Product & Service innovation

Team the Edge

Kim Il Su
Jeong Eun
Lim sung tae
Lim Hyung Jin
Tak Jae Hwan

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Agenda

Introduction

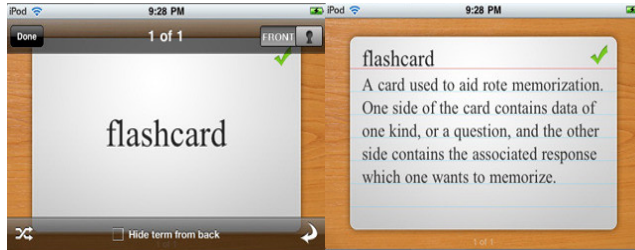Problem

First Prototype

Iteration

Second Prototype

Final Product

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Introduction

Existing Main Electronic Linguistic Devices

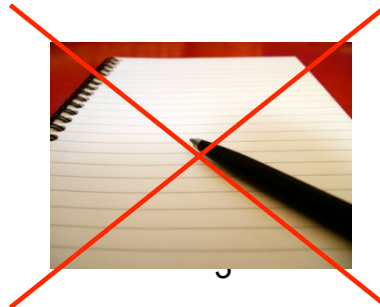**Flash Card Application**

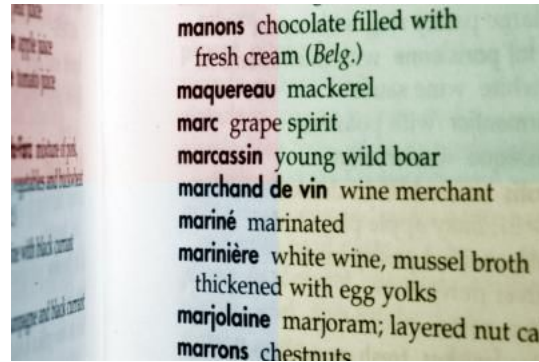**Device Name: Word-Sketch**

Device Name: Handy-Lab

Device Name: Blinker

However

No Existing Main Electronic Linguistic Devices has the feature of sharing the 'Real Life Feeling' of analog style of Pen+Notepaper but were rather education devices mainly dependent on the software
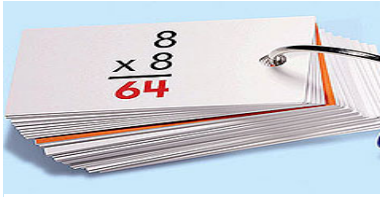
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Problem

» **Want** to have **effective digital studying tool** that has very **simple interface , not complicated**

» **Development of technology** seems to **eliminate** the **strengths** of **analog tools** (Becoming **Too Digital!**)

» **Want** to express **Notepad + Digital** that can bring **'Real Life Feeing'** of writing down

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Analysis to Create Electronic Flash Cards

"Writing Down Leads to greater memorization, the same way that visualizing the performance of a new skill can actually improve skill level."

-Lifehack Sep.28.2007

» A lot of people use flash cards to memorize definitions.

» High visual learners get more out of creating a flashcard rather than using them.

» Effective memory-aid tools that can help students learn new material quickly.

"Visual learners see the information they need to recall on flash cards, whether in an image or a word or two"
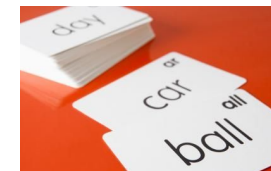
-Cynthia Gomez, eHow Contributor

"The contribution of vocabulary flash card in teaching vocabulary to students led to a higher level of vocabulary improvement"

-Maryam Eslahcar Komachali
(The Effect of Using Vocabulary Flash Card on Iranian Pre-University Students" Vocabulary Knowledge)

Cons of Analog Style Flash Cards

» Burden, carrying it around
» Hard to look for words
» Limited to only one word

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First Prototype

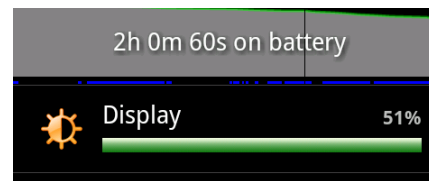The Edge

Electronic Linguistic Device Prototype 1

Electronic Flash Card

» **Two-sided Screen**

» **Entirely Folded Screen**

» **Touch pen available**

» **Easy to utilize**

» **Creating own flashcard with own writing**

Cons of This Electronic Product:

» Thick

» High Usage of Battery

» Lack of Portability

» Lack of Feasibility

» Too limited usage

» Not very suitable to Pen+Notepaper style

2h 0m 60s on battery

Display   51%

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Existing Product Analysis

Handy lab

Word sketch

Blinker

Strong Points
» Quality of study contents
» Light Weight(90~140g)
» Compact('3.5)
» Continuous S/W upgrade

Weak Points
» Expensive
» Resistive touchscreen   » Low memory size
» Fragile exterior   » Low capacity of battery
» Ineffective Multimedia function utility

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Existing Product Analysis

Smart device apps

Strong Points	Weak Points
» Cheap Price	» Limited contents
» Customization	» Interface
» Online Access Function	» Distraction

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Second Prototype

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Iteration － Prototype 2

Need for Thin and Wide display

Adopting new technology → Flexible display

YOUM

Expected advantage:
Durability and High Portability with expressing live color

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Iteration － Prototype 2

For software function → studying-aid software chip

(similar to Nintendo's game pack)

Eliminating other features
 (e.g. MP3 player, Video player, DMB and etc.)

→ Possible for lower cost, thinner and lighter device

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Iteration － Prototype 2

Possible Drawbacks of Prototype 2

Flexible display is not commercialized yet

» Expected to be commercialized next year

» Price will increase due to adopting new technology
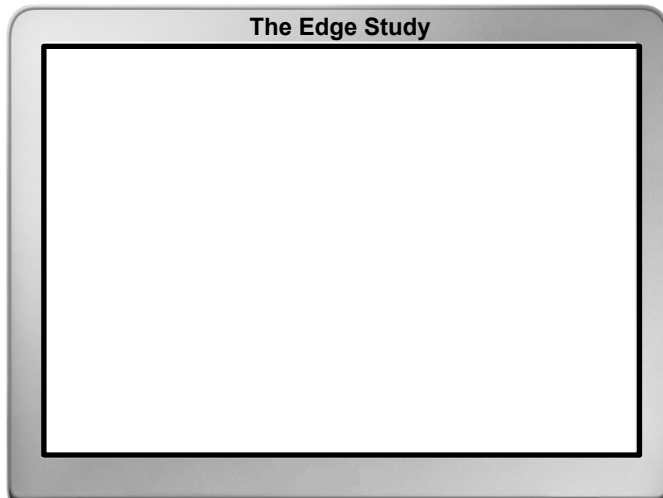
» Consume too much battery because of "color"

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Final Product

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Final Product

✓ **"Real Life Feeling Studying Device Only Made for Studying "**

'The Edge Study'

'The Edge Study'

Specialized Touch Pen

Side View of 'The Edge Study'

E Ink	11 inch Display	Long Battery	Thin & wide	Pen Sound effect	Downloadable Software

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Final Product

✓ Software

- No Additional function (Mp3, Camera, Internet, Media player etc.)

- Only study function (Dictionary, Pronunciation, Regular test, Writing pad, etc)

- Download software program (Customization & Business model) – English, Japanese, Chinese,etc

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Final Product

✓ Business model

- ## Hardware

- ## Program(Software)

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