





**Congrats
you're
an
adult...**

**Now
what?**

Say hello to Mimir



**It's all yours.
Uniquely,
Yours.**

Mimir is an AI-driven operating system that aims to assist you with all of the "adult responsibilities" that we are expected to figure out on our own.

It does this by breaking down complex moments in life like taxes or time management into easy to follow, guided steps.

Over time, your Mimir is able to get to know you and learn how to improve its experience to best assist you—while also keeping your data secure and private.

Mimir is a fast, smart and reliable AI that is uniquely yours.



How it works

Mimir acts as a general intelligence reskinning of today's AI platforms. It does this through tapping into the intelligence of other AI such as Alexa, Siri, and Google Assistant in order to get things done, while also maintaining a consistent and personal experience.

Basically it's like really smart and you can use all of the AI devices you have today, but now they are taken over by your personalized Mimir AI experience.

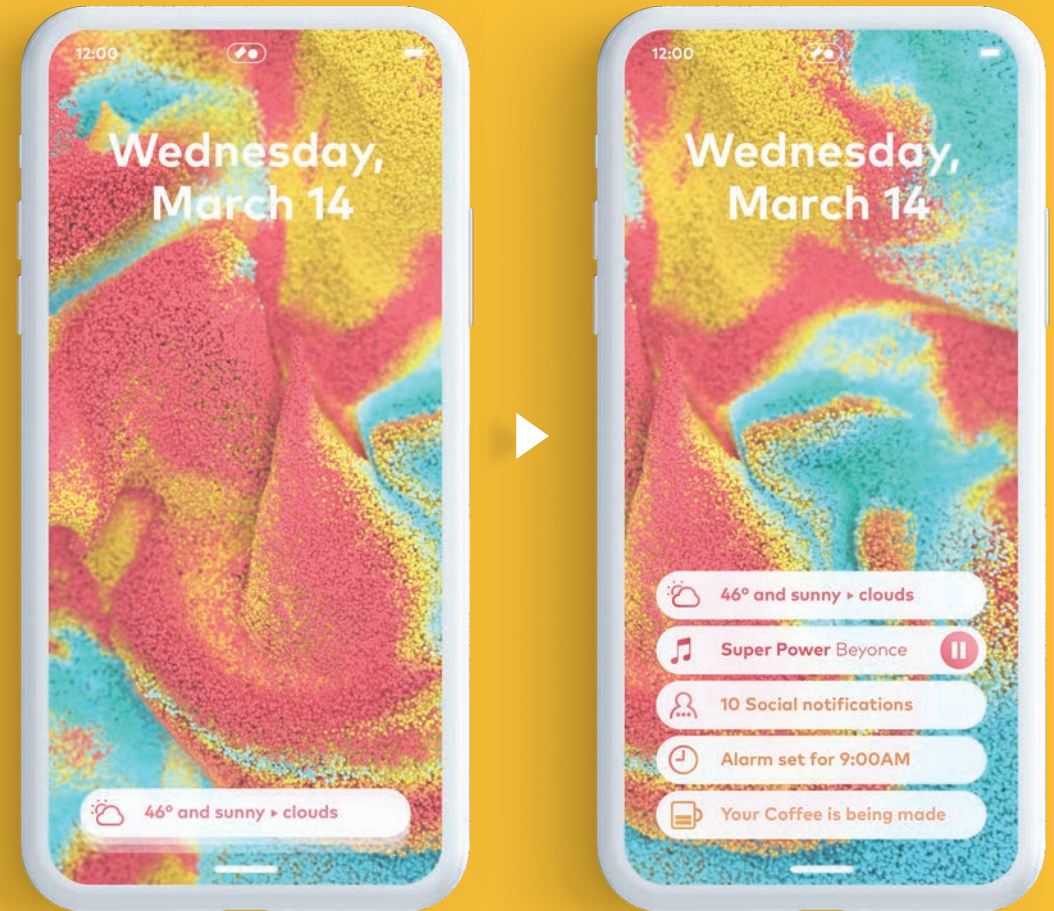
Tasks & more

Mimir is run by a task system. Tasks are things that you should view, interact with, or request throughout your day. Your task menu is displayed on your Homescreen.

Here is where you can check things like notifications, weather and more personal things like when your coffee is being made.

Throughout the day, your Mimir will arrange your tasks and clear them out when they are no longer relevant or useful. This helps to keep you on track and spend less time on your phone. You can also organize your tasks manually by clearing them out, previewing them or launching the app experience.

It's kind of like that chore list your mom kept on the fridge to keep you on track.





What matters most

Your data and privacy is a top priority for Mimir. None of your personal information is used or shared without your explicit permission. With state-of-the-art AI encryption your data is more secure than ever, so you can feel safe sharing your life with your Mimir.

It's just you and your Mimir. Your data is secured and encrypted by AI technology.



Talk natural

With Mimir there's no need for a set of commands or hints because you can talk to it and ask it questions just like you would when speaking to another person. Mimir will pick up on context and subtleties to best understand you. If it's confused, it will simply ask you to be more specific or confirm your request. For the first time ever, an AI is actually conversational.

A natural language processor that's so advanced you can talk like a human.

Make it personal

Your Mimir is uniquely yours. You get to customize it to your exact tastes annnnnnnnddd you even get to name it.

You are unique. You are special. You deserve an AI that compliments your quirks, your passions, and your personality. With Mimir you get to start by selecting a name, voice, and gender for your AI. From there the sky's the limit. With our large selection of AI attributes you can create the perfect AI.





It's alliiiiive

The emotional layer is where your Mimir is able to express itself. This layer contains millions of interactive particles that flow and alter color depending on variables like weather, location, mood, or season. You can even select your favorite and least favorite colors to better personalize the experience.

The most expressive interface ever.

A generative art piece that connects you with your AI.

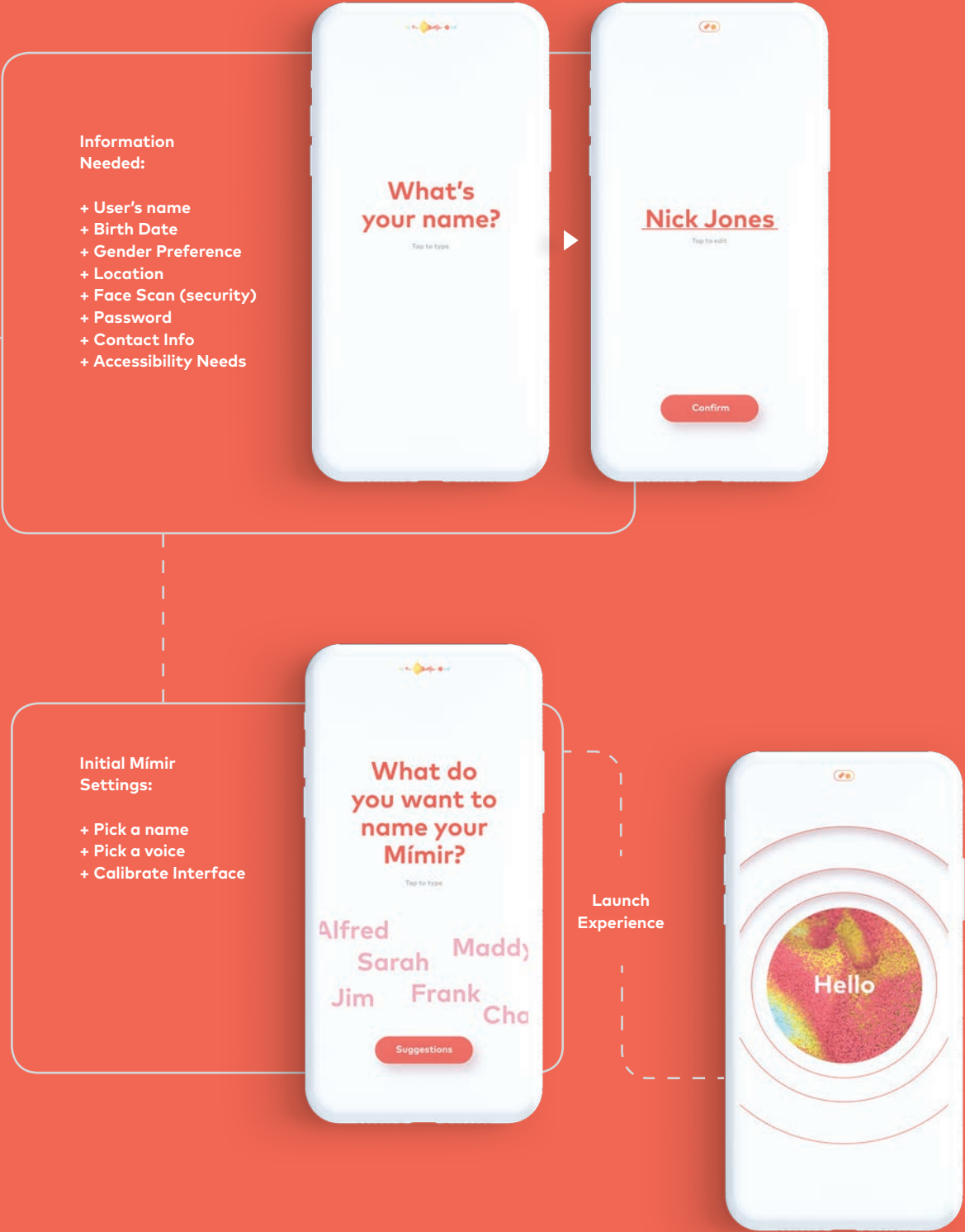
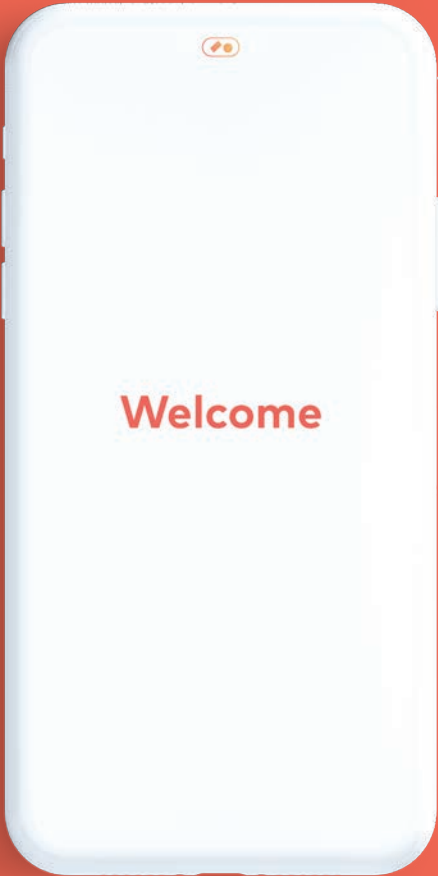


**Behold the
experience
Oooooooooohhhhh
Aaaaahhh**

Getting started with Mimir

Mimir is a voice-first interface. For this reason, when first opening your Mimir enabled devices, you will be asked by a voice over to provide your name, birth date and other information that will help your Mimir get to know you.

During the onboarding, you are able to pick your Mimir's name, voice, personality and calibrate the emotional layer's color palette.



The interface breakdown

01

Informational

The Informational layer represents the top level of conversation with the Mimir. This layer previews content, allows you to access things efficiently and acts as a type of heads-up display or preview mode.

02

Emotional

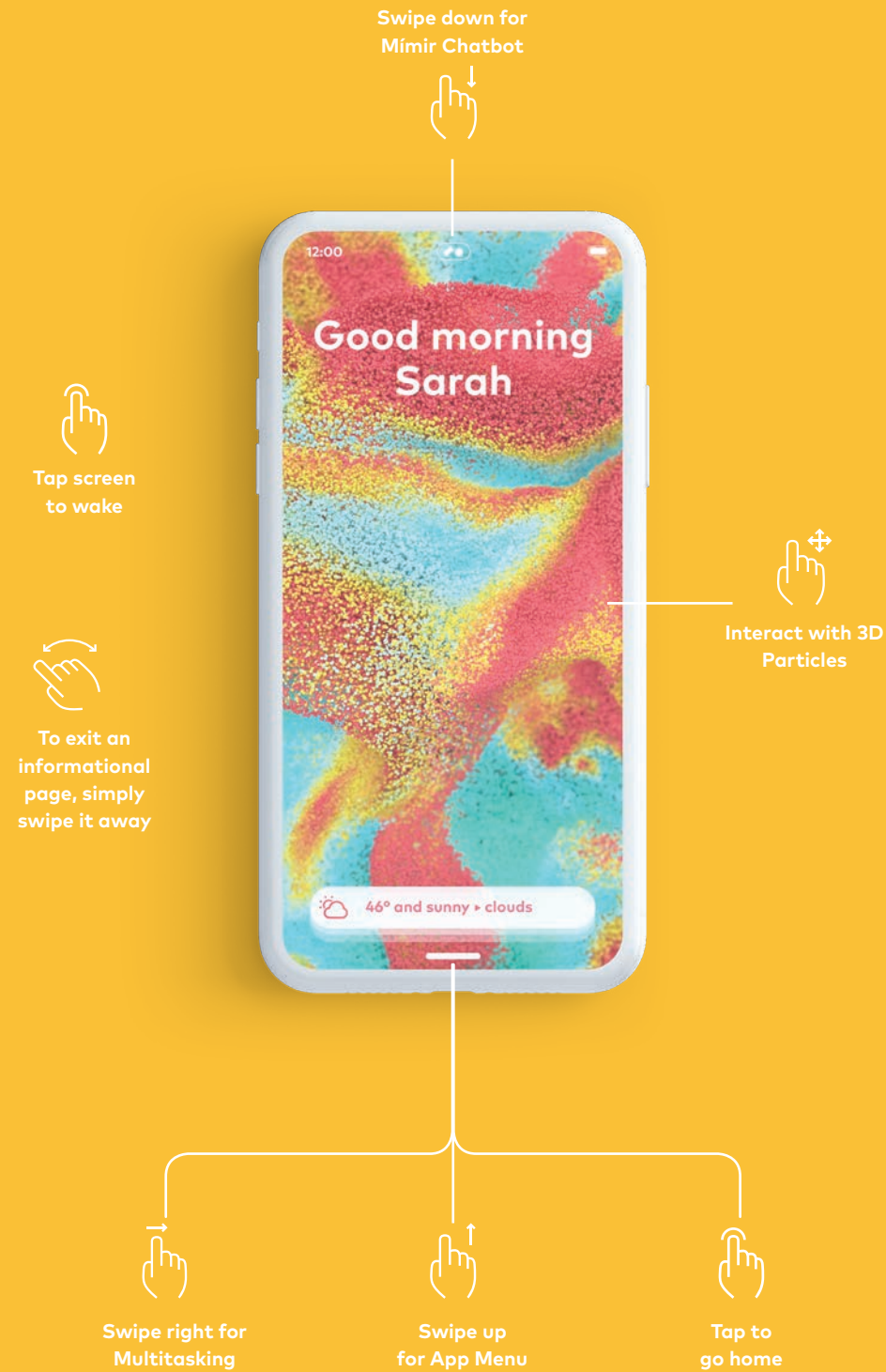
The Emotional layer is where the Mimir is able to express itself through a generative particle emitter. It's able to control this through color and motion that are affected by different variables. The Mimir can choose from things like weather, mood, location, and time of day.

03

Relational

The Relational layer is the deeper knowledge of the Mimir. This layer connects to third party apps, settings, or more robust functions that the Mimir needs to call on in order to better fulfill your request.





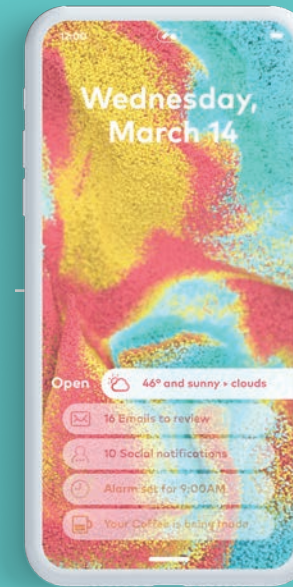
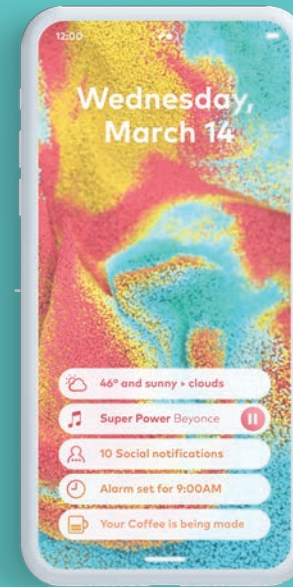
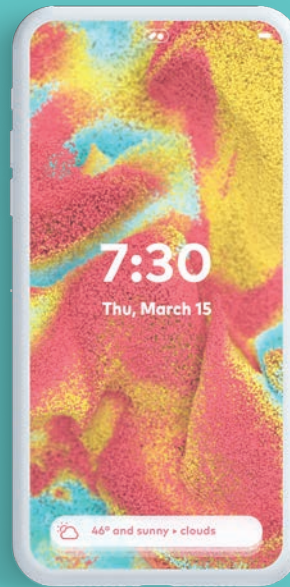
◀ Gestures

Your Mimir sports a series of intuitive gestures that help you get where you need to go.

General UI ▶



5 sec
Loop



Lock screen

Displays a suggested wake phrase depending on time of day

Lock screen

Transitions between wake phrase and time/date

Greeting Screen

Unlock through Face ID/Retina Scan

Task Menu/Homescreen

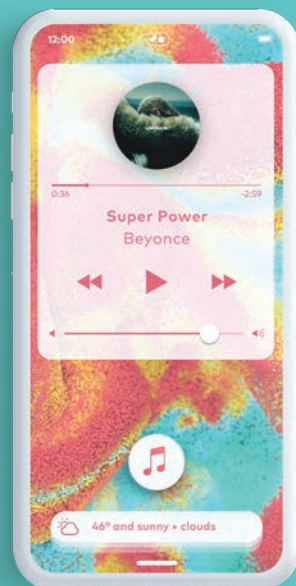
Open task menu by tapping bottom or scrolling up

Tasks

Open a Task by swiping right

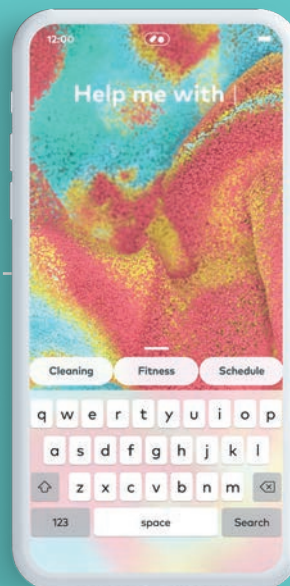
Tasks

Remove a task by swiping Left



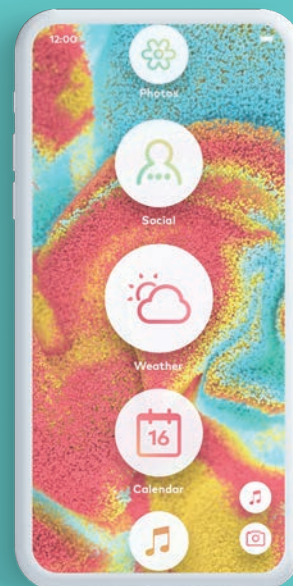
Task Preview

Preview a task by tapping it



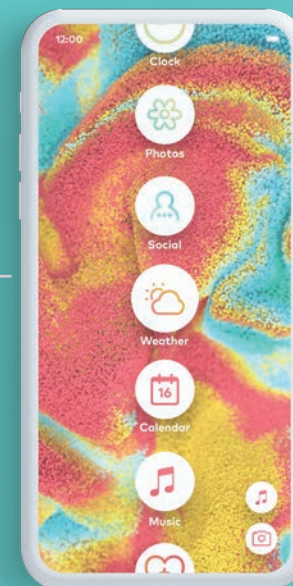
Mimir Chat

Access the chatbot by swiping down from the top



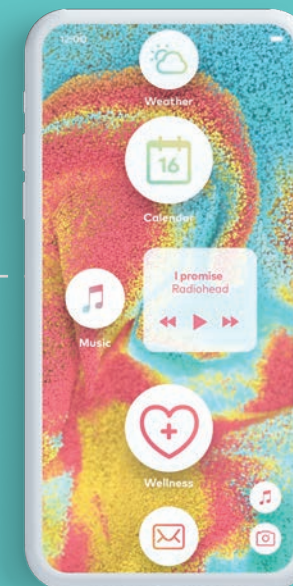
Menu

Swipe up from bottom to access app menu



Menu Scroll

For faster search, icons shrink and grow based on scroll momentum



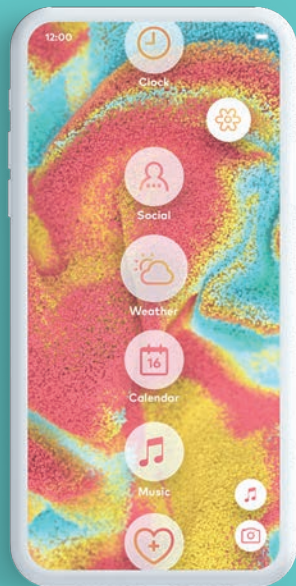
App Preview

Swipe left on an icon to see a preview menu for quick functionality

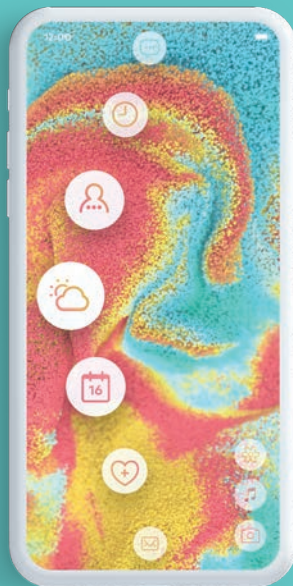


Smart Folders

Mimir takes care of organizing your various apps into smart groupings



Favorites Menu
Press & move apps into your Favorites section for quicker access



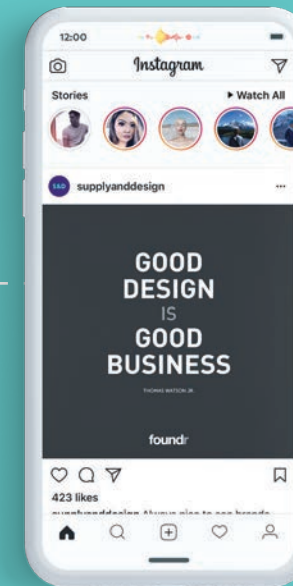
Exit Menu
To exit the app menu, simply swipe it away



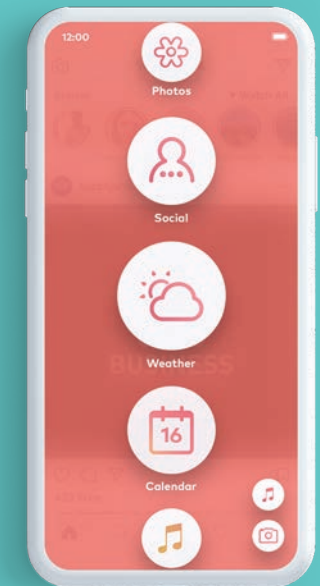
Pre-Listening Screen
Activate your Mimir by wake phrase or word



Listening Screen
When listening, the Mimir displays a voice wave at the top of screen



Listening screen in App
When listening in-app the voice wave turns the color of the emotional layer

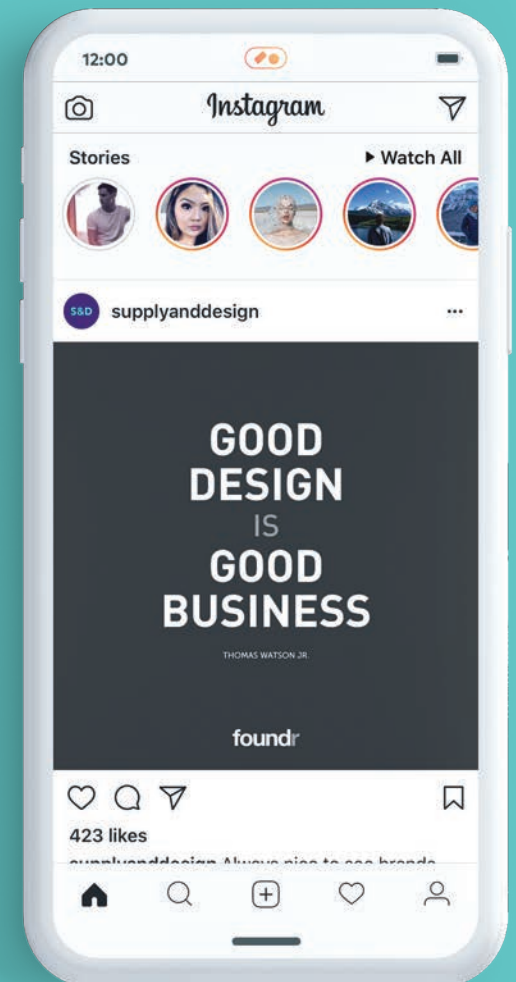


App Menu in App
Can access app menu anywhere by swiping up from bottom



The Emotional
The AI generates the emotional layer based on location, weather, mood, and the user's preferences.

"Hey Sophie,



open Instagram"

A shout away

Mimir automatically stores all apps in the cloud and can call on them at anytime. Simply ask your Mimir to open a specific app or request an

action like "order me a car home" and Mimir will pick the best service. It's just like magic.

Contextual screens

"Okay Sophie, I'm walking home"

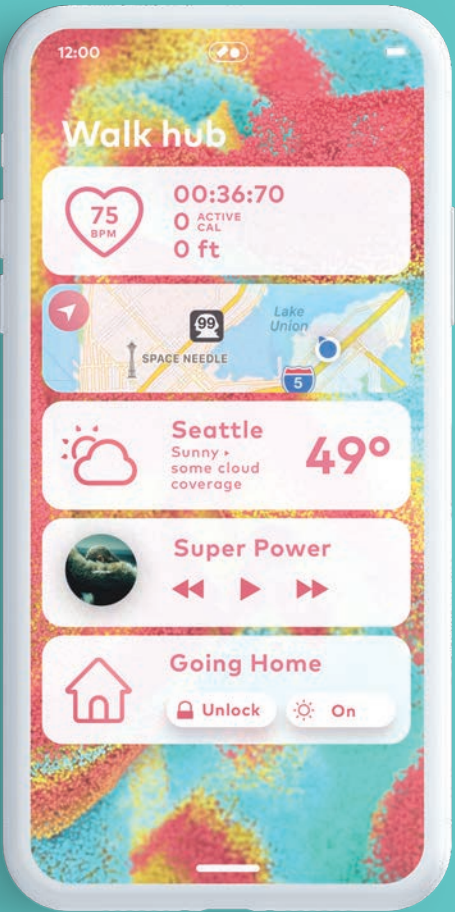
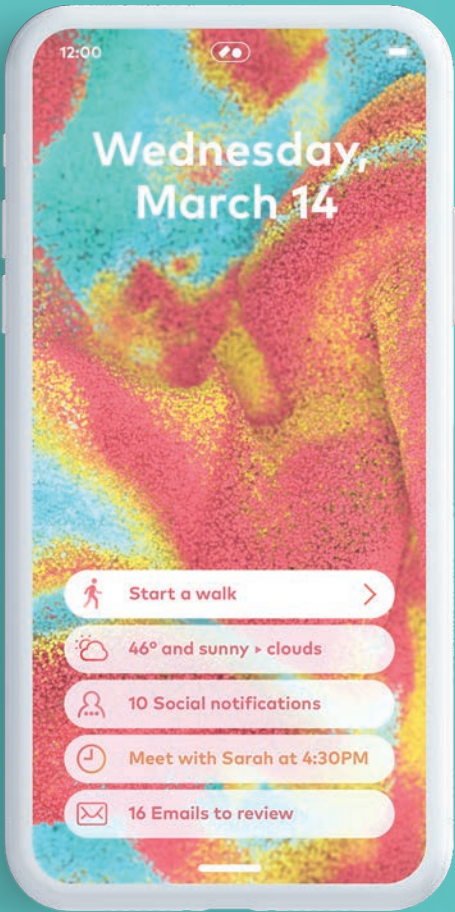
So, you're going for a walk and you reach for your phone. First, you open up the health tracker, then use the GPS to find a route, check the weather, lock your house, and put on some Beyoncé to get you moving.

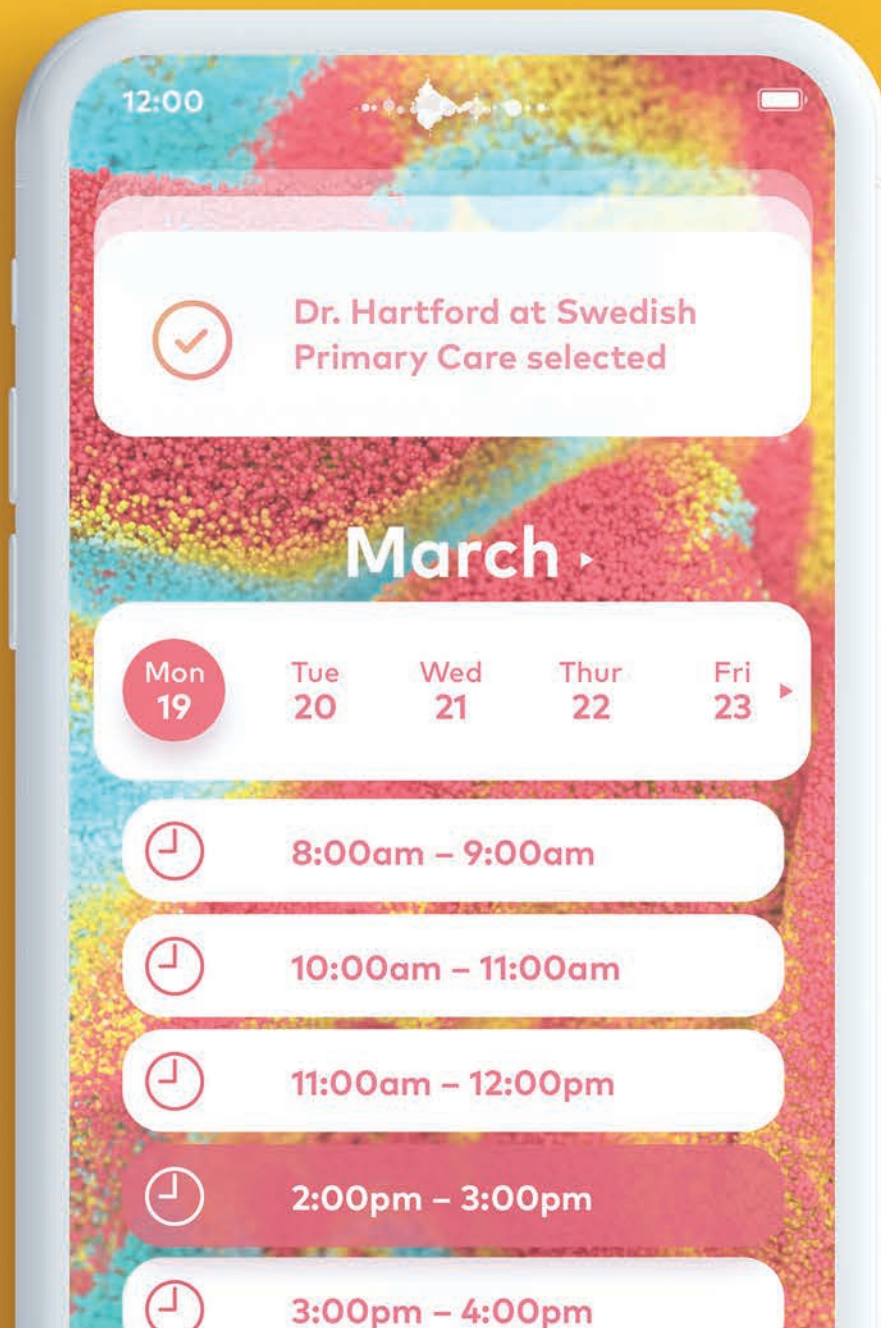
Your Mimir is able to see that and learn from it. Rather than forcing you to go to the menu for each individual app or having to ask your Mimir over and over to open them, your Mimir intuitively creates a walk hub with all of your "walking" apps.

That way you can easily access what you need, with a lot less hassle.

Contextual screens can either be created or generated. They act as quick access hubs for particular actions or habits that help you get what you want in the fastest and most intuitive way possible.

When you're done with a hub and want to go back to the main Homescreen, simply swipe it away.

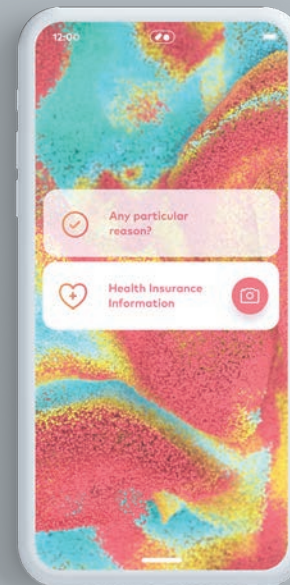
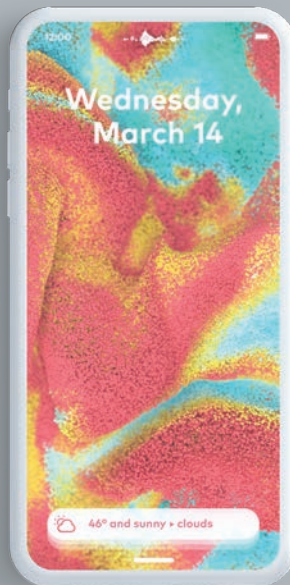




The use case ►

A Conversation between
Nick and his Mimir, Sophie.

"Hey Sophie,
help me find
a doctor"



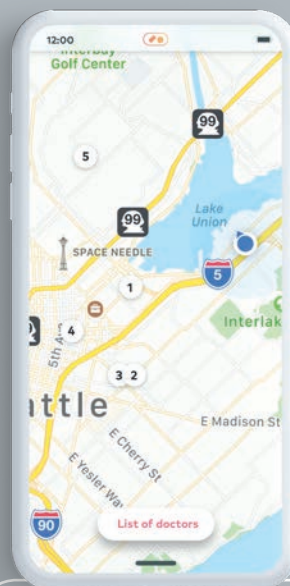
S: Okay, is there a particular
reason you need a doctor?

N: Yeah, I've had a nasty cough
for the last two weeks and
I think it might be bronchitis.
I also probably need to do my
yearly check up.

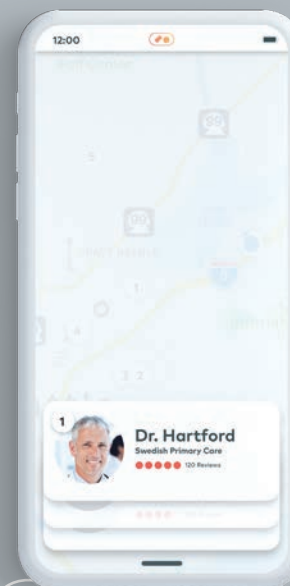
S: Got it. Would you mind
sharing your insurance card
information? This will help me
to narrow down your search.

N: Sure.

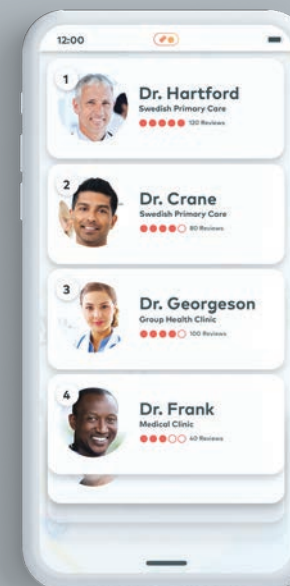
S: Perfect. Let's find you
a doctor.



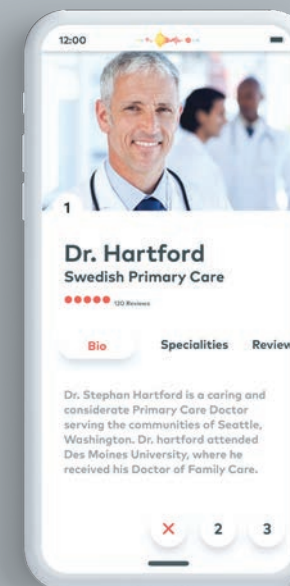
S: Based on your insurance
coverage and your home
address, here are the top five
doctors in your area that
I would recommend.



S: Would you like me to go
through them?

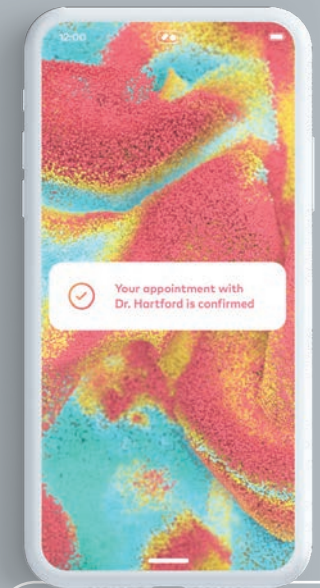
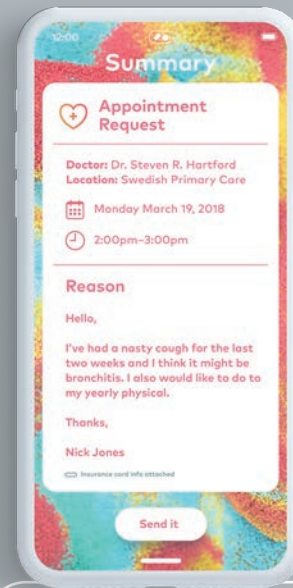
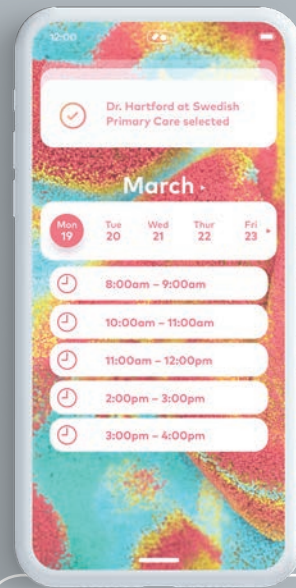


N: No, thanks.



N: Sophie, I'll go with the first doctor.

S: Great, I think that's a
good choice.



S: I've selected Dr. Hartford for you.

S: Looking at your calendar, here are some suggested dates and times. Which one would you like?

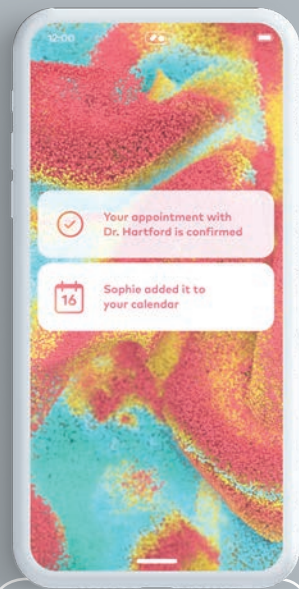
N: Let's go for 2pm on Monday.

S: Got it.

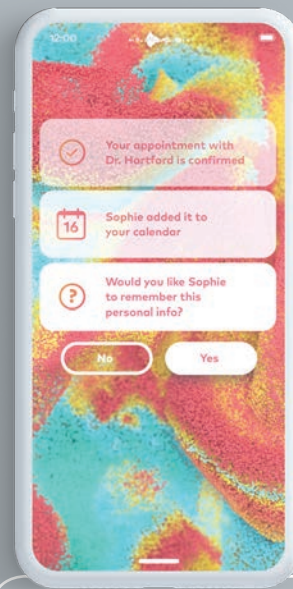
S: Here's a summary of your request.

N: Sophie, looks good. Send it in.

S: Your appointment has been confirmed



S: and I've added it to your calendar.



S: Is it okay if I add your insurance and doctor information to your profile?

N: Sure, thanks Sophie.



S: Yep, you're welcome.

Coming up

Mimir Actions:
+ Reminder
+ Traffic
+ Transportation
+ Office Location

After visit

Mimir Actions:
+ Follow up
+ Prescription
+ Notes
+ Review and rate experience





Thank You.

**Marketing/Interface Book
for Jaden Nethercott's
2018 BFA Capstone**