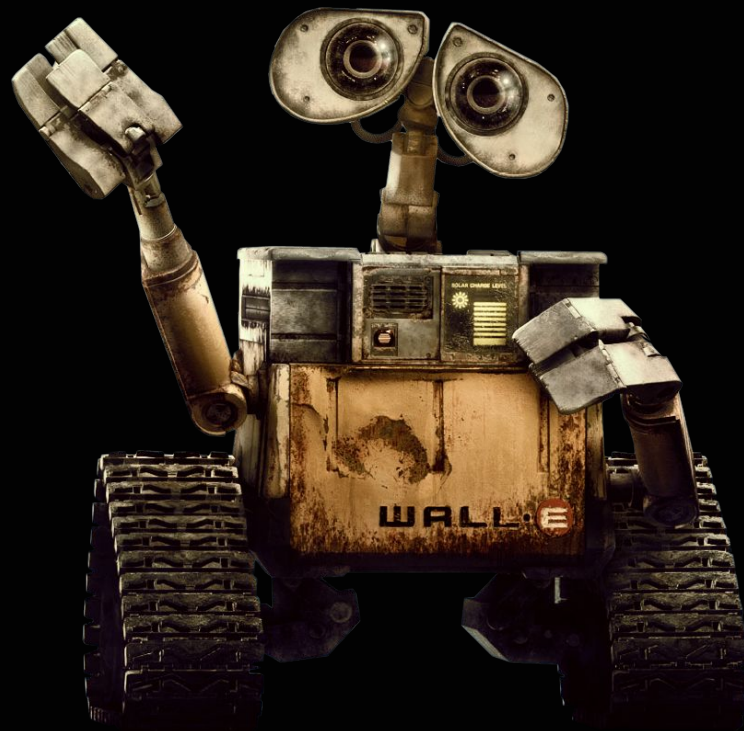




FLASH-E

'Got an Emergency? Get a Flash-E!'

HELL - O



MOTIVATION

- ★ In 2019, 4.4 MILLION people suffered from fatal injury in emergency situations!
- ★ Imagine if they had access to a RELIABLE call device to get the help they needed!
- ★ Victoria has asked us to design a functioning emergency call device that would allow her to reach emergency services, and send an alert in the event of a dangerous situation!

VICTORIA'S REQUESTS

"Mainly I would like a fast way to call 911 or someone like my husband in case of an emergency..."

"It would make me feel safe to have a tracker on the device..."

"I need it to contact help without me talking in case I am hiding from an attacker..."

"I'd like it to wear it on my wrist so it is easily accessible and won't fall off..."

"It has to function even when separated from my phone in case an attacker throws mine away..."

CALLING
GPS ACCESSIBLE
RELIABLE



BENCHMARKING



Apple Watch
Series 3

- ★ Cost: \$259
- ★ Size: 1.5 x 1.3 x 0.45
- ★ Weight: 0.94 ounces
- ★ Connectivity: Bluetooth
- ★ Battery: 18 hours
- ★ Features: Waterproof, Heart Rate monitor, Siri



FitBit Versa 2

- ★ Cost: \$999/month
- ★ Size: 1.6 x 1.6 x 0.65 inches
- ★ Weight: 1.2 ounces
- ★ Connectivity: Bluetooth
- ★ Battery: 6 days
- ★ Features: Waterproof, Sleep tracking, Heart rate monitor, Amazon Alexa



PRODUCT CHECKLIST

After brainstorming, cross-referencing and benchmarking, here's what we got

SMART WATCH DEVICE

- ✓ Location tracking
- ✓ Call emergency services
- ✓ Simple aesthetic design



MOBILE APPLICATION

- ✓ User friendly
- ✓ Personalized experience
- ✓ Authentication & security

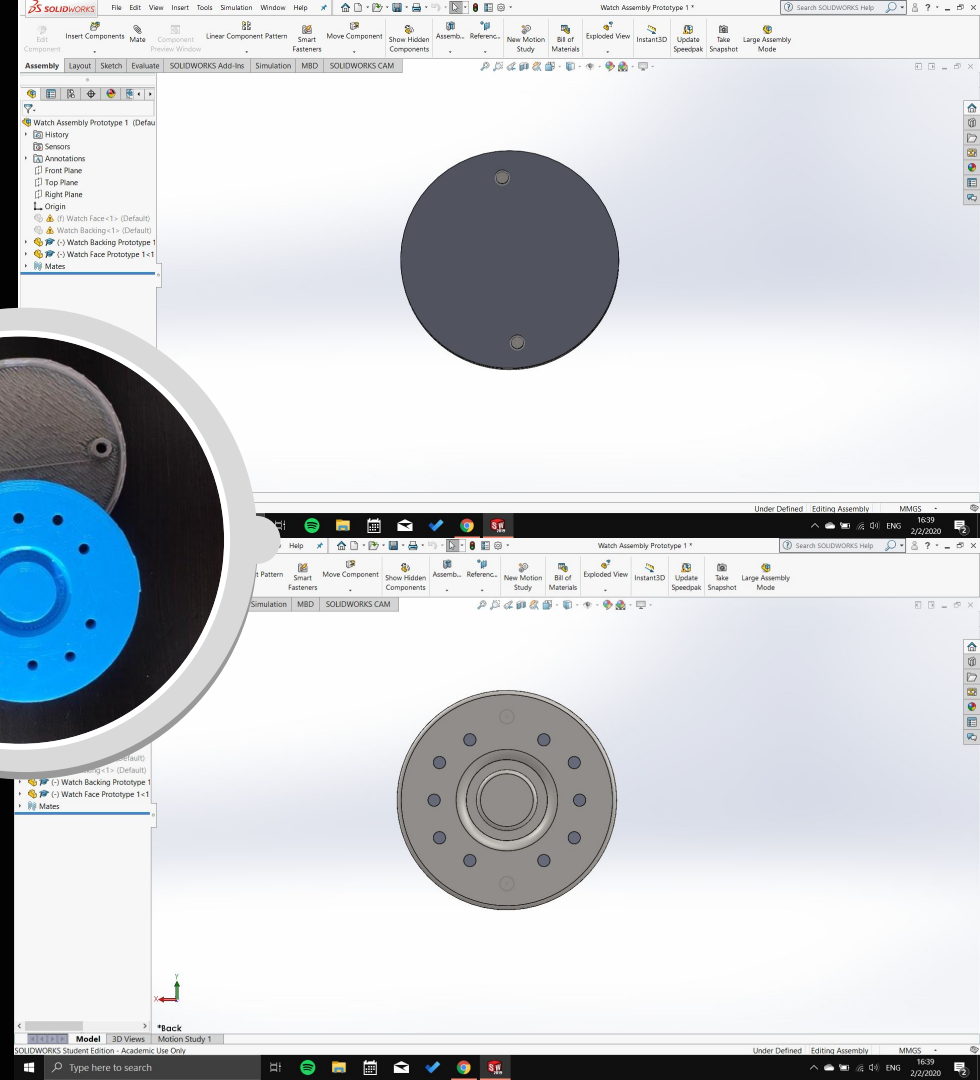
PROT-O-TYPE I- Hardware

PROS:

- ✓ Push Button (middle)
- ✓ Sizing

CONS:

- ✗ Push Button functionality
- ✗ Alignment of LED light holes
- ✗ Rethink closure
- ✗ Need insert for battery
- ✗ Need insert for watch band*
- ✗ Simplistic design



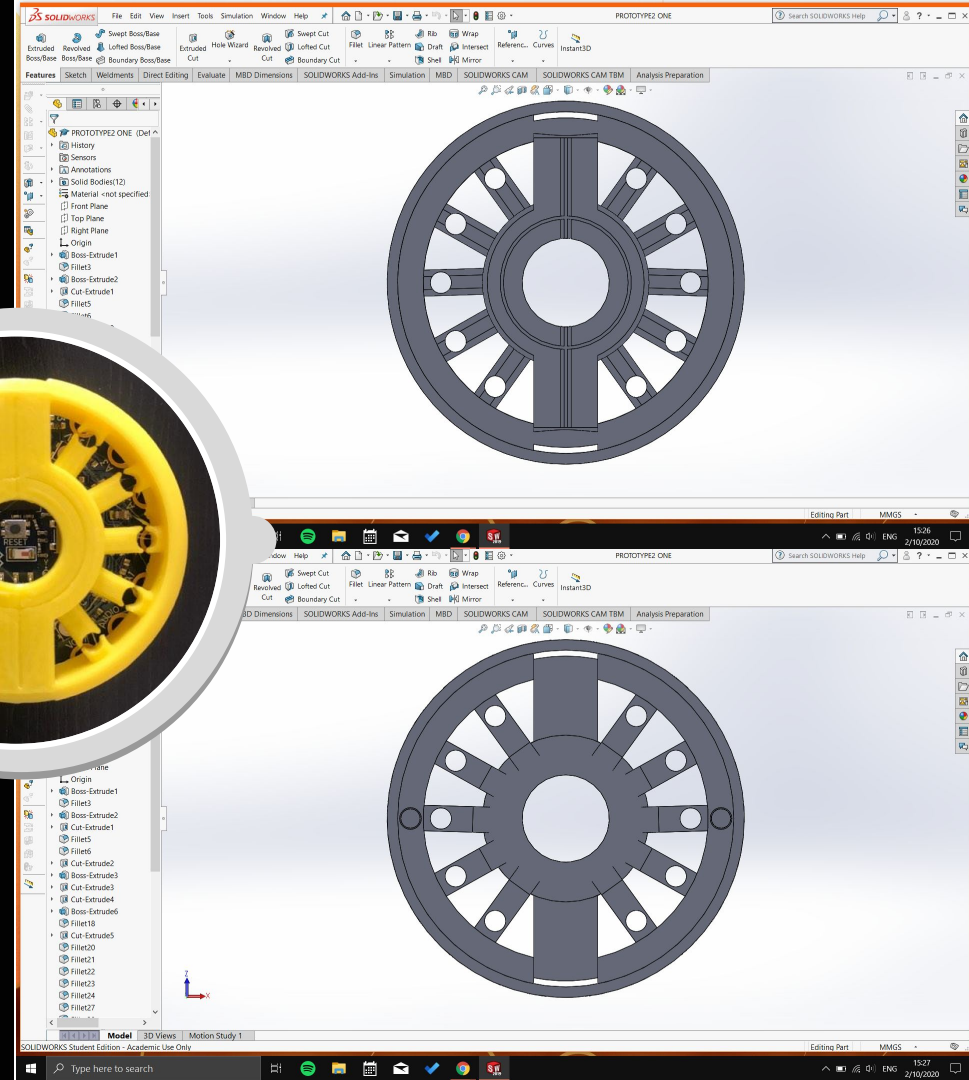
PROT-O-TYPE II- Hardware

PROS:

- ✓ Hole for external push button
- ✓ Aesthetic Design
- ✓ Software (bottom) slots

CONS:

- ✗ 3D Print quality
- ✗ Battery pack (cant charge)
- ✗ Rethink closure
- ✗ Need an insert for watch band



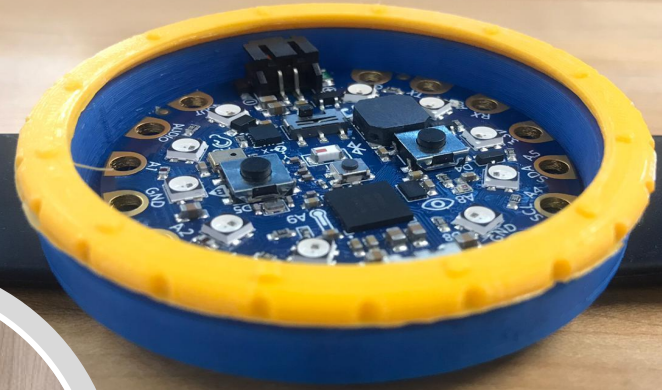
PROT-O-TYPE III- Hardware

PROS:

- ✓ Detachable watch bezel & body
- ✓ Watch band insert
- ✓ Internal watch battery
- ✓ Aesthetic design
- ✓ Client Approval

CONS:

- ✗ Refine 3D printing
- ✗ Need a acrylic/glass cover
- ✗ Client's preferred colour scheme
- ✗ 'Flash-E' branding



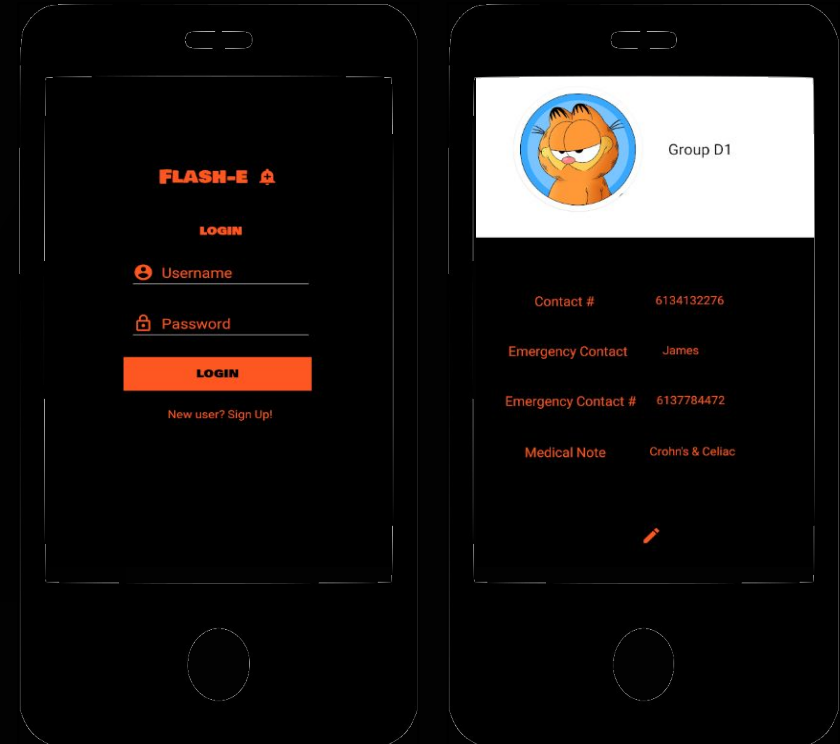
PROT-O-TYPE I - Software

DONE:

- ☐ User friendly design
- ☐ Registration and login
- ☐ Profile for all user information
- ☐ Data storage via database

TO DO:

- ☐ Bluetooth connection
- ☐ Signaling and communication
- ☐ Call initiation
- ☐ GPS Tracking



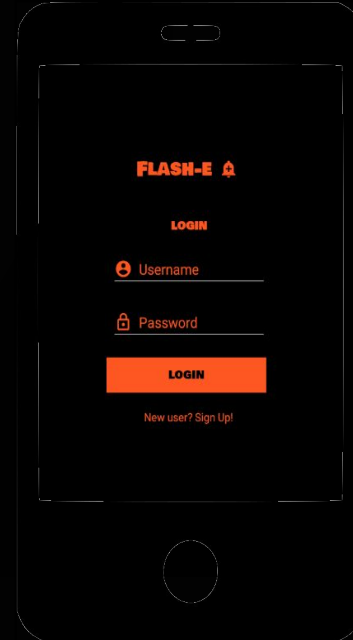
PROT-O-TYPE II- Software

DONE:

- ☐ Bluetooth connection
- ☐ Signaling and communication
- ☐ Call initiation

TO DO:

- ☐ Client satisfaction
- ☐ Minor improvements



PROT-O-TYPE III- Software

Client feedback

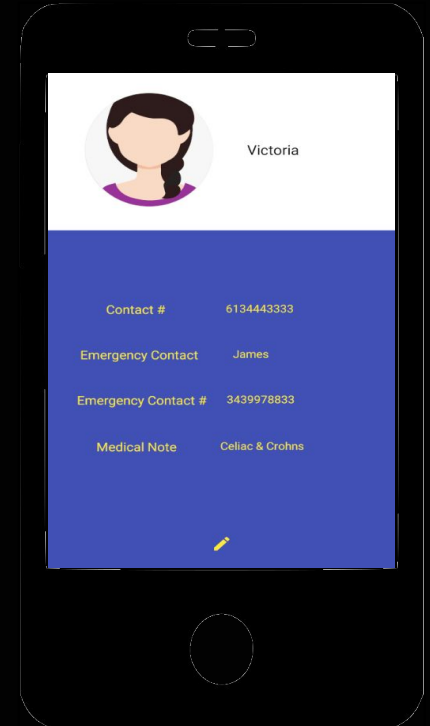
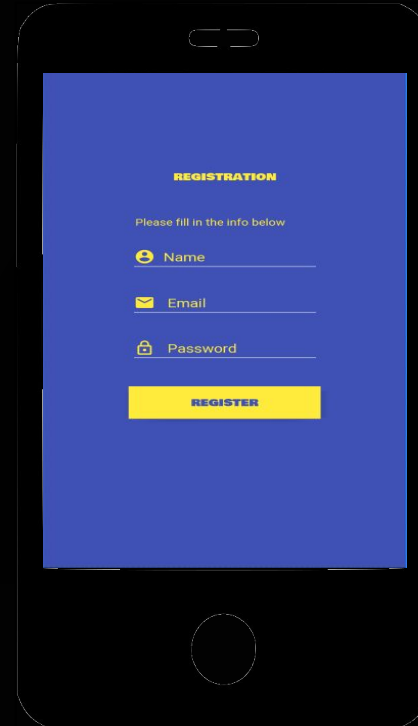
"I like it, but I would prefer a light background which would make it easier for me to see."

DONE:

- ☐ Client satisfaction
- ☐ Minor improvements
- ☐ Fluid app navigation

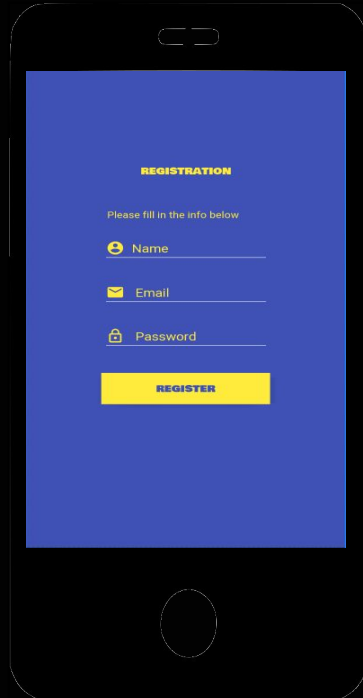
TO DO:

- ☐ GPS tracking

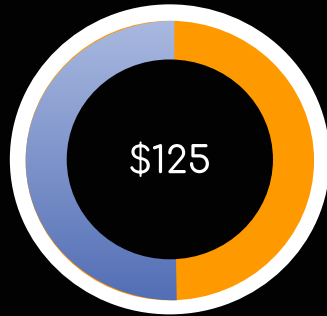


FINAL DESIGN

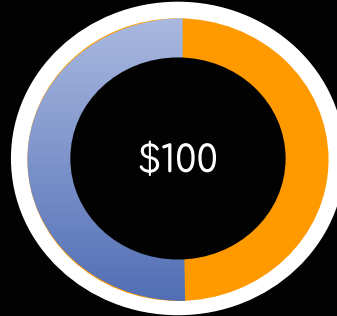
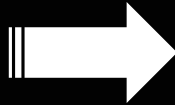
Showcasing the final conception of our prototypes



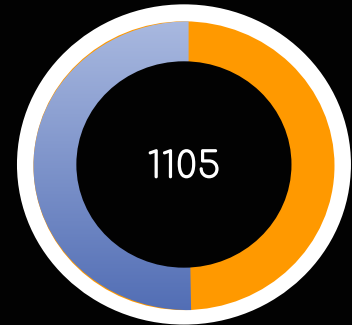
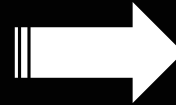
BUSINESS ECONOMICS



Initial Market Price
(per unit)



Cost of Production
(per unit)



Break Even Point
(units to be sold)

BUSINESS MODEL CANVAS

KEY PARTNERS

- ★ Investors
- ★ E-commerce companies



MARKETING

- ★ Digital marketing
- social media,
websites

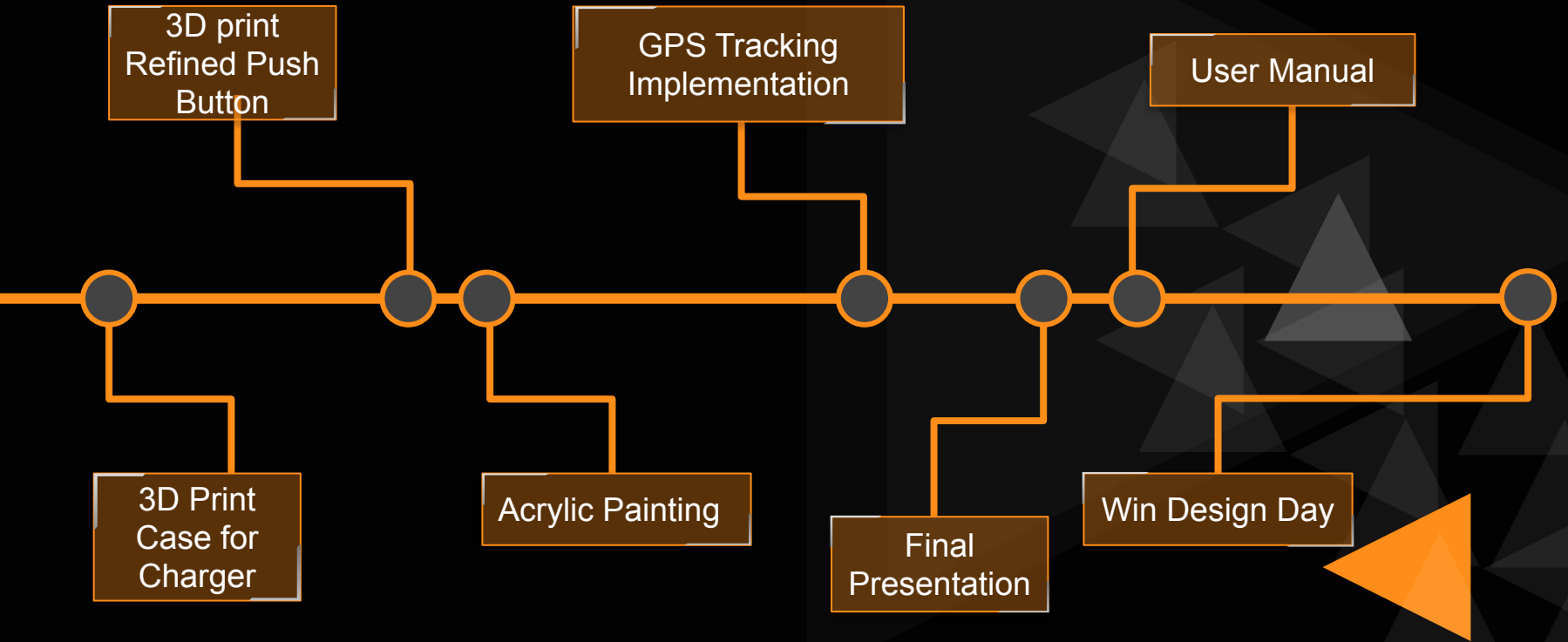


CUSTOMER SEGMENTS

- ★ People with disabilities
- ★ High risk workers
- ★ Elderly people



REMAINING TIMELINE: 2020 BC (BEFORE COVID-19)



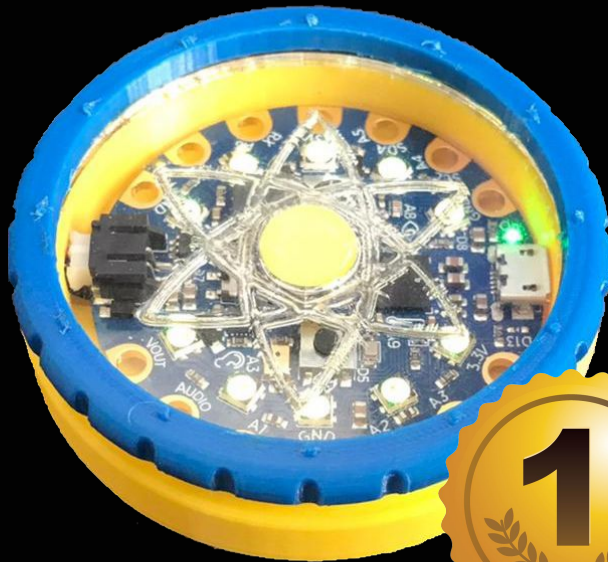
FINAL REMARKS

"Best Product NA"

-Someone Hopefully

"This is definitely going
to win Design Day"

- Someone Hopefully



"I already
pre-ordered three!!!"

-Someone Hopefully

"This product
changed my life"

-Someone Hopefully

TH-A-NK Y-O-U!

