Smart Fridge

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Overall

- Problems:

Busy middle class with children usually forget the expiration date of the grocery food they bought. They expect to cook for their children but usually have little time. Many of them hire a maid to take care of their children. They care about health and good body shape as well. Some of them owns a IoT fridge for a healthier eating habits, but find it inconvenient or useless to some degree. In the marketing place, many existing IoT fridges have various limitations which do not fit users' needs, such as unnecessary features, complicated workflow, and disorganized user interface. The holistic user experience is time-consuming and efficient.

- Opportunities:

Targeting at specific user groups, such as middle class with children, to create a smart fridge emphasizing key features household users need most, to maintain healthy eating habits.

- Situation:

A smart fridge which is special at reminder for expiration date of food, display of nutrition facts and record of daily consumption.

- Challenge:

How does the users interact with the fridge? Voice? Gesture?

What type of user groups value the product most?

How many different types of personas should be taken into consideration?

What is the business model? How do different stakeholders benefit from the product?

How do existing technologies work for smart fridges?

Goal for the work

- Outcome:

A more convenient and straightforward user experience in the kitchen

Healthier eating habits for specific types of users

More profits for IoT market, such as smart living market

- Changes for the world:

A wider use of IoT technology

Healthier lifestyle

Work Plan:

- Key milestones (date & outputs)

Sat Oct 5:

Do more secondary researches and analyze the problem space

Refine hypothesis and molecule

Draft interview questions and schedule for interviews

Sun Oct 6:

Conduct interviews

Analyze interview notes and insights

Mon Oct 7:

Draft personas

Key features

Build storyboard

Draft MVP

Tue Oct 8:

Create MVP

Schedule for user test to test the concept

Wed Oct 9:

Conduct user test

Thu Oct 10:

Conduct user test

Fri Oct 11:

Validate Hypothesis

Validate MVP

Refine MVP

Schedule for interviews

Sat Oct 12:

Conduct interviews

Organize and analyze interview notes

More secondary researches

Refine the features for the product

Schedule user test

Sun Oct 13:

Conduct user test

Organize and analyze test notes

Refine the features for the products