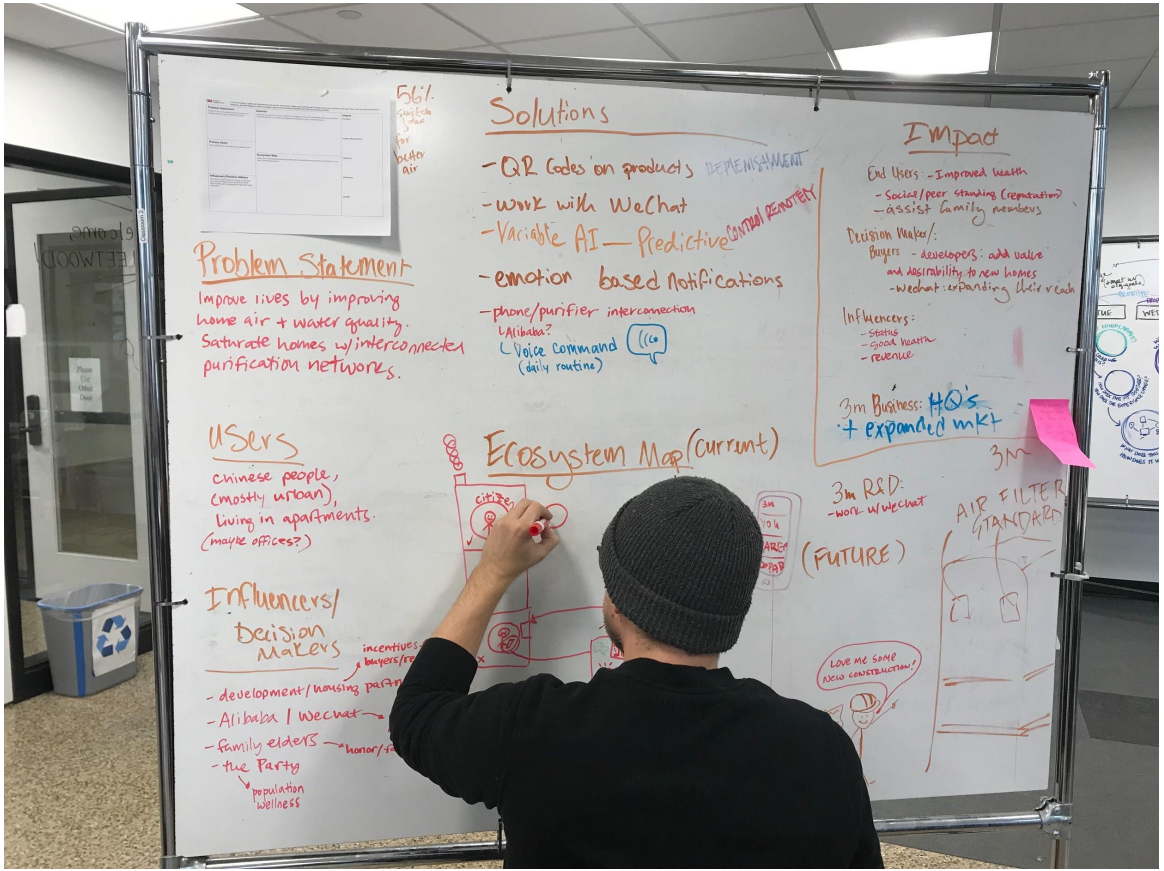
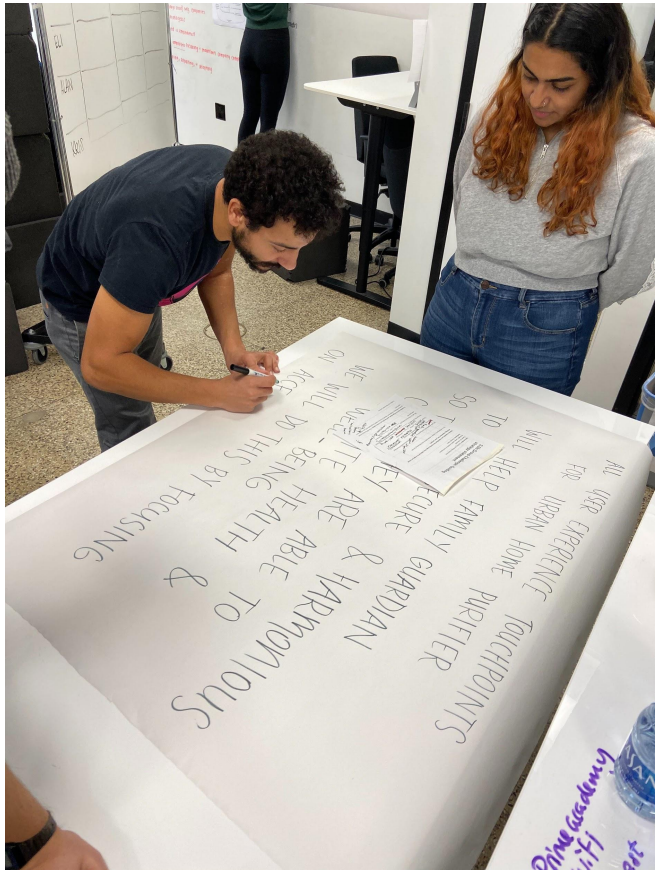
3M Cloud
Air Purification

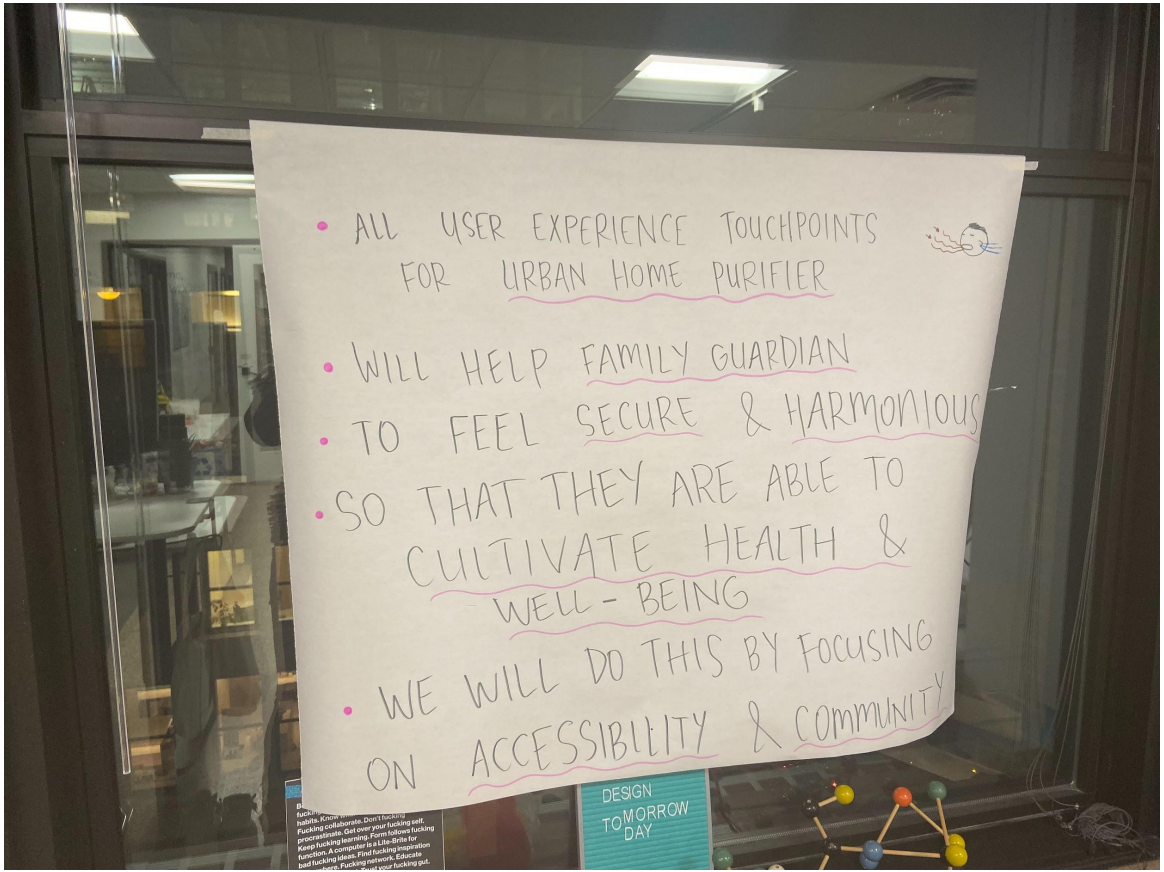
Tyler Kimmons, Rola Alasmar, Mo Jawadi,
Lindsay Thron, Andy Rollins

What is the Problem?

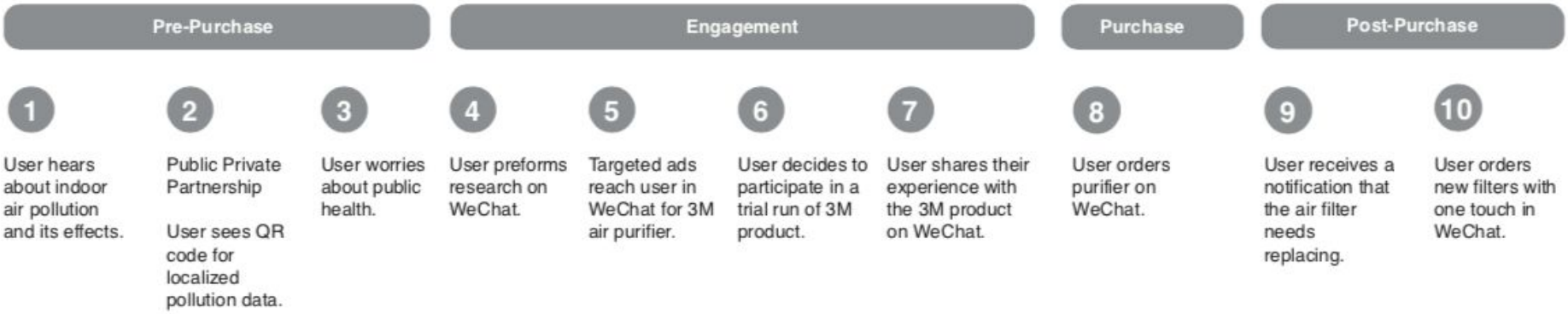


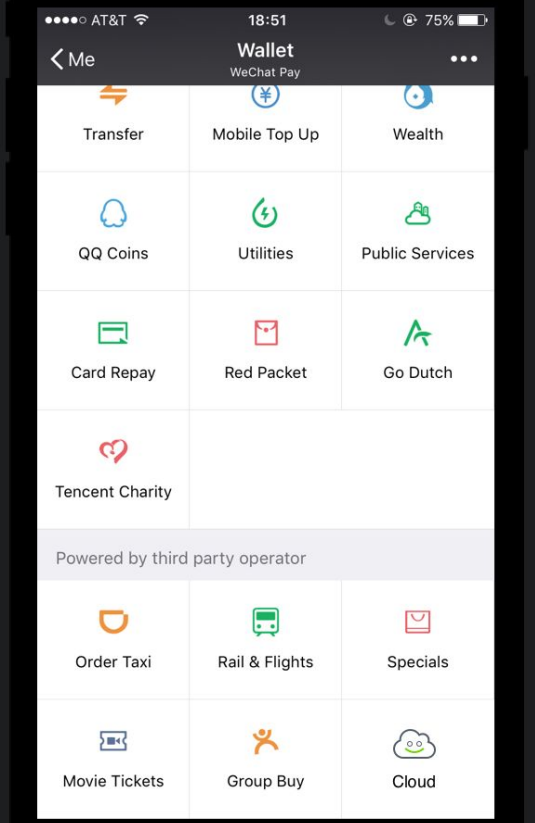
Strategy Solution





Visualization of Proposed Solution




AT&T
18:51
75%
Me
Wallet
WeChat Pay
Transfer
Mobile Top Up
Wealth
QQ Coins
Utilities
Public Services
Card Repay
Red Packet
Go Dutch
Tencent Charity
Powered by third party operator
Order Taxi
Rail & Flights
Specials
Movie Tickets
Group Buy
Cloud

中国移动
上午9:41
42%
微信
云
3M 科技 改善生活™
Cloud
即使是健康人，也会受到空气污染对健康的影响，包括呼吸刺激或运动或户外活动中的呼吸困难。实际产生不良影响的风险取决于您当前的健康状况，污染物的类型和浓度以及暴露于污染空气中的时间。

中国移动
上午9:41
42%
微信
云
3M 科技 改善生活™
Cloud
高空气污染水平可能会立即导致健康问题，包括：心血管和呼吸系统疾病加重。给心脏和肺部增加了压力，必须更加努力地为身体提供氧气。呼吸系统中受损的细胞
奖励树

3M 科技 改善生活™

QRcode分享

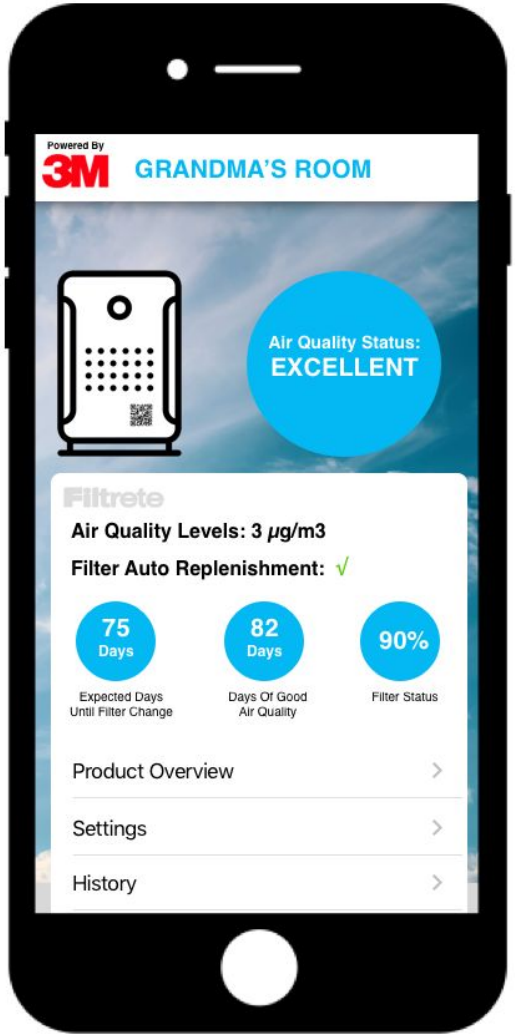
讓您的好友掃描此行動條碼
即刻分享此APP

User can view their unit's air quality

User can view air quality statistics from other locations.

Users can be educated on how to read the scale

Users can receive specific health and wellness issues from the level of pollution

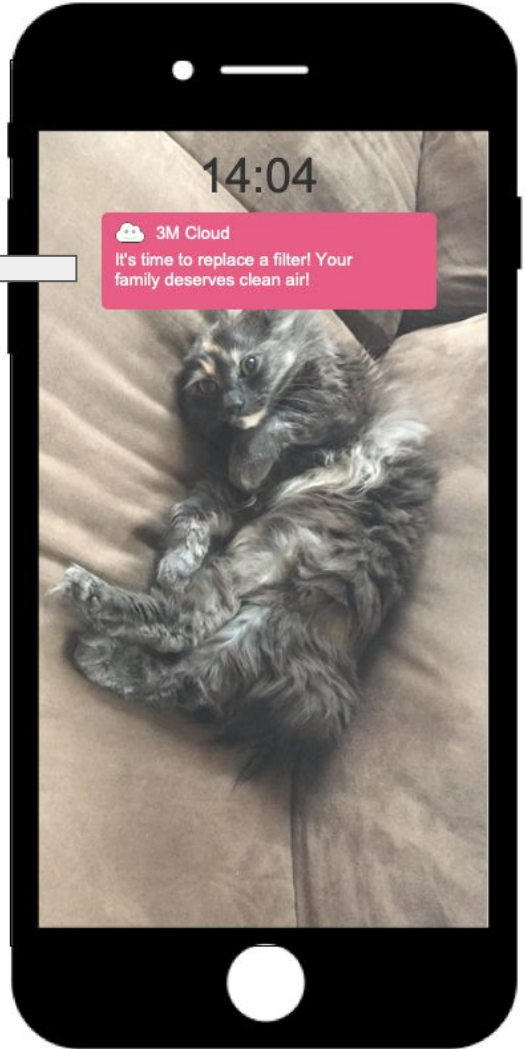


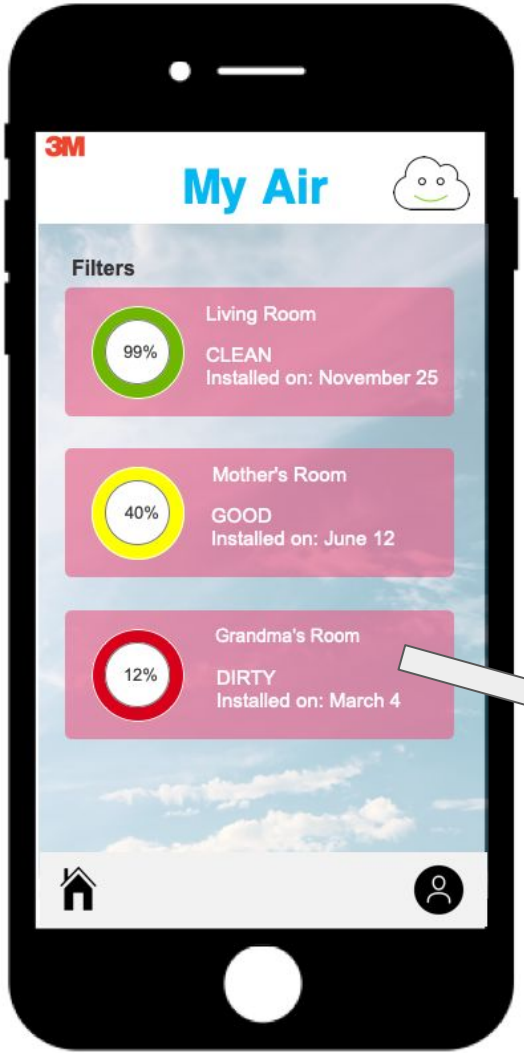
Product Info Page

Features:

- At-a-glance view of air quality status for specific rooms / people.
- Tracks air quality history.
- QR code on the air purifier for easy product lookup.
- Option for auto replenishment for filter.

User receives notification when filter needs to be replaced

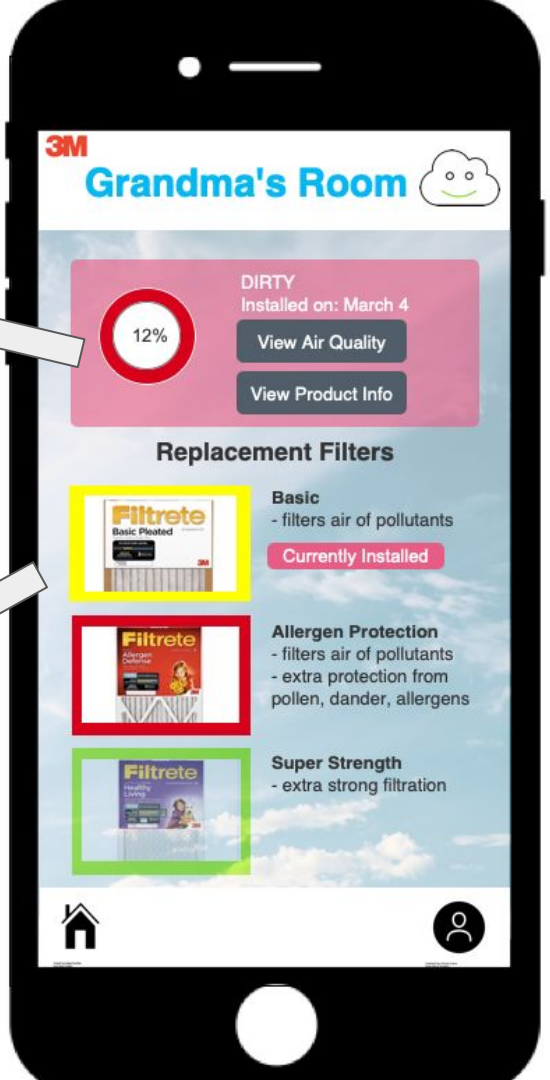


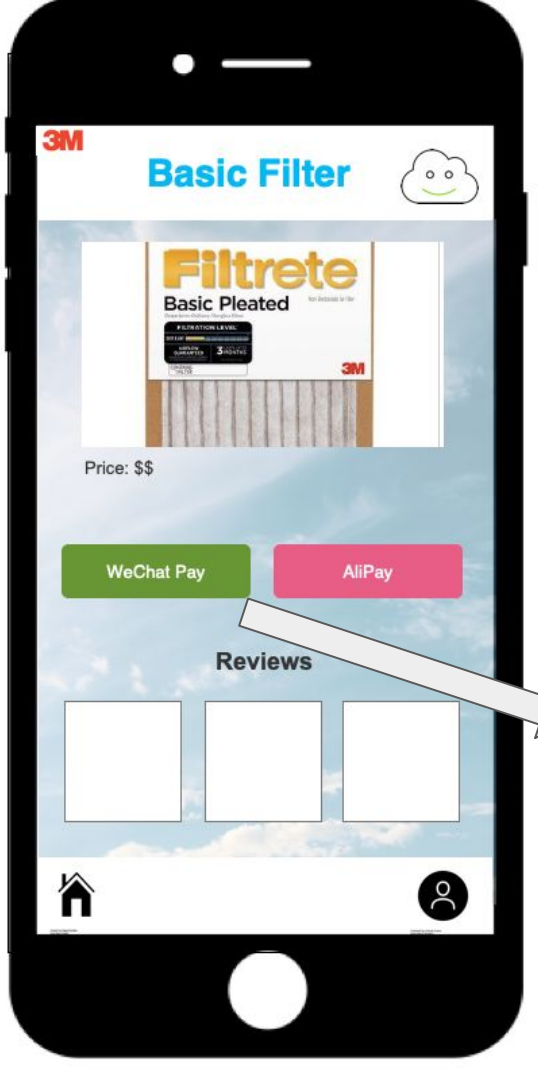


Users can see the status of each of their filters and how long they have had them.

User can see details about their product as well as about air quality

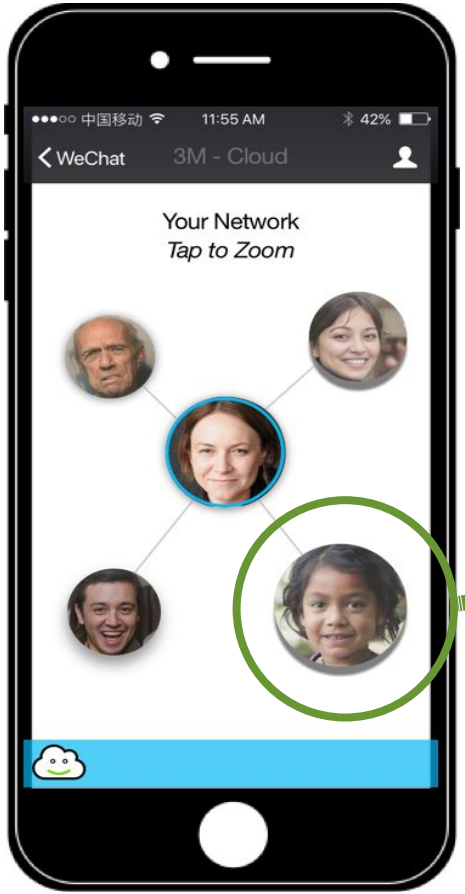
User can see the different available filters as well as see which one is currently in their air purifier





User can purchase quickly and easily directly through WeChat pay or other mobile pay options

Cloud/WeChat “mini program”: **View User Network**



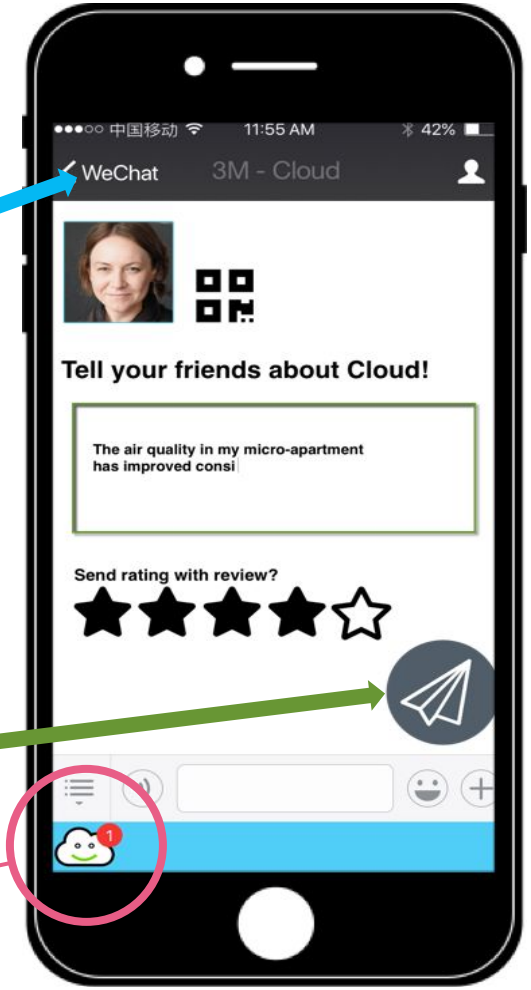
Simple and intuitive visualization of user’s Cloud Air network.

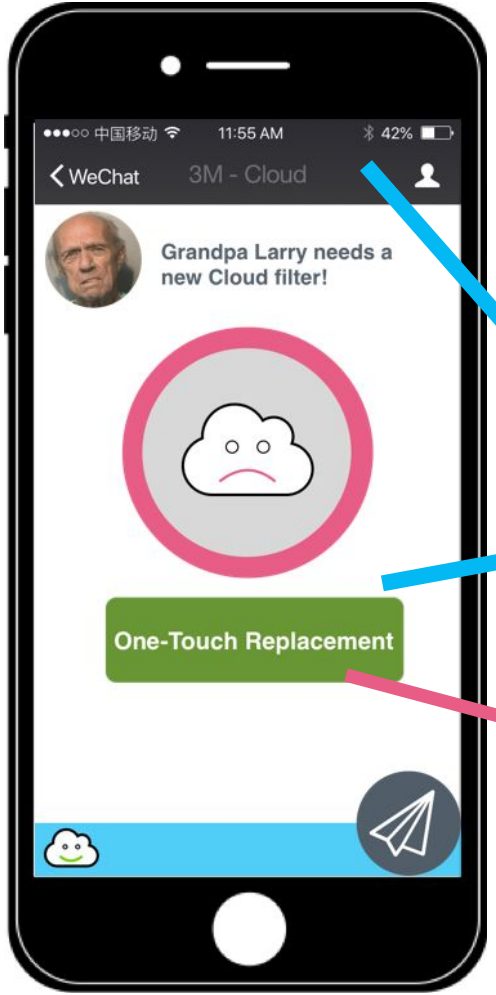
Tap on image to view sub-user profile or to switch to direct WeChat messaging.

Cloud/WeChat “mini program”: **Inter-Platform Messaging**

User stays inside the WeChat ecosystem to send messages to others.

When the user rates/reviews Cloud, it’s shared with their wider WeChat network.





Cloud/WeChat “mini program”: **Easy Filter Ordering**

Cloud notifies user when network-member’s filter needs replacement. Any user can order for others in their network.

WeChat accesses user data to send replacement filter to network member’s home.

Thank You!