

MOBILE SOLUTIONS

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How might we decrease friction caused by Parkinson's Disease during retail transactions?

PROBLEM

Individuals with Parkinson's face difficulty handling wallets due to tremors and weakness in the hands/fingers



EXISTING SOLUTIONS

- Caretakers: Nurses or family members pay for the individual
- Apple Pay: Touch-to-pay with an app or watch
- Easy-Access Wallets: Single button card "splayer"
- Fuze Card: Multiple cards in one, with a 3 button navigation

KEY INSIGHTS

- Our target customer belongs to an older demographic who cannot afford high-tech alternative, such as an Apple Watch, when burdened with the cost associated with medical treatment
- Patients are stripped of their autonomy which leads to mental health difficulties and longer recovery times. If we can help return patients' autonomy, their general well-being will improve.

SOLUTION DIRECTION

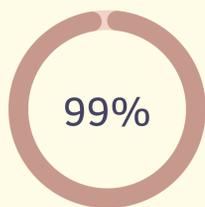
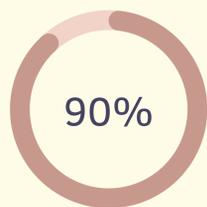
- Wearable
- Multiple card information
- Tap-to-pay technology



*render of our preliminary product design

EXPERIMENT

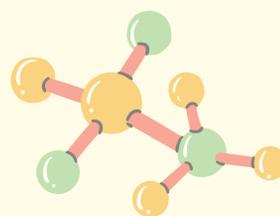
Our experiment consisted of two group members taking a prototype wearable wallet and other wallet alternatives to a P.D. support group. Our team members asked questions relating to current solutions patients already use and the viability of our virtual wallet solution.



According to the EPDA 90-99% of patients experience stiffness

FINDINGS

- Almost all the people present had a smart phone
- Almost all Parkinson's patients still use a traditional wallet
- It can take twice as long for people with Parkinson's to pay for something creating stress in a retail environment
- The button size is adequate and a smaller button or two buttons is reasonable



UNIQUE VALUE PROPOSITION

AFFORDABLE

Costs \$20



ACCESSIBLE

Easy to wear and adjust



INTUITIVE

Simple to use



EARLY ADOPTERS

We expect our earliest adopters to be members of the support group that we visited and elderly patients with Parkinson's. These early adopters will help push our influence to other people with mobility and dexterity issues, hopefully making it the new, cheap way to purchase things with ease.



SCALING UP AND THE FUTURE

Initially disperse product through relationships with

- Support Groups
- Physical Therapists
- Patients

Develop relationships with

- Card Companies
- Manufactures
- Wholesalers
- Retail Entities