



Name of project: Homebase

Lecturer: MA. Nguyen Dang Huy Vu

Class: 252.MGT1103E.B03E

PRODUCT MANAGEMENT

OUR TEAM



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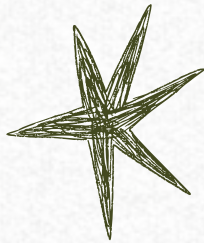
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CHALLENGE OVERVIEW



DIFFERENT LIFESTYLES & SCHEDULES

Different routines make it difficult for family members to spend time together.



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Different routines make it difficult for family members to spend time together.

PROBLEM STATEMENT

INSIGHT

Although family members care about each other, busy schedules and generational gaps often prevent them from staying meaningfully connected.



Family members have less time to interact, while generational gaps make meaningful connections more difficult.

Busy schedules make it difficult to stay updated on loved ones' well-being and important family moments.

Families lack an effective system to coordinate schedules, activities, and responsibilities.

Presentation

App Product



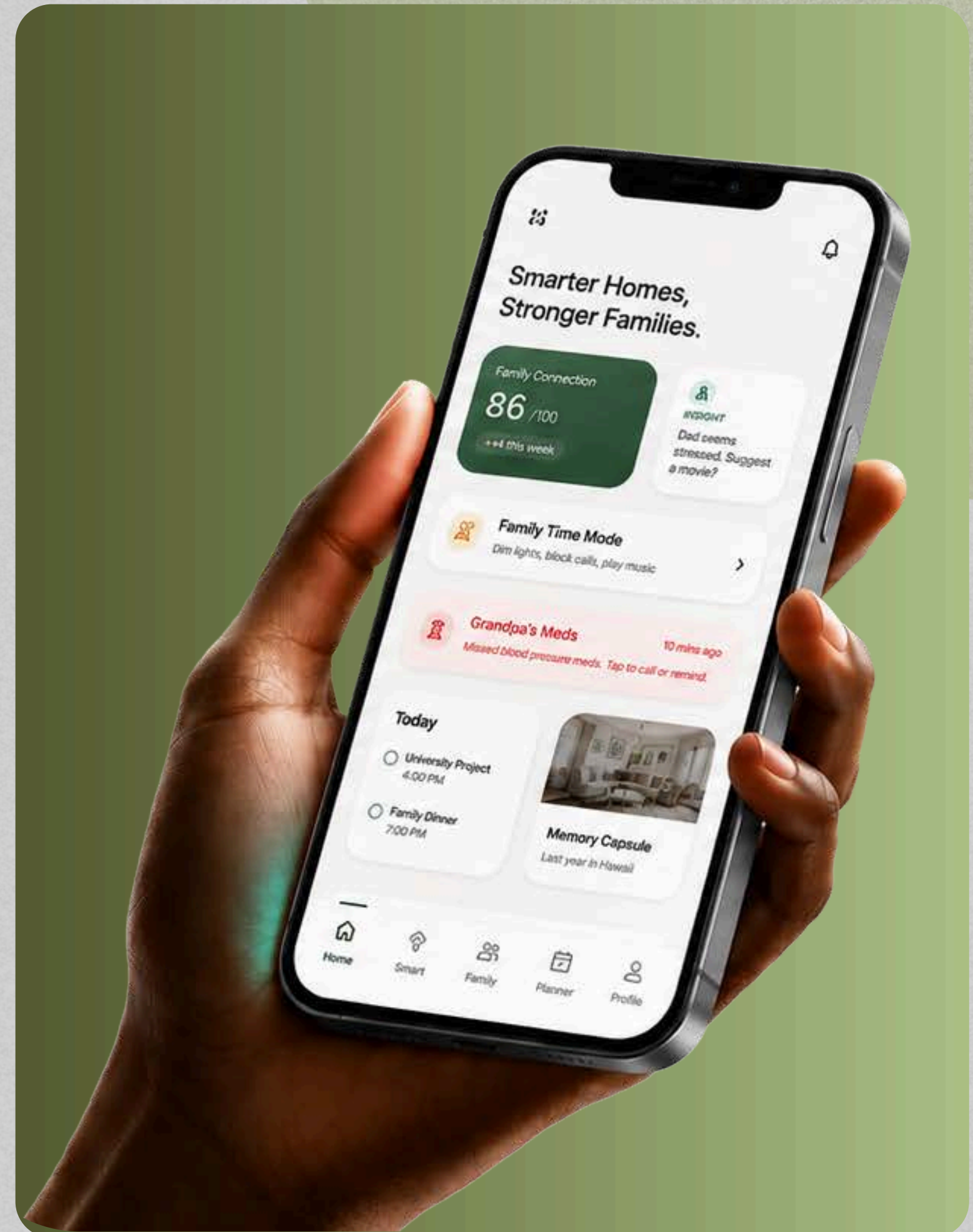
HOMEBASE

Homebase is an AI and IoT-powered smart home solution that helps families manage daily life, support loved ones, and strengthen family connections through intelligent and meaningful experiences.



Presented by
Group 1

Course: Marketing Management





OVERVIEW

Homebase is an AI-powered family platform that simplifies daily life and strengthens family connections.

What Homebase Delivers?

- Centralized Family Management
- Family Connection Insights
- Multi-Generation & Elderly Support
- Emotional Connection
- Shared Memories & Quality Time



KEY FEATURES



Family Hub

Manage schedules, tasks, reminders & smart home devices in one place.



Family Connection Score

Track family bonding and strengthen connections.



Generation+

Connect generations & support elderly care.



Family Mood Connect

Share daily emotions and improve understanding.



Family Moments

Preserve family memories and quality time.

KEY BENEFITS



1

Family Hub

Simplifies family organization with one integrated management platform.

2

Family Connection Score

Measures family bonding and provides AI recommendations

3

Generation+

Connects generations while improving elderly care.

4

Family Mood Connect

Enhances emotional understanding through AI-powered mood insights.

5

Family Moments

Creates meaningful memories and increases quality family time.

PAIN POINTS

Customer



Busy lifestyles and daily responsibilities make it harder for families to stay connected and support one another.



- Limited time for family interaction due to work.
- Difficulty coordinating family schedules and activities.
- Concern about elderly family members at home alone.
- Excessive use of personal devices reduces interaction.
- Important family events are often forgotten.

PSYCHOGRAPHIC

Values family well-being, cares about loved ones’ health and safety, embraces smart technology, and seeks a better work–life balance.

BEHAVIORAL

Uses smartphones, Smart Home solutions, and technology to improve family life.



Married with children

DEMOGRAPHIC

Ages 35-45

Entrepreneurs

Ages 35-45

Entrepreneurs

50-100+ million VND/month

4–6 members, often multi-generational

SEGMENTATION

PERSONA



Fullname: Tran Duc Minh - 39 years old

Occupation: Sales Director

Family: Married, 2 children (8 & 14), lives with elderly mother (68)

Residence: IKI Village apartment

BACKGROUND

- Works long hours (7AM-7PM), wife also full-time employee
- Children spend most time on digital devices and extra classes
- Mother stays at home alone during daytime
- Family lives together but lacks daily emotional connection

KEY CHALLENGES

- Hard to arrange family time
- Forget important events
- Limited control of kids' screen time
- Concern about elderly care
- No unified family management system

GOALS

- Stronger family bonding
- Better care for mother
- Shared family activities
- One system to manage everything
- More quality family time

Daily UX roadmap

6:30 AM - 7:30 AM | Morning Routine

Time	User	Action	Homebase Response	Emotion
6:30 AM	Grandparents	Wake up	Generation+ reminds medication schedule and daily health check	Reassured
6:45 AM	Parents	Prepare for work	Family Hub displays today's family schedule, tasks, and reminders	Organized
7:00 AM	Children	Prepare for school	Family Hub sends school reminders and updates family calendar	Prepared
7:15 AM	Family	Start the day	Family Connection Score sets daily connection goals and tracks engagement progress	Motivated

Daily UX roadmap

11:30 AM - 1:00 PM | Midday Connection

Time	User	Action	Homebase Response	Emotion
11:30 AM	Parents	Take a lunch break	Check Family Mood Connect dashboard	Caring
11:45 AM	System	Analyze family mood updates	AI provides insights into overall family well-being	Informed
12:15 PM	Parents	Plan evening dinner	Family Hub synchronizes everyone's availability	Hopeful
12:45 PM	Grandparents	Rest at home	Generation+ suggests wellness activities and health reminders	Relaxed

Daily UX roadmap

6:30 PM - 8:00 PM | Family Bonding Time

Time	User	Action	Homebase Response	Emotion
6:30 PM	Family	Gather for dinner	Family Moments activates distraction-free family mode	Connected
6:50 PM	Family	Share stories and experiences	Generation+ suggests conversation topics for different generations	Engaged
7:20 PM	Family	Participate in a family activity	Family Moments recommends games and bonding activities	Joyful
7:50 PM	Family	Spend quality time together	Family Connection Score records interaction time and updates family progress	Fulfilled

Daily UX roadmap

8:00 PM - 10:00 PM | Evening & Emotional Connection

Time	User	Action	Homebase Response	Emotion
8:00 PM	Family Members	Share daily feelings	Family Mood Connect collects mood updates from each member	Understood
8:30 PM	System	Analyze emotional trends	AI highlights emotional patterns and support opportunities	Supported
9:00 PM	Family	Capture special moments	Family Moments stores photos, notes, and memories from the day	Happy
9:30 PM	Family	Review daily summary	Homebase generates a family recap and updates the Family Connection Score	Appreciated

Weekend UX roadmap

9:00 AM - 11:00 AM | Family Planning

Time	User	Action	Homebase Response	Emotion
9:00 AM	Family	Start the weekend	Family Hub displays everyone's availability	Excited
9:30 AM	System	Analyze family preferences	Family Moments suggests suitable weekend activities	Inspired
10:00 AM	Family	Choose an activity	Family Hub synchronizes schedules and arrangements	Coordinated
10:30 AM	Grandparents	Join planning	Generation+ recommends activities suitable for all ages	Included

Weekend UX roadmap

11:30 AM - 5:00 PM | Shared Family Experience

Time	User	Action	Homebase Response	Emotion
11:30 AM	Family	Begin the planned activity	Family Moments provides activity guidance and reminders	Engaged
1:00 PM	Family	Share experiences together	Generation+ encourages intergenerational interaction	Connected
3:00 PM	Family	Participate in family challenges	Family Connection Score tracks quality interaction time	Motivated
5:00 PM	Family	Complete the activity	Homebase records achievements and memorable highlights	Accomplished

Weekend UX roadmap

8:00 PM - 9:30 PM | Weekly Reflection

Time	User	Action	Homebase Response	Emotion
8:00 PM	Family	Share highlights of the week	Family Mood Connect encourages reflection and appreciation	Open
8:30 PM	System	Generate weekly family insights	AI summarizes mood trends and family engagement	Informed
9:00 PM	Family	Review memories together	Family Moments presents the week's photo and memory collection	Nostalgic
9:30 PM	Family	Celebrate progress	Family Connection Score displays weekly growth and bonding achievements	Proud

01 – FAMILY

- More family interaction
- Reduced generation gap
- Better daily routine management
- Real-time emotional connection

Outcome: A more connected and harmonious family life.

03 – PARENTS

- Remote family monitoring
- Reduced scheduling burden
- Smarter household coordination
- Instant support alerts

Outcome: Smarter family management with greater time efficiency.

02 – OLDER ADULTS

- Automatic medication reminders
- Daily health monitoring
- Reduced loneliness
- Greater sense of care and security

Outcome: Better cared for and more connected with their family.

04 – CHILDREN

- More active family participation
- Easier emotional sharing
- Stronger interaction with parents and grandparents
- Healthier daily habits

Outcome: Stronger family bonds beyond digital devices.

BUSINESS IMPACT

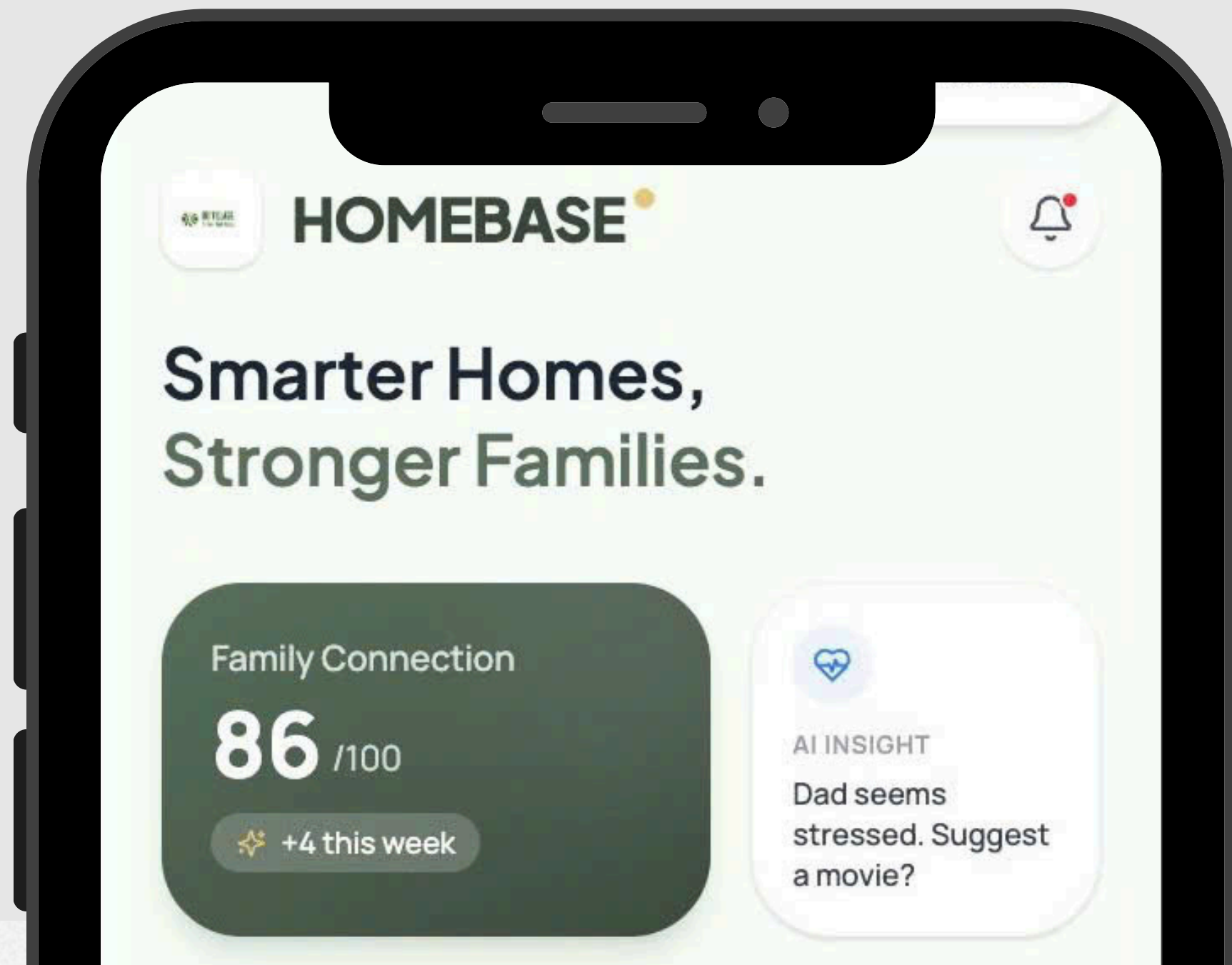
SUCCESS METRICS & KPI

KPI CATEGORY	DEFINITION	TARGET (1 YEAR)
User Acquisition	App Downloads	50,000+ downloads
User Growth	Registered Family Accounts	30,000+ family accounts
User Engagement	Monthly Active Users (MAU)	25,000+ active users/month
User Retention	30-Day Retention Rate	≥ 40%
Business Performance	Premium Subscription Conversion Rate	≥ 10%



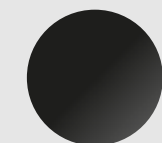
HomeBase

WIREFRAME / UI DEMO



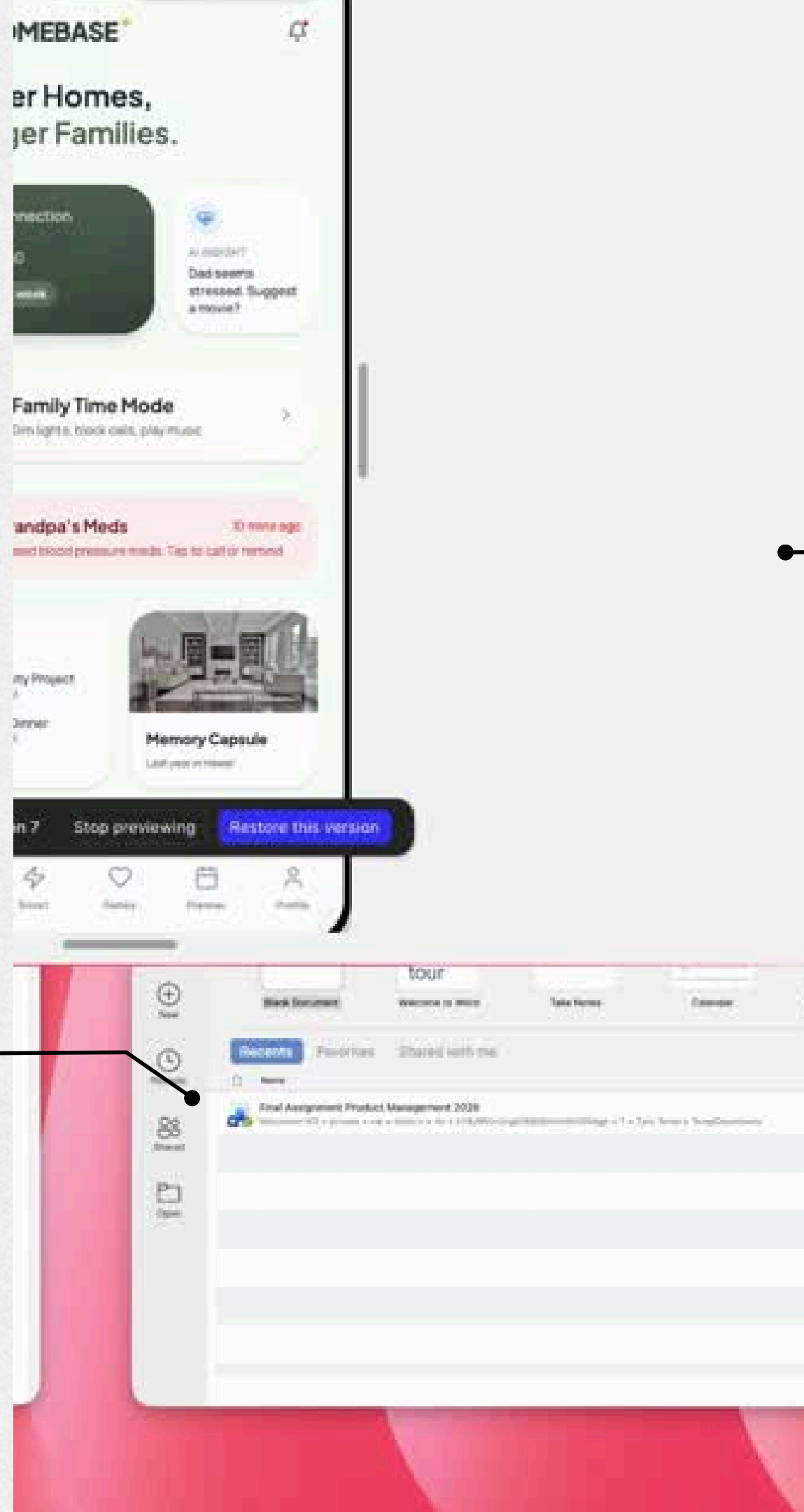
App Product

Presentation



Presented by
Group 1

Video



Link Drive

<https://drive.google.com/file/d/179arLcVW-YE2qG36bECk8utMwOts2IIS/view?usp=sharing>

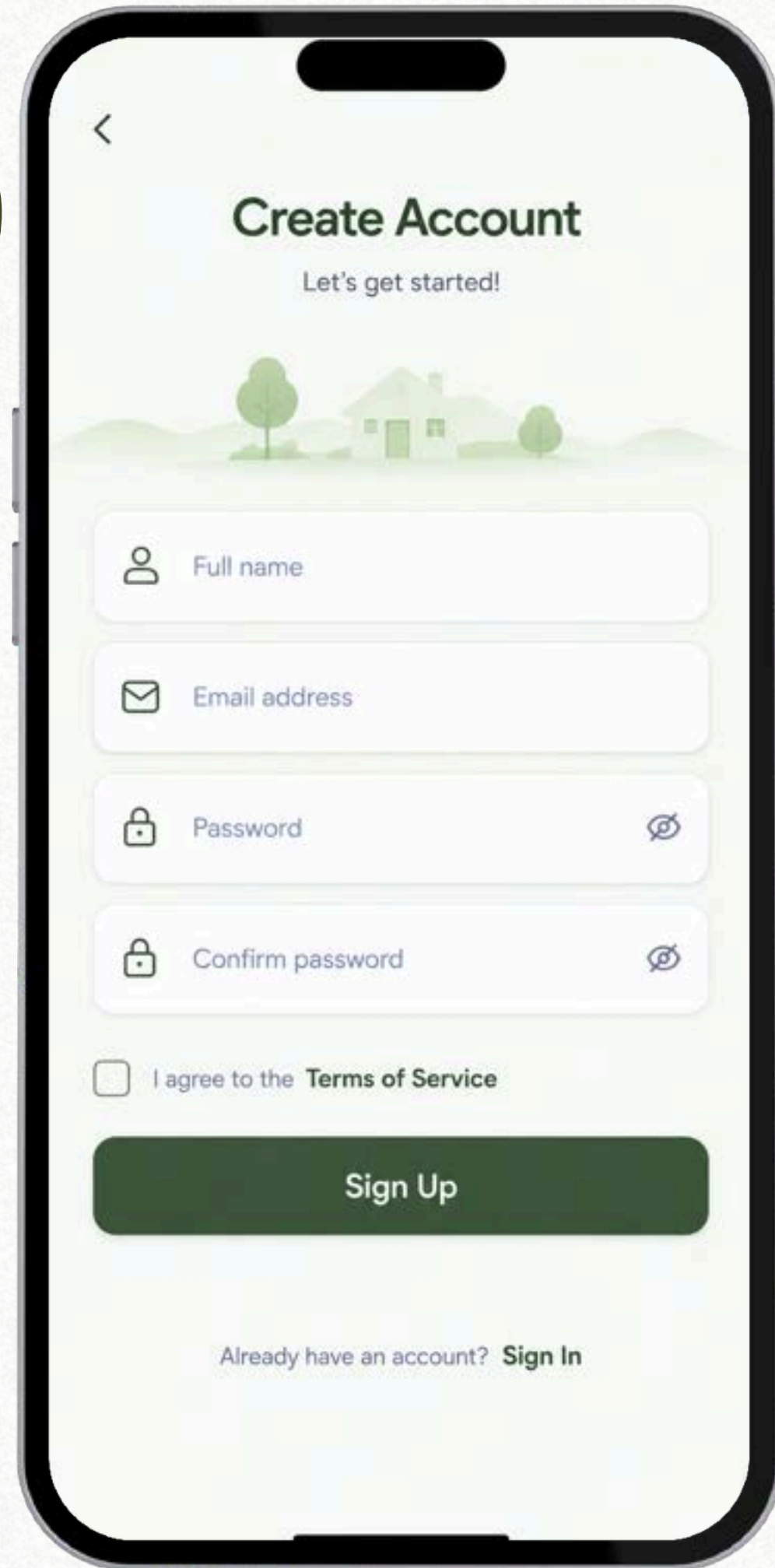
Link Youtube

<https://youtube.com/shorts/LNTPFJs8aeA?si=9gZ89o0WeMZ4CZbm>

App Icon



Sign Up



The image shows a smartphone screen with a 'Create Account' form. The form has a light green background with a small illustration of a house and trees at the top. The form fields are white with rounded corners and green icons. The 'Sign Up' button is a solid green rectangle. At the bottom, there is a link to 'Sign In' for existing users.

<

Create Account

Let's get started!

 Full name

 Email address

 Password 

 Confirm password 

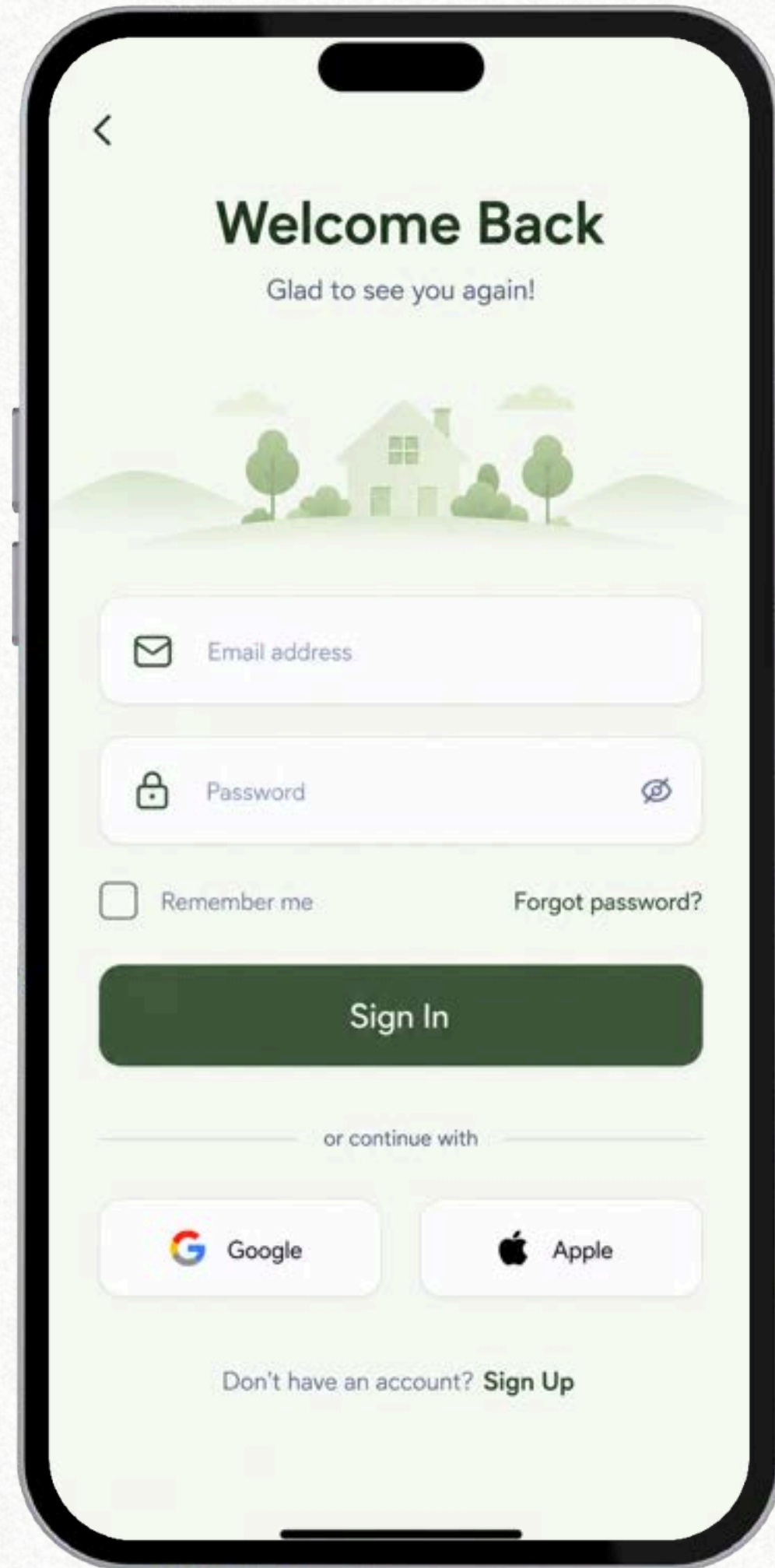
☐ I agree to the [Terms of Service](#)

Sign Up

Already have an account? [Sign In](#)

Screen

Sign In



A mobile app sign-in screen with a light green background. At the top left is a back arrow. The main heading is "Welcome Back" with the subtitle "Glad to see you again!". Below this is a landscape illustration with a house, trees, and hills. The form contains two input fields: "Email address" with an envelope icon and "Password" with a lock icon and a toggle eye icon. Below the password field are a "Remember me" checkbox and a "Forgot password?" link. A large green "Sign In" button is centered. Below it is a separator line with the text "or continue with". Underneath are two buttons: "Google" with the Google logo and "Apple" with the Apple logo. At the bottom, it says "Don't have an account? Sign Up".

<

Welcome Back

Glad to see you again!

Email address

Password

☐ Remember me [Forgot password?](#)

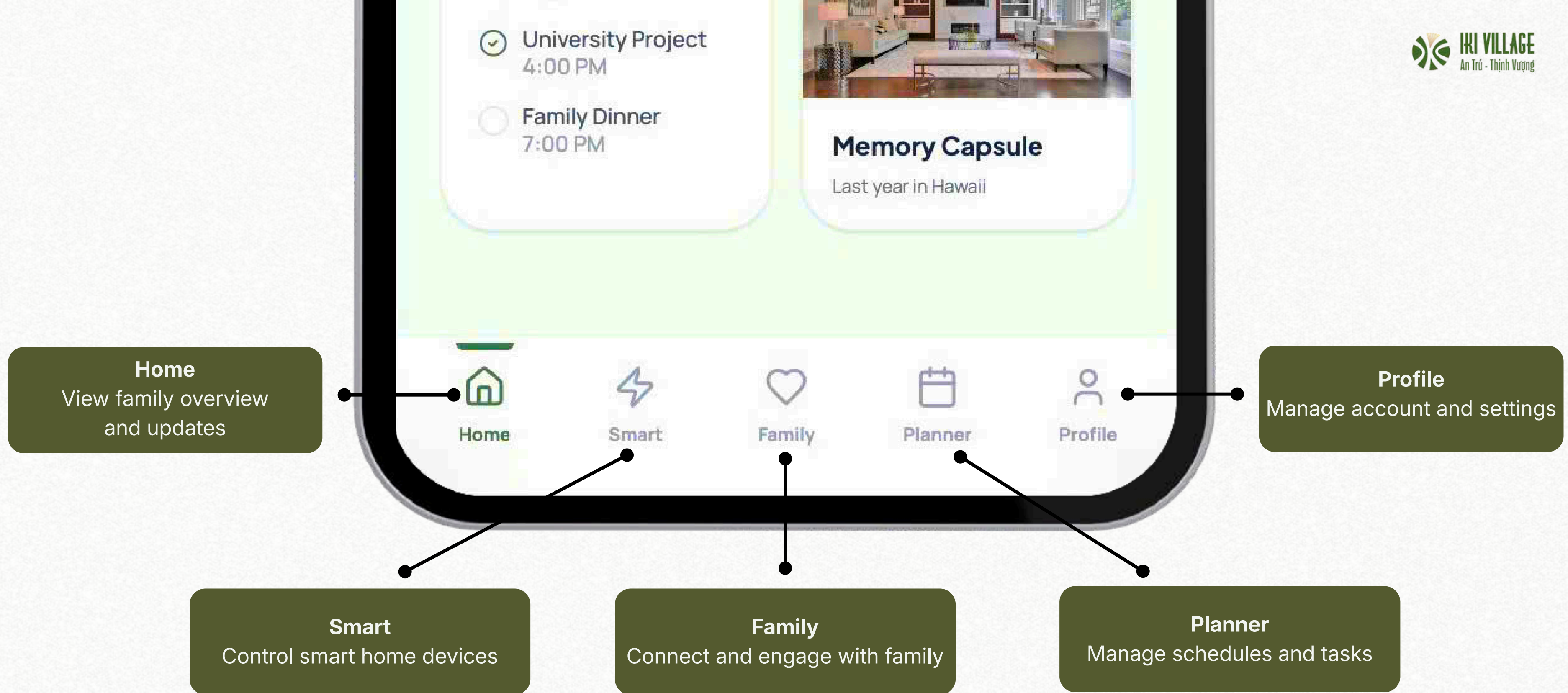
Sign In

or continue with

Google Apple

Don't have an account? [Sign Up](#)

Screen



Homebase Tabs

Home

Dashboard

Family Connection Score

Displays the overall family engagement score and weekly progress

Family Time Mode

Activates a distraction-free mode across connected devices

Today's Schedule

Displays upcoming family events and daily tasks

AI Insight

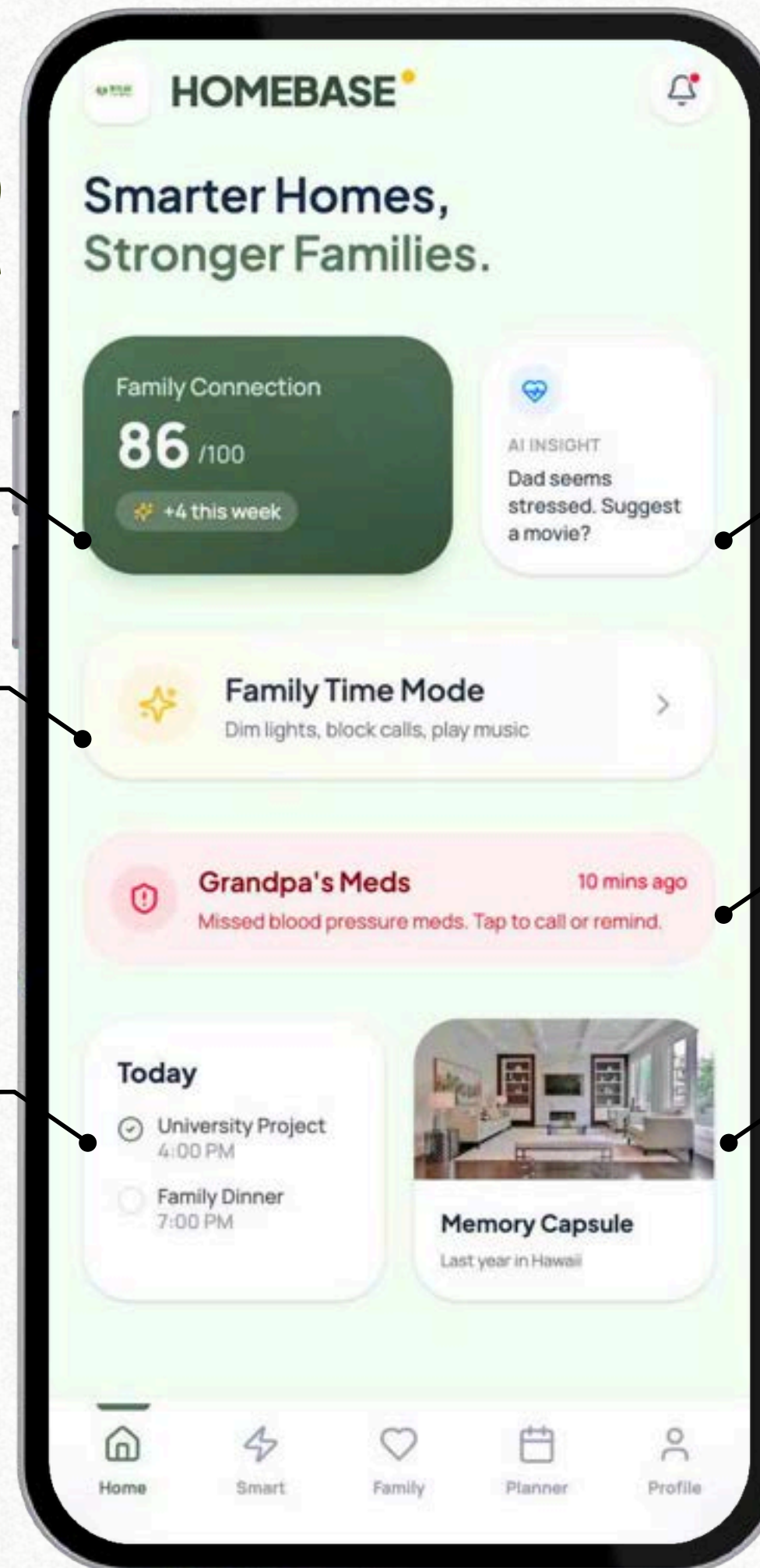
Suggests personalized family activities based on member behaviors

Care Alerts

Shows important health notifications and medication reminders

Memory Capsule

Provides quick access to recent family memories and highlights



Care

Dashboard

Medications

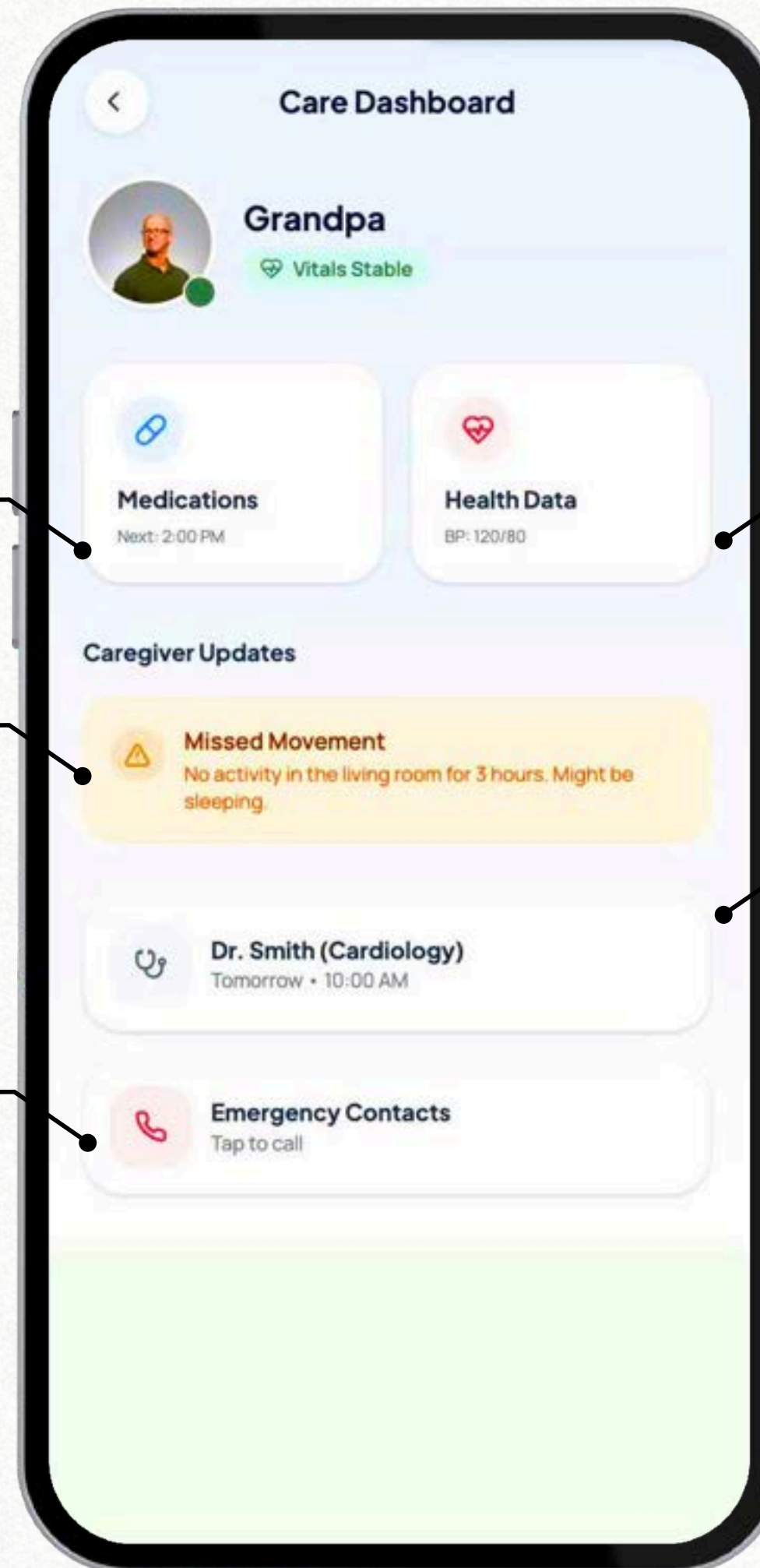
Shows medication schedules and upcoming reminders

Caregiver Updates

Alerts caregivers about unusual activities or emergencies

Emergency Contacts

Enables quick access to emergency calling options



Health Status

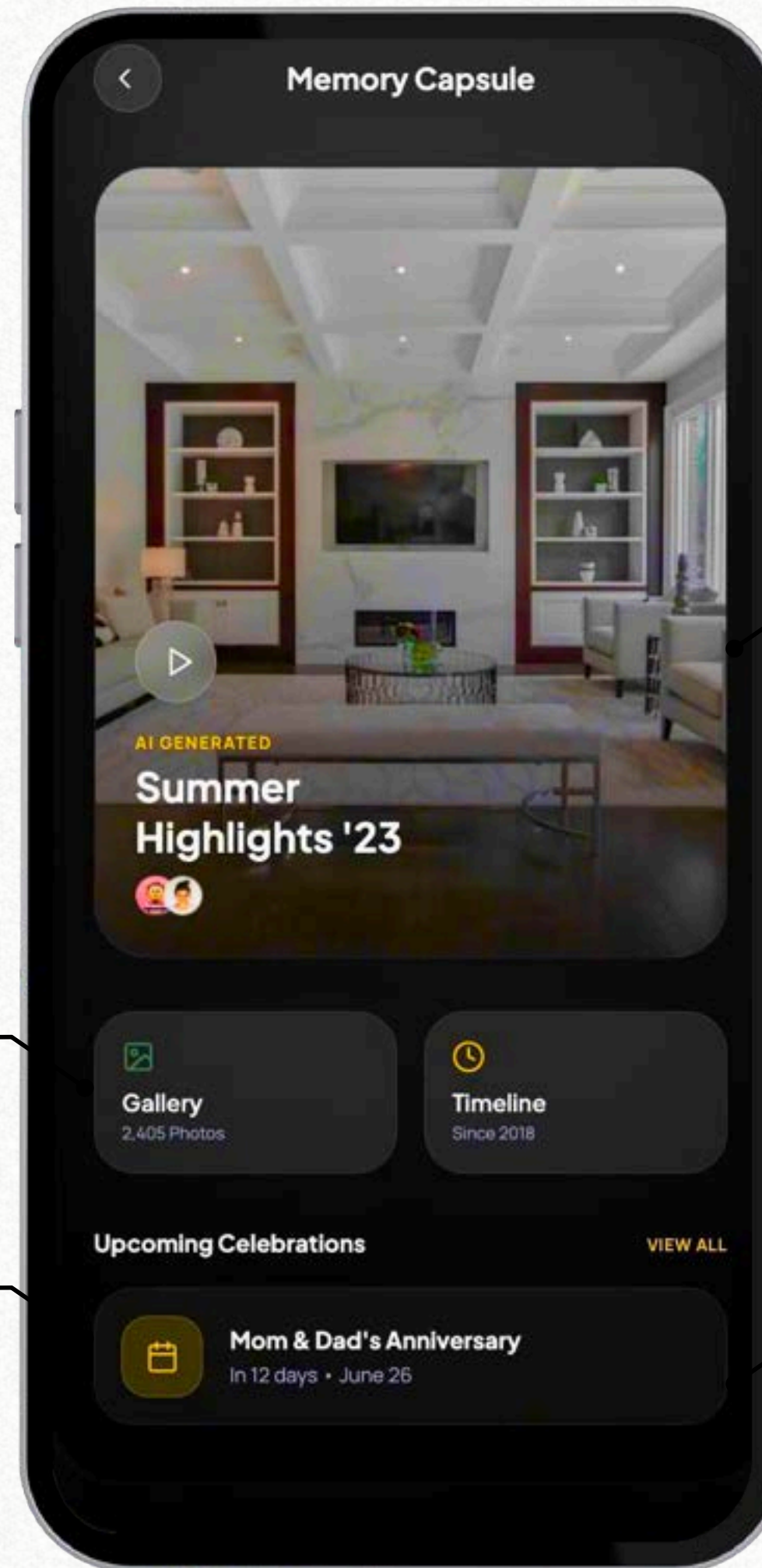
Displays the current health condition of the elderly member

Doctor Appointment

Reminds users of upcoming medical appointments

Memory

Capsule



AI Generated Story

Automatically creates highlight videos from family memories

Gallery

Stores shared family photos and videos

Upcoming Celebrations

Reminds users of birthdays and anniversaries

Memory Archive

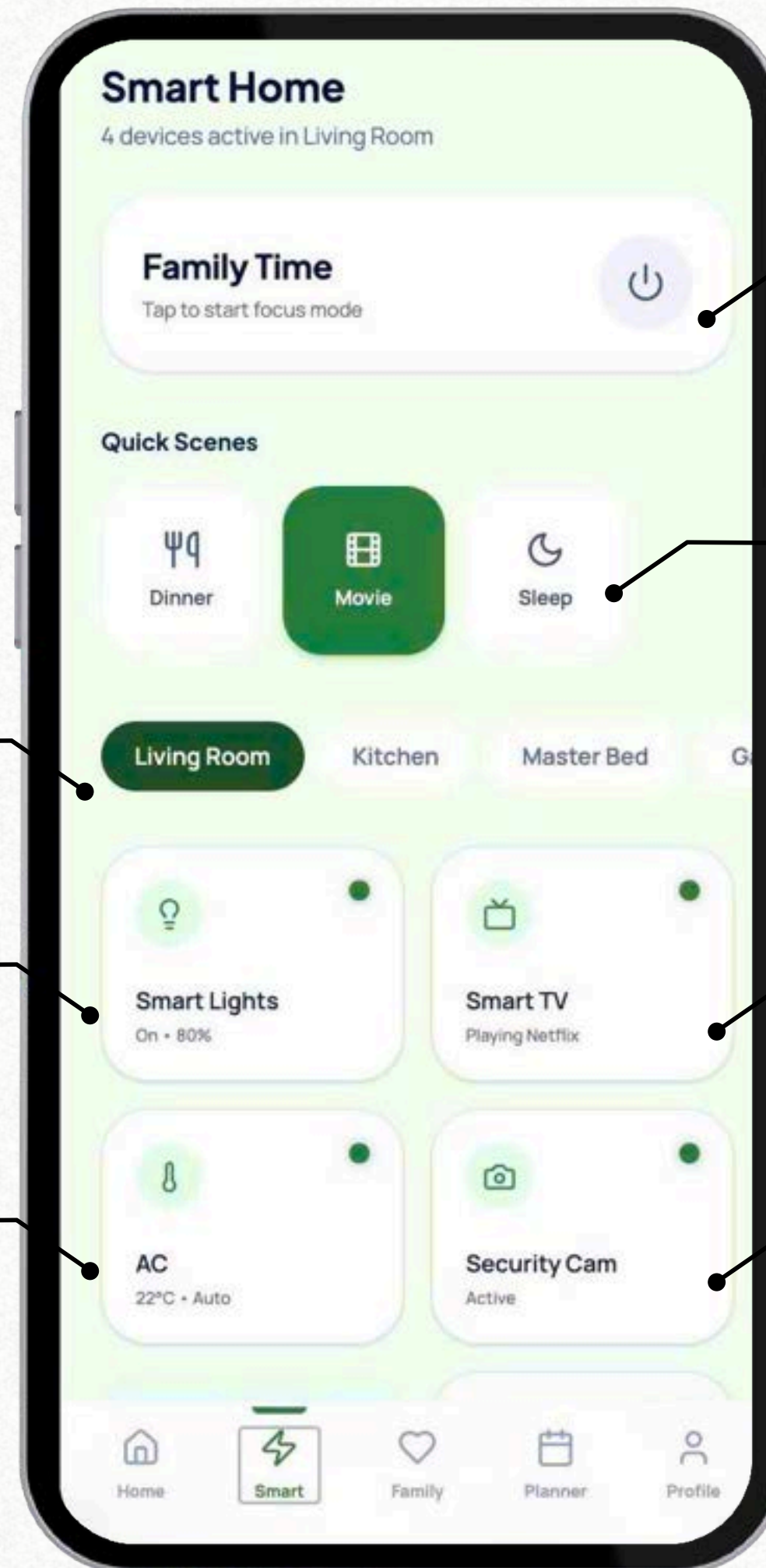
Keeps long-term family memories securely organized

Smart Home

Room Selection
Filters devices based on different rooms

Smart Lights
Controls lighting status and brightness

Air Conditioner
Adjusts room temperature and operating mode



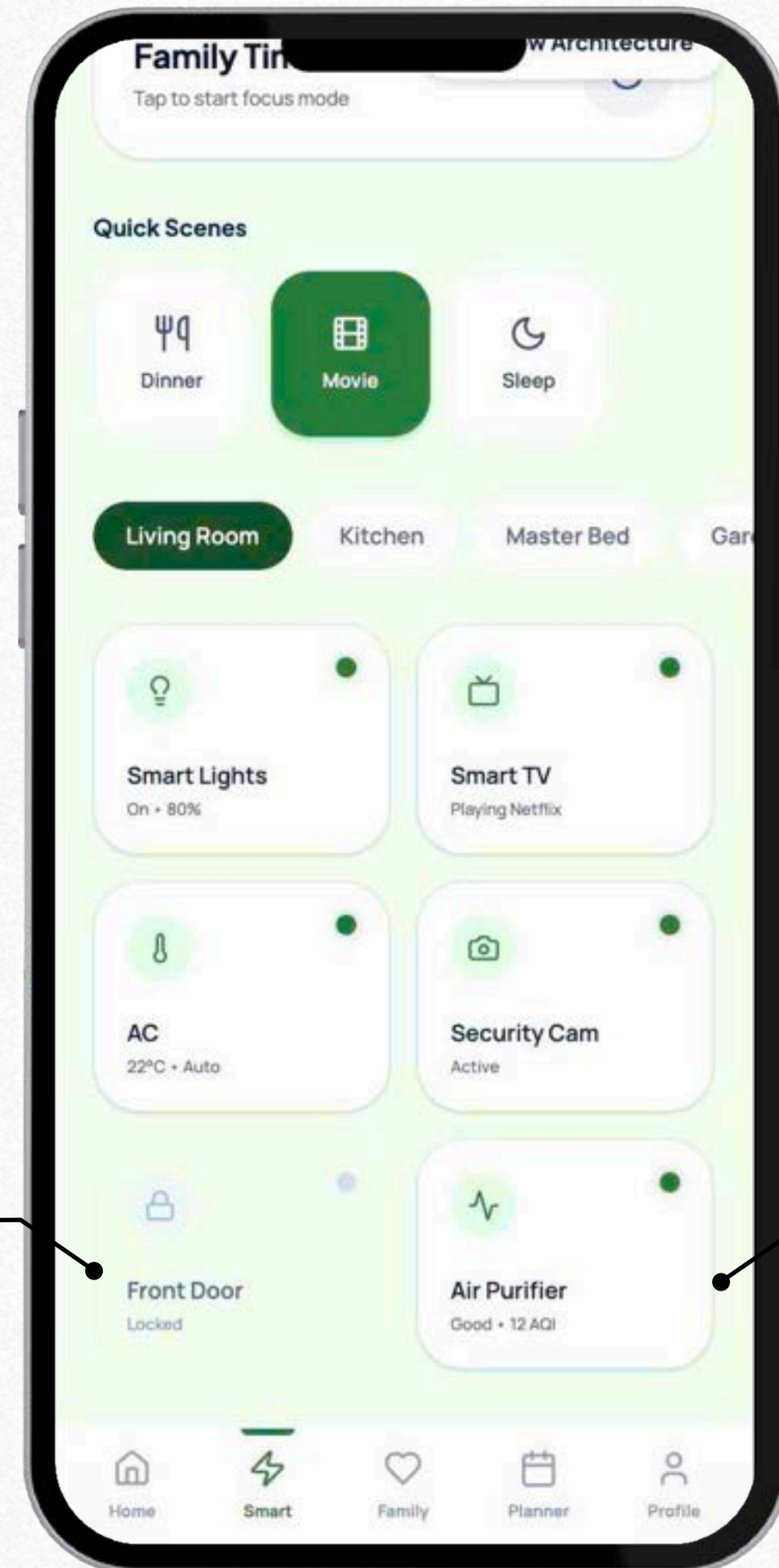
Family Time Mode
Starts a shared family activity by adjusting smart devices automatically

Quick Scenes
Instantly switches between preset home modes

Smart TV
Monitors and controls television activity

Security Camera
Displays camera status for home monitoring

Smart Home



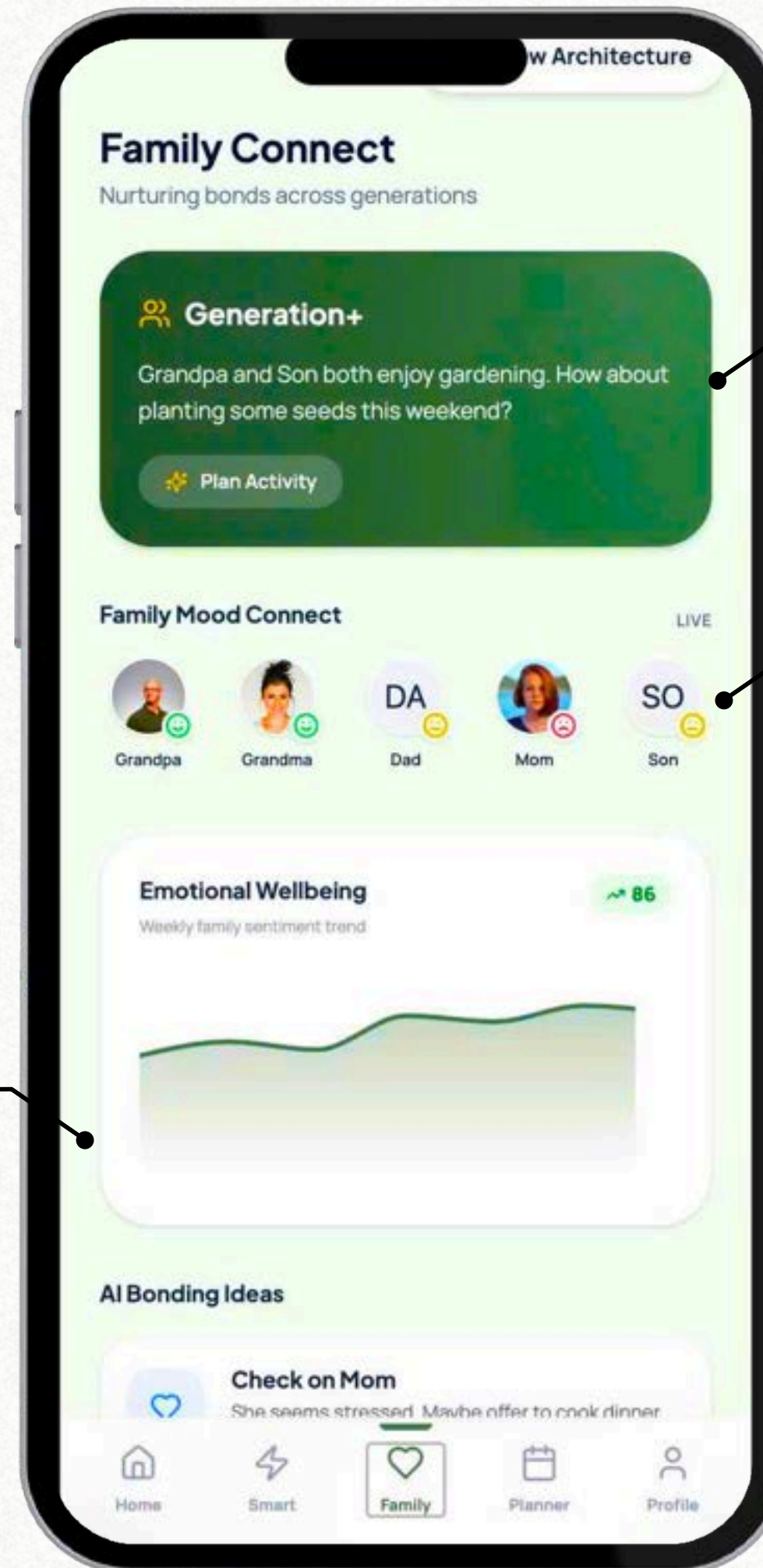
Front Door Lock

Checks and controls smart door lock status

Air Purifier

Monitors indoor air quality and purifier operation

Family Connect



Generation+

Recommends activities that connect different generations

Family Mood Connect

Displays each family member's current emotional status

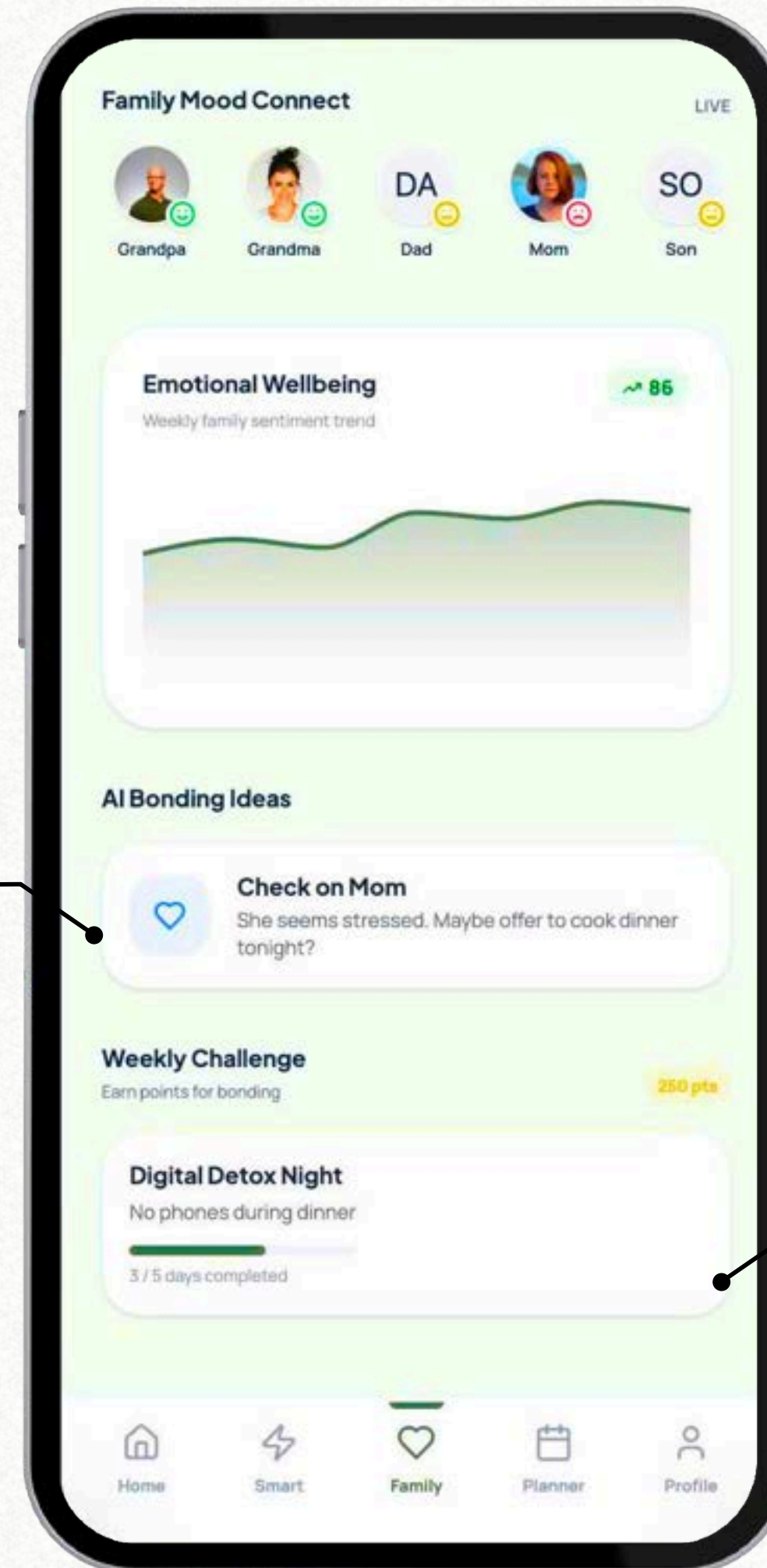
Emotional Wellbeing

Visualizes family sentiment trends over time

Family Connect

AI Bonding Ideas

Suggests personalized actions to improve family relationships



Weekly Challenge

Encourages participation in family activities through rewards

Planner

Family Dinner

Highlights scheduled family gatherings and activities

Planner

Monday, June 22

★ 1,240 pts

S	M	T	W	T	F	S
12	13	14	15	16	17	18



Family Dinner

7:00 PM • Taco Tuesday 🌮

Edit

Chores & Tasks

1/3 Done



Walk the dog

Son

+50



Load dishwasher

Dad

+30



Water plants

Grandpa

+20



Shopping List

8 items needed

MC DA

Calendar

Displays upcoming family events and appointments

Chores & Tasks

Assigns household responsibilities to family members

Shopping List

Manages shared grocery and household shopping lists



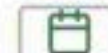
Home



Smart



Family



Planner



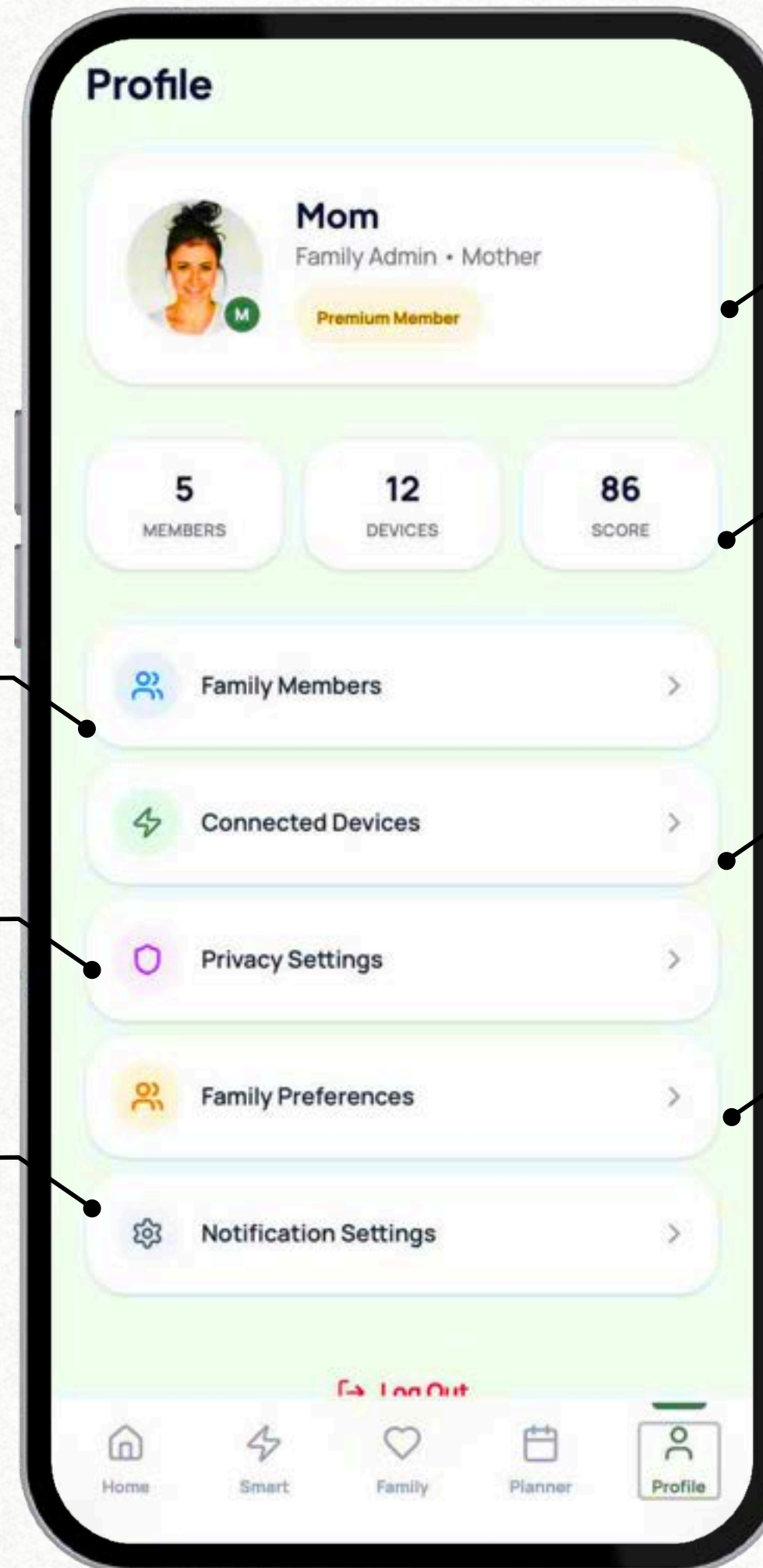
Profile

Profile

Family Members
Manages family accounts and member permissions

Privacy Settings
Configures security and privacy preferences

Notification Settings
Manages alerts and notification preferences



User Profile
Displays user information and membership status

Family Statistics
Displays the number of members, devices, and family score

Connected Devices
Shows all linked smart home devices

Family Preferences
Customizes family-related settings and preferences

Setting

Subscription

View and manage your premium subscription plan

Family Preferences

Manage family members and shared preferences

Theme

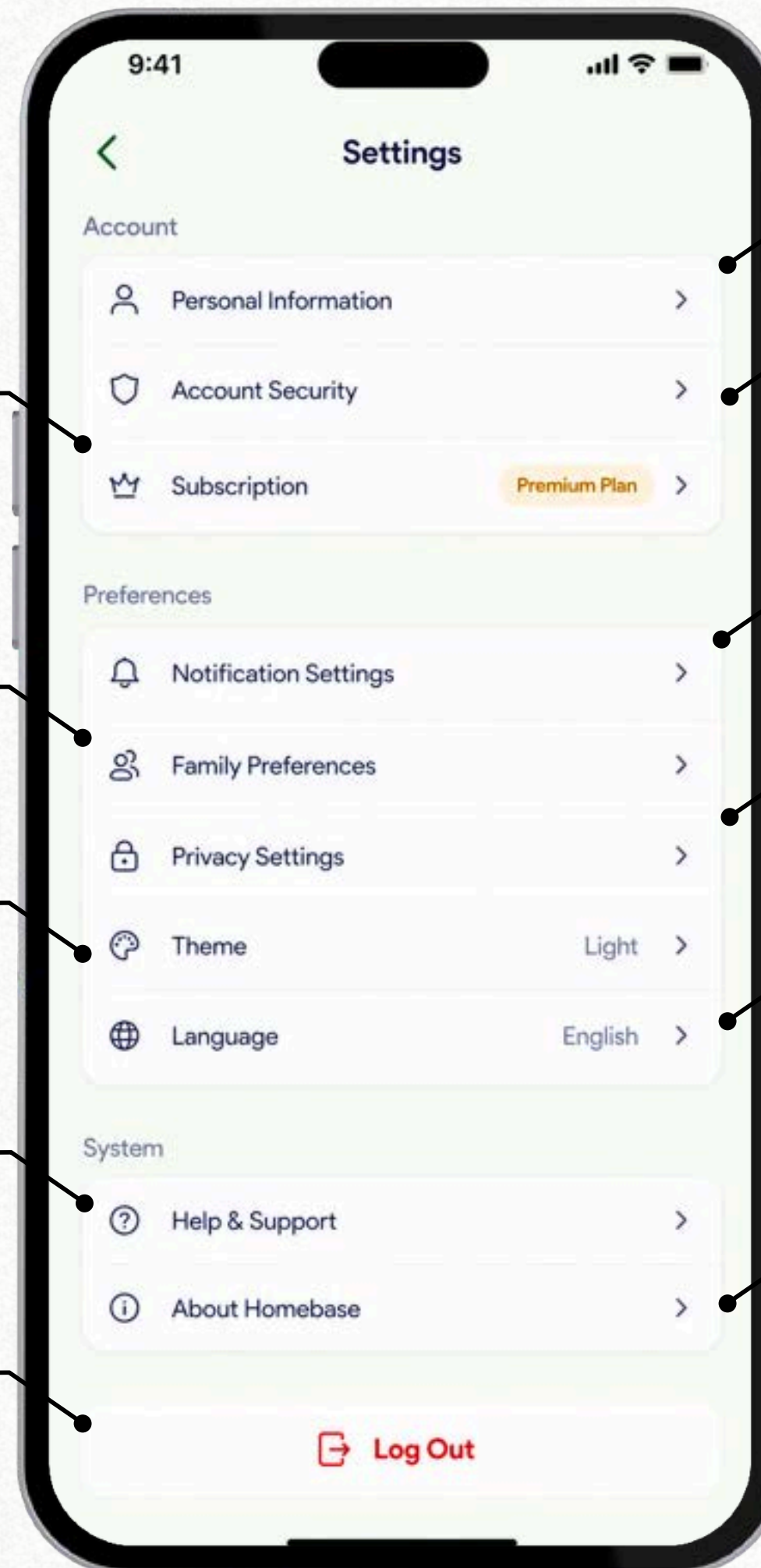
Switch between light and dark mode

Help & Support

Access help resources and contact support

Log Out

Securely sign out of your account



Personal Information

View and update your personal profile details

Account Security

Manage password and account security settings

Notification Settings

Customize notifications and app alerts

Privacy Settings

Control your privacy and data sharing options

Language

Choose your preferred app language

About Homebase

View app information, version, and updates

RUBRIC MAPPING

Generation+ uses AI to recommend meaningful family activities and support elderly care, helping strengthen intergenerational connections despite busy daily routines.



Key Message

"HomeBase is more than a smart home app-it helps preserve family values and strengthen connections across generations."

Homebase

- Designed for multi-generational families.
- Simple, user-friendly interface for all ages.
- Manages family schedules and Smart Home devices.
- Supports daily care for children and elderly family members.

Key Feature - Generation+

- AI analyzes each member's age, schedule, and daily habits.
- Recommends family activities (family dinners, walks, conversations).
- Provides medication reminders and basic health monitoring for seniors.
- Encourages family traditions and reduces the generation gap.
- Strengthens family connections through personalized support.

THANK YOU
SO MUCH!



TEAM CONTRIBUTION EVALUATION

Full Name	ID's Student	Work Completion Level
Mai Nhu Ngoc	245015315	100%
Nguyen Ngoc Tuyet My	245174296	95%
Nguyen Thi Thuy Phuong	245180595	92%
Huynh Pham To Nguyen	245176693	92%

HOMEBASE - WRITTEN SOLUTION

In modern society, many Vietnamese families continue to live in multi-generational households. However, rapid technological advancement, demanding work schedules, and increasingly busy lifestyles have significantly reduced the amount of quality time family members spend together. Grandparents often stay at home and seek greater attention and companionship. Parents struggle to balance professional responsibilities with family obligations, while children devote most of their time to studying, entertainment, and digital devices. Although they share the same living space, opportunities for meaningful interaction and emotional connection have gradually diminished.

To address this challenge, our team developed HomeBase, a Family Living Operating System powered by Artificial Intelligence (AI) and the Internet of Things (IoT). HomeBase goes beyond conventional smart home applications by integrating home management, family care, and relationship-building functions into a single platform. It is designed not only to automate daily routines but also to strengthen family bonds and create meaningful interactions among family members.

The project is built upon a key insight: modern families do not lack love and affection; rather, they lack the time, tools, and opportunities to express and maintain those relationships. Based on this insight, we identified three major challenges faced by contemporary households. First, busy work and study schedules leave limited time for family activities. Second, generational differences create barriers to communication and mutual understanding. Third, families often lack a centralized platform to coordinate daily activities, care for one another, and maintain long-term connections.

HomeBase primarily targets multi-generational families living in urban apartments and modern residential communities with middle-to-upper income levels. These households are open to adopting technology to improve convenience, health management, and overall family well-being while fostering stronger relationships among members.

To solve these problems, HomeBase introduces five core features.

The first feature, Family Hub, serves as the central management system for the household. It integrates family schedules, reminders, shared events, and smart home controls into one interface. Users can manage devices such as lighting

systems, air conditioners, televisions, security cameras, and home sensors, making daily life more organized and connected.

The second feature, Family Connection Score, visualizes family engagement through measurable indicators. By analyzing data such as shared meals, time spent together, participation in family activities, and interaction frequency, the system generates a Family Connection Score. This metric encourages family members to prioritize quality time and provides valuable insights into the current state of family relationships.

The third feature, Family Mood Connect, enables members to update their daily emotional status, including feelings such as happiness, stress, fatigue, or calmness. AI analyzes emotional patterns and provides personalized recommendations to other family members. For example, if a user experiences prolonged stress, the system may suggest supportive messages, encourage family interaction, or recommend relaxing activities to strengthen emotional support within the household.

The fourth feature, Generation+, focuses on bridging the gap between generations. By analyzing personal interests, habits, and schedules, AI recommends suitable activities such as family dinners, morning walks, movie nights, or conversations with grandparents. In addition, Generation+ supports elderly care through medication reminders, basic health monitoring, and notifications to family members when unusual conditions are detected. This allows families to care for older adults effectively, even when they are not physically present.

The final feature, Family Moments, functions as a digital memory archive where users can store photos, videos, voice messages, and memorable experiences. The system automatically organizes content into weekly, monthly, or special-event collections, allowing families to revisit meaningful moments and preserve their shared history over time.

Throughout the day, HomeBase acts as a constant companion for every family member. In the morning, it displays schedules, reminds grandparents to take medication, and manages smart home devices. During the day, it tracks emotional updates, synchronizes reminders, and monitors important activities. In the evening, the platform encourages shared experiences and records memorable moments through Family Moments. On weekends, AI suggests family traditions and activities designed to strengthen intergenerational relationships.

By combining AI, IoT, and human-centered design principles, HomeBase transforms the concept of smart living into meaningful family living. Rather than allowing technology to increase social distance, HomeBase uses technology as a bridge that helps families move from simply living together to truly living with one another. Ultimately, the project aims to create a happier and more connected home environment where care, understanding, and companionship remain at the heart of everyday life.