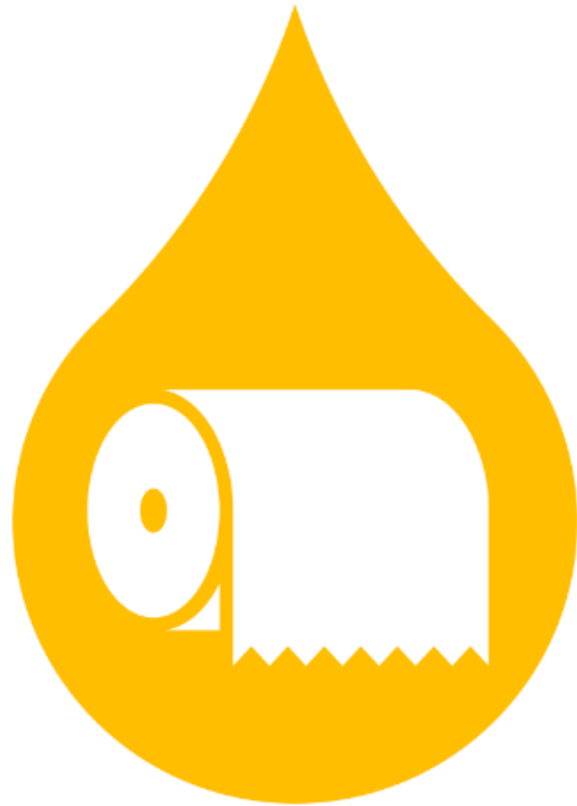


Project WeeWee Symphony



WeeWeeFree



User Stories

How to block others' sharting noise in public restrooms?



Jess: One of the biggest reasons I loath going to public restrooms is because of the external "**noises**" I have to put up with....



Anonymous: I wish there is a way to **block out others' noises** and mine, during my restroom business.....



JR: I want to put my headphone on, but I am afraid my sharting would **affect other visitors**....



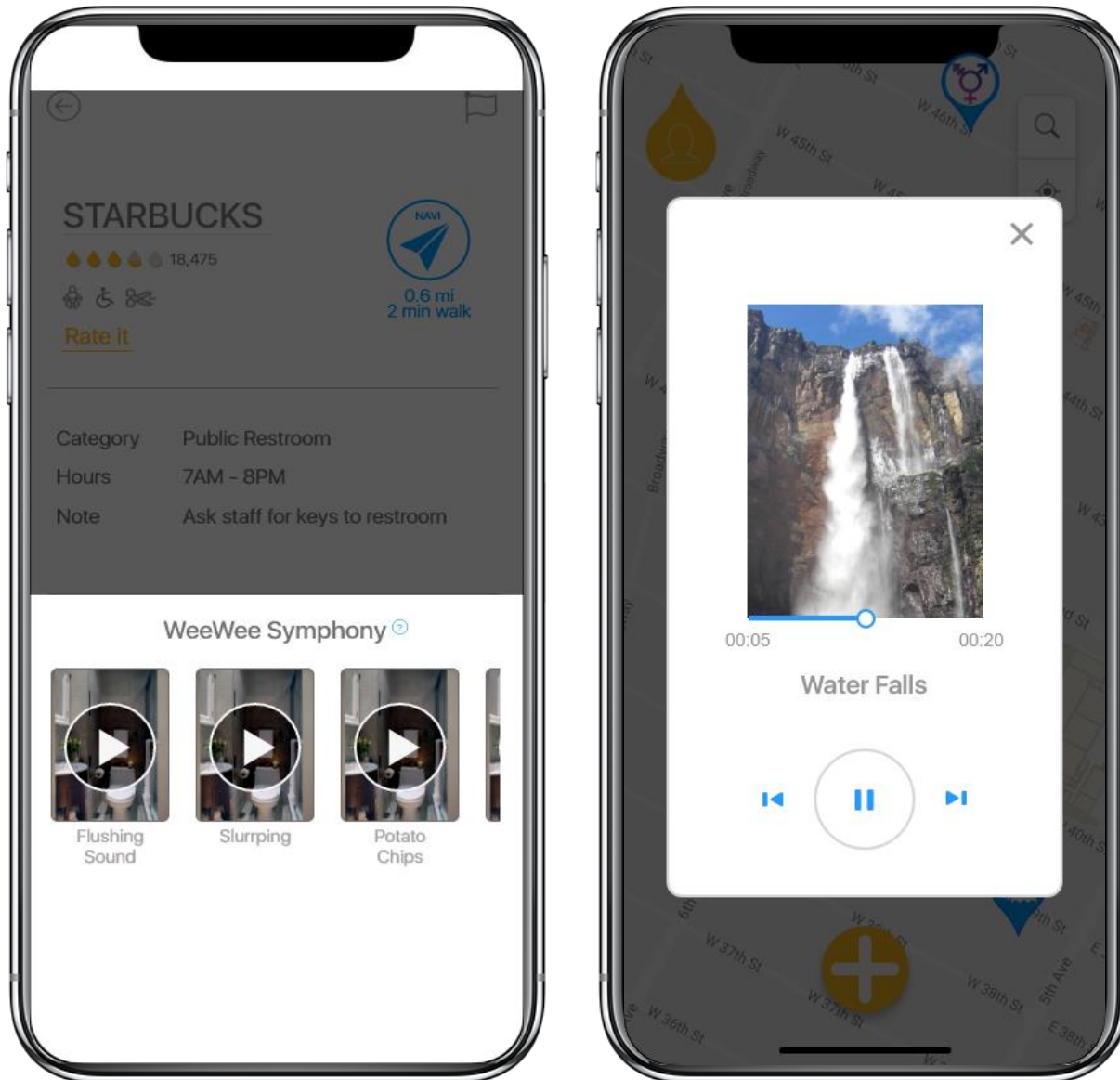
Solution

WeeWee Symphony – Noise blocking songs to play during restroom visit.





UI and Design



Simple

Slide left or right to pick songs, and press to play.

Effective

Hand-picked high frequency level music to ensure to overpower external noises.

Hands-Free

Songs will be on repeat until you pause it.

Make It Sing.



User Incentive

1

Fun

A practical feature that is also fun to use, could initiate word of mouth spread.

2

Endorsement

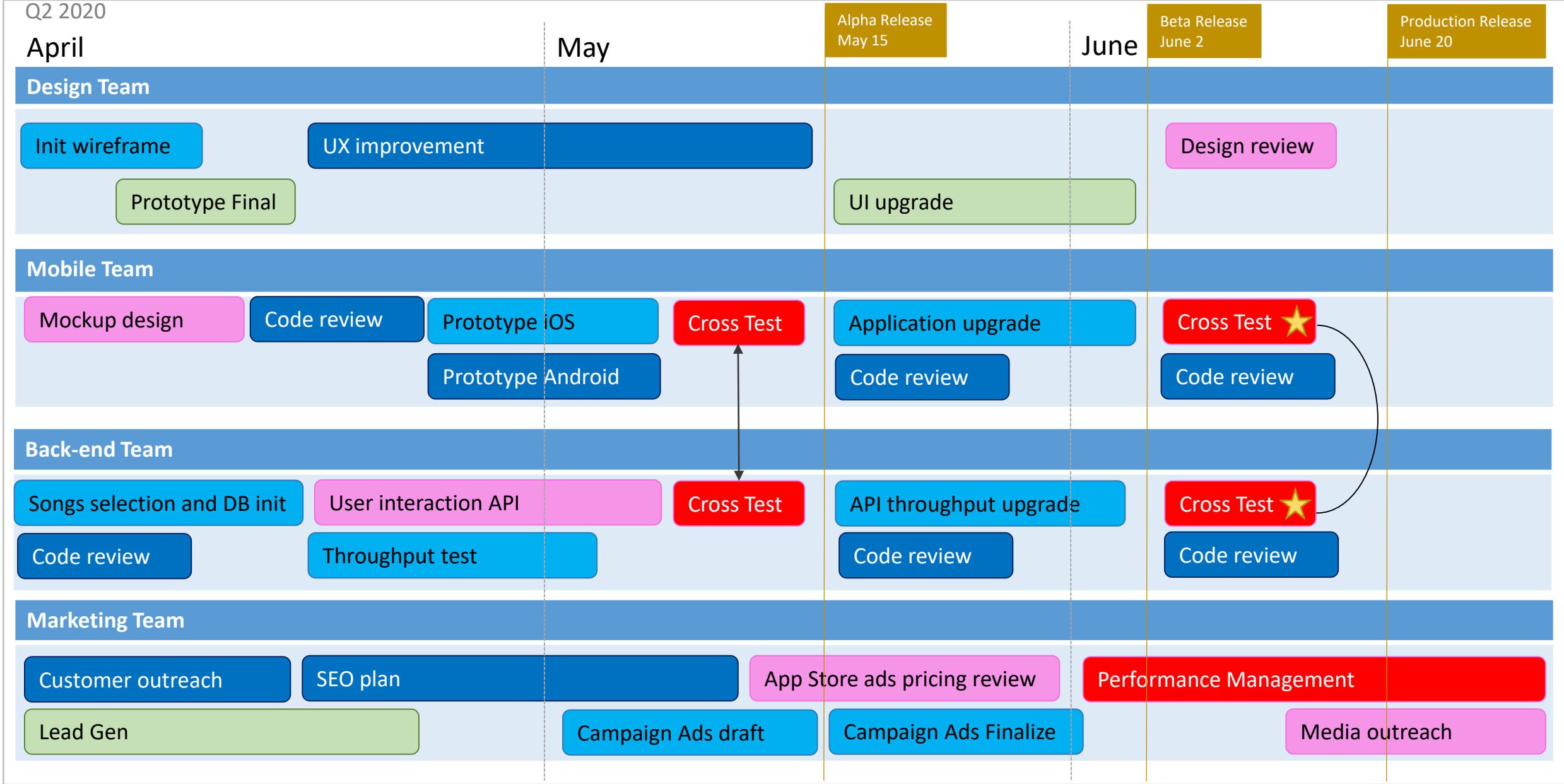
Could lead to celebrity singers to list their songs.

3

Branding

When it comes to users, we want to bring joy to even the littlest thing.

5 Product Roadmap





Overview

- A noise canceling feature to make users' restroom visit more pleasant.
- Project Duration: 3 months.
- Budget: \$600,000.
- Departments: Engineering, Design and Marketing.

KPIs

- MRR: N/A.
- Additional 5 million users 6 months after launch.
- Initial CAC: \$1.02.
- NPS: 48+.
- 30%+ user retention 6 months after launch.

7

Team



Software

Graphic Designer x 1
UI/UX x 1
iOS Developer x 1
Android Developer x 1
Server-side Engineer x 1
Database Engineer x 1



Management

Product Manager x 1
Software Team Leader x 2
Marketing Manager x 1
UA Manager x 1

Marketing

Content Writer x 1
Content Designer x 1
Account Manager x 2

