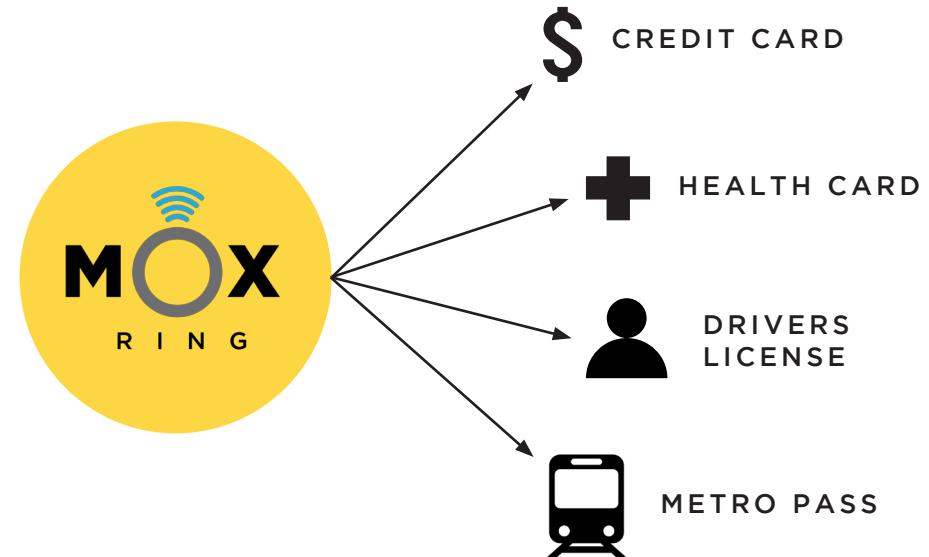


Have a Backup Plan for Every Situation

With the Mox Rings emergency function your response time to dire situations can be extremely fast. You can be discreet while calling for help which mean a more peaceful resolution. Instead of fumbling for your phone, you can just push and hold the button on your ring and help will be on its way.

Transfer Your Wallet on to the Mox Ring

With the mobile app you can assign all the relevant cards you carry in your wallet on to the Mox Ring. Give each card its own unique icon so that you can easily switch between cards on the ring.



Advantages For Users



FASTER TRANSACTIONS

People are always on the go and want to get from point A to point B as quickly as possible. Get through the line faster by having your wallet at your fingertips. All your cards are tap enabled and can get you through transactions considerably faster. Get through your life more efficiently.



SECURITY

The Mox Ring is fingerprint enabled to ensure the security of your data. Everytime you put on the ring you get prompted to unlock your ring with your fingerprint. The fingerprint scanner is on the bottom portion of the ring and doesn't require you to take it off to validate.



LIGHT & CONVENIENT

Our ring provides freedom from the ball and chain that is your wallet. Instead of having to always bring a bag to carry your wallet or rummaging through all your cards to find the right one, now everything is easily accessible. We want to make our users lives that much easier so they can focus on the important things in life.



User Persona

Kelly Mason

ABOUT

Kelly is a social worker who specializes in caring for children with autism. It is important for her to get to work on time and fully prepared for the day. She takes city transit to and from work. She can often be stressed out running around in the mornings making sure she has everything she needs for the day. She generally carries all the stuff she needs for the day in a large backpack. She's often searching her backpack trying to find her wallet either while boarding transit or paying for lunch. She is on the go a lot with her work and family.

FRUSTRATIONS

- Doesn't like waiting in line
- Irritated having to constantly search her bag to find her wallet
- Is worried about the lack of security on current tap cards
- Frustrated with how cluttered her wallet is

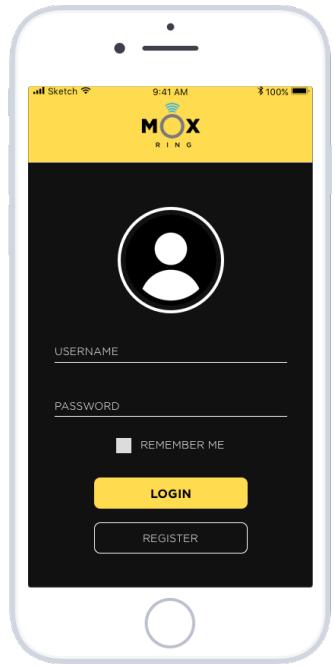
GOALS

- To be able to use tap for all her transactions while feeling secure
- To condense her wallet into one easily accessible device
- The feeling of security and safety in any situation
- Ability to board transit quickly

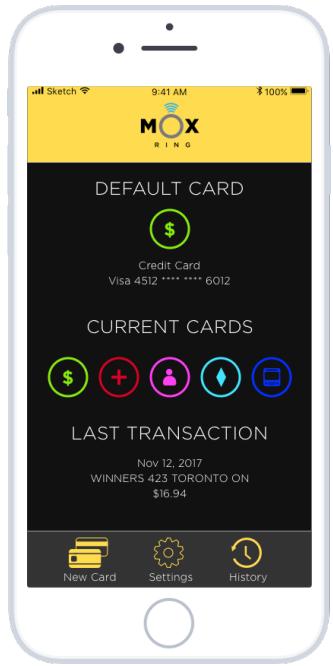
EXPECTATIONS

Kelly enjoys going through her day seamlessly. She thinks a wearable could help make her day that much easier. She wants something that is fashionable as well as utilitarian. Being able to condense her wallet into one single device to access all her info is a significant advantage.

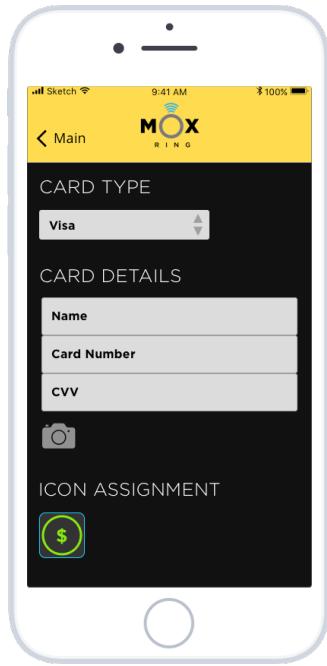
App Screens



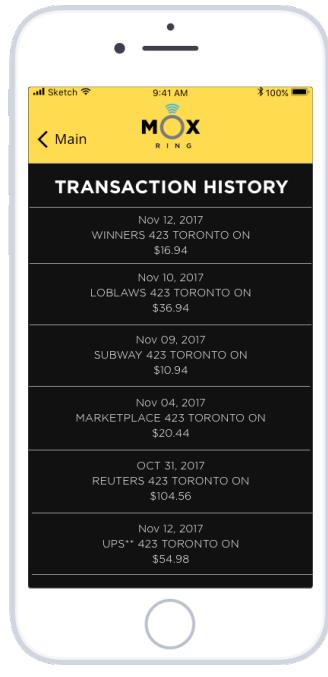
Log In



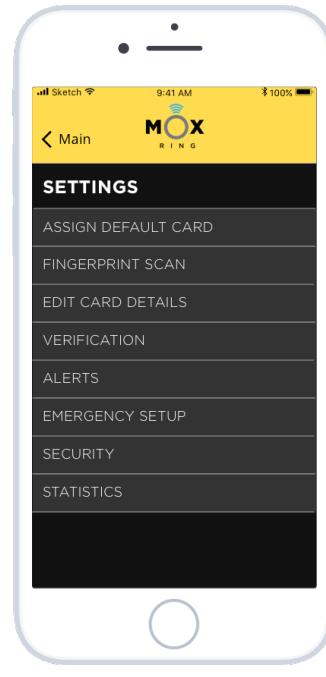
Home Page



New Card



History



Settings

