


BE CONTENTED AND HAPPY

Care for autism, never to stray

According to a survey conducted by the Autism Society of the Republic of China (Taiwan), the number of individuals diagnosed with autism is steadily increasing, with one in every 36 people affected. Dr. Ni Xinzhang, a pediatric psychiatrist, stated that autism is a common neurodevelopmental disorder that causes difficulties in social interactions and communication for those affected.

To address the obstacle of emotional regulation and social skills in children with autism, our team has decided to develop a doll with emotional recognition capabilities. This doll will serve as an auxiliary tool to support children with autism during their therapeutic process, aiming to enhance emotional awareness and communication skills through interaction.

STP analysis	Example
Segmentation	「Age、Interests、Family structure」
Targeting	Families who love music and have children with autism aged 6 to 12.
Positioning	Care for autism, never to stray

Product	Price	Features
STAR 	NT\$ 899	1. Emotion recognition technology 2. Interactive dialogue 3. Remote monitor