

vantis



5 Golden Rules for Sticky Apps

Supriya Chabria
May 2017

A Systematic Way to Take Control

Why Spend On Researching An App?

App availability is soaring – it's a tough market



**633%
Growth**

2010 – 2017

**2,200,000
Apps**
2017



GET IT ON
Google Play



**900%
Growth**

2010 – 2017

**2,800,000
Apps**
2017



Available on the
App Store

There Will Be Winners And Losers



Top Grossing Apps

Games



Clash Royale



Pokemon GO



Clash of Clans



Candy Crush Saga



8 Ball Pool

Dating



Tinder



Match



Zoosk



Bumble



POF

Books



Hooked



Yarn



Scribd

Free, not in top grossing



Audible



Kindle

What Is The Purpose Of The App?

Revenue Generation ▪ Stretch to New Category ▪ Brand Recall
Brand Awareness ▪ Channel for sales ▪
Customer Satisfaction ▪ Cost of Entry ▪
Consumer Feedback



A Systematic Way to Take Control

GOLDEN RULE 1
Define Success

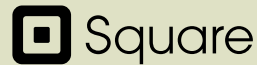


What Can You Learn From The Best Innovations?

Imagine what you could do if you had the opportunity to connect with your customers every week or even every day



UBER



WE STUDY, TEST, AND LEVERAGE
the best of innovation in our engagements

A Combination Of Cognitive Salience And Emotional Resonance



**Cognitive
Salience**



**Emotional
Resonance**



The strongest digital services connect with users on both levels



Cognitive Salience

Likelihood To
Download

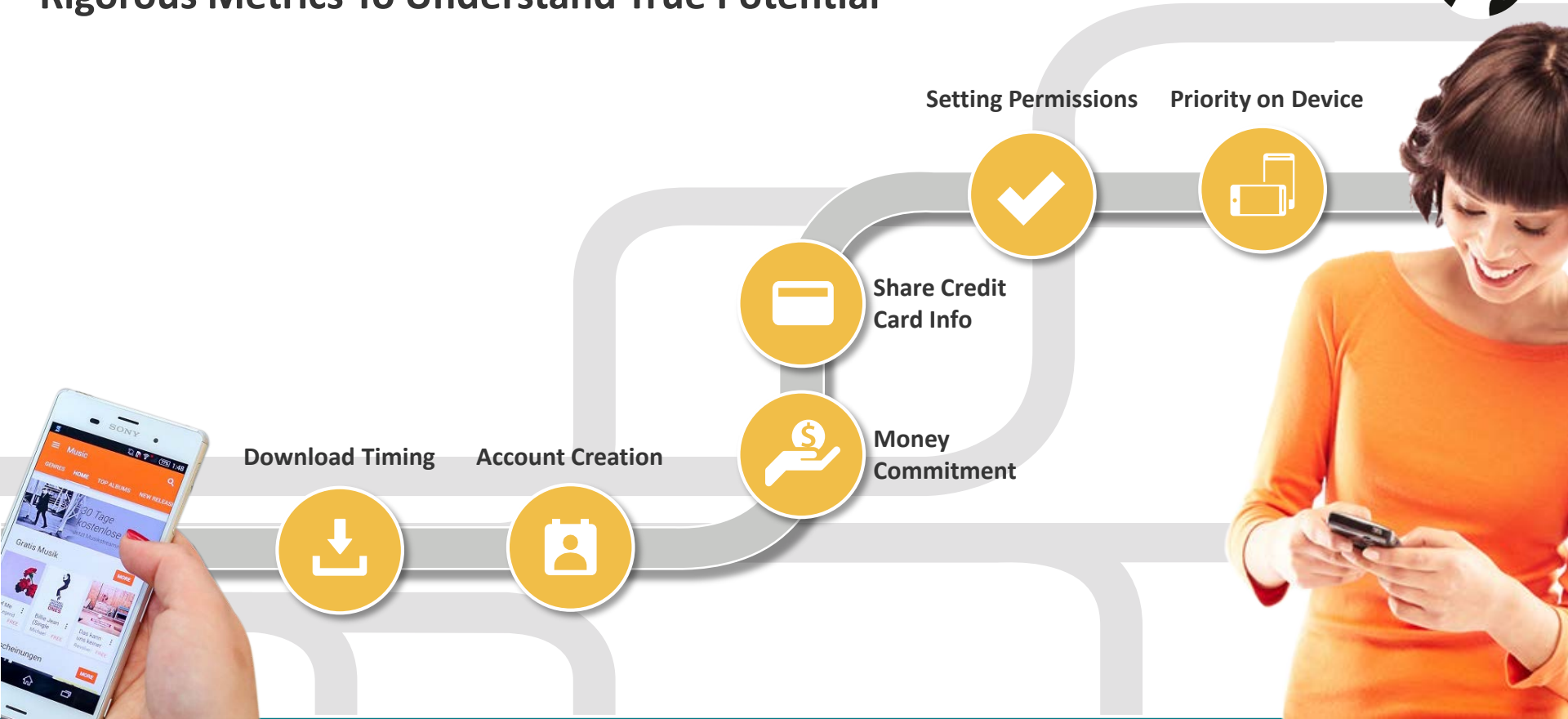


Not the Same Decision Journey





Rigorous Metrics To Understand True Potential



A Systematic Way to Take Control

GOLDEN RULE 2
Understand The Journey And The Levers

GOLDEN RULE 1
Define Success





**Emotional
Resonance**



**Likelihood To
Stay**



Measuring Emotional Resonance



Joy of Discovery

Ease & Customization
Sharing, new,
exciting, curation

Enjoyment

Variety

Sad

Limitations

Annoying

Limitations

Grumpy

Limitations

Acceptance

Habitual, ease,
simplicity, norm

Togetherness

Social

Anticipation

Apprehension

Relevance

Excitement

Boredom

Control

Ease

Liberation

Convenience, speed

Fear

Security

Interest

Surprise

Love

Trust

Intrigue

Control

Recognition

Security

Power

Choice

Disgust

Ethics

Delight

Incredible

Skepticism

Methodology Pilot




Video Feedback

Authentic Reactions

Visual Cues

Search in Make Up Demo...



Video Title: Jess explains

17 Tags

DEFAULT_STREAM - MAKE

- cover up

MAKE-UP PRODUCTS TAGS:

- BB Cream
- mascara
- BB Cream
- blush

MAKE-UP BRANDS TAGS:

- Estee Lauder
- Sobbi Br

PROJECT - MAKE UP DEMO TAGS:

- MakeUp Demo Project - Make Up D

MAKE-UP BEHAVIOURS TAGS:

- Morning Routine
- Age defying

You can only edit or delete tags that

ENDING: THE 117 MILLION PEOPLE TO THAT I WERE SO JOY AT UNFORGETTABLE, US DO UNDERSTAND underneath my bags, and if I've got any spots, covering those as a kind of basic thing to try and make me not look too tired.

And then I use a blush brush and Bobby Brown foundation just to give a once over— make me feel a bit tanned and cover up any blemishes. Then often, I use black eyeliner make myself look a little bit older, on the underneath **of my eyes**.

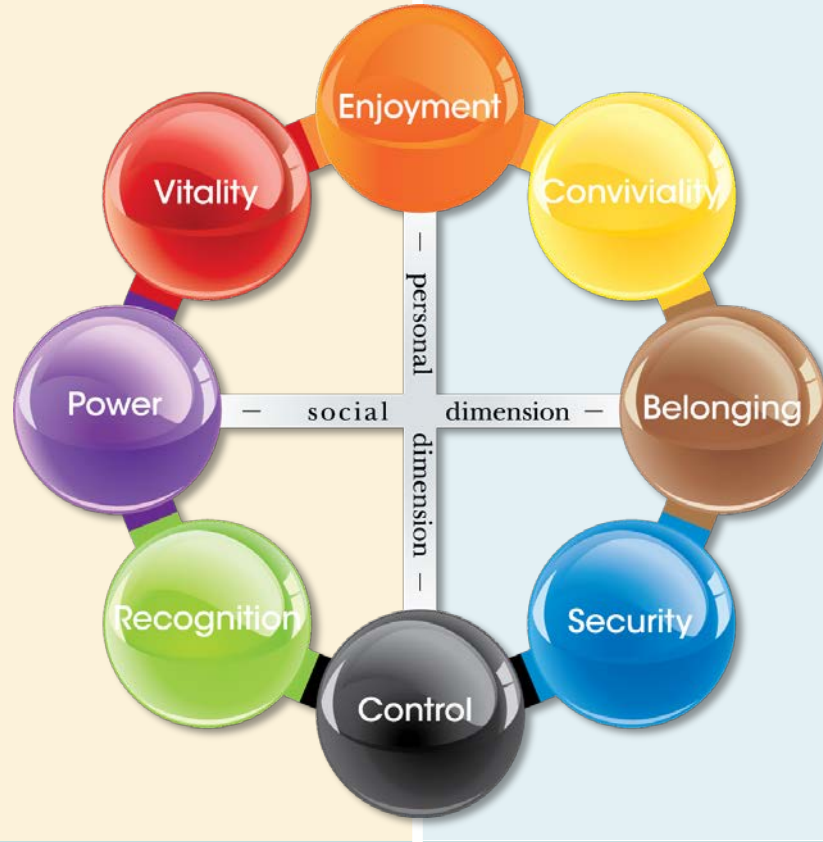
And I use some Estee Lauder mascara over the top of **my eyelashes**. That's my sort of average routine. But sometimes, I might add a little bit of **eyebrow** pencil at the top, a brown one, which is Rimmel. And occasionally, a little bit of lipstick, a bit of pink to bring out my lips a little bit.

END OF TRANSCRIPT

Transcribed And Tagged For Key Words Linked To Feelings



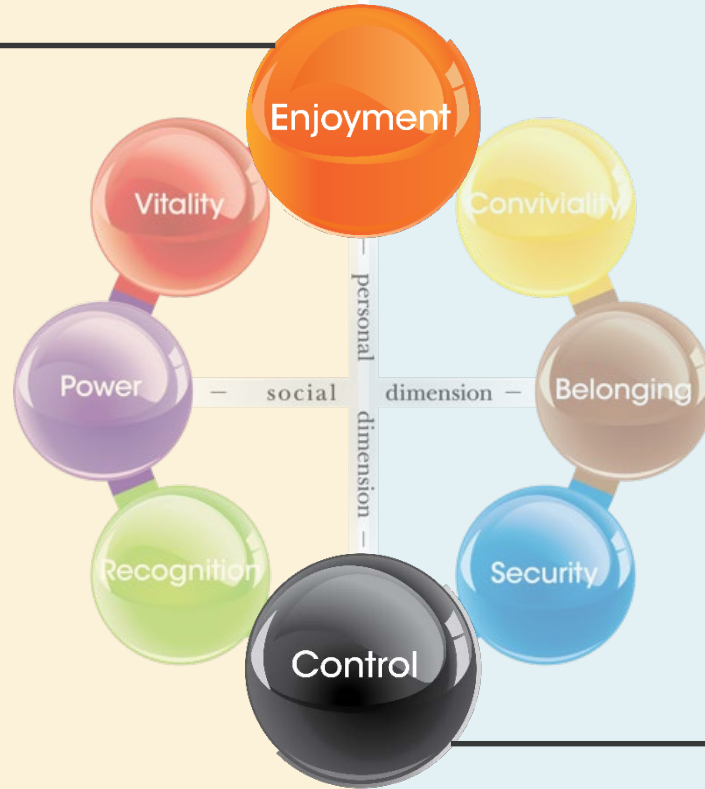
Censydiam





Simple Easy
Fits with my life
One less thing to worry about
Widens my knowledge
No waiting
No typing
No effort
Relief

Overwhelming
Limiting
Hassle
Complicated
Clinical
Clunky
Inconvenient



Keep track
Choice No doubt
Options
All in one place
Avoid mistakes
Access
Easy Setup
Information

Locked in
Hard to migrate
Limiting
Frustrating



A Systematic Way to Take Control

GOLDEN RULE 3
Understand Emotional Resonance

GOLDEN RULE 1
Define Success

GOLDEN RULE 2
Understand The Journey
And The Levers

Energy Monitors

Entertainment

Travel

Financial services

Wellness



Themes From Successful Apps

Enhance my life

Allow me to focus on my priorities

Simplify my to-do list

Remove friction from a process

Make it easy

Be warm, Be authentic, Be human

not too clinical, don't lead with fear,



Themes From Successful Apps

Do it for me

Not just information, solutions

I'm taken care of

Convenience

Discovery

Customization, Curation and Consolidation -
present it intuitively



Themes From Successful Apps

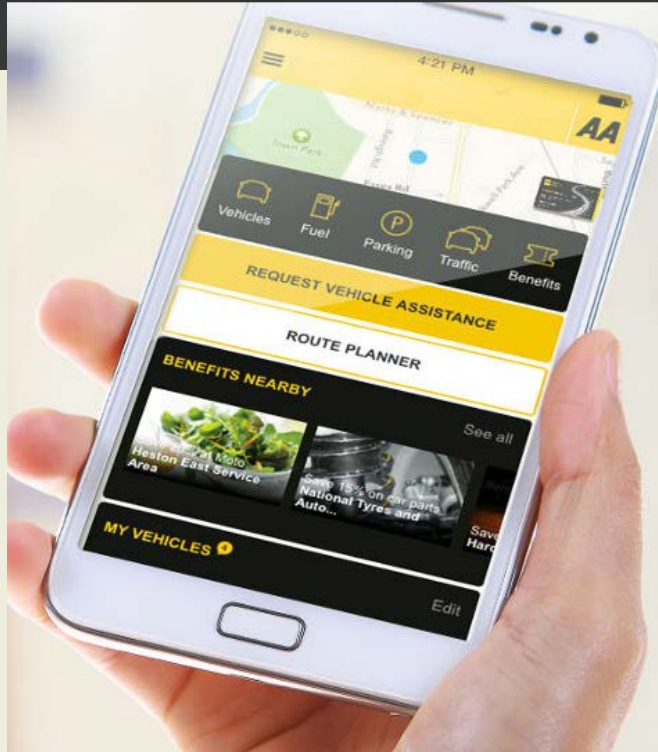
Control

Choice and variety

Remove potential for human error

Reassurance

Let me see the process



A Combination Of Cognitive Salience And Emotional Resonance



**Cognitive
Salience**

Likelihood To
Download



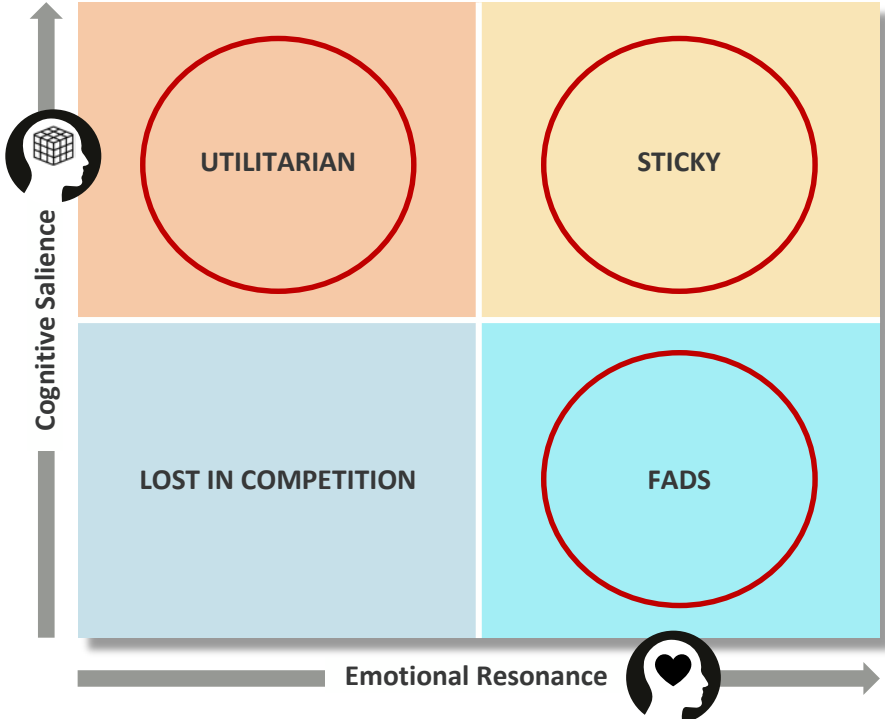
**Emotional
Resonance**



Likelihood To
Stay

The strongest digital services connect with users on both levels

Many Paths To Success



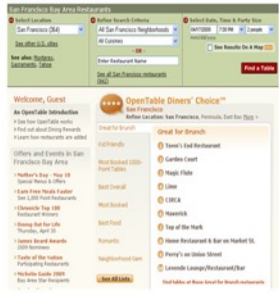
OpenTable



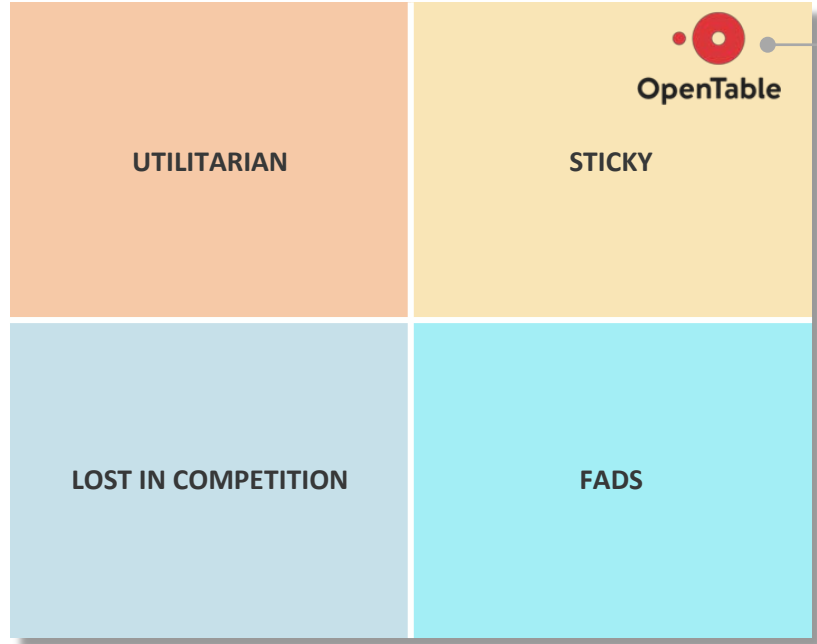
Making a reservation to dine at a restaurant can take a lot of work: choosing a restaurant, getting someone on the phone, and listening to the range of available dining times and table configurations. With OpenTable.com you can browse through many of the dining options in your area at the click of a button. The website provides an exclusive gateway into the reservation systems at restaurants in hundreds of cities in three continents. From the OpenTable website you can see the same range of options that the proprietor sees when he records reservations at the restaurant. Just pick the seats you would like and OpenTable will take care of the rest.



- OpenTable members earn Dining Rewards Points every time they make and honor an online reservation
- Most reservations will earn 100 points
- 2000 points can be redeemed for a \$20 check usable at OpenTable restaurants



Cognitive Salience



Emotional Resonance



I love how easy it is to book a table, especially if you are a big group. I don't have to keep calling to find the right person at the right time and figure out when the place is open. Once it's booked, there is no chance of miscommunication, it's in the system, it's done!



Energy Monitors

My Hohm Center

How does your energy usage compare to others in your area?

How can you get better control of your energy usage? Get your energy data!

Energy Report

The following energy report has been created for your home based on the information provided in your home profile. It includes a list of recommendations, available energy usage information and a personalized thermostat if you've opted your energy data to others in your area.

Your Hohm Energy Report

Home Profile: 2,500 sq. ft. Single story. Home has an energy usage data available for the past 30 days. This energy data includes, but is not limited to, electricity, gas, water, and natural gas. If available, heat and air conditioning data are also included. The data is available for the period: Monday, November 19, 2012 - Wednesday, November 21, 2012. Address: 161, 95123.

Summary of Potential Savings

Thank you for using our beta service. You can use the following energy report to gain insight into your home energy usage and savings. You can search for recommendations before reviewing some of the recommendations. As with any recommendation product, Hohm will improve as more people use our beta energy usage report with us. We'll include your address and your consumption, but we won't include actual energy usage such as power bills and generation.

Energy Cost Breakdown and Usage

Your Estimated Energy Costs

Top Ways to Save

Microsoft Hohm is a free Web-based application that helps you save energy and money. With Microsoft Hohm you can better understand your home energy usage, get recommendations to conserve energy and start saving. Hohm uses advanced analytics licensed from Lawrence Berkeley National Laboratory and the Department of Energy to give you highly personalized energy saving recommendations. These recommendations are tailored based on your specific household circumstances including home attributes and use of appliances and systems. You will also be able to compare your energy usage with that of others in your area. Hohm helps utilities to better serve their customers by providing clear insight into their energy consumption, allowing them to make more informed decisions to save energy and money.



What is Microsoft Hohm?
Microsoft Hohm is a free Web-based application that helps you save energy and money. With Microsoft Hohm you can better understand your home energy usage, get recommendations to conserve energy and start saving. Hohm uses advanced analytics licensed from Lawrence Berkeley National Laboratory and the Department of Energy to give you highly personalized energy saving recommendations. These recommendations are tailored based on your specific household circumstances including home attributes and use of appliances and systems. You will also be able to compare your energy usage with that of others in your area. Hohm helps utilities to better serve their customers by providing clear insight into their energy consumption, allowing them to make more informed decisions to save energy and money.

How does Microsoft Hohm work?
After signing up for Hohm with your Windows Live ID and postal code, you simply enter some information about your home (e.g., occupants, appliances, and systems) and receive your energy report with personalized recommendations. The more questions you answer, the more accurate and relevant the recommendations will be. As a default, Hohm will base its recommendations on local and national averages. Alternatively, if you are a customer of a Hohm-partnered utility company, you can choose to automatically upload your energy usage data into the application in the near future.

On average, how much money will Microsoft Hohm help me save on my energy bill?
The dollar amount savings varies widely based on the information you provide on your Microsoft Hohm profile, the characteristics of your household and the changes you implement. Customers are encouraged to run the Hohm application and determine the potential savings for their household.

How can I get Microsoft Hohm?
Microsoft Hohm is an online Microsoft application available at no cost to anyone in the United States with internet access. It can be accessed from the Hohm Web site, www.microsoft-hohm.com.

Who is Microsoft Hohm for? Who do you expect will find it useful?
Microsoft Hohm is for residential consumers of energy wanting to save money and reduce their impact on the environment.

Google POWERMETER

Home Electricity Use

Google PowerMeter is a free energy monitoring tool that helps you save energy and money. Using energy information provided by utility smart meters and energy monitoring devices, Google PowerMeter enables you to view your home's energy consumption from anywhere online.

Available with selected utility partners, coming soon to your energy provider.

Save energy. Save money. Make a difference.

Start saving energy and money now with Google PowerMeter.

Track energy over time
See how much energy you have used by the day, week or month.

Always on power
The darker shaded portion of the graph shows power that is always on, such as any appliance that goes on standby mode. Many appliances are always on, you just don't know it. Discovering these is one of the easiest and best ways to reduce energy use and save money.

Customize your experience
Add your preferred unit per kWh, sign up for weekly emails, and share your usage with family and friends.

Join the community
Get tips on how to save from other Google PowerMeter users and share what has worked for you.

Have a question?
Learn more about Google PowerMeter from our online help center.

Google PowerMeter: Energy User's Home

Electricity used Sep 30-Oct 1

Monday Sep 30: 7.4 kWh used
Average: 540 kWh/year
Always on: 3.9 kWh used

Thursday Oct 1: 2.2 kWh used
Average: 822 kWh/year
Always on: 1.8 kWh used

Predict your costs
Google PowerMeter helps you to predict your annual energy bill so that you can start making changes and saving early.

Compared to past usage
9% under Thursday's energy budget
1.1 kWh expected

Budget Tracker
Set an energy savings goal for yourself and track your progress.

Meet the only thermostat that improves with time. No more programming, no more constantly changing the temperature. The Nest Learning Thermostat programs itself in a week to keep you comfortable and save energy.

First, installation.
If you're comfortable installing a light fixture, you can install Nest. If not, you can buy Nest with installation from nest.com or call 855-4MY-NEST for more info.

Get to know each other.
First answer a few basic questions. After that, Nest will learn when you change the temperature.

Teach Nest to save.
Nest will do what you tell it, so teach it energy saving habits: turn the temperature down at night or when you leave the house, and don't turn the temperature too high or low.

Watch your energy use.
Energy saving features like Auto-Away™ and Energy History will become available as Nest learns. Auto-Away turns heating and cooling down automatically when no one is home, saving energy when you don't need it. Energy History shows you how much energy you've used daily.

Hello, Leaf.
The Nest Leaf appears when you're saving energy. Changing the temperature just one degree can cut your energy use up to 5%. The Leaf guides you in the right direction.

Programs itself. Saves Energy.
Nest is the first thermostat that learns from you. Stay comfortable when you're home, save energy when you're away.

- Builds a schedule**
Nest programs itself in about a week. It creates a personalized schedule based on the temperature changes you've made. This flexible schedule adapts to your changing life.
- The Leaf**
The Nest Leaf appears when you set a temperature that saves you energy - and money. The leaf guides you in the right direction and helps you be energy efficient.
- Auto-Away**
About two hours after you've left the house, Nest will sense you've gone and adjust the temperature to avoid heating or cooling an empty home.
- Energy History**
Nest shows you how much energy you've used and if your temperature adjustments, Auto-away or the weather affected your energy use most.

Always connected.
Monitor Nest and adjust the temperature from the office, the car, your smartphone, your couch, anywhere. You just need Wi-Fi and an internet connection at home.

Price: \$249

Energy Monitors

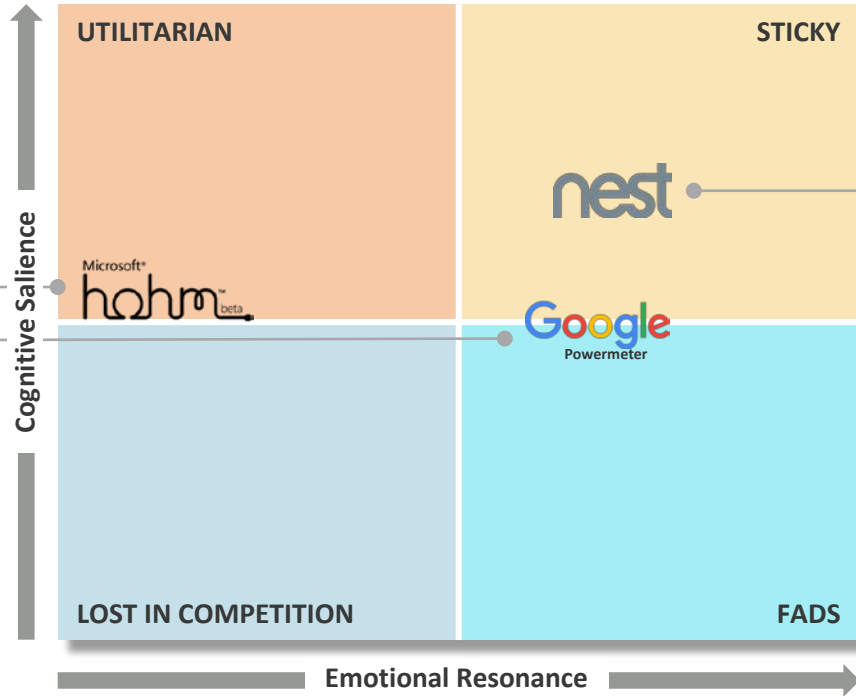
Do It For Me; Enhance My Life



Trying too hard to be cool;
not excited or intrigued



I don't talk to my friends
about energy usage




Makes my home
comfortable for my family



Entertainment

What is Spotify?

All the music. all the time.



Spotify is a new way to listen to music.
Millions of tracks, any time you like. Just search for it in Spotify, then play it. Just help yourself to whatever you want, whenever you want it.

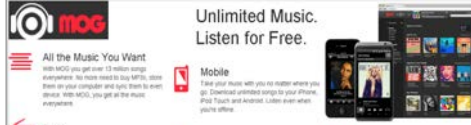
A world of music awaits
Think of Spotify as your new music collection. Your library. Only this time your collection is vast: over 15 million tracks and counting. Spotify comes in all shapes and sizes, available for your PC, Mac, home audio system and cell phone. Wherever you go, your music follows you. And because the music plays live, there's no need to wait for downloads and no big dent in your hard drive.

Sharing music made easy
Thanks to Spotify, it's now easier than ever to share music. You're free to share everything you listen to on Spotify with your friends. Just in play!

Getting started is simple
Getting started is quick, easy and safe. Create an account by choosing a username and password. Download and install Spotify on either Windows or Mac. Then search and play, over 15 million songs are now yours.

	Premium	Unlimited	Free
	\$9.99	\$4.99	It's free
Play from	100 million tracks	100 million tracks	100 million tracks
Offline mode for playback	Yes	Yes	No
Advertisements	No	Yes	Yes
Unlimited downloading of music	Yes	Yes	No
Unlimited downloading of music	Yes	Yes	No

Unlimited Music. Listen for Free.



All the Music You Want
With MOG you get over 12 million songs everywhere. No more need to buy MP3s, store them on your computer and sync them to your device. With MOG, you get all the music everywhere.

Radio
Turn it to radio perfection. When you get into a groove, MOG Radio takes it back to you. Only MOG has 100% auto-play stations, and the freedom to adjust the artist mix on each station.

Mobile
Find your music with you no matter where you go. Download unlimited songs to your iPhone, iPod Touch and Android. Listen even when you're offline.

Share
Music is meant to be shared. Go ahead. Turn your friends on to your new favorite or share playlists. All your friends listen live on MOG. Sharing is easy!

Your Favorites
Mark something you love. Add it to your Favorites with a single click. All your favorite songs, artists and albums are organized in one place for you to listen to everywhere.

Best Audio Quality
From standard to studio masters, MOG has the best audio quality of any music service, streaming at 320 kbps.

In the Car
MOG works in the car. Roll down the window, create the stereo to 11 and sing your heart out. Anything else you need to hear on the road is turned up and ready. MOG's your choice!

Hand-picked Albums
Hear our editors' hand-picked MOG is powered by people who love music, just like you. Our editors' taste that runs to the ground so we can bring you a fresh new batch of amazing music every week.

Discovery
Discover music you don't know. Top hits and the most powerful music discovery engines on the planet. As we get to know you, we'll suggest recommendations based exactly to your taste.

FreePlay	Free	Basic	MOG+	Promo
Listen free to millions of songs.	Unlimited Music	Unlimited Music	Unlimited Music	Unlimited Music
Get FreePlay >	No Ads	No Ads	No Ads	No Ads
	Get Basic >	Get MOG+ >	Get Promo >	Get Promo >

Ping iTunes 10

Introducing Ping. A social network for music. Follow your favorite artists and friends to discover the music they're talking about, listening to, and downloading.

Follow your favorite artists.
True fans know it all. What they're favorite artists are playing – and when and where they're playing it. Set your inner groupie free by following your favorite artists on Ping.

- Follow your favorite artists with a click and become part of their inner circle.
- Find out what music an artist likes and pick up a few recommendations.

Follow your friends. Find new music.
There's no better way to discover new music than to find out what your friends are listening to. Ping gives you even more insight into your friends' musical tastes through profile pages.

- See what kind of music your friends and friends-to-be are into. Then follow them with a click.
- See when artists are playing near you and see who else will be in the audience, too. Then click to buy tickets from Live Nation.

Stay up to date on who, what, when, and where.
Keep musically connected with the Recent Activity feed in Ping. See a list of recent updates showing what friends, artists, and celebrities are up to on iTunes.

- See what your friends are listening to, who they're talking about, and what your favorite artists are up to – all on one page.
- Listen to the second preview of songs your friends recommend. Like what you hear? Download it with a click.

Ping is free to use, and available with iTunes 10.



You don't need to be at your computer to follow your friends. Ping works on the iTunes app on iPhone and iPod touch.

Entertainment

Enhance my life, do it for me



Seems like any other music service.

Can I share a plan with my family?



Artists curate music – this will be good;

I don't need another social media platform;

Where's the catch?

It says free but it's Apple, it can't be



It helps me discover new music;

like seeing the story behind the lyrics;

I like sharing on the family plan.

I can see what my friends are listening to;

Free version is limiting



Financial Services

GObank

SAY HELLO TO GO.
The Mobile Bank Account.
No overdraft fees. No worries.

Custom Visa® Debit Card
Design a custom Visa® Debit Card for your GoBank account. Make it personal using your own photo - even one from Facebook. The custom card costs \$9. GoBank's standard card is free.

Mobile Deposits
Our nearest bank branch? It's in your pocket. Scan and deposit checks in an instant using our slick mobile app.

Online Checkbook
Pay rent, any bill or even a friend with our Online Checkbook. We'll mail the check for free. We're not fans of surprises, so we'll never profit from checkbook slip-ups. That means no overdraft fees.

Massive FREE ATM Network
GoBank has a network of more than 40,000 free ATMs (translation: it's HUGE).

Send Money
Quickly send money to friends, family and even the dog groomer. Notify them via email or text.

Monthly Membership - Pay What You Want
We think everyone should be able to have a GoBank account. So, for your GoBank monthly membership fee, pay us whatever you think is fair. Just set the dial anywhere from \$0-9.

Simple Fees
No overdraft fees, no penalties, no minimum balance requirements, no worries.

Square: A New Way To Pay

Ever notice that many of your favorite merchants only take cash? That's because the big credit card companies make it hard and expensive for the small guy to accept your credit or debit card. Square's changing the way you pay by allowing any merchant or vendor to accept your cards through a portable card reader attached to their phone.

Easy to Pay:
Swipe It: The merchant swipes your card through the card reader attached to his phone. Get Real Rewards: If you frequent a place that accepts Square, we'll let them know you're a repeat

Square: A New Way To Pay

Your digital receipt from Square includes:

- > What you bought
- > A photo of your purchase (if available)
- > How you paid (Debit/Credit)
- > The amount of the transaction
- > Time and date of transaction
- > The merchant's location on a street map
- > The merchant's name and address
- > Any rewards you've earned
- > Tips you gave
- > Donations you made
- > Your digital signature
- > A description of the transaction will appear on your next debit or credit card statement

Introducing Square Cash
Email money to anyone's debit card.

Square Cash is the easiest way to send money to anyone, using just email and your debit card.

How to send money with Square Cash

1. Draft an email with the recipient's email address in the "To" field.
2. Cc: pay@square.com.
3. Enter a dollar amount in the subject line. For example: "\$10"
4. Send the email.

Can I cancel a payment?
You'll get a receipt each time you send money. You have the ability to cancel the payment by clicking a link within the confirmation email you receive. Keep in mind that you can only cancel a payment if it hasn't yet been redeemed by your recipient.

How do I receive payment?
To collect your money, all you need to do is link a debit card after you receive a payment. We'll deposit the full amount to the checking account associated with your debit card.

How soon will I see the money in my checking account?
Funds are directly deposited into your bank account through your debit card. After linking your debit card, funds will appear in your checking account within 48 hours. We don't hold it in a secondary account.

What are the fees?
Each payment costs 50¢ to send. There is no cost to receive money.

Financial Services

Enhance My Life; Trust



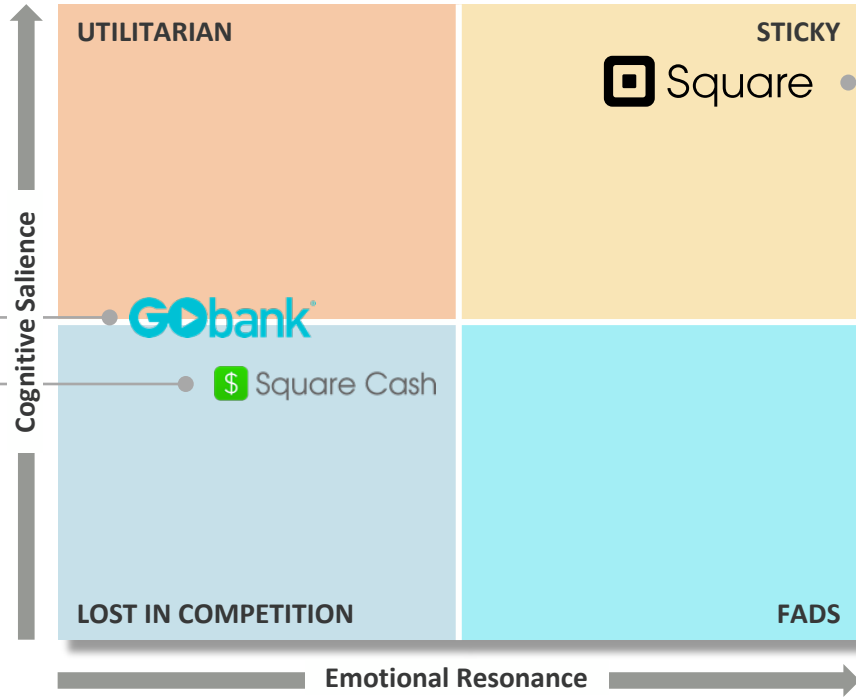
I already have all of this with my current bank



Easy, would be a good backup for getting cash during emergencies.

I don't need something like this.

What if I email it to the wrong address?



Don't have to wait in line to pay

love the details in the email receipts

so easy, love it



Wellness



Skin Scan



It's better to lose ten minutes than to lose ten years

Skin Scan helps you prevent the disease of the century by analyzing and monitoring your moles.

Reinventing skin cancer prevention, Skin Scan will drastically reduce the cases in which people reach a medic when it's too late and far more expensive by bringing a revolutionary screening method to potentially everyone's home.

This application uses a proprietary mathematical algorithm to calculate the fractal dimension of the mole and surrounding skin and to build a structural map that reveals the different growth patterns of the tissues involved. By processing this map, Skin Scan is able to see if the mole has an abnormal development and to alert the user if a medical visit is required. Skin Scan automatically classifies moles into 3 categories: High risk, Medium risk and Low risk.

It is a skin cancer prevention tool that provides a risk assessment on the spot.

Features:

- 1) Automated risk assessment for moles
- 2) Fractal map of the mole/surrounding skin
- 3) Archive for each analyzed case



How it works:

1. From a distance of about 15-20 cm (6-7 inches) focus the mole properly and then shoot a picture with the camera!
2. Using two fingers, move and scale to fit as much of the mole inside the red dot square!
3. Press the Use button and wait a couple of seconds for the result.
4. Archive the result/mole in a case to track its development.

Personal Sleep Coach
Everything you need for your personal sleep discovery. See all of your sleep phases each morning, discover factors that are stealing your Deep, REM & total sleep, and analyze your sleep patterns through online cause and effect tools.

sleep with zeo

Step 2: Review Your Sleep Data on the Bedside Display

The Zeo Bedside Display puts last night's sleep data at your fingertips and will store up to two weeks of data for easy viewing. When you wake up, it gives you a personal sleep score - your ZD, and shows a graph of your light, Deep and REM sleep over the course of the night. The bedside display will also present you with information about last night's sleep and how it compares to previous nights. The optional SmartView™ alarm feature will look for a "natural awakening point" based on your sleep patterns to decrease the grogginess associated with waking from Deep sleep. When SmartView is selected, Zeo will find a time to wake you within a half-hour of your set time, never later. The result should be a slightly easier way to wake up.

see sleep data



Personal Sleep Coach

Sleep Journal

Uncover the links between how you live - including exercise, diet, stress, and environment - and how you sleep. Available both online and on paper, your Zeo Sleep Journal allows you to record lifestyle, environmental, and consumption factors that can disrupt your sleep. You'll learn about the 7 Sleep Stealers™ and how much they can affect your sleep data each night. You can also define your own lifestyle factors to record. The more sleep trackers you track, the more insights you'll find about how your actions may be affecting your Sleep Fitness.

Sleep Tools

Using Zeo's online tools, you can begin to understand how your ZD and morning feel scores change from night to night. You'll also spot any connections between your daily lifestyle choices and your nightly sleep and find out for yourself some of the cause and effect patterns in your sleep.

Sleep Journal

Date	Activity	Stress	Exercise	Alcohol	Caffeine	Medicine	Stress	Exercise	Alcohol	Caffeine	Medicine	Stress	Exercise	Alcohol	Caffeine	Medicine
03/20	Apr 20, Tuesday Night	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
03/21	Apr 21, Wednesday	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

personal coach

Step 4: Start Your 7 Step Sleep Fitness Program, Your Personal Guide to a Better Night's Sleep

The 7 Step Sleep Fitness Program is a guided self-discovery process for your sleep. This personalized sleep coaching program asks you to set goals for your sleep and then provides you with customized strategies to help you to achieve these goals. In addition, you can learn more about the latest sleep research, and receive recommendations on how to track the items that are most beneficial for you. Through this program, you'll experience the power of using your own sleep data and learn about which factors may be affecting your sleep. You will have full control over the program to skip, repeat or start over any step you wish. Special features of the program include:

- A series of personalized e-mails that incorporate effective sleep tips and advice, customized to your sleep data, lifestyle and goals.
- A customized action plan to deal with each of the 7 Sleep Stealers as they relate to you and your sleep.
- Goal-oriented assignments that are realistic and achievable, and will not require you to drastically rearrange your lifestyle or even your sleep style.
- Inhibits, supportive, and easy to understand suggestions and exercises, in everyday language that is easy to follow.
- The Zeo Sleep Information Center is an online library for sleep information and science. In addition to offering another kind of self-guided, personal coaching tool, you can use the Sleep Information Center to discover what sleep is, and why it's important.

\$249.00
buy now

TOTO®

Perfection by Design

Staying on top of your health can be a challenge day-to-day. Now you have the ability to make every aspect of your life a testament to your commitment to health with the new TOTO Neorest Intelligent Toilet

The Neorest Intelligent Toilet from TOTO includes several features that will allow you to easily and conveniently track your health habits, and analyze how to make better ones!

- Built-in urine analyzer: measuring sugar levels, temperature and much more
- An analytical tool that provisionally saves your data and transfers it via a home network to your PC and/or Smartphone
- Data is stored and graphed using advanced software that gives you dietary advice and much more



Optional Items include:

- Blood-Pressure cuff that can be housed on the counter next to the device
- Coordinating scale

Starting at \$3,500

Wellness

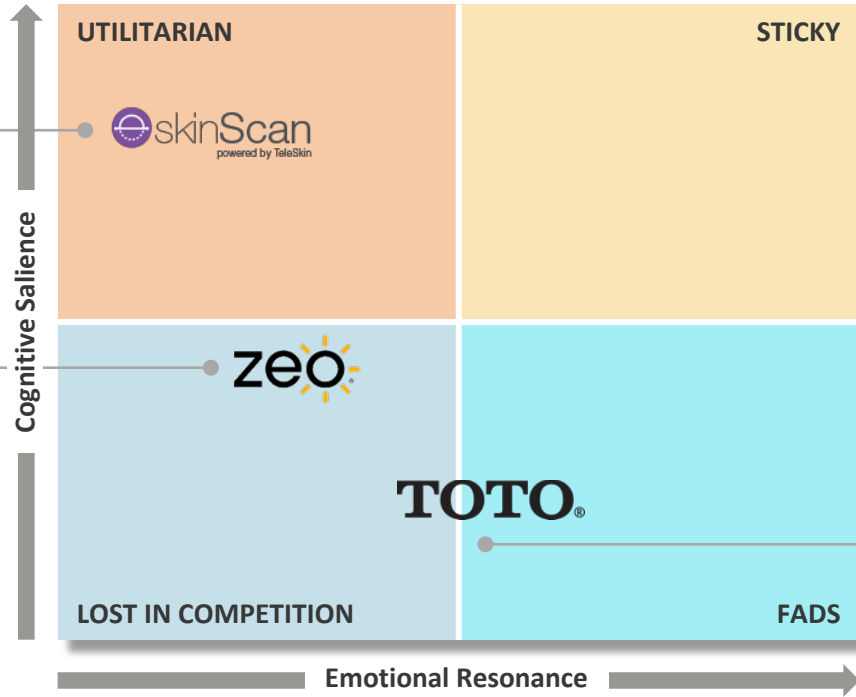
Trust, Control, Enhance my life



I'll go to a doctor, my health deserves more than an app



One more thing to do and not easy, looks uncomfortable




I would use this in a doctor's office, not in my home



Travel

EVERYONE'S PERSONAL DRIVER
Request, ride, & pay via your mobile phone



ONE TAP TO RIDE
Uber uses your phone's GPS to detect your location and connects you with the nearest available driver. Get picked up anywhere – even if you don't know the exact address.

CLEAR PRICING
View rates for your city in the app. You can also enter your pickup and drop-off locations to get a fare quote for your trip.

RELIABLE PICKUPS
When you request a ride, Uber finds a driver and lets you track their location on the map. Feel free to put away your phone – Uber will text you when your ride arrives. Your driver's name and car details appear in the app, and you can message or call if you need to.


CASHLESS & CONVENIENT
You don't need cash when you ride with Uber. Once you arrive at your destination, your fare is automatically charged to your credit card on file – no need to tip and you are automatically e-mailed a copy of the receipt.

Available on iOS and Android through app or through browser/text on other phones.

Pricing
Varies by city and is similar to metered taxis.
>1 mph price based on distance.
<1 mph price based on time.
Surge pricing (rate x surge multiplier) goes into effect when demand for cars is extremely high (ex. NYE).

uberX TAXI BLACK SUV LUX
Different car types available

Google Flight Search



Google Flight Search helps you explore air travel options and plan your trip with just a few clicks of the mouse.

Access Google Flight Search at google.com/flights, or type a flight-related search into Google to see flight options right in your search results.

Google Flight Search is available for trips originating in the US or Canada.

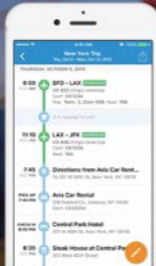
See a simple list of convenient flights
Flight Search shows you an easy-to-scan list to help you get there quickly and inexpensively. These results update instantly if you change your date or destination.

Explore travel options
If you aren't sure where you want to travel, just type in your departure city and surf around the map to see ticket prices for various destinations. You can filter by price, airline, or flight duration.

Find low prices
Click the calendar icon to see what dates will get you low prices. Drag the date picker forward or back or check out the bar chart to see if traveling different dates will nab you a better price.

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2. Get your master itinerary
TripIt automatically transforms your emails into a master itinerary for every trip so all your plans are in one place.
3. Access plans from anywhere
View your itinerary anytime, on any device – when you're offline.

Find alternate flights fast
We'll help you quickly find alternate flights and open seats when you need to rebook.

Keep travel points in one place
Just enter your reward program info, and watch update your points, miles, or segments for you. Now you'll have all your account numbers, balances, and expirations in one spot.

Snag the best seat
Tell us your seat preferences, and we'll notify you if it becomes available.

Get fare refunds
We'll track fare changes for you and tell you how the refund you're eligible for.



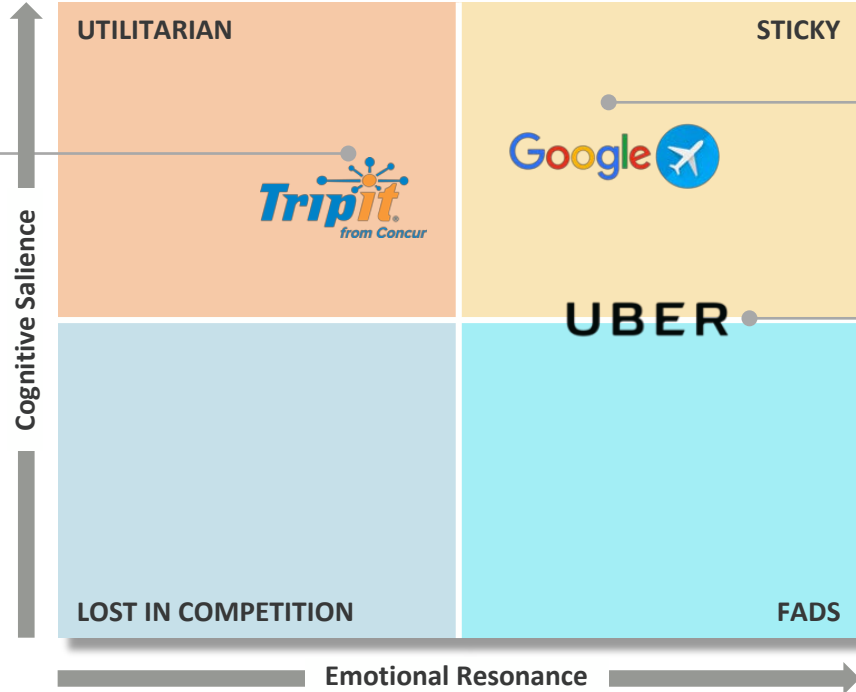
Travel

Control; Do it for me; Trust



I like having everything together.

That one added step of sending emails is just a deal breaker



It'll show me all the options,
I'll be taken care of;

They're taking over
the world




I feel like I'm taken care of;
no crowds like public transport
and yet inexpensive; couple taps
and it's done;
I've heard they don't treat
drivers well



A Systematic Way to Take Control

GOLDEN RULE 4 **A Fluid User Interface is an Entry Requirement**



GOLDEN RULE 1
Define Success



GOLDEN RULE 2
Understand The Journey
And The Levers



GOLDEN RULE 3
Understand Emotional
Resonance

A Systematic Way to Take Control

GOLDEN RULE 5 You Are Never Done

GOLDEN RULE 1
Define
Success

GOLDEN RULE 2
Understand The Journey
And The Levers

GOLDEN RULE 3
Understand Emotional
Resonance

GOLDEN RULE 4
A Fluid User Interface Is an
Entry Requirement



Vantis Innovation Expertise

For 30 years, we have helped manufacturers outside of packaged goods. We have tested over 35,000 products

We know how innovation works best in services, technology and durable products.

Digital Services

Services

Tech

Durable Products



GOLDEN RULE 1
Define
Success



GOLDEN RULE 2
Understand The Journey And The
Levers



GOLDEN RULE 5
You Are Never Done

Questions?



GOLDEN RULE 3
Understand Emotional
Resonance



GOLDEN RULE 4
A Fluid User Interface Is an Entry
Requirement