

# Individual Assignment

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DESIGN INNOVATION METHODS, DAB200

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This assignment is about Moti. Further in this text is explained what Moti is, how it's placed in the business world to its competitors and what it unique makes from those competitors. At the end there is a conclusion for further improvements in the service of Moti and the sustainability.

Moti is a pillow that elderly can put on their chair, see figures 1 and 2. The pillow will give them some suggestions of activities after sitting for an hour. The activities after an hour can be very short, like getting a cup of coffee. When this notification is ignored, there will be a new reminder after two hours of sitting. This reminder gives longer activities as the person is also longer sitting in the chair. Activities like making a stroll outside, visiting the neighbor, going to an event in the neighborhood. All these activities are created to get the elderly more moving, as there is evidence that sitting for more than one hour straight isn't good for your health (Kumar Vashista, 2015). Not only for their posture it's better to move, but activities like getting something to drink ensures as well that they stay hydrated. These activities also stimulate the social contact with other elderly or other people, as elderly often sit in their houses, forgetting they have friends of family that love to have a chat with them. Or stimulate new contact by addressing some upcoming events in the neighborhood. Moti gets smarter by receiving information from the elderly using the pillow by three buttons. The three buttons showing a sad, neutral and happy face. Indicating if they would like, being neutral or dislike the activity, see the three small buttons on the pillow in figure 1, a green, orange and red button.



Figure 1: Moti

In the Business Model Canvas see appendix C, you can see the already created ideas of how the business works for Moti. The key parts for the business, the customer and the money. There are already some products on the market selling products that have features of Moti. Sitting pillows, orthopedic designed to sit well (Voordeelvanger, n.d.). Or smartwatches that can tell you when to be more active after a sitting period (Coolblue, n.d.). But there isn't yet a pillow connecting these things and targeting this on elderly. That's what makes Moti unique in comparison with other existing devices.



Figure 2: Moti logo

The market segmentation of Moti exists out of demographic segmentations like, people from the age 67 until 100. Elderly people that had a middle-class income. Psychographics like, elderly that aren't feeling fit

and happy because of the lack of exercise. They want to live healthy and long, although they know they are not moving enough now. Geographics like, elderly living in a care home or still in their homes in the Netherlands. Behavioral segments like, purchasing products to stay healthier for a long time (Whitepaper, n.d.) and products that keep their life satisfaction high during their lives without work. With the user segmentation only targeting on those people, having those market segmentations. A persona for the Moti could be about a man of the age 68, having worked as a building director, still living in his house in Breda. He likes to have a stroll in the park and playing cards with his friends. He likes to buy a good pair of walking shoes or nice fitting activity clothes to keep him active. The value proposition, see Appendix A shows the features of Moti, being a social motivator of an active health solution (American Orchards, 2019). With a good experience of the user by a gentle voice, giving them options to ignore or do the activity and giving them creative activities of their interest (Publisher, 2020). Resulting in better health, happiness and socials. As they were busy before retiring and want to have a little bit of that active, busy life without work, so they don't get bored. Moti's data will be secured as most elderly don't trust every electronic device (J Med Internet Res., 2011). Looking at the PESTEL, see appendix B, Moti should pay attention to those political, economic, social, technological, environmental and legal issues. Like the attention to the fabric for environment and people. While keeping the PESTEL aspects in mind Moti should also consider the user Experience Journey, see appendix D. Looking at the steps of using Moti and for example buying. By creating this journey, it is easier to see some flaws and where the product could be improved.

Moti uses technology in the pillow and a speaker to communicate. In the pillow there are electronics that are connected to a three-button panel and there is a connection with the speaker and the internet. The sensor in the pillow senses the sitting time. When this sitting time is more than one or eventually even two hours Moti will suggest an activity. This activity can be based on a preprogrammed activity or one that is created by help from the internet. For example, an activity that is about a concert that is in the neighborhood, that was found on the internet. Or an activity that is created by the answers on the installing questions, like are you living in a care home. This question can make Moti give the option to create an activity to go out and have a chat in the restaurant downstairs. The speaker is only there to provide the activity in spoken words to the user. It is on the volume chosen by the user. The button panel is activated when the user clicks on one of the three buttons. This reaction is taken in and there is made a response by the electronics. For example, when clicked on the happy button, the user will perform the activity, when clicked on the sad button there could be given another option activity, or the activity could be delayed. There is also made use of a website. On this website the user can fill in his Moti color preference before buying. Also, the website gives the option for a personalized Moti. Questions on the website like age, living circumstances, work experience and friends could be filled in. This way the answers can help the electronics of Moti give an appropriate activity.

Speakers on the market like the JBL (JBL, n.d.) or the Google Home (Google Support, n.d.) focus on the music you can listen on it, the radio, news and the Bluetooth part. With JBL they focus as well on the easy to carry with you, so you can listen to your music everywhere you want. Google Home focusses as well on the parts that you can give your Google Home the orders to turn off the lights or to switch on the heat. With Moti it is about the voice you can listen to, and it doesn't have tasks to complete or be carried to places. Because it is meant to be nearby your chair, not moving a lot and you should listen to the tasks instead of giving them.

There are pillows designed for a better sitting position (Voordeelvanger, n.d.) and pillows that heat up your bum (Stoov, n.d.). Targeting only on a better posture or on keeping your body warm. Moti is designed to keep you active and sitting well when you are resting or reading your book.

Smartwatches on the market like Apple watch (Apple, n.d.) and Fitbit (Fitbit, n.d.) are there to count your steps, track your activities, show your messages, present your heart rate and a lot more. But the purpose of Moti is not to give so many functions. It only gives you the one thing necessary for Moti's purpose, to notify you when you are not moving enough. So, to give you a heads up after sitting an hour or when ignored after two hours. All those differences give Moti the uniqueness. This to attract potential customers.

The Service Blueprint see appendix E shows the customer process and the behind-the-scenes steps in this process. Like the technology that should be created for the website or the employees that help in the store and that the user should interact with the website in the example of the purchasing process, but that there is no employee involved in this step, which could be a pain point.

To conclude Moti should invest in more help during the installing process. As this is a pain point in the user experience journey, see appendix D. The user doesn't understand the installing. He or she can't find the website, can't find how to work on the website, where the installing process on the website is and how to answer. This could be clarified by an employee calling with them, an employee that will visit them or a text message option on the website. If the user can choose out of these three options, the user will always be satisfied as one of the options will create the opportunity to install Moti with help. Giving multiple options makes sure that every elderly has the appropriate option. Like an elderly able to chat can have the chat option and an elderly without any electronic knowledge could get help from the employee visiting. When properly installed the user can easily use it without further technological complications needed. The option for installing could be given by the purchase. This new service idea gives Moti the option to be more socially sustainable.

In addition, Moti could be more environmentally sustainable by ensuring the fabric of recycled material and/or to have employees that are well paid and have good working circumstances. As seen in Appendix B of PESTEL, where this is an important part of the environment and social column. The electronics of the old pillows could be recycled for other products or when good enough could be recycled for new Moti pillows. The fabrics used could be of PET bottles and of fabric that is long lasting, making the recycle chain longer (Stof.nl, n.d.). See appendix F, the Value Laddering, where there is shown the features of Moti, their values and benefits. These features, including the environmental features, could help Moti in their promotion strategy, making them more unique from their competitors. Creating a bigger audience and more users for Moti, which make sure that more elderly stay active.

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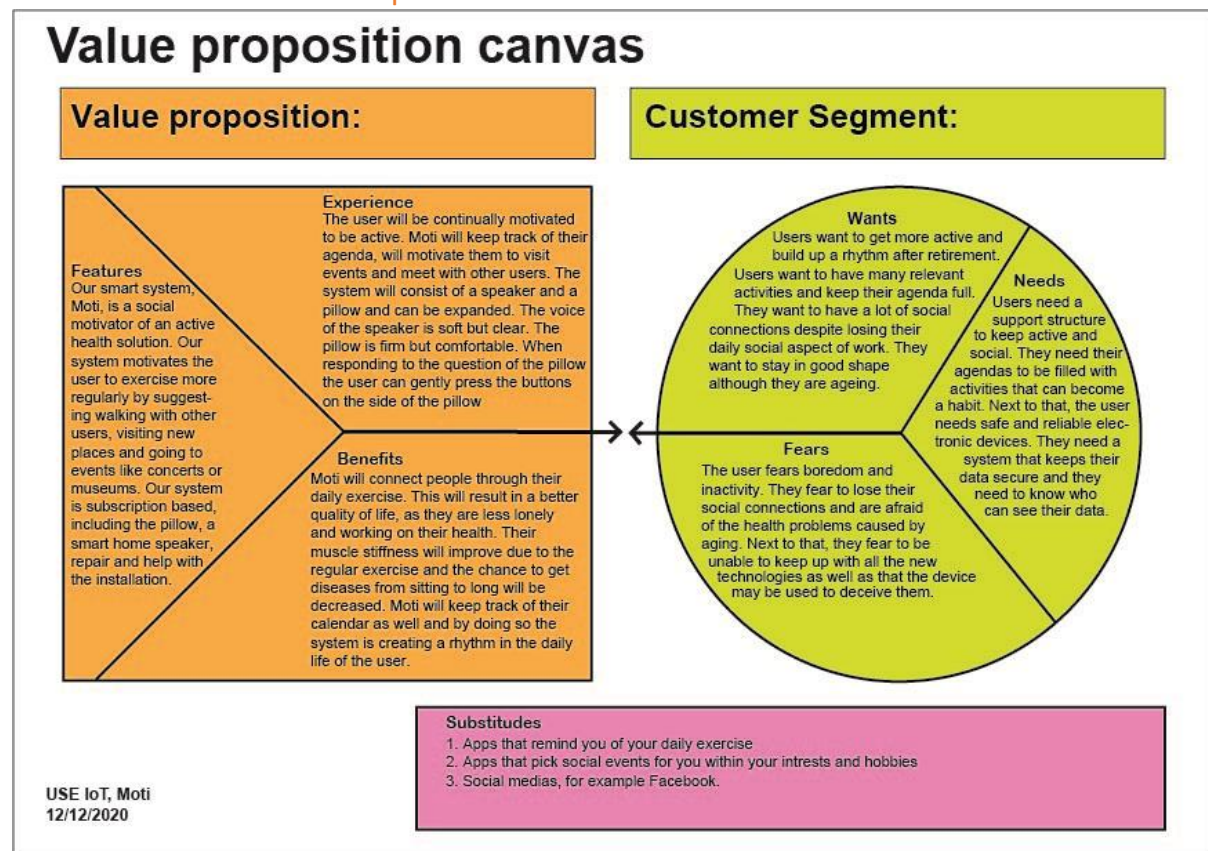
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## Appendix:

### A. Value Proposition Canvas



### B. PESTEL

Political	Environment	Social	Technology	Economical	Legal
Less money for elderly and care homes. Making that they can't afford 'extra' products that could help their health.	Products should be recyclable.  The electronics should be long lasting.	The fabric should be socially well made.  The electronics should exist out of products that are made with good circumstances for the people.	The technology should be easy to use for elderly.	The product should be promoted well to get known.  The product should cost too much.	Should have patents.  Should keep the data privacy in mind.










## C. Business Model Canvas Moti

### The Business Model Canvas

Designed for: Connected pillow

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On: 15 10 2020  
Iteration: 1

<h3>Key Partners</h3>  <p>Our key partners A company for office chairs to make our device the most comfortable and best sitting for the users' posture.</p> <p>Key suppliers Our material suppliers. They support us in making our product real and ready for the customer to buy and use. A partnership to make our product in bigger amounts.</p> <p>Key activities Producing our product, selling, and marketing. Due to the partners, we can sell our product more easily and we can sell to more customers, but it also helps us by making the product for less money. By promoting our product with our partner we make the risk of not selling smaller, which gives us more certainty on our revenue.</p> <p>Key resources We acquire from our partner's storage room and influence on social media.</p> <p>Beginning At the beginning of our production, we will need the acquisition of the materials for the production and a deal with that material factory. As well as for our marketing partnership.</p>	<h3>Key Activities</h3>  <p>Key activities Making a marketing plan for a well-known product.</p> <p>Distribution channel Our product will be produced in a factory. The product will be stored in a distribution channel.</p> <p>Revenue stream We will need... customers to make a profit of €... We encounter a profit margin of ...% per product.</p>	<h3>Value Propositions</h3>  <p>What value do we deliver to the customer? With our device, we give the user the opportunity to live a healthier life by exercising more during the day. Our product helps by motivating the user to go for a walk by mentioning the good weather which makes it more personal and also festivals or walking with other users. Moving more gives the user eventually more feelings of happiness, relief and joy. By making the pillow comfortable and at the same time giving the user the right posture, the user won't be triggered to sit on another chair.</p> <p>What do we solve? We solve the problem of the user sitting too long in one place. This is a problematic issue amongst elderly because after 2 hours of sitting it is recommended for your health to walk a little.</p> <p>What are the customer needs we are satisfying? We satisfy with our device the customer needs to exercise during the day, which can cause diseases. By walking or doing more things during the day than sitting, elderly can feel more active and due to that happier. They will run into people during a walk they haven't seen for a while or meet up with family members more often.</p> <p>What bundles of products and services are we offering to each customer segment? Our product consists of a pillow, weight sensor, speaker, battery and a charger.</p>	<h3>Customer Relationships</h3>  <p>Relationship with customer segment To have a good relationship with our user we will give a guarantee. Which means that if the product doesn't work as it is supposed to be we will send a new one. To help our elderly users by understanding the product we will have personal assistance on our website to call.</p> <p>How do we maintain them? By giving the user personal assistance they will be more satisfied with our product. We will improve by the feedback of the users, co-creation, and implement updates in the device which will keep the user longer happy.</p> <p>Costs The pillow will be a little higher than a regular one because of the smart technology we put in it.</p>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Our customer segment exists out of two parts: the demographics and the psychographics. The demographics of our customer segment are people from the age of 67 until 100. Elderly people that are still living in their homes or living in care homes.</p> <p>The psychographics of our customer segment are people that aren't fit and feeling happy because of the lack of exercising. Our target group wants to live healthy and long, although they aren't moving enough yet. These two graphics show that our target group is reduced to a smaller group, rich market, but with a lot of elderly in the world, it is still a mass market.</p> <p>Who are our most important customers? Our customers are the carers and family members of the elderly. They want their family members to stay healthy and live longer with enough exercise to reduce diseases.</p> <p>Future In the future, we want to make the pillow smart-er by recognizing if the user has a pet and can implement this in his or her daily routine. And we even want connectivity with the calendar of family members or friends, so they can walk together.</p> <p>Multi-sided platform If our user doesn't like some positive feedback to go for a walk or doing something active, the pillow won't work and we can't sell our device.</p>
<h3>Cost Structure</h3>  <p>Most important cost Are material and marketing. We have to buy the material first to make our product. After buying this we will have to pay a company to make our product. To sell our product we have to make a marketing plan and pay for advertising. If we want to store the product, we have to pay for the distribution centre and also the stores where our product will be sold. The site of our product has to be paid and not to forget we have to pay salaries.</p> <p>The most expensive key resource We don't know yet.</p> <p>Focus Value-driven business. We want to focus on making the best product for our user, this will keep the user longer happy with our product.</p>	<h3>Revenue Streams</h3>  <p>For what value are they willing to pay and how? Our customers are family members, caretakers or friends. They are willing to pay a relatively high price, but for a good quality product. Because they are working and earn enough money to pay for it. If we get good reviews, customers will be more triggered to buy. The customer would pay by card or phone on the website or in the store.</p> <p>Currently paying The target group we have chosen pays for food and maybe there care homes. The customer pays for their living. The customers are paying this by their job.</p> <p>Price The price of our product would be €... This is the price if we make... pillows.</p>			

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## D. User Experience Journey

	Awareness	Customisation	Purchasing	Installing	Consuming
Touchpoints	Mouth to word the promotion of Moti will exist and via care homes and doctors that can recommend Moti.	On the website of Moti, the customer can adjust the colour of the pillow.	Buying Moti on the website immediately after customization or picking it up and paying in a store like BCC, where they sell electronic devices.	After the purchases Moti can be installed on the website. By giving answers on questions like how old you are, what types of activities do you like. This to make sure Moti is adjusted to the users' preferences.	Moti gives options of activities after sitting periods. It tells the activity in a calm and nice way and respond to the answer of the user in the appropriate manner.
Actions	Robert lives in his care home and doesn't move a lot. His caretaker Lotte tells him about Moti.	Robert looks with Lotte on Moti's website, he chooses the colour of his choice.	Robert buys with help from Lotte Moti immediately, he chooses the option to deliver Moti at the care home.	Robert must install Moti on the website. Quite difficult without the help of Lotte.	Robert stands up after his hour of sitting and gets a cup of coffee.
Thoughts	"What a good product, stimulating people to move"	"What nice that I can get my own preference pillow colour."	"What an easy purchasing process this way, no effort needed."	"I don't know where the questions are or what I should do"	"What a good idea, I totally forgot that I already have set"

	more in a nice way.”		With a little help of course.”	to install Moti, without help.”	for so long and didn’t drink something in the meantime.”
<b>Customer Feeling</b>	Interested	Excited	Relieved	Frustrated	Satisfied

## E. Service Blueprint

	Awareness	Customisation	Purchasing	Installing	Consuming
<b>Touchpoints</b>	Awareness is created offline. Via care takers and doctors telling their patient or client of the product and via mouth to word between friends.	To customize Moti the customer should have a look on the website to choose the preferred colour.	The purchasing will be for the biggest part online. When they prefer it to deliver it to a store, they will have an interaction with the employee.	The user will have to answer the questions on the website to make Moti personal.	The user sits on Moti and gets notification activities.
<b>Actions</b>	The user can go to Moti’s website for further information.	The user selects the preferred colour.	Ordering on the website they should select the chosen Moti colour and pay the price.	The user must interact with the website by answering open and multiple-choice questions.	The user will stand up and do the activity or keep sitting and presses the dislike button.
<b>Line of Interaction</b>					
<b>Front stage actions</b>	There are no employees in this process involved.	There are no employees directly interacting at this stage with the customer.	There is only an employee interacting with the customer when he/she comes to pick up Moti and must pay.	The user has no contact with an employee.	There is no interaction with an employee at this stage.
<b>Technology</b>	The technology necessary in this stage is for the website. Creating the info about Moti.	The interacted technology is the website of Moti. As well as the software that is created to enable the customization.	The user interacts with the website and the software that has been developed for the action.	The user interacts with the website.	The technology of the pillow is needed and the internet for activity suggestions, as well as the given info of the website.
<b>Line of visibility</b>					
<b>Backstage actions</b>	There are no backstage actions in this process part.	In this stage a web developer should design the functions of the website. There should also be a UX/UI designer to make the interaction clear.	A developer and UX/UI designer are needed for the website. There need to be software for the order as well.	In this stage a web developer should design the functions of the website. There should also be a UX/UI designer to make the interaction clear.	In this stage a programmer is needed for the interaction of the pillow with the panel, speaker, website and internet.
<b>Support processes</b>	There is an employee who keeps the info about Moti up to	IT people are needed to support the website and the development of the software. A trend	IT people are needed for the order to be processed by the software. Order	IT people are needed to support the website and the	IT people are needed for the software of the pillow.



	date on the website.	analysist could track the preferred colours.	logs are needed to keep track of orders and send out packages. The packages will be delivered at delivery companies who transfer it to homes or stores.	development of the software.	
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## F. Value Laddering

