

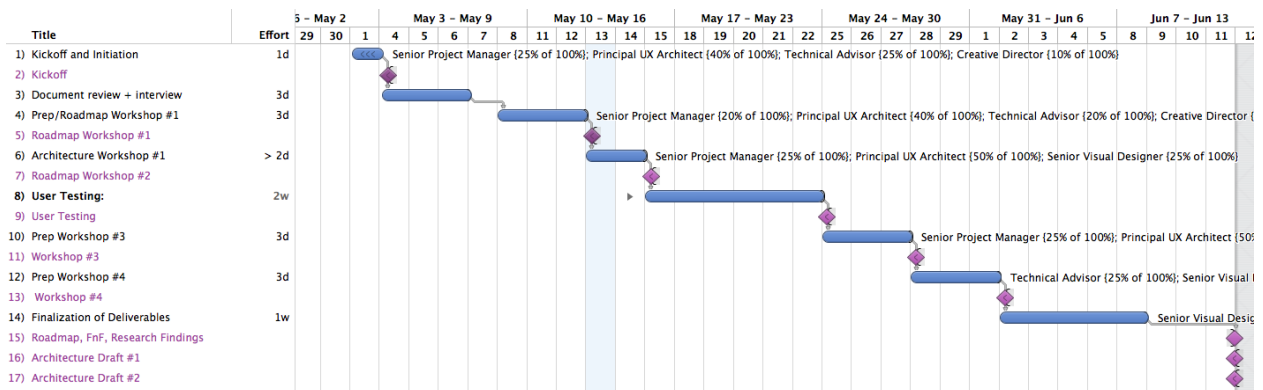
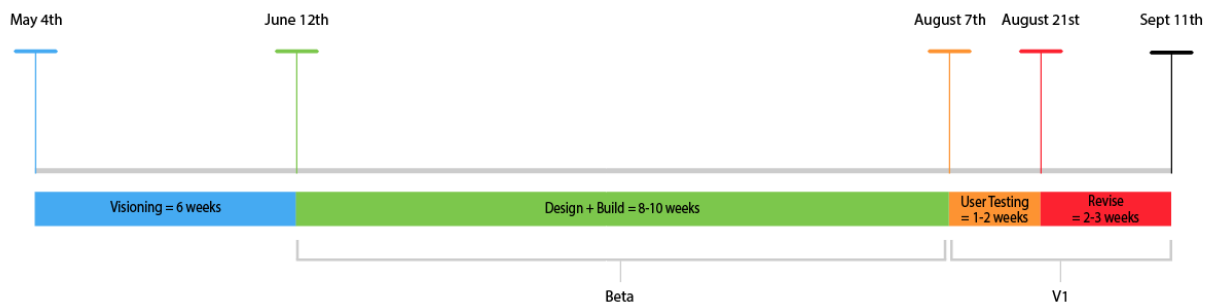
# Project Timeline: Mid September Launch of LifePrint iOS native app

**May 4 - June 12: Visioning (6 weeks)**

**June 12 - August (8-10 weeks)**

**August: Usability Testing (1-2 weeks)**

**August: Revise (2-3 weeks)**



# Visioning Calendar: May 4th - June 12th

May 2015

Mon	Tue	Wed	Thu	Fri
27	28	29	30	May 1
4	5	6	7	8
11	12	13	14	15
18	19	20	21	22
25	26	27	28	29

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June 2015

Mon	Tue	Wed	Thu	Fri
Jun 1	2	3	4	5
8	9	10	11	12

5

6

## Schedule for Visioning

### Stakeholder Interviews

- Workshop 1 (Product Roadmap -- Creative + Architecture): 5/13-14 or 5/18-22
- Workshop 2 (Architecture Discovery -- Technical Stakeholders): 5/13-14 or 5/27-29
- Workshop 3 (Architecture -- TBD): 6/1-6/5
- Workshop 4 (Time-permitting)

### User Research and Interviews

- Workshop 1 (In Person Interviews): 5/27-5/29
- Workshop 2 (Survey): 6/1-6/5

**Readout:** 6/12

## Deliverables for Visioning:

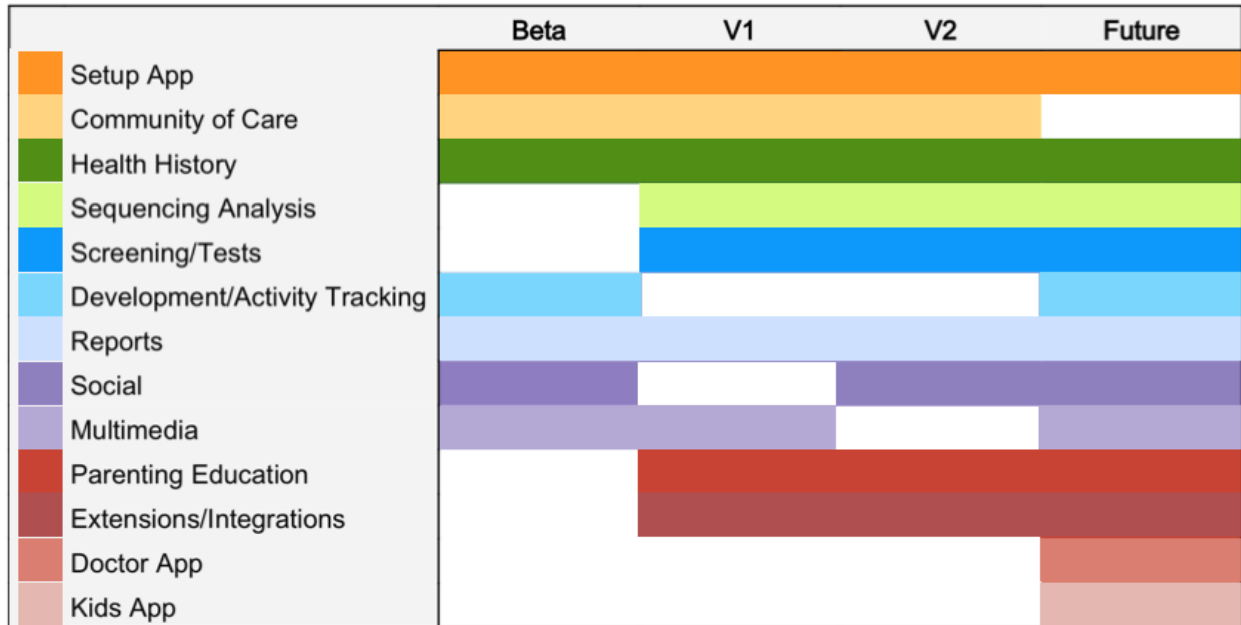
### Creative

- **workshop, survey and interview summaries**
- **roadmap**
- **features and functions**

### Technical

- **solution architecture**
- **impacted business processes**
- **conceptual architecture brief**

## Features and Prioritization Outline



See the roadmap here:

[https://drive.google.com/a/mobiquityinc.com/file/d/0B1QOFOOqS\\_XOSIZnY29aUnNtXzg/view?usp=sharing](https://drive.google.com/a/mobiquityinc.com/file/d/0B1QOFOOqS_XOSIZnY29aUnNtXzg/view?usp=sharing)



### Setup App

- consent: i understand that i am a part of a research study and agree to the terms of service (*discuss informed consent requirements...is automating informed consent part of the goal? does this happen once...or as you move through the app -- ex: as family members are sequenced. can you return back to consent settings and edit them?*)
- privacy policy: how we use your data
- security: how we protect your data (*discuss 2FA*)

- initial data collection: account setup (*how does onboarding and signup work today? need all the forms and process - discuss architecture and existing systems -- CMS, etc*)
- sales/marketing for longevity cell banking
- loading animation
- thumbprint login
- bio-identity

## Community of Care

- nuclear family (*initial admin user(s) extends invitations and sets permissions*)
- extended family: grandma or auntie can log data
- paid help: nanny can log data
- “address book” for medical professionals to track appointments: pediatrician, hospitals, etc

## Health History

- immunization records (*parent enters records - not integrated with EMR's*)
- illness record
- doctor visits
- drug log with alerts for when to administer medication (*database of age appropriate medications*)
- lab results
- allergies (including food allergies)
- health alerts: system intelligence makes correlations to predict or pre-empt health concerns
- health-o-meter
- pharmacogenomics profile
- integrated data (genomics, cord blood, microbiome, metabolomic, medical records)
- electronic medical record (EMR)

## Genomics: Sequencing and Storage

- sequencing complete notification
- cryogenic monitor
- analysis: genetic diseases
- analysis: genetic risks
- analysis: abilities based on genetic traits
- shared traits with sequenced family members
- shared traits with other sequenced parties
- visualization of sequenced data
- zoom in on genome

## Screening/Tests

- auditory testing
- symptom tracker
- vision testing (including color)
- dyslexia (accelerometer)
- interocular distance
- gait measurement

## Development/Activity Tracking

- pediatric checklist
- developmental milestones
- basic biometrics
  - height
  - weight
  - blood pressure
  - temperature
- activity
  - exercise and activity log (obesity)
  - sleep tracking
- food and nutrition (nutrigenomics log -- including recipes and recommendations based on age)
- environmental factors: weather, air quality, UV

## Reports

- notifications (DeltaIQ)
- trend reporting
- developmental progress
- annual report
- health report for schools

## Social

- sharing of photos, videos
- sharing of developmental milestones or annual reports
- share strategies for maximizing health within the (sequenced) family
- share strategies for maximizing health with others (crowdsourcing, forums, etc)

## Multimedia

- photos
- videos
- audio
- speech to text input, text to speech from the app
- voice print
- 3D

## Parenting Education

- journaling and archiving
- general education: books, smart toys, parenting, potty training, tips, safety
- contextual educational: did you know that...

## Extensions/Integrations

- web application
- API's
- *wearables*
  - bluetooth scale
  - wifi baby monitor
  - interact with fitbit type products
  - digital "wall height" tracker
  - music volume monitoring headphones (pre-teen)
  - Apple watch for data input
- partnerships with chronic care/pharma apps (diabetes, heart, mental)
- partner with Theranos for rapid blood collection and analysis
- 3rd party sequencing tie-in -- 23andme?

## Doctor App

- share sequencing data/analysis with doctors

## Kids App

- cognitive games: assess development

Following up on our meeting today...

We'd like to schedule the following meetings for next week (5/18-22)

- Workshop 1: Product Roadmap -- Business + Technical Stakeholders

This workshop will be at least 2 hours long...

- Workshop 2: Architecture Discovery -- Technical Stakeholders
- Workshop 3: Architecture Discovery -- Technical Stakeholders