

Project **HAIKU** *Pivot*  
*by* mozilla

---

September 20, 2016 | Update

# Agenda

- Background
- Target audience
- Problem statement
- Vision
- Product description
- Hardware
- User journey
- Key interactions
- Key product use cases
- Next steps & Assumptions
- Discussions

# Background

Following up on the Totem proposal from Artefact, the goal was to create a revised product plan and a plan to validate and test the related assumptions on product and technology.

We've defined a more specific audience and described their problems. We've described key use cases to address those problems and have created a refined product proposal.

# Target audience

Grandparents and school-age (6-10) grandchildren who live apart from one another

- Grandparents are primary audience
- Grandchildren are secondary audience
- Parents are beneficiaries of the product solution

# Problem statement

We believe there are:

- grandparents who live apart from their school-age (6-10 yrs old) grandchildren
- and want to experience their grandchildren's day-to-day moments of **delight** and **joy**
- but fear losing touch
- **because grandparents and grandchildren don't have an easy way to connect to one another directly**
- **because grandparents and grandchildren must rely on a parent to perform a multi-step process of checking schedules and facilitating the call.**

# Vision

Artefact Vision: Totem is a sculptural piece that gives your loved one a physical place in your home, ensuring your relationship isn't lost in a sea of noisy social feeds and missed connections.

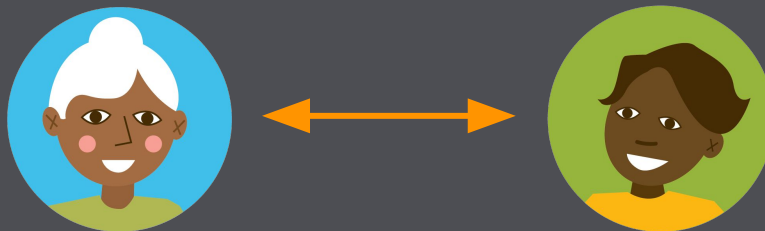
---

## Refined Vision

We want grandparents and grandchildren to feel like they're together, even when they're apart.

# Product description

A pair of simple objects for home use that allows grandparents and school-age grandchildren to communicate without the help of parents.



- 1-button push to communicate
- No parent facilitation needed
- Supports synchronous (free voice calls) and asynchronous (free simple messages) communication
- Can move around with it in the home
- Paired 1:1 for direct connection
- No screen
- Uses home WiFi network
- Simple steps to set up: 1) Wifi, and 2) set Do Not Disturb hours for both sides (optional)
- Integrated with tabletop nightlight

# Hardware

- Kid-friendly form factor
  - Allow customization (e.g. place photo)
- Speaker and Microphone
- WiFi
- Setup technology is TBD
- LED decorative/indicator lights
- Mode selection (Dial/Button/Touch..TBD)
- Power adaptor with AC In
- Rechargeable battery



# User journey



**8pm PORTLAND**

Haiku shows that Grandma is asleep right now. So Josh leaves a voice message for her.

**4am LONDON**

Grandma's Haiku is set to not disturb her while she's sleeping.

**8am PORTLAND**

Haiku shows that Grandma is available right now. So he calls her while he's playing with his toys.

**4pm LONDON**

Grandma answers Josh's call while she's having tea.

# Key product use cases

I want to communicate with GP/GC without parent's help.

I want to communicate with GP/GC using an object that reminds me of GP/GC (without the friction and detachment of phones or apps).

I want to send a quick short visual message to convey my love.

I want to send a quick short voice message to share a thought.

I want to have an extended voice conversation.

I want to be able to move the object so I can have a private 1:1 conversation in the house.

GP = Grandparent / GC = Grandchild

# Key interactions

## Communication

- 1-button push to have a free voice call
- 1-button push to send a short voice message
- 1-button push to send a short visual message

## Physical

- Nightlight - simple on/off interaction
- Can leave in a specific location or move with it through the house

## Setup

- Easy initial setup - Connect to home WiFi
- Set Do-not-disturb hours for grandparent and grandchild (optional)

# Next Steps

In the next 4 weeks, we will

- Test our product assumptions through surveys, user interviews, lo-fi prototypes
- Research on technical approach (hardware and software)

By the end of the 4 weeks, we will

- Apply our learnings and refine the product definition
- Decide on the form factor and the exact interactions
- Understand Haiku's technical approach and how Haiku contributes to the Mozilla IoT platform
- Propose product launch plans

# Assumptions + Next steps

**Grandparents and grandchildren want to connect directly (without parents help or involvement).**

- Survey to grandparents and parents + interviews with grandparent + kids

**The friction of relying on parents and of the technology limit how often GP/GC can communicate with each other. Removing those barriers will allow them to connect more often.**

- Z3C with an app that makes a call

**Grandparents and grandchildren want to share “short messages” with each other that don’t require the overhead of setting up and scheduling a phone call.**

- Z3C with an app that sends an emoji message or a voicemail

**~~Grandparents and grandchildren don’t need a screen to maintain a meaningful distance relationship.~~**

- ~~Z3C with an app that makes a call~~
- ~~Z3C with an app that sends an emoji message or a voicemail~~

# Assumptions + Next steps

We will be able to build a pair of these devices with affordable prices

- Discuss with John / Business Development team / potential hardware partners to understand the cost of building such device and options

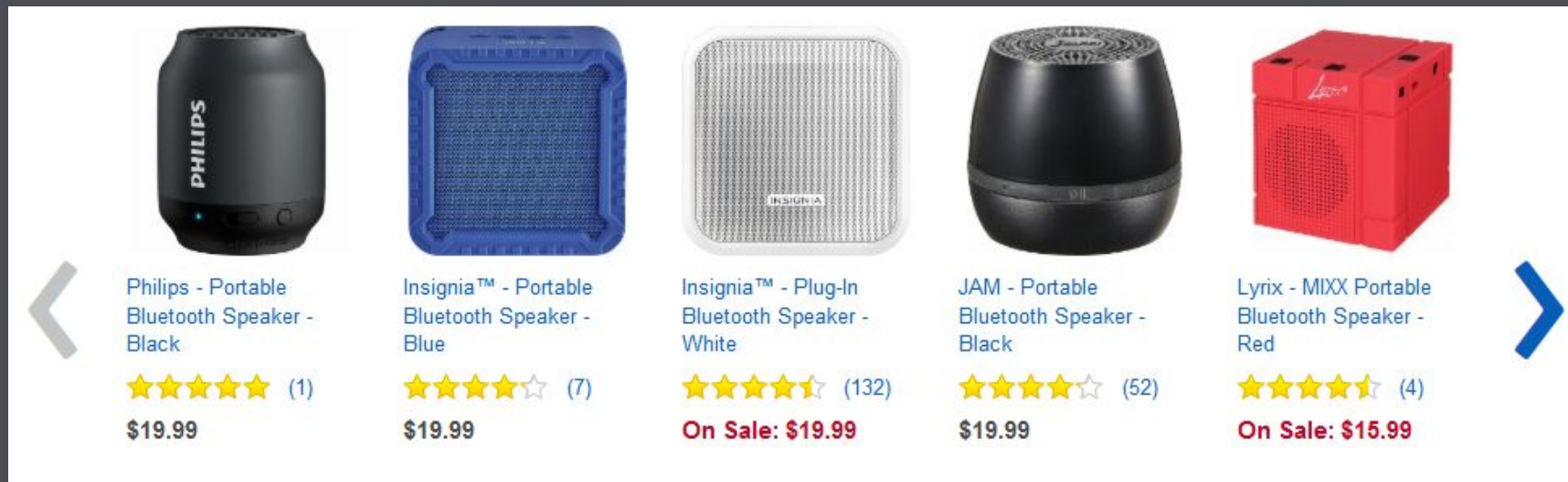
We will be able to build this device and the approach will contribute to Mozilla's IoT platform






- Engineering to research on technical approach and discuss with CD "Platform & Tools" team on how Haiku contributes to the Mozilla IoT platform. For example,
  - Device discovery / connectivity setup
  - Data encryption / local storage
  - Device to device secure communication (short/long messages) and ambient notification (simple pattern display)

# Thank you

# Portable Speakers on Best Buy

We could potentially build a pair of this device at an affordable price



				
Philips - Portable Bluetooth Speaker - Black	Insignia™ - Portable Bluetooth Speaker - Blue	Insignia™ - Plug-In Bluetooth Speaker - White	JAM - Portable Bluetooth Speaker - Black	Lyrix - MIXX Portable Bluetooth Speaker - Red
★★★★★ (1)	★★★★☆ (7)	★★★★☆ (132)	★★★★☆ (52)	★★★★☆ (4)
\$19.99	\$19.99	<b>On Sale: \$19.99</b>	\$19.99	<b>On Sale: \$15.99</b>