

3M Cloud Air Purification



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What is the Problem?

5G!
5G is faster
for better air

Problem Statement
Improve lives by improving home air + water quality. Saturate homes w/ interconnected purification networks.

Solutions
- QR Codes on products ^{DEPENDENT}
- work with Wechat ^{CONTROL DEPENDENT}
- Variable AI - Predictive ^{CONTROL DEPENDENT}
- emotion based Notifications
- phone/purifier interconnection
 ↳ Alibaba?
 ↳ Voice Command (daily routine)

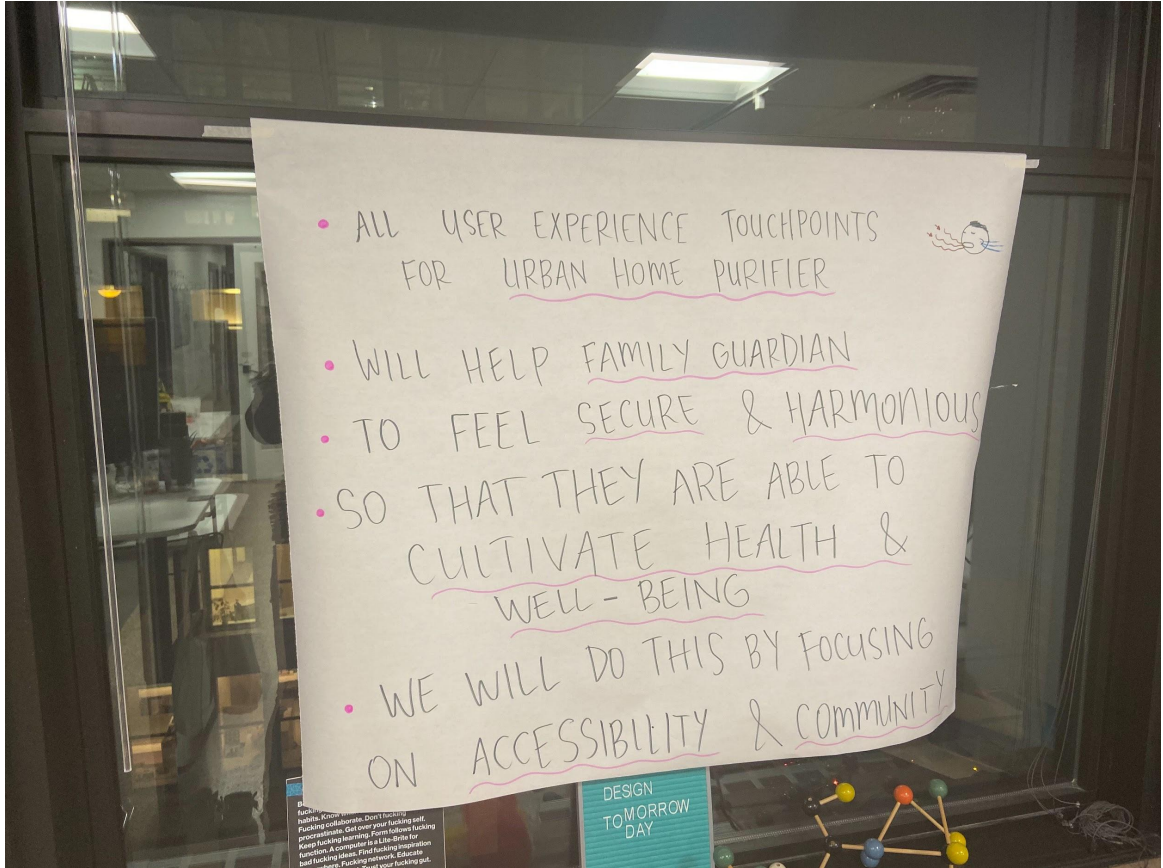
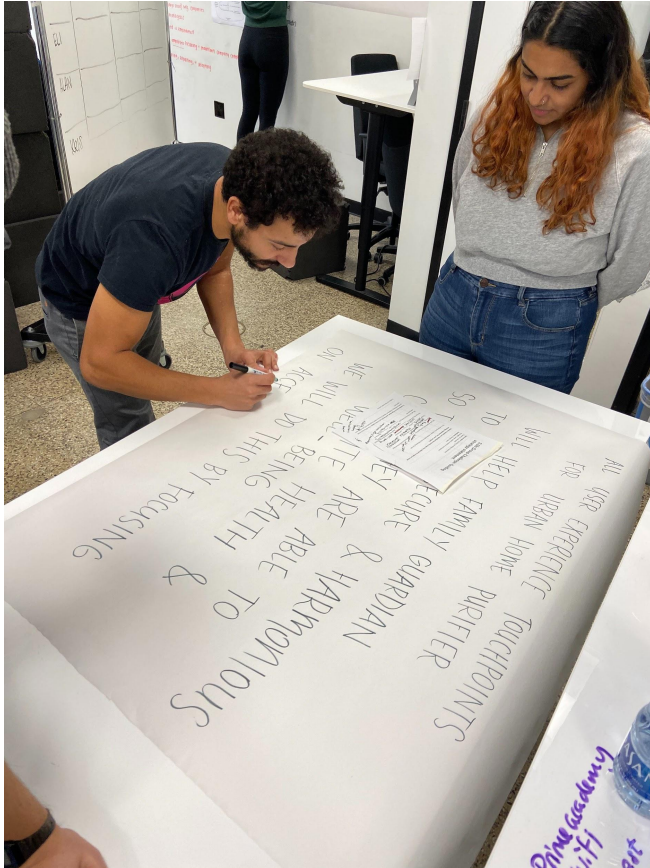
Impact
End Users: - Improved health
- social/peer standing (reputation)
- assist family members
Decision Maker:
Buyers - developers: add value and desirability to new homes
- wechat: expanding their reach
Influencers:
- status
- good health
- revenue
3m Business: HO's + expanded mkt

Users
chinese people, (mostly urban), living in apartments. (maybe offices?)

Influencers/Decision Makers
incentives: buyers/resellers
- development/housing partners
- Alibaba / wechat
- family elders → honor/respect
- the Party → population wellness

Ecosystem Map (Current)
citizens
AIR FILTER STANDARDS
3m R&D - work w/wechat
(FUTURE)
LOVE ME SOME AIR PURIFICATION!

Strategy Solution



Visualization of Proposed Solution

Pre-Purchase

1

User hears about indoor air pollution and its effects.

2

Public Private Partnership
User sees QR code for localized pollution data.

3

User worries about public health.

4

User performs research on WeChat.

5

Targeted ads reach user in WeChat for 3M air purifier.

6

User decides to participate in a trial run of 3M product.

7

User shares their experience with the 3M product on WeChat.

Purchase

8

User orders purifier on WeChat.

9

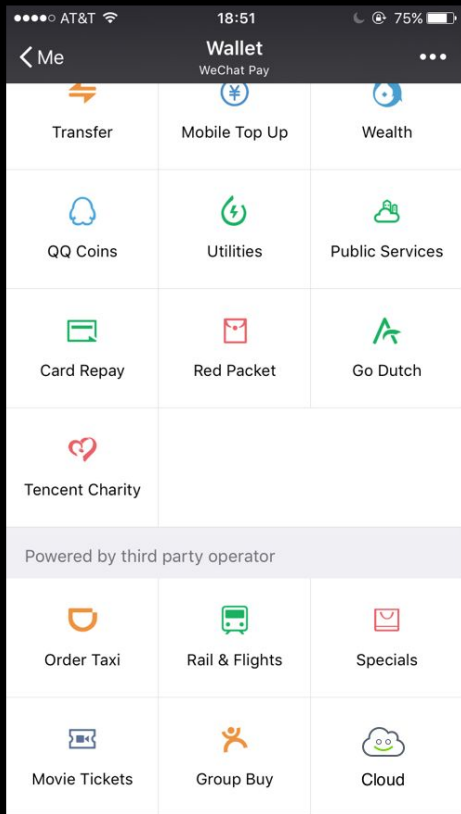
User receives a notification that the air filter needs replacing.

10

User orders new filters with one touch in WeChat.

Engagement

Post-Purchase



QRcode分享

讓您的好友掃描此行動條碼
即刻分享此APP



中国移动 上午9:41 42%

微信



3M 科技
改善生活™



Cloud



长期暴露在污染的空气中可能对健康产生永久影响，例如：
加速肺部衰老。肺功能丧失和肺功能下降。疾病的发展，例如哮喘，支气管炎，肺气肿以及可能的癌症。寿命缩短。



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那些最容易受到空气污染影响的严重健康问题的人是：

患有心脏病，冠状动脉疾病或充血性心力衰竭的个体。患有哮喘，肺气肿或慢性阻塞性肺病（COPD）等肺部疾病的个体。孕妇
户外工人。老年人和老年人。14岁以下的儿童
在户外大力运动的运动员

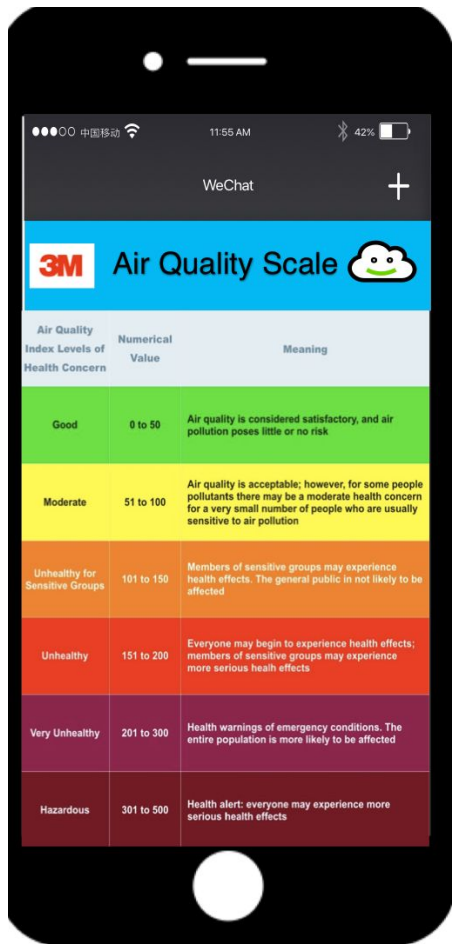


User can view their unit's air quality

User can view air quality statistics from other locations.

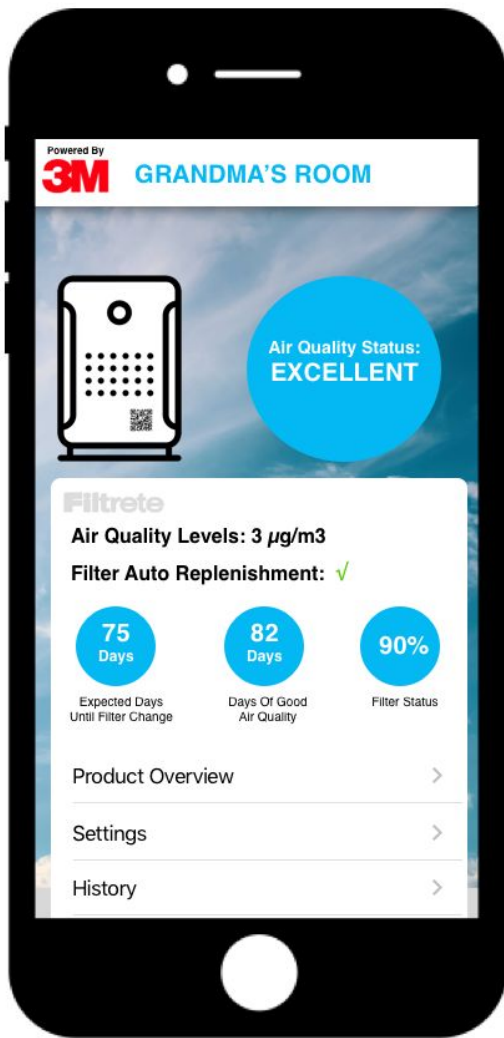


Users can be educated on how to read the scale



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

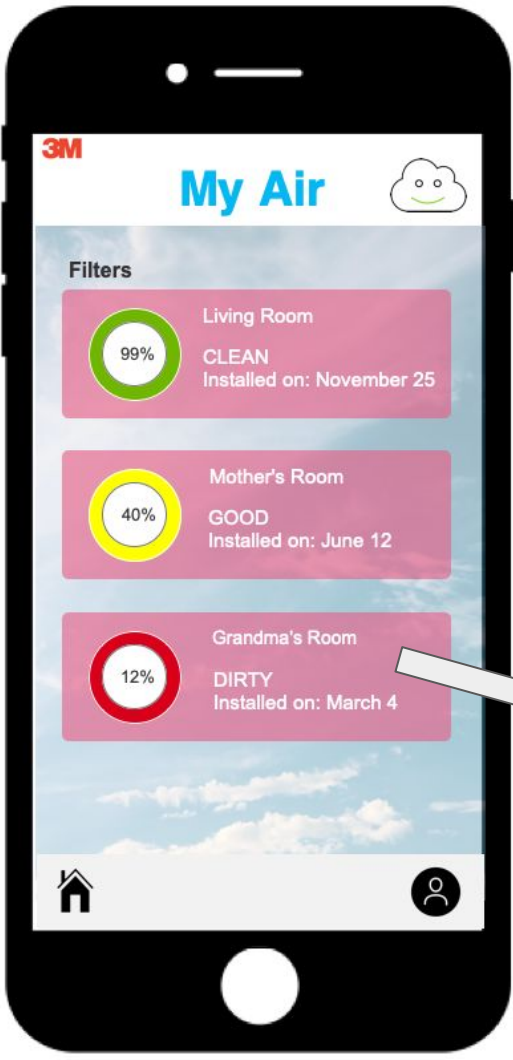
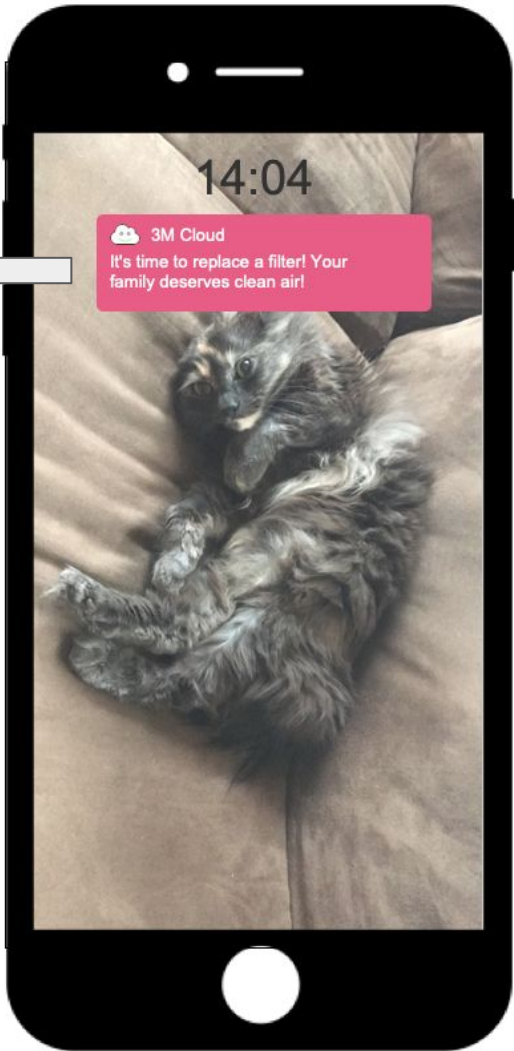
Product Info Page



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

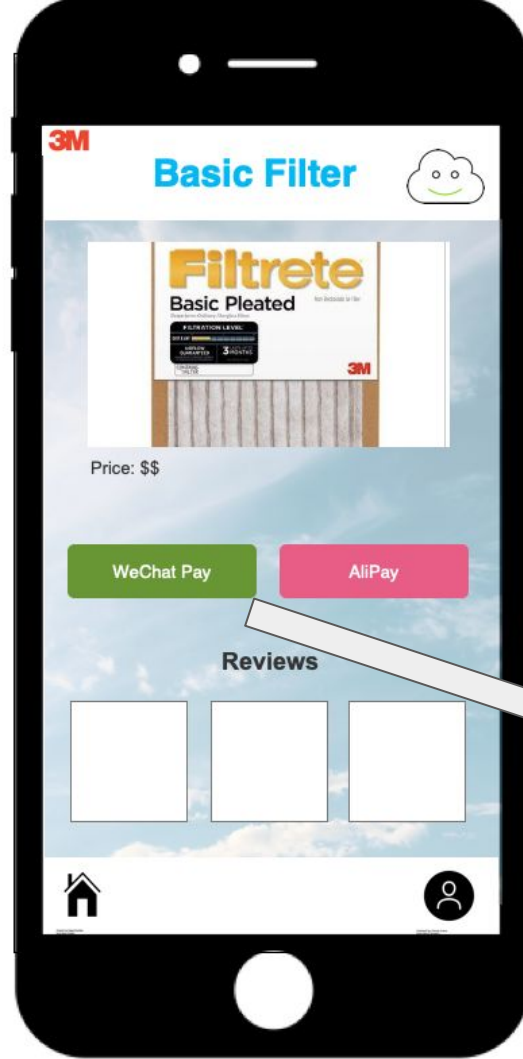


Users can see the status of each of their filters and how long they have had them.



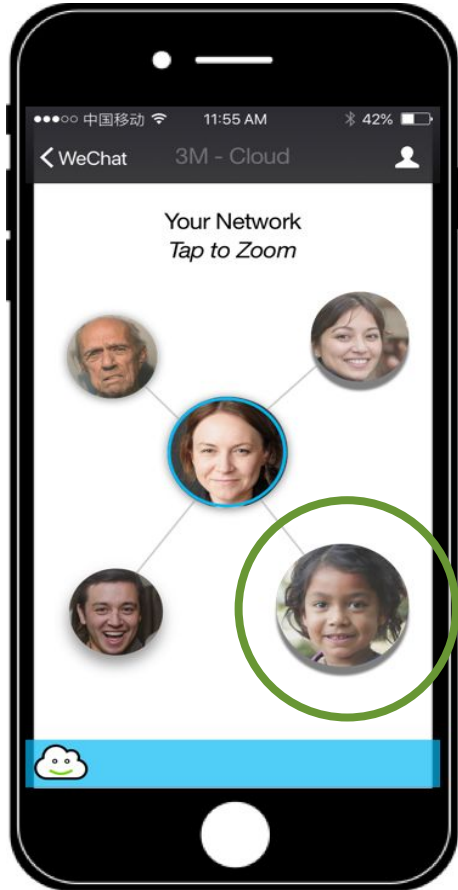
User can see details about their product as well as about air quality

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.

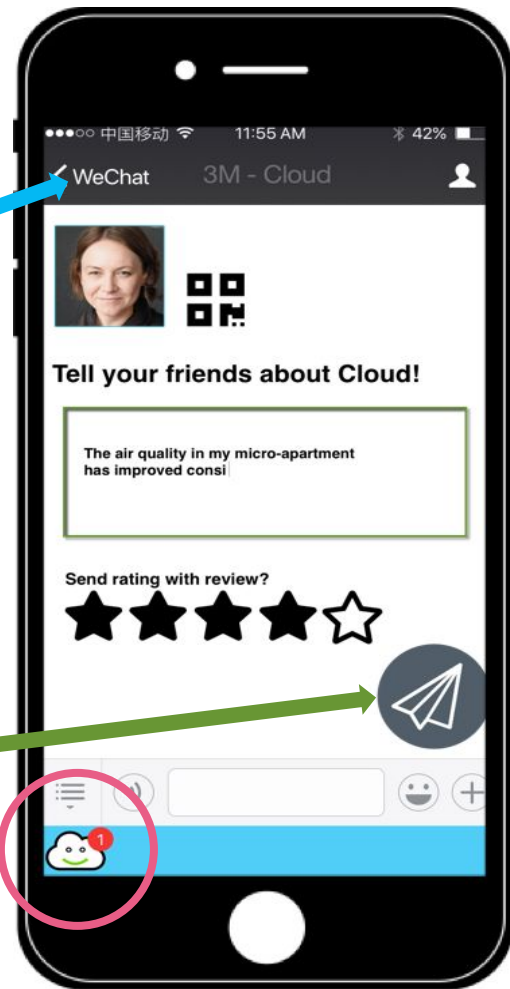
Tap on image to view
sub-user profile or to switch
to direct WeChat
messaging.

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

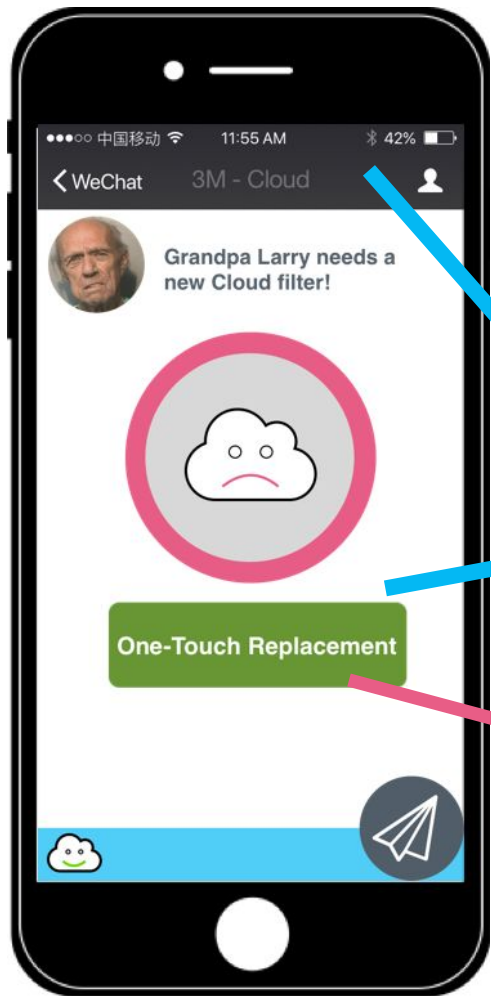
User stays inside the WeChat ecosystem to send messages to others.

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

Notification



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!