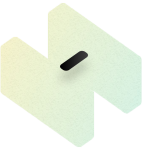




Aurora

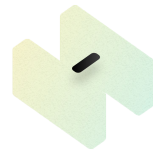
A new way to see



800,000+
Canadians 15 and older

89% enrolled in
post-secondary
education

VISUAL LIMITATIONS



Market Potential



22%

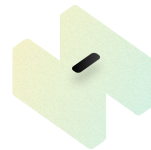
Visually impaired
college students

350M

BY 2028

Only 33%
Identify
English as
first
language

\$30B



Current Solutions

HARDWARE



Screen
readers

Wearable Devices

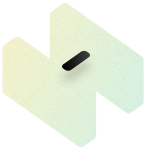


USEFUL
SOLUTIONS
FOR
STUDENTS

0

ASSISTIVE APPS





Customers

Students



**Succeed in
the
classroom**

Professors

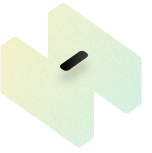


**Help
students
realize their
potential**

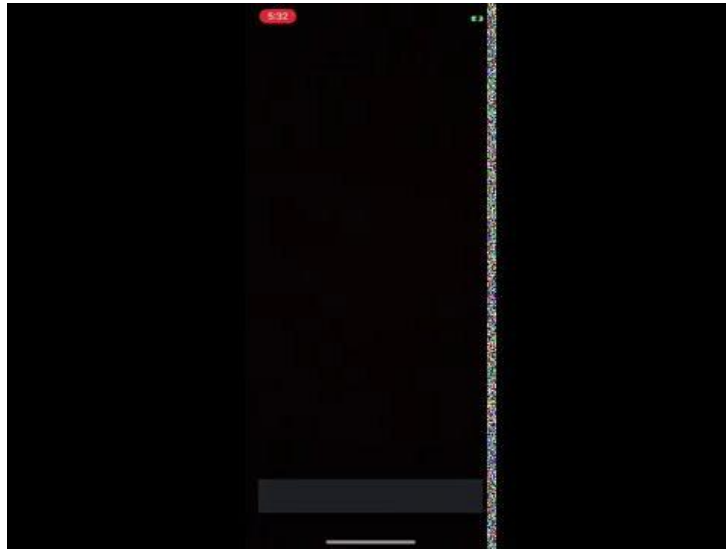
Deans

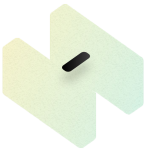


**Retain, and
serve
students
equitably**



Demo

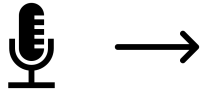




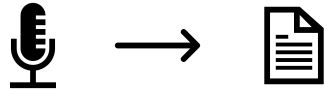
User Interaction



Students



Audio to Audio Commands



Audio to Text Transcriptions



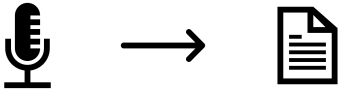
Playback Services



Professors



Real-time Alerts of Understanding



Audio to Text Transcription



Suggestions for Diction Improvements



Deans



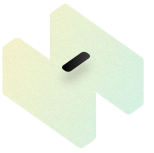
Aggregate View of Satisfaction



Historical Data of Understanding



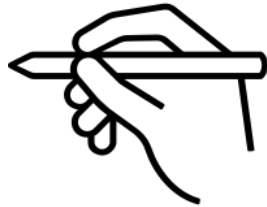
Tips Better Diction Practices



Future User Interaction

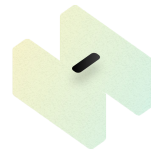
Using machine learning, Aurora will be able to synthesize and utilize its data to understand the common pain points that students serve and will enable better learning practices by allowing visually impaired students to interact with their examinations and assignments, the same way full-sight students do. Together we'll create a future in which ALL students have the opportunity to learn without Biomechanical engineering or French.

Interactive writing/drawing



Scrolling through assignments





Target Market/Population

We plan to initially target college and high school students in low-middle income households.

Middle class

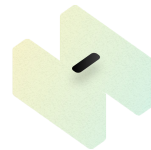
High school student

University student

Academically active

In the past 45 years, the population of visually impaired college students in the U.S. has increased by **22%**. Of these students, **only 33% identify English** as its official language or come from a household income of 80,000+.

These students contributed more than \$30B to the economy in the 2014 – 2015 academic year.



Market Entry Strategy

**Create annual
scorecards
and promote
on**

**Partner with
universities**

**Establish
campus
ambassadors**

Meet Aurora

**Helping you take
the world by storm.**

From walking down the street to grab some groceries to evaluating your peers during your board meeting - we're here to illuminate your life. Every step of the way.

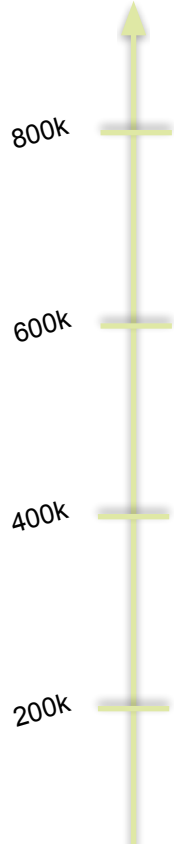
Download Aurora in the iOS App Store today





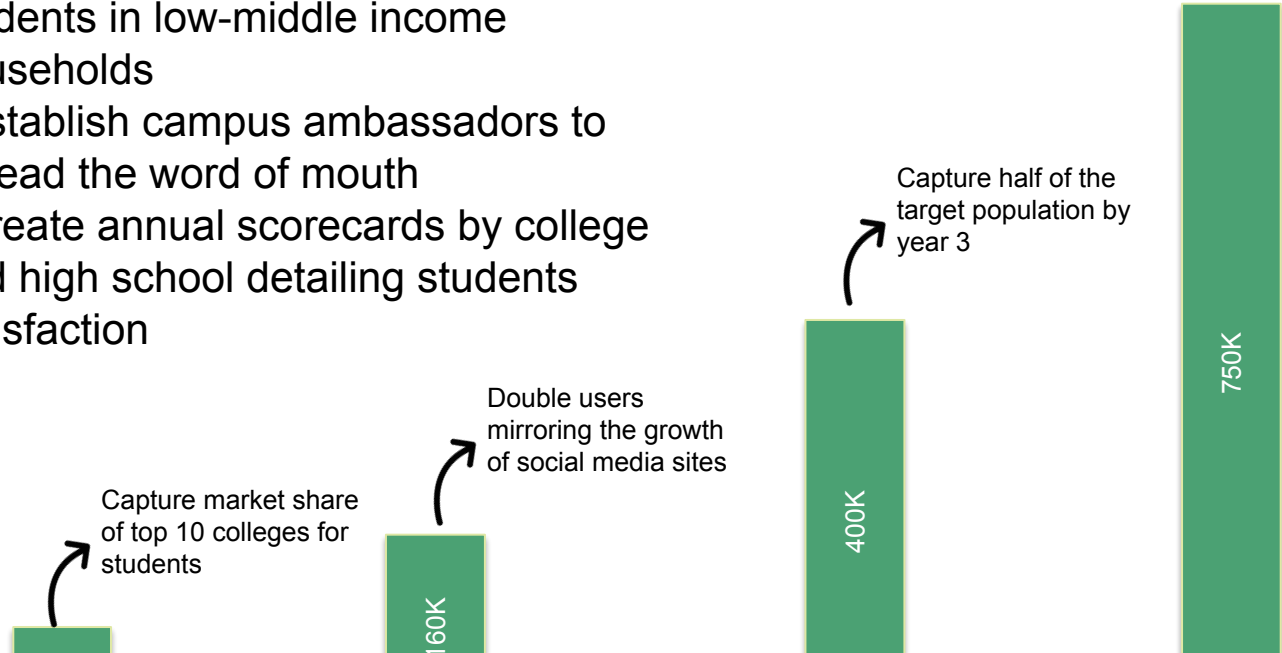
Timeline and Next Steps

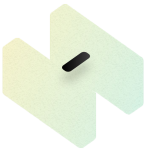
Expected Users



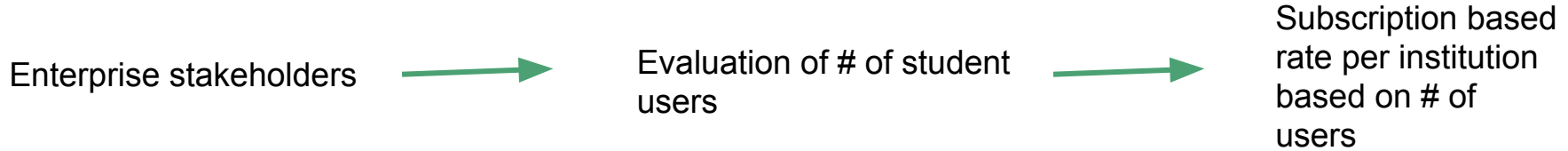
Keys to Success

- Simple UI design with VoiceOver features
- Focus on college and high school students in low-middle income households
- Establish campus ambassadors to spread the word of mouth
- Create annual scorecards by college and high school detailing students satisfaction

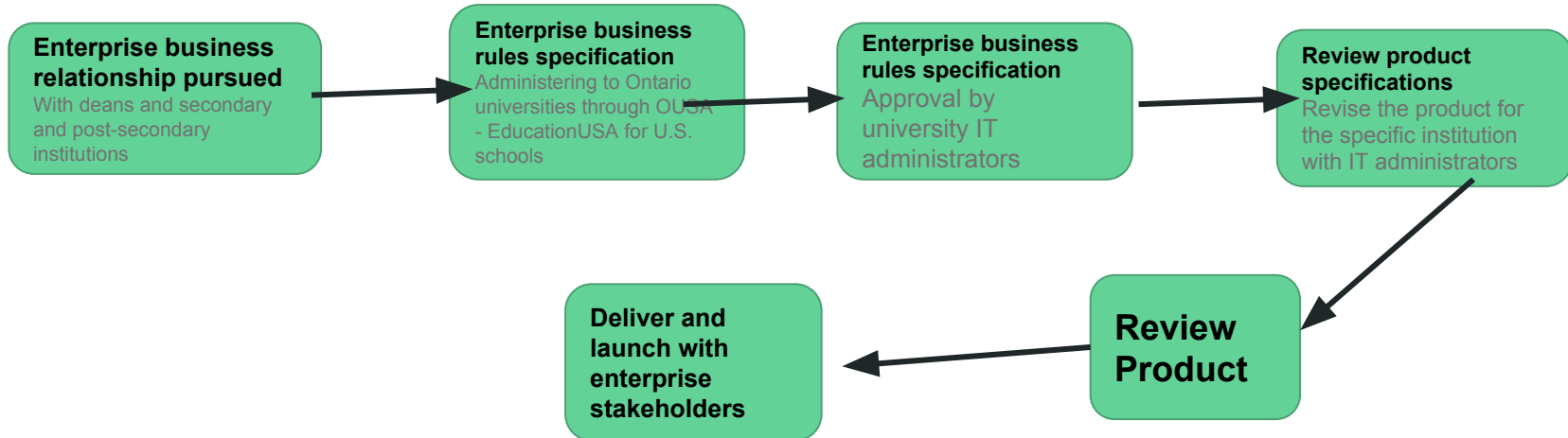


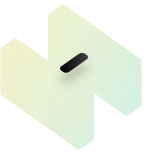


Revenue Sources



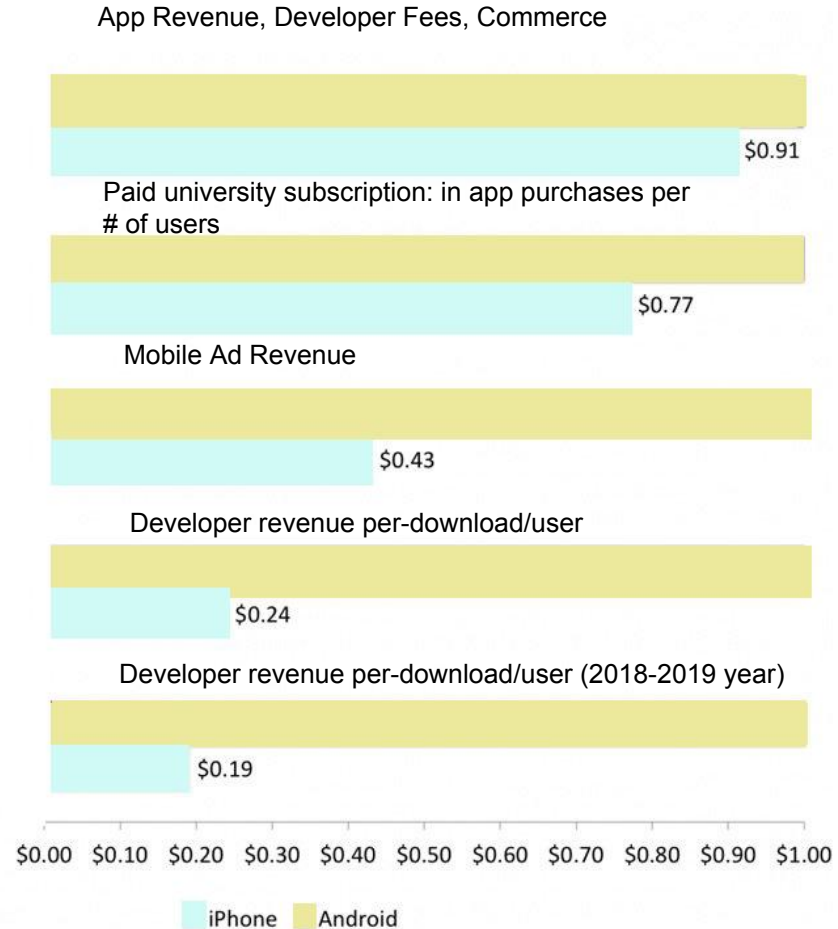
Processes

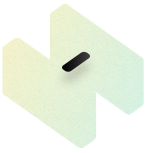




Cost Breakdown

Designing a
sustainable
product.

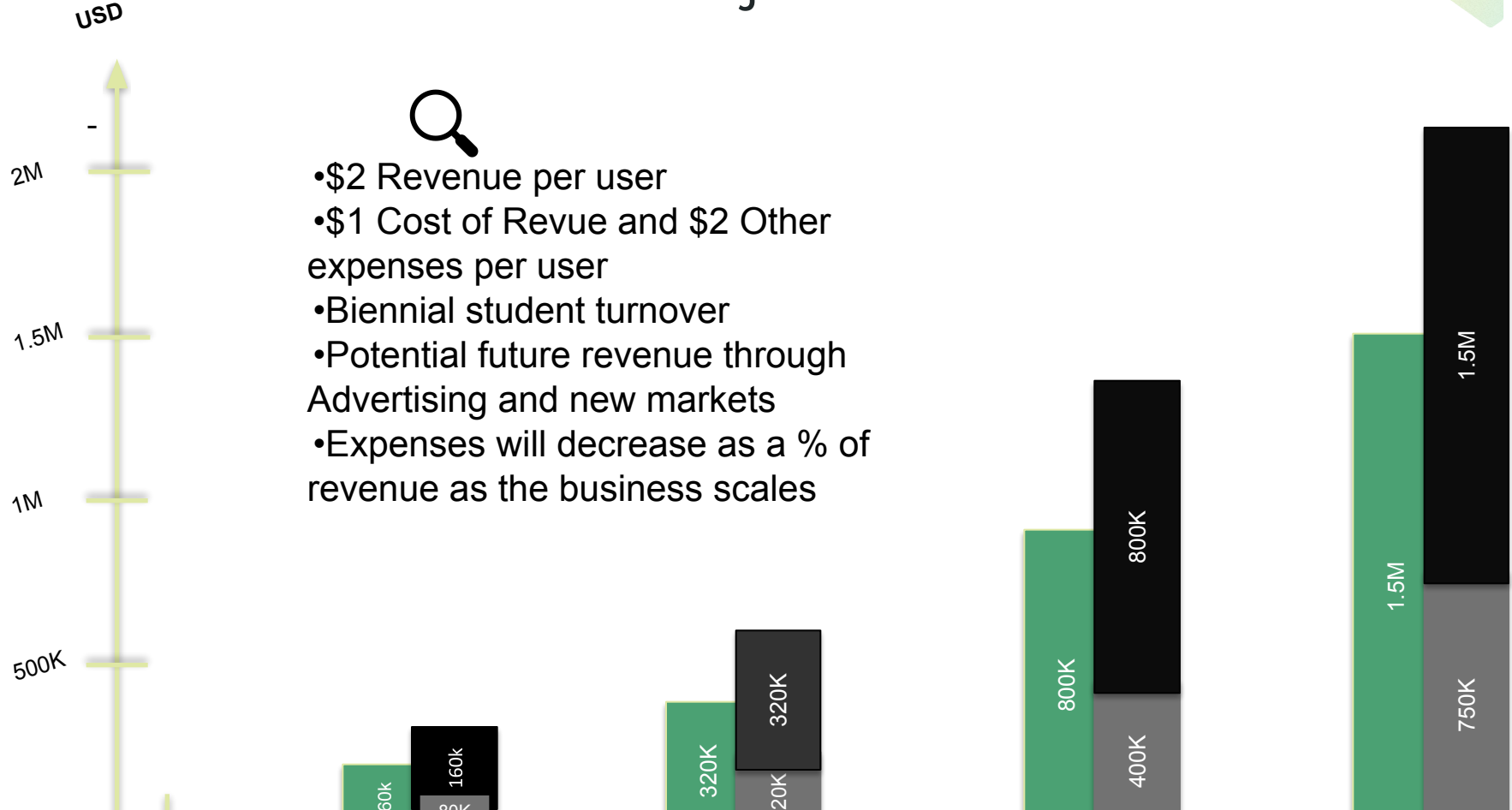


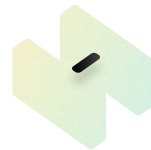


Financial Projections



- \$2 Revenue per user
- \$1 Cost of Revue and \$2 Other expenses per user
- Biennial student turnover
- Potential future revenue through Advertising and new markets
- Expenses will decrease as a % of revenue as the business scales





User Personas



Meet Aleksandra

- 21 year old University of British Columbia Student
- Single and female (*partially visually impaired*)

Skills: Currently taking 3 Human Computer Interaction and Art courses. Loves to draw on computer screen reader at home.

User frustration: Isn't able to view drawings or in-class assignments that don't permit computers.

User solution: Using the AuroraAI feature that reads off her assignment and describes her drawing to her through speech request.



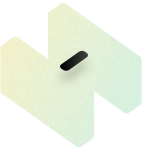
Meet Tino

- 18 year old Lorne Park Secondary Student
- Single and male (*fully blind*)

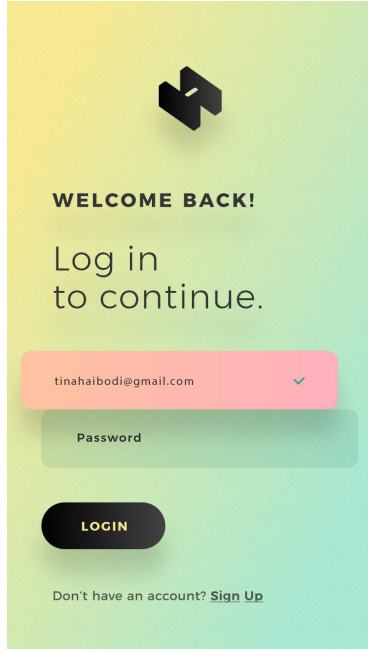
Skills: Loves to work in the Robotic lab and currently Woodshop is his favourite course.

User frustration: Not having the ability to use the lab without a teacher assistant.

User solution: Using the AuroraAI feature that describes the tools in front of him through speech request.



User Interface



A login screen with a yellow-to-green gradient background. At the top is a small black 3D logo. Below it, the text "WELCOME BACK!" is in bold. Underneath is "Log in to continue." in a larger font. There is a pink input field for email containing "tinahaibodi@gmail.com" with a green checkmark on the right. Below that is a light green input field for "Password". At the bottom is a black rounded button with "LOGIN" in white. At the very bottom, it says "Don't have an account? [Sign Up](#)".

WELCOME BACK!

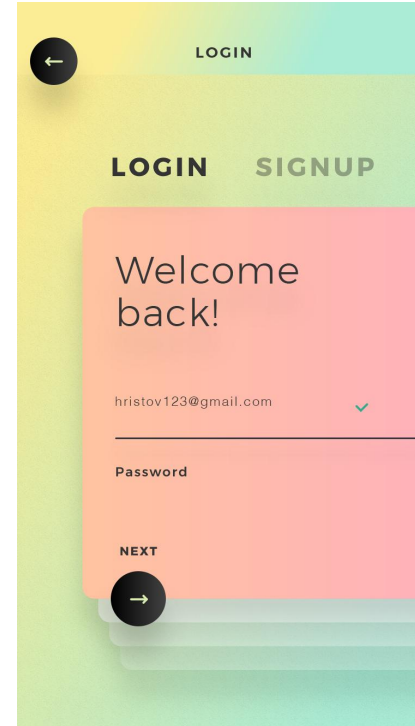
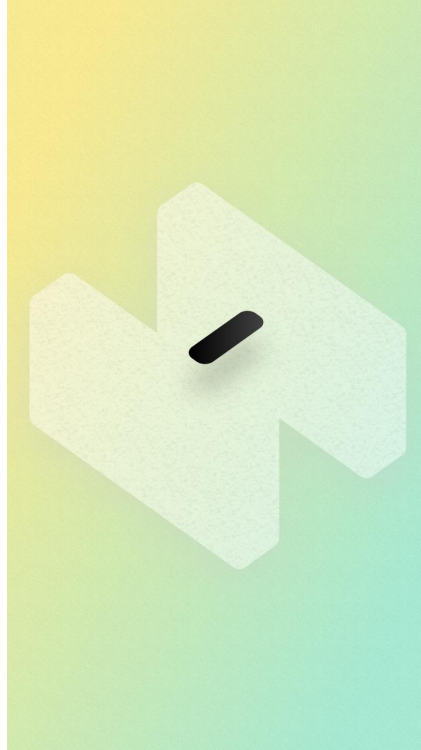
Log in to continue.

tinahaibodi@gmail.com ✓

Password

LOGIN

Don't have an account? [Sign Up](#)



A login and signup screen with a yellow-to-green gradient background. At the top left is a black circle with a white left arrow. At the top right is the word "LOGIN". Below this, "LOGIN" and "SIGNUP" are listed as options. A pink rounded rectangle contains the text "Welcome back!". Below that is a pink input field for email containing "hristov123@gmail.com" with a green checkmark on the right. Below that is a light green input field for "Password". At the bottom of the pink rectangle is a black circle with a white right arrow. Below the pink rectangle is a light green rounded rectangle with the word "NEXT" in black. At the bottom right of the light green rectangle is a black circle with a white right arrow.

← LOGIN

LOGIN SIGNUP

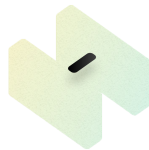
Welcome back!

hristov123@gmail.com ✓

Password

NEXT

→



Visual Identity Standards

Logo Text

Helvetica Neue, weight, 120px, line height 120px

Smaller section headings, links, buttons, other emphasized text

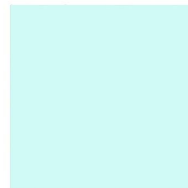
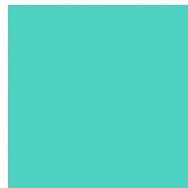
Helvetica Neue, italic weight, 28px, line height, 40px

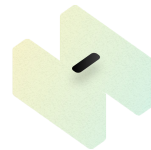
Body text for social media posts

Helvetica Neue, italic oblique, 28px, line height 40px

General body text

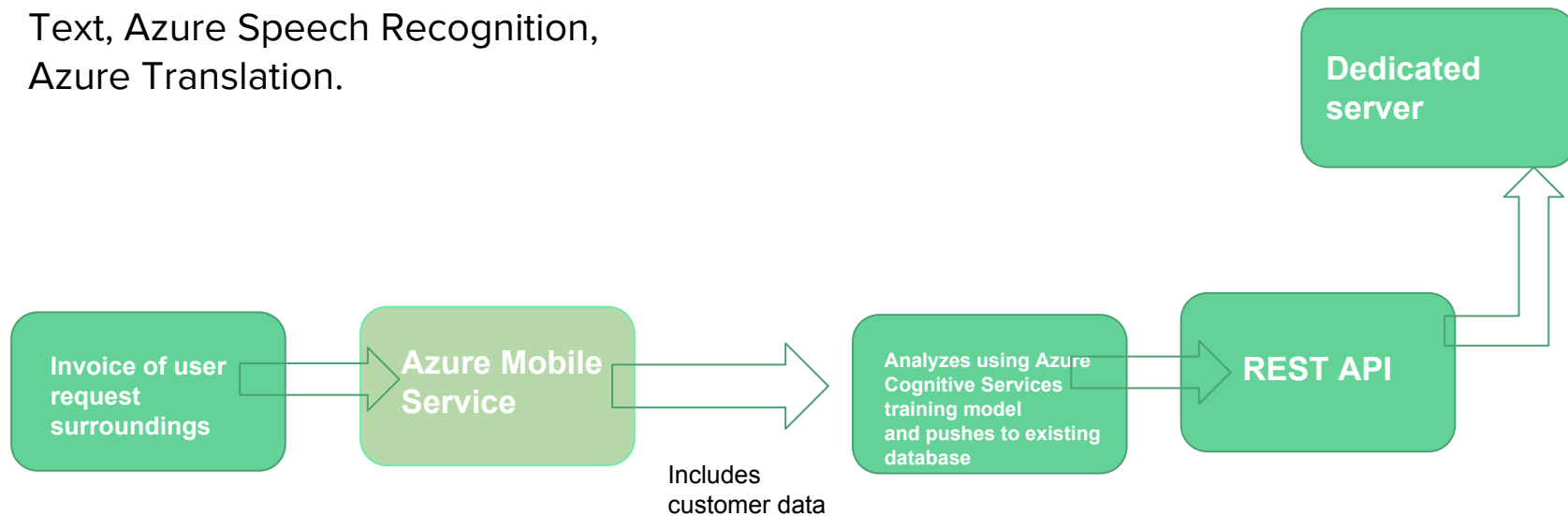
Emphasized body text



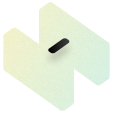


Software/Technology Used

Technology used: OpenCV, xCode, Azure Computer Vision, Azure Cloud, Azure Speech to Text, Azure Speech Recognition, Azure Translation.



Team



Amir Sharifzad

Junior at University of Waterloo



Darcy Simmons

Junior at University of Waterloo



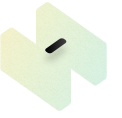
Tina Hai

Junior at Queens University



"After Amir saw a visually impaired student struggling to get to class, we knew that we wanted to do something that would help students that are often neglected by technology. We wanted to make a product that would help empower students that don't always find academics or technology accessible."

Promotional video



<https://www.youtube.com/watch?v=Y6De6pzi0Uc>