

Fieldwork for Mnemo Business Model Innovation

Social Mantra One-liner

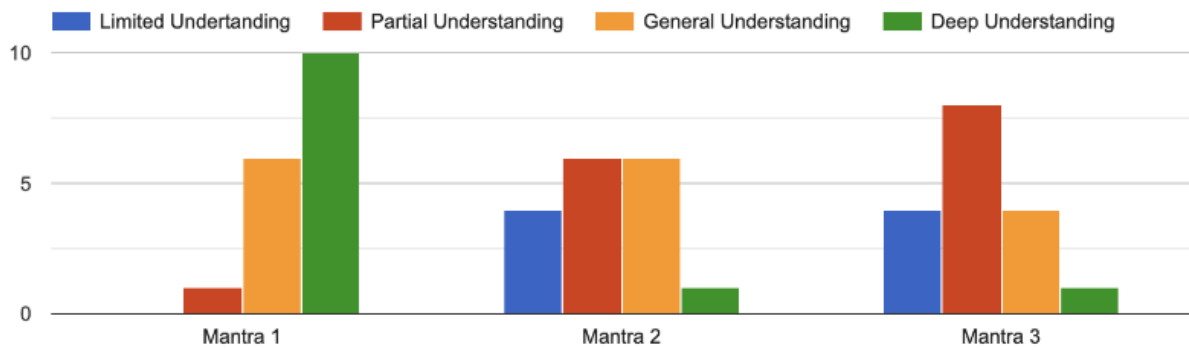
Fieldwork Evidence

- Benefits from Key Stakeholders' Feedback
- Feedback sessions with caregivers and medical professionals highlighted the importance of our sentimental approach.
- Surveys from users showed strong emotional impact and resonance with the mantra.
- Widely Shared/Promoted
- Google form sent out to users and stakeholders supports this social mantra (charts below).

1. At Mnemo, we rekindle memories and reconnect hearts with our sentimental approach to memory loss.
2. At Mnemo, we bridge the past and present, helping you cherish every precious memory.
3. Mnemo: Where every memory matters."

What is the understandability of each mantra?

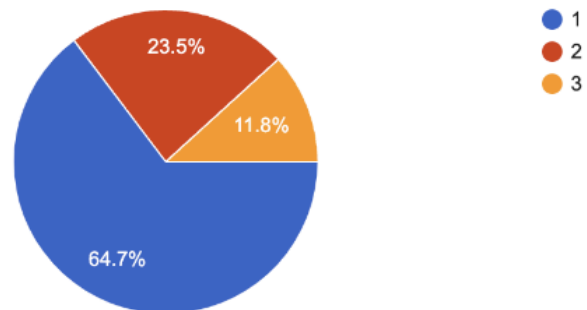
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Which of the above three mantras highlights the features of the product the best?

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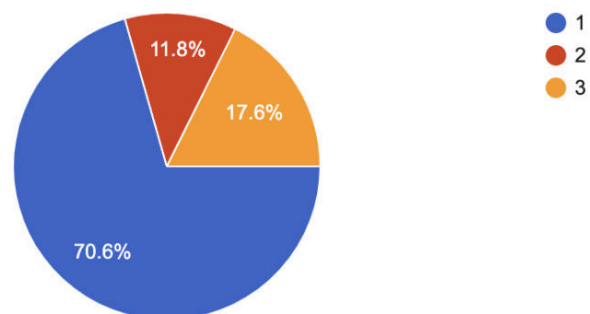
17 responses



Which of the above three mantras is most memorable?

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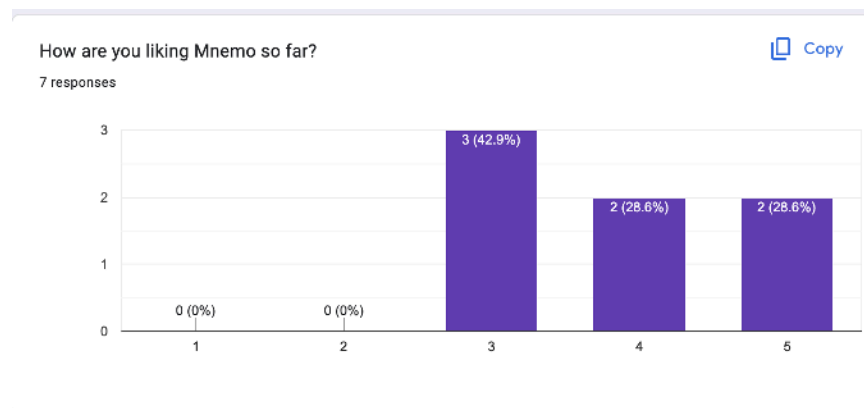
17 responses



Product/Service Presentation

Fieldwork Evidence

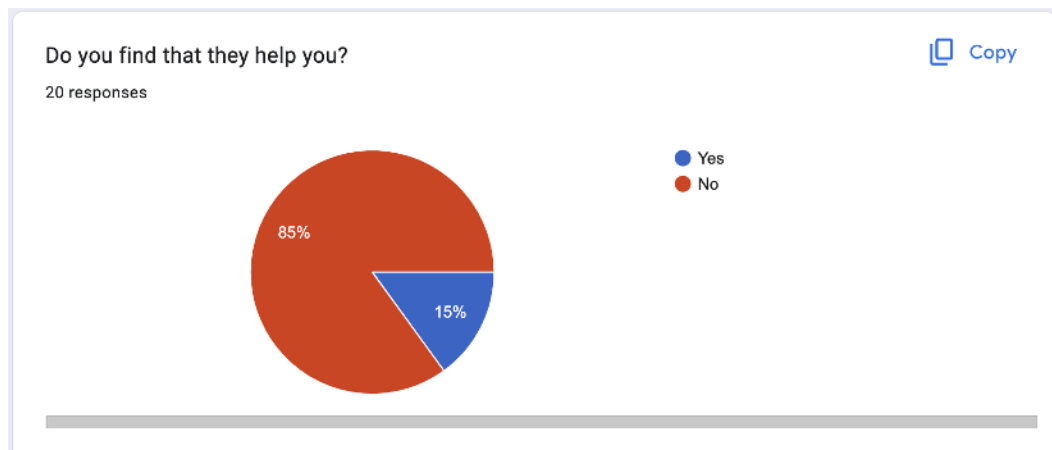
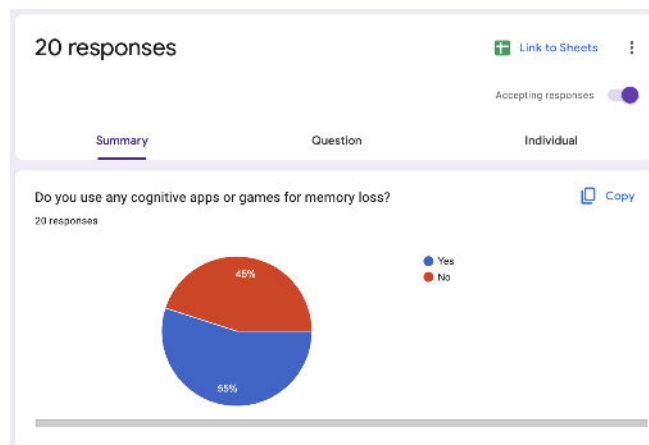
- Product/Service Functions as Intended
- Beta testing with elderly users at NYC YMCA's confirmed the app's functionality and ease of use.
 - Caregivers reported that the app's features effectively supported daily routines and cognitive engagement.
 - Receives Strong Feedback from Users
 - Positive feedback from user surveys and interviews highlighted the app's impact on emotional well-being.
 - High user satisfaction ratings in initial testing phases (google form with small sample size of 7 users shows that roughly 55% of users really enjoy Mnemo and a bit less than 45% find it somewhat helpful)



Economic Value for Customers

Fieldwork Evidence

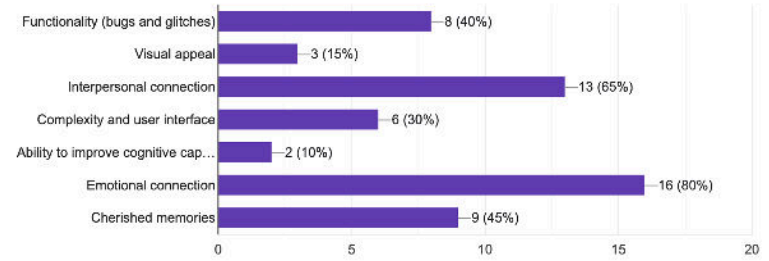
- Product/Service is Highly Desirable in the Market
- Market research showed a high demand for comprehensive dementia care solutions.
- Our google survey (of a sample of 20 elderly individuals who we reached out to through friends) indicated strong interest in the app's features among potential users and caregivers.
- Large Potential Market or Room for Growth
- Analysis of demographic data revealed a growing market for elderly care solutions
- Positive growth projections for subscription-based dementia care apps.



Which of the following are aspects that are lacking in the current landscape for memory loss care apps?

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20 responses



Target Social Impacts

Fieldwork Evidence

- Creates Intended Impacts for Beneficiaries
- User feedback demonstrated improved emotional well-being and reduced caregiver stress.
- Metrics showed increased cognitive engagement among elderly users.
- Significant Size of Potential Beneficiaries
- Data indicated a large population of elderly individuals and caregivers in need of support.
- Community outreach identified a substantial number of potential users in NYC and beyond.

Feasibility

Fieldwork Evidence

- Team Members Have Necessary and Complementary Competencies
- Our team includes experts in app development, UX design, and dementia care.
- Collaborations with medical professionals and community leaders.
- Right Resources for Intended Values
- Access to testing facilities at NYC YMCA's and elderly homes.
- Utilization of social media for cost-effective marketing and user feedback.
- Committed Partners for Key Activities and Resources
- Partnerships with hospitals and elderly care facilities for continuous support and feedback.
- Engagements with local community organizations to expand our testing and user base.

Profitability

Fieldwork Evidence

- Analysis Based on Valid Data
- Market research indicates subscriptions as common and accepted forms of payment.

ESG Integration

Fieldwork Evidence

- Strong Evidence for Adopting ESG Practices
- Implementation of robust data privacy and user security measures.
- Regular updates on ESG goals and performance in newsletters and reports.
- Strong Evidence of Engaging Stakeholders
- Frequent feedback sessions with caregivers, medical professionals, and community leaders.
- Active engagement with users to gather insights and improve the app.

Business Model Validation

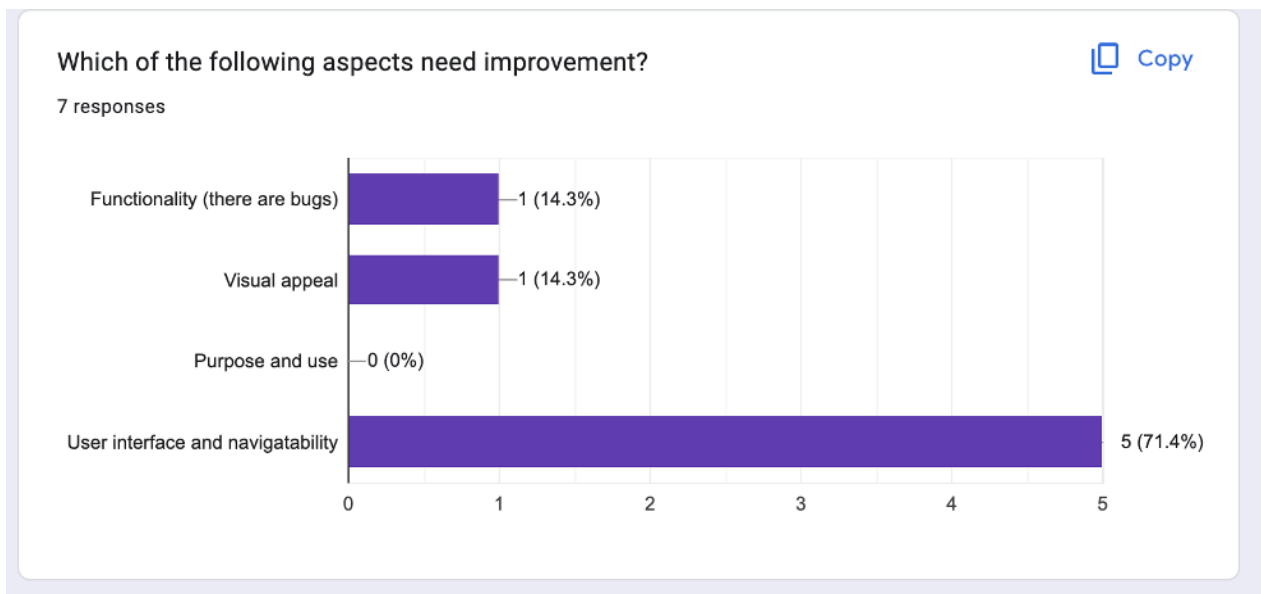
Fieldwork Evidence

- Credible Evidence of Contribution Pledges
- Secured pledges from local investors and community organizations in NYC.
- Support from healthcare professionals endorsing the app's benefits.
- Credible Evidence of Actual Contributions
- Successful crowdfunding campaigns on Kickstarter and other platforms.
- In-kind support from partners providing facilities and promotional resources.
- Sufficient Contributions to Cover Needs
- Funding secured for initial development, marketing, and ongoing improvements.
- Resources allocated for continuous user feedback and app enhancement.

Learning Curve

Fieldwork Evidence

- Credible Evidence of the Learning Process
 - Feedback through Google Forms identified navigation issues.
 - Detailed analysis of user difficulties led to strategic redesign decisions.
 - Credible Evidence of Transformation
 - Redesigned the app's navigation with larger icons and clearer instructions based on user feedback.
- Launched updated Google Forms to collect feedback on the new interface, ensuring improvements meet user needs and enhance satisfaction. In this form, over 70% of users (out of a sample of 7 individuals) stated that the user interface needed improvement, with the navigability being sub-par.



Why did you pick the things above? Please explain in a couple sentences or as many as you would like.

5 responses

As a caregiver, I noticed that my patient had a hard time navigating the app due to its complex interface. The small icons and relatively intricate menus were particularly challenging for them. Simplifying the system with larger icons and straightforward instructions would make a significant difference, making it more accessible for the elderly.

As a 70 year old man, I've found the app challenging to navigate. The small buttons and complex menus make it hard to use effectively. I would appreciate a simpler system with larger icons and clearer instructions to make it more user-friendly.

My grandparents found the app difficult to use, mainly due to its intricate navigation and small icons. This made their experience frustrating. A more straightforward layout with larger, more obvious icons and simple instructions would greatly improve their ability to use the app.

My grandmother mentioned that the app is difficult to use because of its complicated navigation and tiny icons. She finds it frustrating to operate. A simpler design with larger icons and easy-to-follow instructions would be much better for her.

As a caregiver, I observed that my elderly parents struggled with the app's interface. They often got confused by the small icons and complicated menus. Simplifying the navigation with bigger icons and