

WellWave

1) Product Overview

WellWave, Inc. is a company dedicated to wearable fitness technology, founded in 2013. From the outset, WellWave made its mark in the fitness wearables market, offering affordable fitness watches designed with simplicity in mind. These devices, featuring essentials like heart rate monitoring, step counting, and sleep tracking, resonated with users seeking straightforward functionality without the complexity of pricier alternatives, helping WellWave foster a loyal customer base.

As the wearables landscape evolved with the rise of sophisticated, multi-functional smartwatches from major players like Apple and Samsung, WellWave saw its market share challenged. Therefore, the company is striving to make a bold pivot to focus on an underserved audience: retirement homes and senior living facilities. WellWave is now dedicated to developing health-centric, user-friendly wearables that are both accessible and affordable for older adults. The product would offer features ranging from health tracking, emergency detection, social network engagement, and caregiver integration—all tailored to the unique needs of older adults. By providing such a bundled product, retirement homes now possess the technological infrastructure to thoroughly engage and monitor their residents.

2) Scope and Objectives

Scope:

WellWave's core offering integrates wearable technology with personalized health management for seniors, specifically within retirement and assisted living facilities. At the heart of our solution is a combination of fitness tracking, emergency alert systems, and social engagement tools, all designed with simplicity and senior needs in mind.

Our technology ensures:

- Health data, including activity levels, fall detection, and emergency alerts, is continuously monitored and shared with caregivers and loved ones in real time, allowing for proactive interventions—rather than *reactive* interventions.
- The AI companion provides personalized interactions to enhance mental well-being and social connectivity among residents, fostering a sense of engagement and reducing feelings of isolation.

- A secure platform that supplements any existing care systems, delivering actionable insights that improve the quality of care without overwhelming staff or residents.

The solution is delivered as an all-in-one solution, combining both the wearable device and its corresponding B2B integration. This comprehensive system supports not just individual health management, but also helps facilities streamline care, reduce emergencies, and enhance the overall resident experience, all of which were notorious problems in the retirement home space.

- **Primary Objectives:**

- **Objective 1:** Achieve 95% accuracy in health monitoring metrics (e.g., heart rate, blood pressure, oxygen saturation) during testing.
- **Objective 2:** Increase physical activity among senior residents by 25% through usage of the WellWave device and its social engagement features.
- **Objective 3:** Achieve a 30% reduction in fall incidents and emergency response time through fall detection and panic alerts.
- **Objective 4:** Enhance social interaction, with at least 10 minutes of daily engagement through the AI conversational feature.
- **Objective 5:** Partner with 3 major healthcare providers for integration of the watch's health data with their patient monitoring systems by the end of Q2.
- **Objective 6:** Attain 80% positive user feedback from a beta test group of 500 elderly users on the usability and comfort of the watch within 6 months of testing.
- **Objective 7:** Certify the device with 2 medical regulatory authorities (e.g., FDA, CE) within 12 months.

- **Secondary Objectives:**

- **Objective 1: Integration with Third-Party Apps:** Allowing users to connect the WellWave device with other health and wellness apps (e.g., MyFitnessPal) to further enrich their health data.
- **Objective 2:** Allowing residents to choose from a variety of wearable designs and colors to personalize their devices, providing a more personalized and aesthetically pleasing experience.
- **Objective 3:** Integrating fun, light-hearted challenges or fitness competitions between residents to encourage participation in physical activities, boosting morale and engagement.

Out of Scope:

WellWave will not include highly complex features that could overwhelm users, like advanced

functionalities like customizable app integrations or third-party service connections that require complex configurations. Additionally, the product will not feature a full-scale remote healthcare service with real-time medical consultations because it's primarily focused on providing health monitoring, safety alerts, and social engagement. And finally, the device will also exclude non-essential entertainment features like games, initially prioritizing essential functions tailored to seniors' health and well-being.

3) User Personas

Retirement Home Residents

- **Demographics:** Seniors aged 65+, primarily in retirement homes or assisted living facilities, with varying degrees of mobility, cognitive abilities, and chronic health conditions.
- **Needs:**
 - Health and sleep tracking for daily activity and usage.
 - Immediate emergency response system for falls or panic attacks.
 - Social interaction and mental engagement to prevent isolation and cognitive decline.
- **Pain Points:**
 - Difficulty navigating complex tech.
 - Lack of real-time health data sharing with caregivers.
 - Inadequate social connection and engagement.

Elderly Caregivers

- **Demographics:** Caregivers working in senior living facilities or retirement homes, managing daily care for multiple residents.
- **Needs:**
 - Real-time health and emergency alerts for residents.
 - Access to aggregated health data for better care planning and decision-making.
- **Pain Points:**
 - Difficulty in monitoring residents across large facilities.
 - Lack of quick response tools in case of emergencies like falls or panic attacks.

Family Members of Seniors

Demographics: Family members (children, grandchildren, or other loved ones) of seniors living in retirement homes or assisted living facilities.

Needs:

- Regular updates on the senior's health status and emergency incidents.
- Simple communication channels to stay connected with loved ones.

Pain Points:

- Limited visibility into daily health monitoring and emergency situations.
- Lack of communication from caregivers or facility staff.

Healthcare Providers (Doctors/Nurses)

Demographics: Medical professionals who oversee the health of seniors in retirement homes, including physicians, nurse practitioners, etc.

Needs:

- Access to comprehensive and real-time health data for residents.
- Tools for chronic disease management and monitoring key health indicators.
- Integration with medical systems to streamline care and improve decision-making.

Pain Points:

- Lack of real-time health data from wearable devices.
- Disjointed care and difficulty tracking patients' activity, health status, and emergencies in a timely manner.

Insurance Providers for Retirement Homes

Demographics: Insurance companies or agents that provide coverage for senior living facilities, including liability, health, and property insurance.

Needs:

- Access to real-time data on residents' health and safety to assess risk and adjust premiums accordingly.
- Insights into the frequency of incidents (falls, health emergencies, etc.) to predict and manage claims more effectively.
- A tool to help retirement homes improve safety and wellness outcomes, potentially lowering the risk of costly claims.

Pain Points:

- Difficulty in tracking the effectiveness of safety programs and the overall health risk of insured facilities.
- Challenges in accurately underwriting policies for facilities with varying levels of care, technology adoption, and resident health needs.

4) User Stories

In order to design an effective solution, understanding the specific needs and goals of key stakeholders is essential. Below are user stories and Jobs to Be Done for each stakeholder group, illustrating how they will interact with the WellWave product and the features that will be most impactful.

Retirement Home Residents

- **User Story:** "As a senior, I want to easily track my health metrics—like heart rate, activity, emergency alerts, sleep, and mental awareness—without feeling overwhelmed by complex features."
- **JTBD:** "When I check my health tracker, I want simple, clear access to key information, so I can maintain my health and safety confidently."

Caregivers

- **User Story:** "As a caregiver, I want real-time health updates and emergency alerts for residents, so I can respond quickly and provide personalized care."
- **JTBD:** "When residents need help, I want immediate, reliable notifications, so I can act swiftly to ensure their safety and well-being."

Facility Administrators

- **User Story:** "As a facility administrator, I want aggregated health data to monitor trends, improve care planning, and maintain regulatory compliance."
- **JTBD:** "When analyzing facility performance, I want clear health insights, so I can make data-driven decisions to uphold high standards of care."

Family Members

- **User Story:** "As a family member, I want health and safety notifications, including emergency alerts, to stay informed and support my loved one from a distance."
- **JTBD:** "When thinking about my loved one's health, I want regular updates and alerts, so I can feel reassured and act if needed."

These user stories and JTBDs show the interconnected needs of stakeholders, ensuring the final product not only addresses their unique challenges but also promotes seamless communication, coordination, and a truly integrated and supportive ecosystem for senior living.

5) Functional Requirements

WellWave's primary functional requirements center on four critical capabilities that work in concert to ensure comprehensive elderly care monitoring. The highest priority feature is the advanced fall detection system, which utilizes a combination of accelerometer and gyroscope data to detect falls with 95% accuracy, immediately triggering notifications to facility staff through the integrated alert system. This feature depends on reliable connectivity and the emergency response protocol system. The second core requirement is continuous health monitoring, which captures vital signs including heart rate, sleep patterns, and activity levels at 30-second intervals, with the ability to identify irregular patterns that may indicate potential health issues. This monitoring system feeds into both the facility dashboard and family member companion app, providing real-time health status updates and trending data visualization.

The B2B facility management interface serves as the central nervous system of WellWave's functionality, requiring seamless integration with existing facility systems through standardized APIs. This interface must support multi-tier access controls for different staff roles (administrators, nurses, caregivers), manage resident profiles, and provide customizable alert thresholds for each resident's specific health conditions. The AI-powered companion feature represents our most innovative requirement, utilizing natural language processing to provide medication reminders, activity encouragement, and basic companionship through the watch interface. This feature depends on the health monitoring system for contextual awareness and requires extensive privacy controls to manage conversational data. Each of these core functionalities is supported by a robust data management system that handles data collection, processing, and storage while maintaining HIPAA compliance and ensuring data integrity through automated backup and recovery procedures.

6) Non-functional Requirements

As a medical wearable device monitoring elderly health, WellWave must meet stringent performance, accessibility, and regulatory requirements. The system requires 99.99% uptime for critical health monitoring features, with emergency alert transmission latency under 200ms to ensure rapid response to falls or medical emergencies, even in poor network conditions (minimum 3G connectivity). In areas with limited connectivity, the system maintains full functionality by intelligently adjusting data transmission frequency while prioritizing emergency alerts. Data synchronization between the wearable device and facility systems occurs at 30-second intervals under normal conditions, with offline functionality maintaining up to 48 hours of local storage to handle connectivity interruptions.

Accessibility requirements mandate a high-contrast display (minimum 7:1 contrast ratio), large touch targets (minimum 44x44 pixels), adjustable font sizes (14pt to 20pt), and haptic feedback for all interactions. Voice commands must be recognized with 95% accuracy in multiple accents and background noise conditions. The device interface must be operable with one hand and accommodate users with tremors through motion-stabilization algorithms. Battery optimization features ensure 7+ days of operation through adaptive power management: full-power mode during daytime activities, low-power mode during sleep hours, and ultra-low-power mode during charging periods while maintaining critical monitoring. The device supports rapid charging (0 to 80% in 45 minutes) and provides clear battery status indicators through both visual and haptic feedback.

From a regulatory standpoint, WellWave complies with FDA Class II medical device requirements, including 510(k) clearance for fall detection and vital monitoring features. The system adheres to HIPAA privacy standards through end-to-end encryption of all health data. Regular penetration testing and security audits are mandatory, with all system access logged and monitored. The platform maintains HITRUST CSF certification and complies with the HITECH Act for electronic health record integration. Environmental specifications include water resistance to IP67 standards, drop resistance from 1.5 meters, and reliable operation in temperatures from 32°F to 95°F with humidity tolerance up to 95%. The system supports integration with major EHR systems, maintaining interoperability standards set by the Office of the National Coordinator for Health Information Technology (ONC) while ensuring backward compatibility with legacy healthcare systems.

7) Mockups

Link : https://drive.google.com/file/d/1sAKmucIsDcZK_Tiz_bAaz1TmbcqaO_a4/view?usp=sharing

8) Constraints & Assumptions

Constraints

The WellWave wearable must prioritize accessibility and simplicity to accommodate seniors with conditions like arthritis or reduced dexterity, ensuring usability without relying on complex touchscreens or small buttons. A durable, lightweight design with long battery life is essential for daily wear, withstanding drops and exposure to moisture while minimizing the need for frequent recharging.

Handling sensitive health data introduces strict requirements for HIPAA compliance, data encryption, and secure access protocols to protect user privacy. The device must also integrate with existing electronic medical record (EMR) systems, such as Epic or Cerner, which may present compatibility challenges. High accuracy in features like fall detection and health monitoring is critical to prevent false positives or missed events, necessitating continuous testing and updates. Lastly, cost sensitivity among seniors and care facilities requires a competitively priced product that does not compromise on quality or regulatory compliance.

Assumptions

Seniors in retirement homes need continuous health monitoring but often require technology designed for simplicity. Caregivers value real-time data for informed decisions and reduced manual effort, while families prioritize features like emergency alerts and companion apps for peace of mind. Although many seniors are open to technology, comfort levels vary, necessitating intuitive interfaces that cater to diverse familiarity levels.

There is a growing market demand for wearables addressing senior-specific health needs, with retirement homes investing in technology to improve care and safety. Successful adoption depends on seamless integration into care workflows and proper training for staff. Additionally, regulatory approval for medical functionalities like fall detection is assumed to be critical for credibility and market entry. Emotional engagement through AI companionship is expected to improve mental well-being and reduce feelings of isolation.

Ethical Considerations

The design must balance user autonomy with accessibility, ensuring the device empowers seniors rather than complicating their lives. Robust privacy measures are crucial to maintain trust, and inclusivity must guide development to address the physical and technological needs of a diverse senior population. By meeting these ethical and practical challenges, WellWave can deliver a solution that aligns with user needs, caregiver expectations, and regulatory standards.

9) Milestones & Timelines

The roadmap presented offers a structured and phased approach for developing and launching a health technology product tailored for elderly users. This detailed timeline ensures adherence to technical, clinical, and regulatory requirements while aligning with market needs.

Q1 2025: Initial Development and Market Research 1. Finalize product requirements tailored for elderly users 2. Conduct user testing and feedback from target demographic to refine design/usability.	Q3 2025: MVP Launch Launch Minimum Viable Product (MVP) with core health features: 1. Sleep Tracking (more detailed etc) 2. Panic Attack/ Fall Detection 3. Social Network Initial sales and marketing focus on B2B channels and pilot programs with healthcare providers.	Q2 2026: Second Release (Enhanced Features) 1. Chronic Condition Management Tools/ Mental Exercises Feature 2. Release second version with advanced health features: 3. AI Conversational Model Expand distribution through corporate wellness programs and partnerships with insurers and healthcare providers.
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Phase 1: Initial Setup & Planning (Months 1-3)

Team Assembly

3 months for hiring and onboarding key personnel

Regulatory Planning

FDA & HIPAA strategy development

Phase 2: Core Development (Months 4-12)

Hardware Development

6-8 months for hardware iterations

Software Platform

8-9 months for core platform development

Phase 3: Testing & Compliance (Months 13-18)

Clinical Testing

4-6 months validation

FDA 510(k)

6+ months review

HIPAA Certification

3-4 months process

Phase 4: Launch Preparation (Months 19-24)

Pilot Program

3-4 months with select facilities

Full Launch

Phased rollout to initial markets

10) Resource Requirements

To achieve WellWave, Inc.'s strategic shift toward health-centric wearable technology for older adults in retirement homes and senior living facilities, a detailed allocation of human and technical resources is listed below.

Human Resources

The **product development team** will consist of hardware and software engineers, UX/UI designers, and quality assurance specialists. Together, they will design and build wearable devices with features specifically tailored for older adults, such as health monitoring, emergency detection, and caregiver integration. The hardware engineers will focus on creating durable and ergonomic devices, while software engineers will ensure seamless app integration and cloud connectivity. UX/UI designers will develop senior-friendly interfaces with large fonts and simplified navigation, while QA specialists will rigorously test for reliability and safety.

Clinical advisors will play a critical role in validating the medical accuracy of the device's health tracking features. This team of healthcare professionals will ensure compliance with industry standards, assist in calibrating emergency systems like fall detection, and provide insights to optimize caregiver integration.

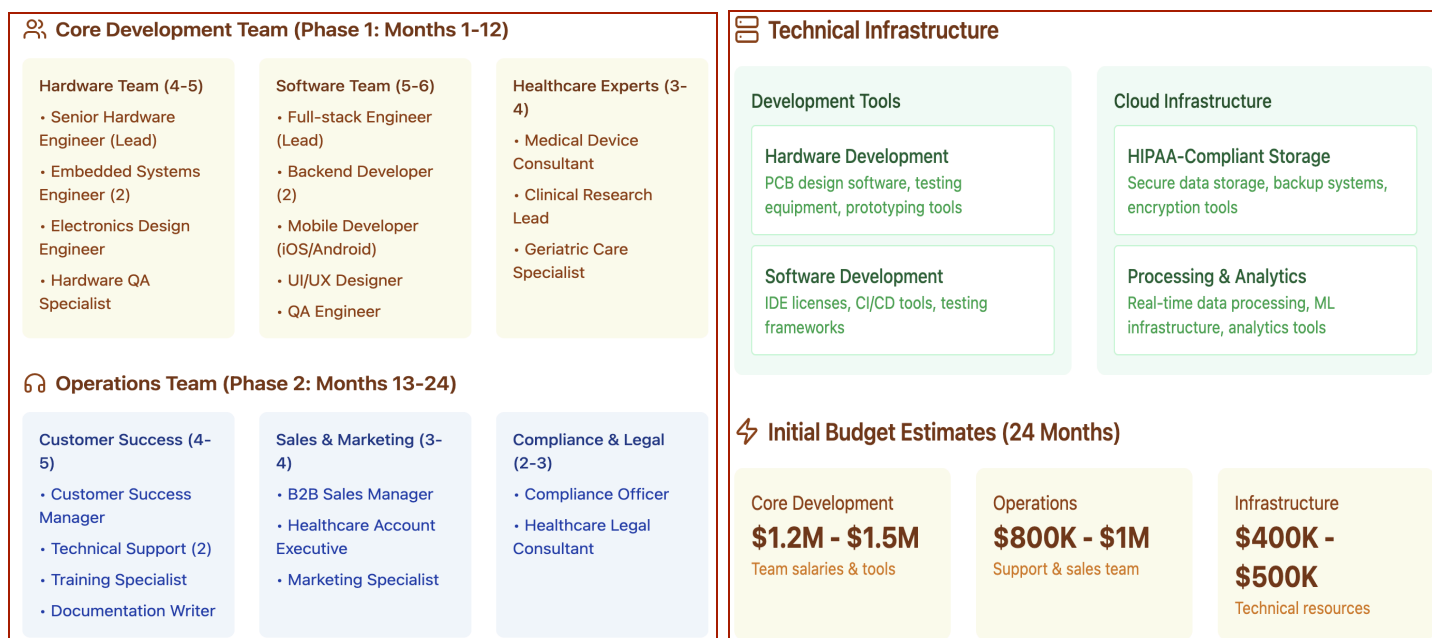
A **customer support and sales team** will handle user onboarding, staff training, and technical support. This team will also work directly with senior living facilities to educate them on the device's benefits and functionality, ensuring smooth adoption and ongoing satisfaction.

Technical Resources

WellWave will deploy secure cloud storage infrastructure to manage the large volume of health data generated by users. This system will ensure data privacy compliance with regulations such as HIPAA while enabling real-time and historical health trend analysis. It will also allow seamless data sharing between caregivers, healthcare providers, and electronic medical record systems.

The wearable device will leverage an AI-powered backend to process biometric data in real-time, offering actionable health insights. This AI system will power features such as conversational voice interactions for hands-free navigation, emergency alerts for falls or cardiac events, and trend analysis to provide early warnings about health risks.

To integrate seamlessly with retirement home systems, WellWave will develop middleware and APIs for compatibility with EMR platforms. These tools will enable automated data synchronization, centralized monitoring of multiple residents, and streamlined health reporting, reducing the administrative burden for caregivers and staff.



11) Testing and Quality Assurance

A comprehensive testing and quality assurance plan is vital for ensuring the reliability, usability, and compliance of WellWave's wearable device is listed below:

Testing Strategy

- Usability Testing:** Evaluate device intuitiveness with 50+ seniors to refine navigation, accessibility, and interface design.
- Fall Detection Testing:** Simulate diverse fall scenarios to validate sensor accuracy in distinguishing falls from non-critical movements.
- Integration Testing:** Ensure seamless data flow with major EMR systems and verify reporting integrity.
- Pilot Study:** Test functionality and user experience in five retirement homes with residents of varying abilities.

5. **Simulation Testing:** Use AI simulations and human interactions to assess the conversational companion's responses in scenarios like emergencies and social engagement.
6. **Hardware Testing:** Validate sensor accuracy, battery life, and durability under real-world conditions.
7. **Software Testing:** Stress-test backend systems for scalability, data accuracy, and EMR integration.

Quality Assurance

1. **Regulatory Compliance:** Ensure HIPAA and FDA standards for data privacy, sensor accuracy, and safety.
2. **Feedback Loops:** Use insights from seniors and caregivers to drive iterative improvements.
3. **Ongoing Monitoring:** Adapt to regulatory changes and advancements in health-monitoring technologies.
4. **Scalability Assurance:** Test infrastructure to handle growing user bases with minimal downtime.
5. **Post-Launch Support:** Provide updates, patches, and technical assistance for continuous product improvement.

This streamlined approach ensures WellWave delivers a reliable, compliant, and user-friendly wearable that meets the needs of older adults and their caregivers.

12) Metrics and Success Criteria

Key Performance Indicators (KPIs)

Soft-Launch Indicators:

- **Interaction Frequency:** Measure how often users engage with the WellWave wearable, including activity tracking, health alerts, and emergency features during the pilot study.
- **Trial-to-Subscription Conversion Rate:** Track the percentage of trial users who subscribe to WellWave after the initial trial period.

Acquisition and Onboarding:

- **User Growth Rate:** Measure the rate at which new users, both seniors and caregivers, are added to the platform.
- **Onboarding Completion Rate:** Track the percentage of users (seniors and caregivers) who successfully set up the wearable, complete the onboarding process, and utilize the tutorials.

- Device Activation Time: Monitor the average time it takes for users to activate their wearable after purchase.

Engagement and Retention:

- Active User Rate: Percentage of users who regularly engage with the different features of the wearable and app
- Competitor Analysis: Track the competitors and time period of any clients who leave WellWave
- Alert Response Rate: Monitor how quickly caregivers or family members respond to emergency alerts and activity notifications of their elderly residents.

Customer Satisfaction and Feedback:

- Net Promoter Score: Measure how likely users (seniors, caregivers, and facility managers) are to recommend WellWave to others.
- Customer Satisfaction Score: Feedback from users on their experience with the wearable, app, and customer support.

Operational Performance:

- Emergency Accuracy Rate: Percentage of accurate emergency alerts (e.g., detecting falls without false positives).
- Data Integration Success Rate: Percentage of successful integrations with third-party health record systems.
- Battery Performance Metrics: Measure the average duration between charges and user satisfaction with battery life.

Financial Performance:

- Average Revenue Per User: Calculate the average revenue generated per user per month.
- Customer Lifetime Value: Estimate the revenue generated by an average customer over their lifecycle.
- Churn Rate: Measure the percentage of users who cancel their subscriptions within a specified period.

Marketing and Awareness:

- Referral Conversion Rate: Percentage of new users acquired through peer-to-peer referrals.

- Marketing Campaign Conversion Rate: Measure the conversion rates from marketing efforts, including online ads, partnerships, and email campaigns.

Objective Key Results (OKRs)

Objective #1: Improve health monitoring adoption among seniors.

- Key Result #1: Achieve 95% accuracy in health monitoring metrics (e.g., heart rate, blood pressure, oxygen saturation) during testing.
- Key Result #2: Increase physical activity among senior residents by 25% through usage of the WellWave device and its social engagement features.
- Key Result #3: Achieve a 30% reduction in fall incidents and emergency response time through fall detection and panic alerts.

Objective #2: Enhance customer satisfaction and loyalty.

- Key Result #1: Maintain a Net Promoter Score of 70+ within the first year.
- Key Result #2: Achieve a 90% user satisfaction rate in post-onboarding surveys.
- Key Result #3: Attain 80% positive user feedback from a beta test group of 500 elderly users on the usability and comfort of the watch within 6 months of testing.

Objective #3: Scale market presence, reach profitability, and establish partnerships.

- Key Result #1: Reach 50,000 active users within one year of launch.
- Key Result #2: Reduce Customer Acquisition Cost by 20% through efficient marketing strategies within the first year.
- Key Result #3: Partner with 3 major healthcare providers for integration of the watch's health data with their patient monitoring systems by the end of Q2.

13) Go-To-Market Strategy

This roadmap details the steps from product development to launch, targeting senior living facilities and retirement homes, and ultimately achieving scalable success.

Market Analysis

Senior care technology is an emerging market with significant gaps. Pain points include high abandonment rates—approximately one in three elderly care facilities discontinue tech tools due to complex interfaces or inadequate training (Novotney). Additionally, AARP's 2023 Tech Trends report

highlights that 68% of older adults feel current technology isn't user-friendly. These issues create opportunities for solutions that offer real-time health monitoring, streamlined caregiver integration, and user-friendly designs. Key trends such as preventative care, rising healthcare costs, and the growing demand for data-driven care emphasize the need for effective medtech solutions tailored to this audience.

Target Audience and Segmentation

WellWave's primary customers are senior living facilities, retirement homes, and eldercare institutions. Secondary influencers include healthcare providers, insurance companies, and family caregivers. The market is segmented into large chains needing scalable solutions, mid-sized facilities requiring easy-to-use tools for limited IT resources, and specialized homes focused on memory care or chronic conditions.

Value Proposition and Messaging

WellWave's wearable technology simplifies health monitoring, enhances caregiver efficiency, and improves the quality of life for residents. Messaging emphasizes ease of use with intuitive designs for staff and residents, proven results through real-time health insights for better outcomes and cost savings, and comprehensive support that includes training, 24/7 assistance, and proactive maintenance.

Distribution Strategy

The B2B approach focuses on partnering with retirement homes, senior living facilities, healthcare providers, and insurers. Targeting institutions aggregates the audience, improving cost efficiency and allowing bulk purchasing. Features such as caregiver integration and real-time monitoring align strategically with the needs of eldercare facilities.

Sales Strategy

WellWave employs a direct sales model, partnering with healthcare organizations, insurers, and senior living chains. The strategy targets decision-makers like IT staff, administrators, and caregivers through personalized presentations and product demonstrations. This approach builds trust, fosters long-term relationships, and maintains control over pricing, branding, and customer relationships.

Marketing and Promotion Plan

WellWave's marketing strategy is tailored to the dynamics of eldercare. Healthcare conferences, professional journals, educational webinars, and certification programs engage key stakeholders and

build credibility. Supporting content marketing initiatives include white papers, case studies, and ROI calculators. The WellWave Learning Hub provides implementation playbooks, staff training modules, and integration guides. Consumer campaigns on Facebook and YouTube share resident success stories to build grassroots demand.

Launch Plan

WellWave will validate its product through a pilot program in 10 senior living facilities, gathering feedback on usability, implementation, and ROI. A staggered rollout will follow, starting with large chains to maximize reach, then expanding to mid-sized and specialized facilities. Promotional efforts will highlight pilot program success stories, alongside intensified conference presence and targeted marketing to decision-makers. Feedback loops, including structured surveys and regular check-ins, will ensure continuous improvement.

Customer Support and Service

WellWave emphasizes seamless adoption and long-term satisfaction through 24/7 multi-channel support, on-site assistance, and a robust self-service portal with knowledge bases, FAQs, and video tutorials. Proactive support includes usage analytics and quarterly health checks. Feedback mechanisms, such as post-support surveys and account manager check-ins, ensure continuous improvement.

Evaluation Metrics

Key metrics include a 90% facility retention rate, 40% expansion rate for additional device orders, and 85% implementation success rate. Resident engagement goals are a 65% adoption rate per facility and an 85% satisfaction score. Professional engagement metrics aim for 70% webinar attendance and 80% certification completion. Customer service KPIs include a response time under two minutes for chat, one hour for email, resolution times under 24 hours, and a customer satisfaction score of 90% or higher.

Path to Success: Pivot, Proceed, or Perish

- **Proceed:** WellWave will move forward with full-scale production and marketing if pilot program results meet predefined adoption and satisfaction benchmarks. These include achieving a 90% facility retention rate, 65% resident adoption within each facility, and high levels of engagement with training resources. Success in these areas would indicate a strong product-market fit, justifying scaling efforts.

- **Pivot:** A pivot will be necessary if feedback from the pilot reveals significant but solvable challenges. For example, usability issues, unanticipated integration barriers, or insufficient clarity in caregiver training could require iterative improvements. In this case, the development team would prioritize addressing these gaps before re-testing in a revised pilot or expanding to additional facilities. The decision to pivot would also consider whether the required changes align with WellWave's long-term goals and are financially and operationally feasible.
- **Perish:** Should pilot feedback consistently show insurmountable obstacles—such as a lack of interest from senior living facilities, poor reception from caregivers and residents, or a fundamental misalignment with market needs—WellWave would consider ceasing operations. This decision would hinge on whether the issues are systemic (e.g., no viable market demand) or product-specific (e.g., unfixable flaws). A clear absence of scalability or insufficient revenue potential would also lead to this outcome.

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