

JA Marathons of
Hackathons 2021



Johnson & Johnson



ALBAE

Albania & UAE

GEN²⁰²²E

Technology Partner



avanade

J&J PRODUCT OF FUTURE

ALBAE

SCAN YOUR LIFE

DIAGNOSTIC & PREDICTIONS MIRROR (D&P MIRROR)



Characteristics and features:

- Full body size mirror
- Scanners
- **Holographic projection** for detailed reports
- Fully **customisable** display
- Linked to **expert system** and **internet** (add symptoms to get a diagnosis and actions to take ahead; with regards to diet plans etc)
- **Retina and face recognition**
- Different user profile
- Reports to **connected app**
- Calculates **BMI, body water %, pulse rate, blood pressure, etc.**
- **Virtual Assistant**

Sustainability

- Materials are sustainable
- Using recycled materials
- Remotely getting diagnostic checks; **saves time**
- Eco-friendly recharging (**clean energy**)

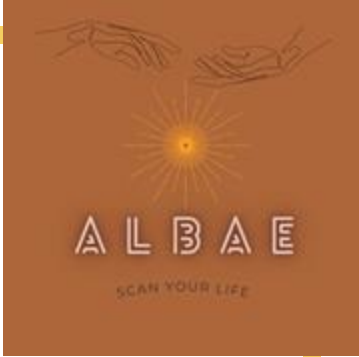
Digitalisation

- Data accessible on **cloud storage** through an app
- **Holographic projection**

Personalisation

- Customizable design (**colour, size and shape**)
- **Customisable profiles** (details, displayed per profile)

J&J PRODUCT OF FUTURE



Manufacturing

- Eco-friendly materials (Recycled glass and steel)
- Made to order basis
- Partly 3D printed (customised parts)

Marketing Plan

- Social media influencers
- Sold in electronic stores, pharmacies, online retailers (ie Amazon), official website (SEO)
- Live partnership event announcing product
- TV adverts
- Early bird discounts available

Target Market

- Very broad, practically everyone!