

Hello everyone, my name is Joshua Kwok and I'm here on behalf of Team EZPZ to share with you all - Goodguide, a virtual shopping assistant that helps make the daily lives of visually impaired people a little easier.

Around the world, ***** 43 million** people are considered legally blind, and hundreds of millions more are living with vision loss. With the brutal spread of Covid-19, life for those living with visual impairment is more challenging than ever before.

Restrictions placed on physical interactions and touch disrupt vital means of orientation. This makes daily tasks, such as grocery shopping increasingly difficult, and according to the Royal National Institute of Blind People, ***** the proportion** of visually impaired people relying on others to shop for them has **more than doubled** during the pandemic.

But these numbers only tell part of the story. We wanted to understand the real life challenges of vision loss, so we spoke directly with accessibility experts across North America and people who are living through this each and every day.

We were introduced to ***** Thomas** (whose name we changed in this presentation to protect his privacy). Thomas had recently lost his eyesight and shared with us his candid experiences, struggles, and triumphs as he adjusted to living with vision loss.

Thomas is a musician and photographer based out of Winnipeg, a city in central Canada. A fixture of his local community, Thomas was well known as a DJ and owner of a popular downtown social club.

Tragically, over the short span of 9 months in 2019, his eyesight drastically deteriorated. Within the end of the year, **Thomas was legally blind.**

This new reality meant re-learning how to navigate the world, and months later, the pandemic struck. Now difficult tasks such as grocery shopping were made even more challenging, and **putting food on the table was harder than ever.**

***** We designed Goodguide** with Thomas, and people like him in mind, to make their trips to the grocery store a little less daunting.

To best illustrate how Goodguide works, let's join Thomas on a typical weekly grocery shopping trip, and see how Goodguide can help him.

*****Thomas would like** to bake chocolate chip cookies this weekend, so he *****adds chocolate chips** to his shopping list through the voice assistant, and *****Goodguide automatically** sorts his list by category.

*****Once Thomas** arrives at the store, ***** Goodguide detects** which shop he is at, and automatically optimizes his in-store shopping route based on this store's layout to get all the items on his list.

*** **Through in-app** audio cues, *** **Goodguide offers Thomas** step-by-step instructions and 360 degree audio pings to guide him towards his first item, chocolate chips, via bluetooth beacons placed throughout the store.

*** Once Thomas reaches the aisle, he holds up his phone to scan a **QR code**. Once scanned, Goodguide reads out the list of items in that aisle. Great, the chocolate chips will be to his right.

After picking up the chocolate chips, *** **Thomas follows** goodguide to the next item on his list, thinking ahead to the smell of the freshly baked cookies he'll be enjoying on the weekend.

Goodguide can help transform the way people living with visual impairment do their shopping. And it's easy for retailers to get on board.

*** Goodguide has a **low barrier of entry** - retailers already track item locations on shelves - which Goodguide can leverage to create in-store navigation routes. Additionally, bluetooth beacon technology is affordable and easy to implement, allowing retailers **large and small** to get onboard with Goodguide.

*** Goodguide is **scalable and flexible**. QR codes can easily encode data across various products and retailers. From grocery stores to clothing stores, virtually any product can be tagged with QR codes.

*** And lastly, Goodguide makes it **accessible for all**. Everyone of all abilities can benefit from easy in-store wayfinding.

*** **With Goodguide** we can help empower individuals with visual impairment to make shopping decisions with confidence, as we support them on their journey to independence.

*****We'll close** this off with a short video demo of our goodguide prototype in action.

(Show video)

Thank you all for listening to our presentation today. If any of the judges have any questions for us, we'd be happy to answer them!