# Value Proposition

The Ambience Mirror will provide our customers with a simple way to review data from their connected health products and services.

The mirror will promote the sales of products in the Ambience line and will serve as the flagship channel for our new Personal Intelligence Insights subscription service.

The revenue for Ambience Mirror will come from Ambience Mirror sales, subscription services, and associated Ambience products.

**Speculative Positive Review**

★★★★★

*The Ambience Mirror is a big success in our house. My entire family uses it, and it's helped us all break our morning phone addictions. We get just enough information to know what to expect of our days without getting distracted by games or social media.*

*My only complaint is that I still need my phone for reading and replying to emails. Maybe that could be done with the voice interface, like Siri?*

**Speculative Negative Review**

★★☆☆☆

*I installed Ambience Mirror three weeks ago, and so far the only benefit I get out of it is the weather. My calendar is too complicated for the simplistic interface, and the integration of other services like Withings and Samsung leaves a lot to be desired. I can see the data from those services, but there's no real meaning to it.*

*I would give a second-generation product a chance but wouldn't recommend this one.*

# Rollout and Support

We will target current users of Ambience products and similar demographics. Over a year we will release in different markets, reaching global availability in early 2021.

| April 2020 | July 2020 | October 2020 | January 2021 |
|---|---|---|---|
| United States | Canada | China | Global |
| | UK | EU | |
| | Australia | Brazil | |

**Ambience Ecosystem**

The Ambience Mirror is a hub for the things our users most need to know. It replaces users' phones in the morning and before bed, ensuring a great start and end to the day.

| **Optimized** | **Integrated** | **Limited** |
|---|---|---|
| Ambience products | Health (Apple) | Facebook |
| Weather and air data | Samsung Health | Twitter |
| Calendar | Withings products | Email |
| Amazon Alexa | Xiaomi products | |
| | Philips products | |

# Feature Prioritization

**Easy to Implement**

social
integration
(notifications)

email
integration

calendar
integration

weather and
outdoor air quality

previous day's
summary

lighting
scenes

temperature,
humidity, and
indoor air quality

**Low User Benefit**

**High User Benefit**

coaching
programs

householding

news alerts

voice control
(Alexa)

home
control

skin-irritation
analysis

heart-rate
insights

**Difficult to Implement**

fertility
predictions

social
integration
(interaction)

sickness
recognition
(prediction)

hydration
detection

sleep
insights