

## U-Corp @ ErroRight

### Gen Z at the Core: Strategic Innovation for ErroRight's Interactive Companion Products in Global Markets

#### U-Corp Lab

The U-Corp Lab (U-Corp) is a co-innovation platform that connects innovative organizations/companies with the vibrant DKU research and entrepreneurial community. The goal is to provide DKU students the opportunity to master industry-proven innovation research methodologies through productive practice and co-creation projects with companies. These co-innovation projects will provide students with exposure to real-world innovation practices, businesses, cultures, and mindsets; a chance to deep dive into an industry and develop domain knowledge in specific sectors; experience using a variety of industry-proven research methodologies and tools; practical innovation project experience working in teams on real business challenges.

#### ErroRight AI

ErroRightAI, founded in July 2024 in Shenzhen, China, was incubated by renowned entrepreneurial mentor Prof. Zexiang Li. The company focuses on Artificial Intelligence and Robotics, aiming to enhance interpersonal interactions and build a tight social network through AI. ErroRightAI has a global vision, with a target market covering Europe, the US, Japan and Korea, and is actively engaged in exchanges with domestic and international partners. Since its establishment, ErroRightAI has won awards in several innovation competitions and received authoritative media coverage. The company is developing innovative AI+ hardware products, focusing on rapid iteration and user feedback, and is committed to providing the best experience. In the future, ErroRightAI will continue to promote technological innovation and product development, and plans to release its first heavyweight product in the first half of 2025, bringing more innovative value to the global market.

For more information, please visit: <https://erroright.cn/>

## Product Introduction

The company's upcoming product is a multiplayer interactive desktop robot MiBai, which uses a wireless charging cell phone dock as a carrier. When you put your phone on it and open the APP, it will transform into your electronic partner, interacting with you in games, communication and dialog, adding fun to your life. At the same time, when you and your friends have a MiBai, you can carry out remote equipment connection interaction, become each other's embodiment of advent, either party can be operated remotely to project themselves onto the robot, the robot will be twinned with each other's characteristics, even if thousands of miles apart, you can also be through the MiBai embodied experience of "close" distance interaction. Even if you are thousands of miles apart, you can still interact with each other through the MiBai experience at a "close" distance.



For more information, please visit: <https://erroright.cn/support>

## Project Introduction

This project aims to provide strategic recommendations for the future iteration and development of ErroRight's interactive companion products through in-depth research on overseas markets/users/scenarios. The research will cover two core directions: first, overseas GenZ consumption habits and usage scenarios, and second, overseas in-vehicle robot application scenarios. Through comprehensive market analysis and data collection, the project will explore the potential of ErroRight in these key areas, especially its extended application in in-vehicle scenarios.

### **Part I: Research on Overseas GenZ Consumption Preferences and Usage Scenarios Regarding the Interactive Companion Products**

This part focuses on the consumption habits, scene usage and emotional needs of overseas GenZ user groups. Through in-depth analysis of GenZ's behavioral patterns, preferences, and needs, the project will explore and validate innovative features and design directions, and strive to explore innovative points that can trigger resonance and attraction, so as to enhance the market competitiveness and user stickiness of ErroRight's products.

### **Part II: Research on Overseas In-vehicle Robot Scenarios**

This part will focus on the market prospect and application demand of in-vehicle robotics technology, and study existing competitors, market trends and user feedback. By researching and analyzing in-vehicle scenarios, the project will provide valuable insights into how ErroRight can expand its interactive functions in the in-vehicle environment, and ensure that the product can meet the specific needs of users in this scenario.

By participating in this project, students will gain valuable hands-on experience and enhance their market research, data analysis and strategy development skills. The project will provide an opportunity for students to gain a comprehensive understanding of the product development process and to hone their practical skills and innovative thinking. In addition, the research results of the project will provide a solid foundation for ErroRight's global market expansion, helping the brand to formulate precise market entry strategies and marketing plans, and promoting its rapid growth and steady development in the international market.

### **Final Result: Research Report**

**Study methods: Case Studies, Qualitative Research, Quantitative Research**

## Student Team Composition

Number of students: 4-5

Students with relevant research experience will be given priority.

## Working Plan

1. 4-5 students will form a working group, which will work together to complete the project under the guidance of the tutor.
2. In addition to meeting with the company for the first time, students will have biweekly meetings with the U-Corp team to report on their work progress and receive mentoring feedback. (See below for details.)
3. Project arrangement: Students need to work about 6-10 hours per week, and the project duration is 24 weeks. See the following table for the specific schedule

## Timetable

Date	Week	Working Content	Delivery Results
2.24-3.9 <i>*(3.3-3.6 Final Week will be skipped.)</i>	WK 1-2	Conduct a project kick-off meeting with an ErroRight representative to clarify project objectives, scope, timeline, and team member roles.	Arrangement of division of responsibilities among team members and confirmed dates/times for internal meetings
3.10-3.23	WK 3-4	<p><b>Market Research Methodology Learning:</b> ErroRight mentors will provide market research/product research related methodology instruction or materials.</p> <p><b>ErroRight Existing Products and Market Analysis:</b> In-depth understanding of the functions of ErroRight's existing products. From student own point of view, propose product iterations and future desired functions.</p> <p><b>Research on the status quo of interactive companion products at home and abroad:</b> Collect and analyze the status quo of interactive companion products in the domestic and international markets, including the realization of functions, interaction modes, and user feedback. Summarize and organize market trends and potential development directions.</p>	
3.24-4.6	WK 5-6	<p><b>In-depth Research on Companion Robot Product Competitors:</b> In-depth competitor analysis of 3-5 major companion robot products in the market, including dismantling features, design details, user reviews, etc.</p>	Companion Robot Competitor Analysis Report
4.7-4.20	WK 7-8	<p><b>User Research Methodology Learning:</b> ErroRight mentors will provide user research related methodology teaching or materials.</p> <p><b>GenZ User Questionnaire and Interview Design:</b> The questionnaire and interview design should cover the level of understanding</p>	GenZ User Questionnaire and Interview Question List

		of the interactive companion product, desired functions, interaction scenarios and so on. Design specific interview questions for international students from different countries to explore the use scenarios in different cultural contexts.	
4.21-5.4	WK 9-10	<b>Conduct Questionnaire Collection and User Interview Research:</b> Find target users in the target area to collect questionnaires and ensure sample diversity. Conduct remote in-depth user interviews, record user feedback and opinions, and organize research data. Prepare for in-depth data analysis.	User Research Datasets
5.5-5.18 <i>* (5.5-5.8 Final Week will be skipped.)</i>	WK 11-12	<b>Interview Data Analysis and Reporting:</b> Conduct in-depth analysis of collected questionnaires and interview data to extract key information and user preferences. Write an interview data analysis report to summarize user needs and expectations.	Interview Data Analysis Report Checkpoint: Mid-term Report: Analysis of GenZ's Needs and Expectations for Interactive Companion Products
5.19-6.1	WK 13-14		
6.2-6.15	WK 15-16	<b>Market and Data Research on In-vehicle Robotics Scenario:</b> Research existing competitors, market trends, market demand and user feedback on in-vehicle robotics.	In-vehicle Robotics Scenario Research Report
6.16-6.29	WK 17-18	Conduct market analysis based on community/social data research. <b>In-vehicle Robotics Scenario User Research and Analysis Report:</b> Through field interviews, focus groups and other methods (<10 people), quickly collect user needs and potential application directions for interactive companion products in the in-vehicle environment, and organize and analyze the demand research report.	

6.30-7.13	WK 19-20	<p><b>Recommendations for Product Development in Response to Interview Data:</b></p> <p>Based on the results of analyzing the data from the above two surveys, we propose specific recommendations for ErroRight's future product development:</p> <ol style="list-style-type: none"> <li>1. Analyze the interaction evaluation of existing ErroRight products through ease-of-use analysis, heuristic evaluation, etc., and analyze the direction of functional iteration needed to face GenZ people in different cultural backgrounds.</li> <li>2. Through brainstorming and other methods, propose innovative applications of ErroRight products in the in-vehicle environment.</li> </ol>	<p>Product Development Recommendations Report:</p> <ol style="list-style-type: none"> <li>1. Recommendations for Overseas GenZ Functional Iteration</li> <li>2. Recommendations for Innovation in In-vehicle Scenarios</li> </ol>
7.14-7.27	WK 21-22	<p><b>Final Report Writing:</b> Summarize all the research data and analysis results, and write the final project report. The report should include market research summary, user analysis, competitor analysis, product iteration suggestions and future development strategies. Prepare project reporting materials and conduct project summary report.</p>	<p>Final Project Report Reporting Materials</p>
7.28-8.10	WK 23-24		

**Important Date:**

Orientation meeting: 2.22

Regular meetings with the U-Corp: Biweekly meeting

ErroRightAI team participation guidance Date: Biweekly meeting

Final Presentation: TBD