



Triologue

Selective Screen Reader

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Clients Needs

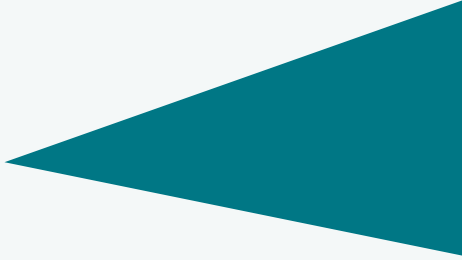
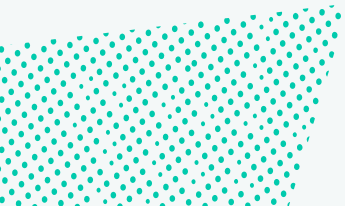


- ▶ Works on all platforms
- ▶ Allows clients to create shortcuts
- ▶ Able to read non-selectable text and text on images
- ▶ Has high contrast colours
- ▶ Is affordable
- ▶ Has voice recognition to interact with software
- ▶ Is easy to access anywhere



Problem Statement

Our client needs a cheap easy to use text to speech system that allows him to understand text from images, pop ups and also messages from third party apps.



Target Specifications

- ▶ Created from the clients needs
- ▶ From talking to the client we could determine the weight and ideal values

Needs	Weight	Unit	Marginal Value	Ideal Value
Works on all platforms (PC, Phone, etc)	5	Scale	>2	>2
Ability to create shortcuts	2	Y/N	N/A	Y
Simple to use	4	Rating	>2	5
Able to read non selectable text and text on images	5	Y/N	N/A	Y
Option for high contrast colours	3	CR	RGB/BW	RGB/BW
Works for all programs	5	Y/N	N/A	Y
Available Languages	3	Scale	>1	>2
Affordable	3	CAD\$	<150	<100
Voice recognition to interact with software	3	Y/N	N/A	Y
Easy to access anywhere	2	Y/N	N/A	Y

Feasibility Study

TELOS

- ▶ Technical: Lack of coding experience
- ▶ Economic: Budget of \$100. Since we are fully software based our cost to produce our product is \$0.
- ▶ Legal: We couldn't allow any data collection on our users with our product.
- ▶ Operational: The project being all done virtually made it harder to arrange meetings, along with creating the prototypes.
- ▶ Scheduling: Done weekly with a gantt chart. Our group does wish the deadlines were slightly longer as we had less people in our group




Prototype 1

- ▶ Created based on our first meeting with our client.



Benchmarking

- ▶ Our target specifications were benchmarked against previous products our client has used

Requirements	Dragon	Tap Strap 2	Text Aloud
			
Cost (\$CAD)	129.95	330.64	89.00
Simple to use (1-5)	1	5	1
Works on all platforms	2	2	1
Ability to create shortcuts	No	Yes	No
Option for high contrast colours	N/A	N/A	N/A
Works with all programs	No	No	No
Able to read non selectable text and text on images	No	No	No
Available Languages	12	1	14
Voice recognition to interact with software	Yes	No	Yes

Business Model








We have chosen the subscription business model for the following reasons:

- ▶ Constant income
- ▶ Allows for one a single download
- ▶ Inline with competition



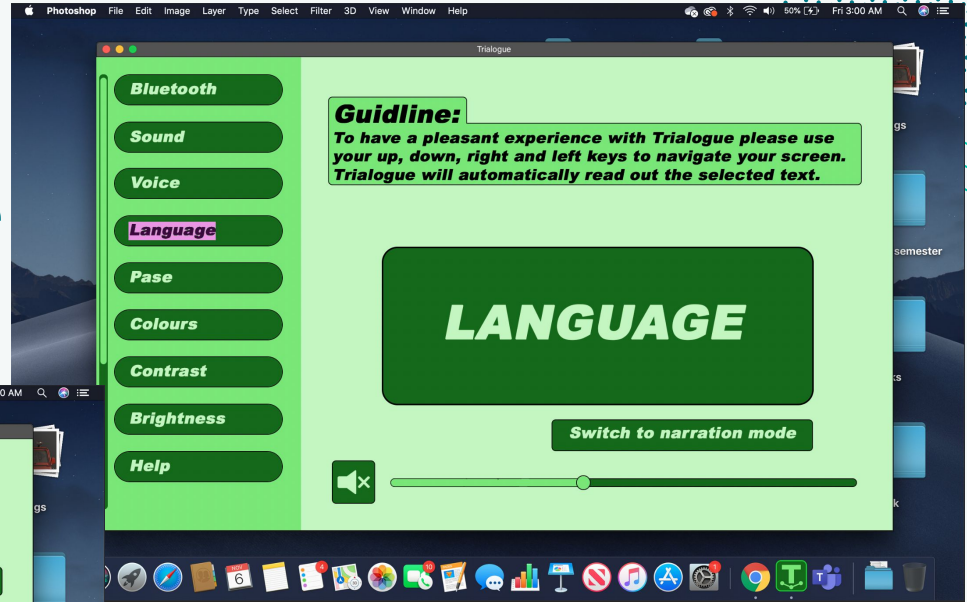
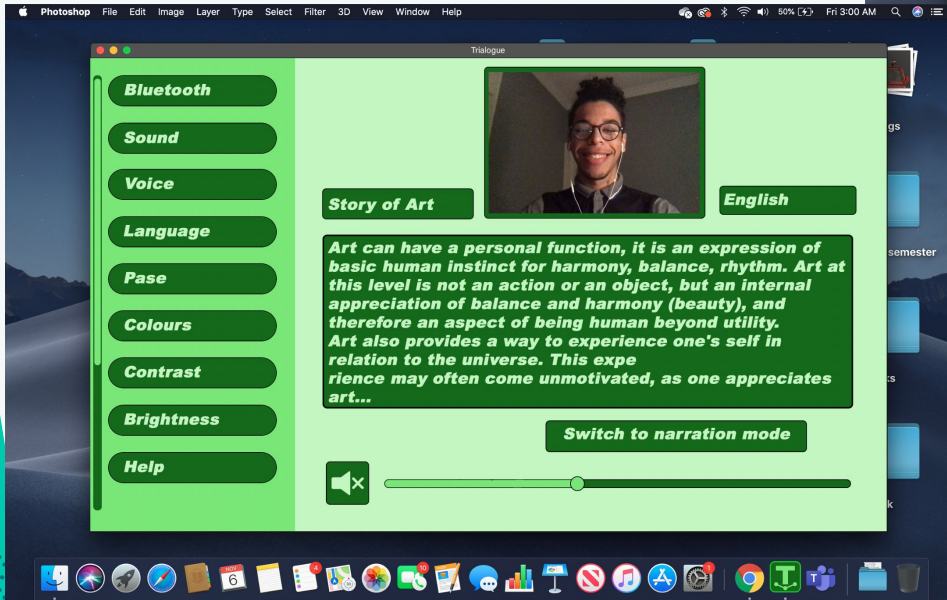
Business Model

Business Model Canvas. What's Your Business: Selective Screen Reader

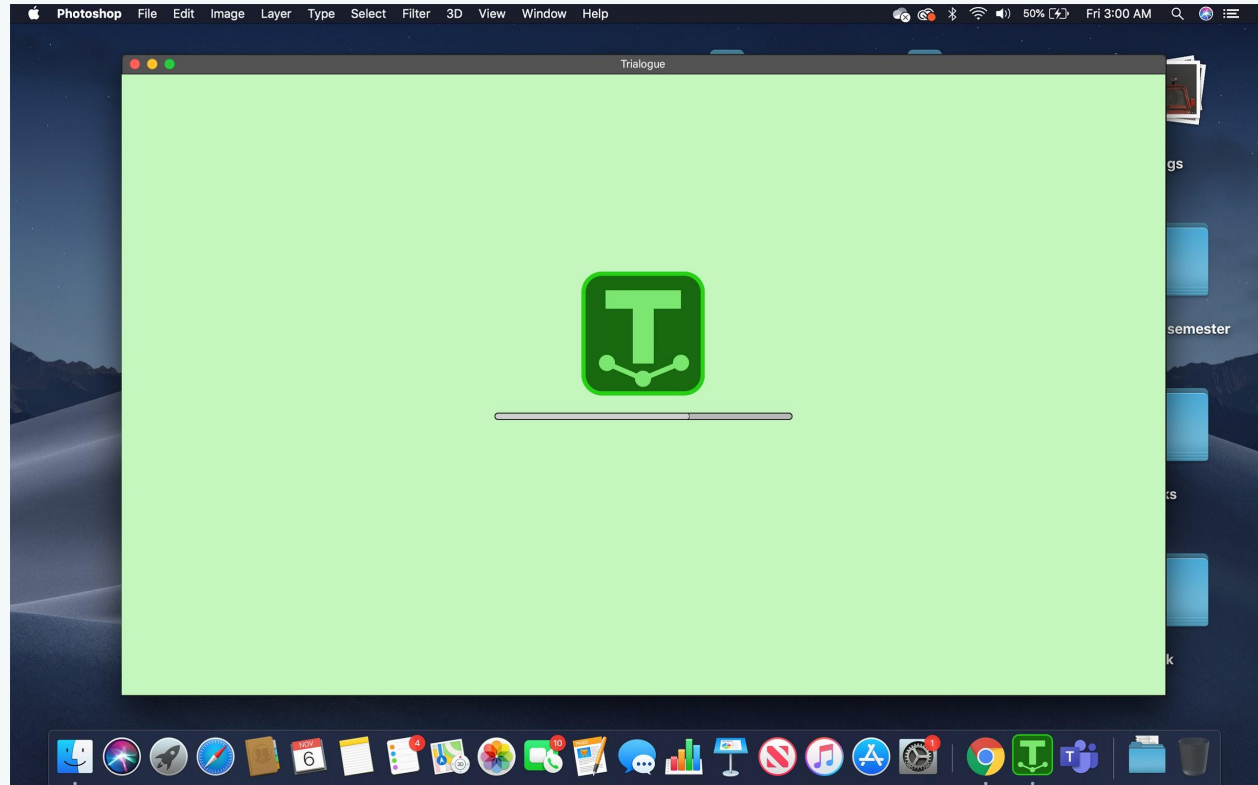
<p><i>Key Partners</i> </p> <p>None</p>	<p><i>Key Activities</i> </p> <p>Program developing</p> <p>Book narration</p> <p>Translating</p>	<p><i>Value Proposition</i> </p> <p>Help people who struggle with reading be able to have it spoken to them</p>	<p><i>Customer Relationships</i> </p> <p>Personal assistance</p> <p>Self service</p>	<p><i>Customer Segments</i> </p> <p>Visually impaired</p> <p>Learning disabilities, such as dyslexia</p> <p>People with ADHD</p>
<p><i>Cost Structure</i> </p> <p>10 employees working from 6-10am and 7-11pm being paid minimum wage</p>		<p><i>Revenue Streams</i> </p> <p>Subscription (\$14.99/month)</p>		

Prototype II

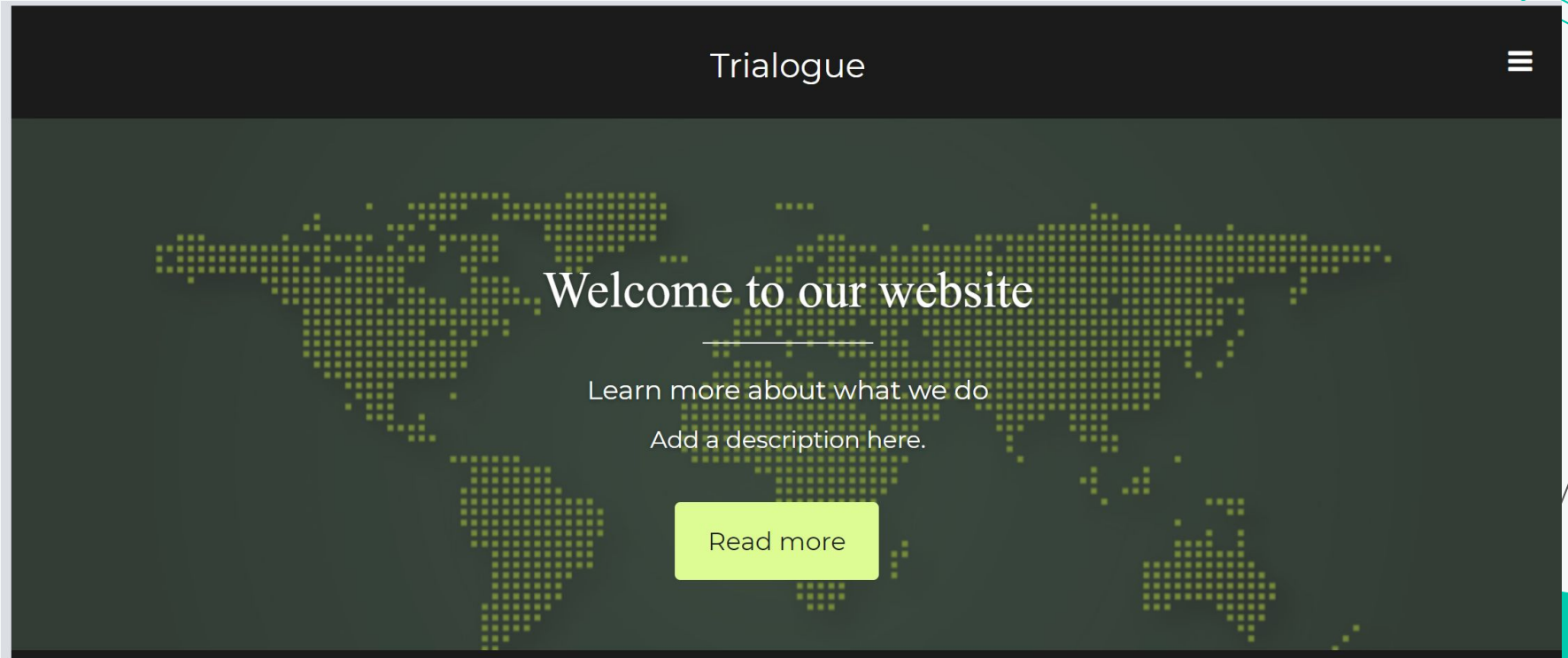
- ▶ Very similar to first prototype
- ▶ Buttons slightly enlarged
- ▶ Colours have be changed



Logo and Loading screen



Website



Economics Report



- ▶ Will be a monthly subscription that cost \$14.99
- ▶ Our product is planned to be advertised on social media, along with on websites
- ▶ Our expenses would include having employees that we need to pay, along with running a website
- ▶ We are expected to break even around the 3 year mark, based on a NPV analysis



Issues Along the Way



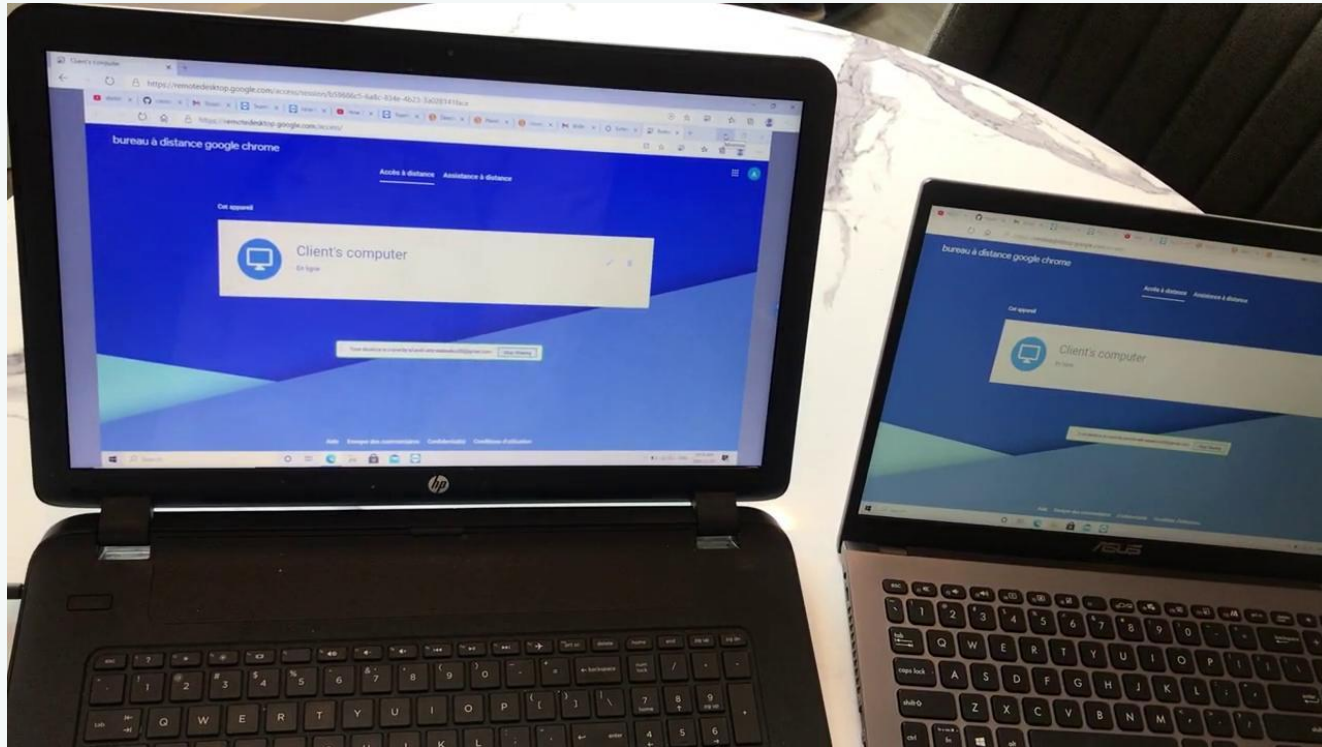
- ▶ COVID-19
- ▶ Lack of coding experience
- ▶ Finding a platform we could work on
- ▶ Smaller than average group
- ▶ Had one group member who wasn't present
- ▶ Visa issues
- ▶ Different time zones
- ▶ Internet issues

Lifelong Learning



- ▶ Importance of having proper time management
- ▶ Ability to work remotely
- ▶ Insight on how to run a functional business and the whole process
- ▶ Working with a diverse group

Demo



The slide features a white background with several decorative elements. In the top right corner, there is a teal triangle pointing downwards, partially overlapping a dotted teal triangle. In the bottom right corner, there is a teal triangle pointing upwards, partially overlapping a dotted teal triangle. In the bottom left corner, there is a teal triangle pointing upwards, partially overlapping a dotted teal triangle. The text 'Thank you' is centered in a large, teal, sans-serif font.

Thank you

We are open to questions