

Guapabito

TEAM 4

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LATIN AMERICA PRACTICES AND SOFT SKILLS FOR
LAPASSION
AN INNOVATION ORIENTED NETWORK



UNIVERSIDAD
DE LA REPÚBLICA
URUGUAY

UTEC
universidad tecnológica



40%
uruguayan
childhood obesity
(10-12 years old)

Is **avocado** healthy
for children?



- a) Yes. 100% yes.
- b) No. it's poison!
- c) It depends.

need
tools!

problems



- distant appointments
- hectic schedule



lack of knowledge
and time



outcome of this
situation

needs

improve medical
follow-up

monitoring streamline

healthy diet learning
& engage treatment:
gaming

solution

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game

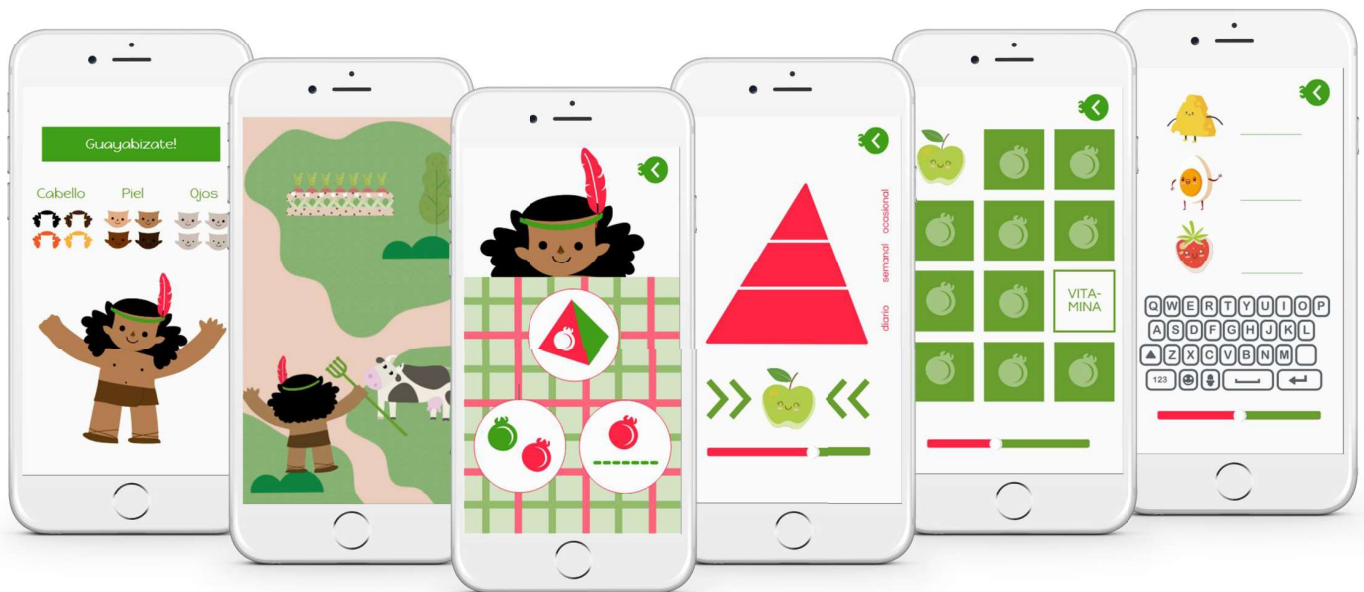
Healthy diet
suggestions

Eating
habits
follow-up

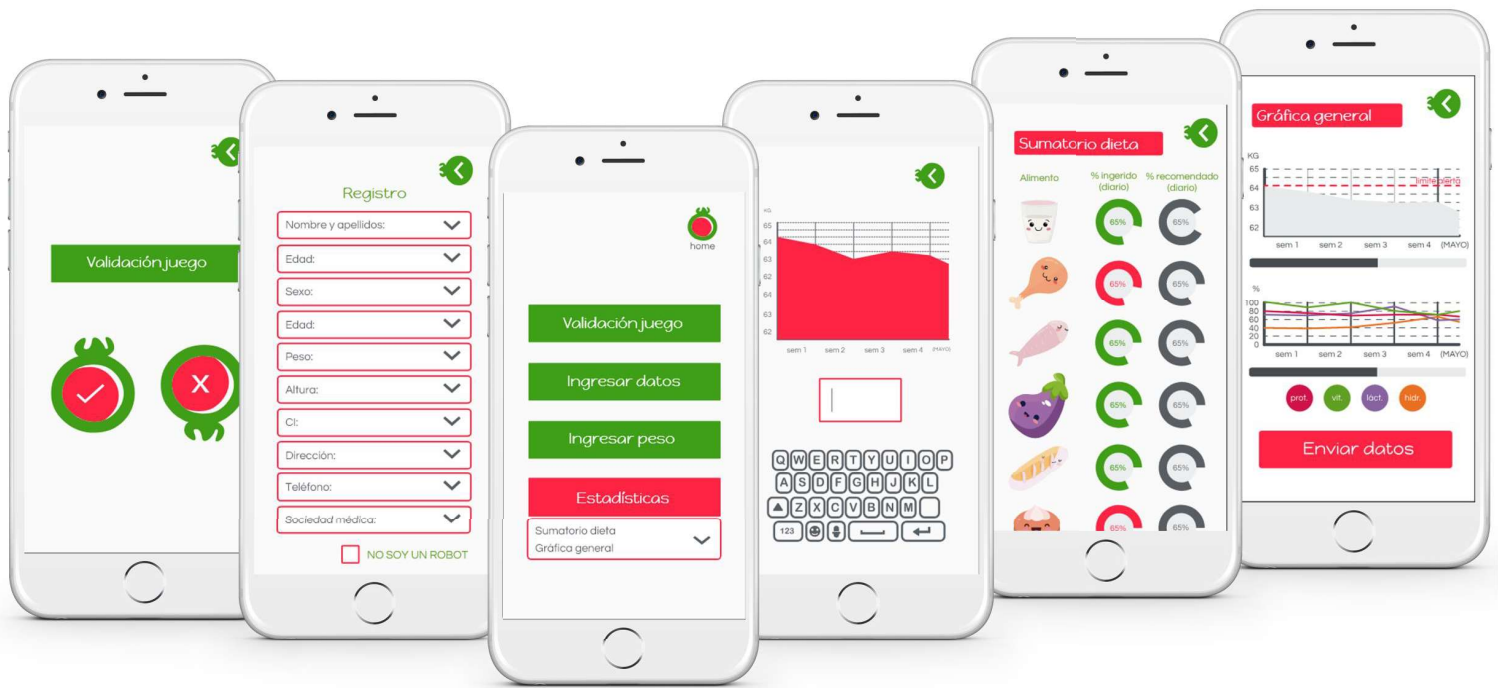
Data
processing

Communication
channel with
doctors

children UX design



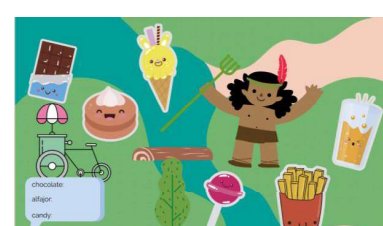
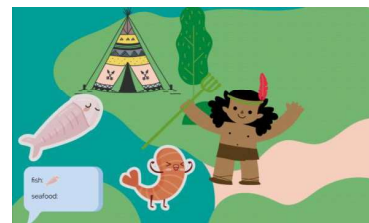
parents UX design



validation game

main Scenes

Based in
8 food groups
(milk products,
vegetables & fruits,
proteins, carbohydrates
and sugars).



validation

90%

believe lack of info
and assistance
are the cause.

92 %

of parents
would
encourage the
use.

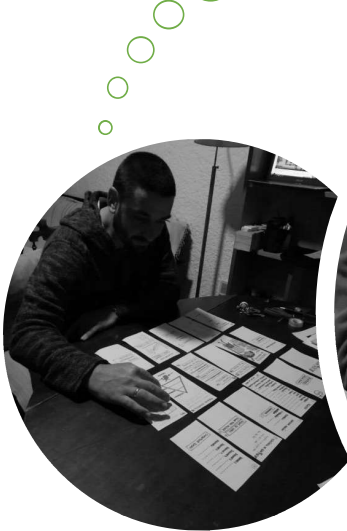
87%

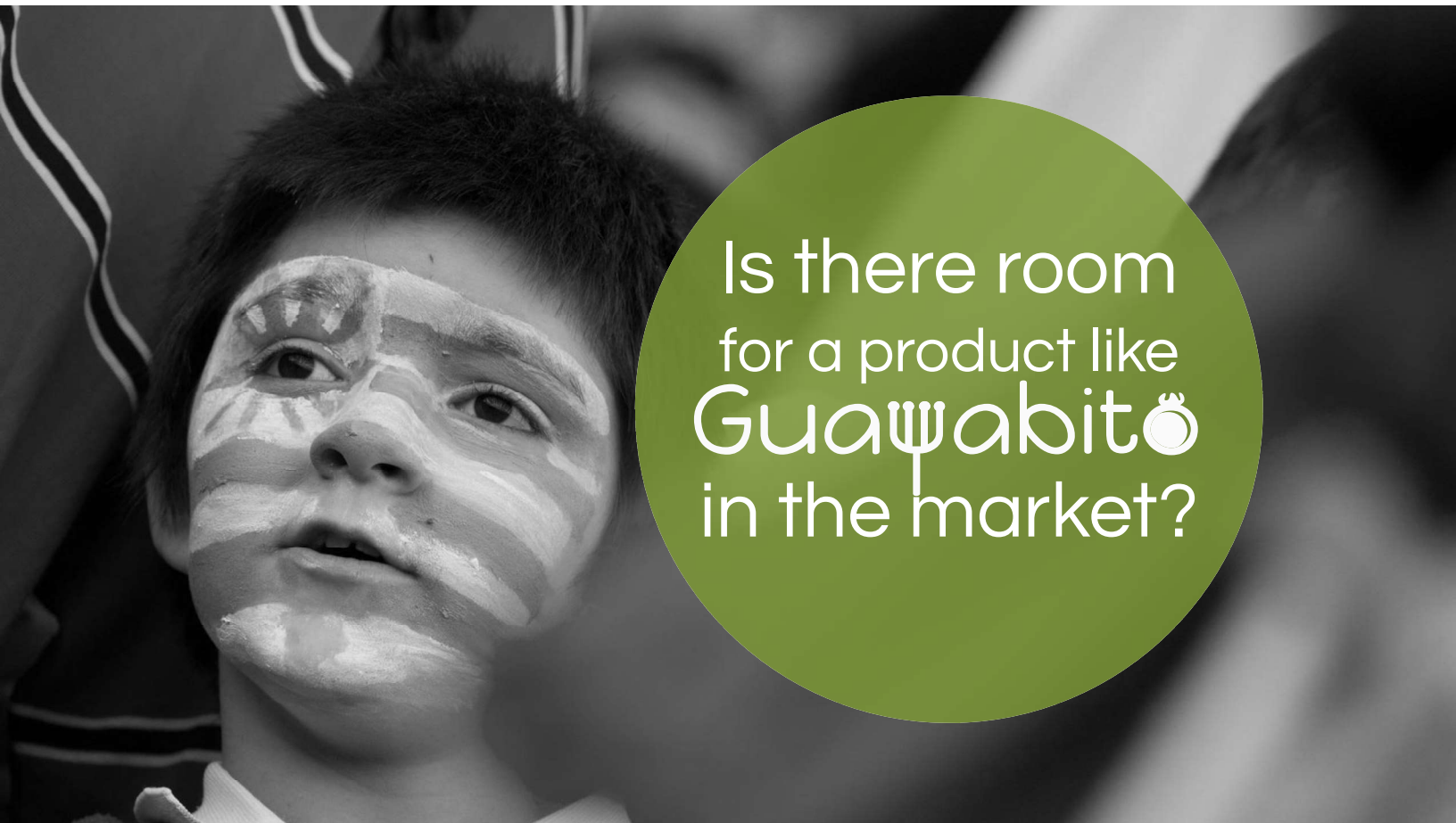
would like their
childrens meals to
be recorded and
shared with a
professional.

validation

What? Pizza is
unhealthy?
Seriously?

This is really easy!
I'm gonna' be big and
strong like Guayabito!





Is there room
for a product like
Guawabito
in the market?

of
course
there is!

economics

Customer segments

doctors, public health service, private medical & paediatric associations,

Competition added value

No one offers medical link neither play as a supporting therapy.

Revenue streams

Individuals, healthy brands, private medical associations

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Gracias

Thank you

Obrigado

