

# SQIN

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The last fitness tracker you'll ever try.



## **Problem statement**

Athletes and fitness enthusiasts who are serious about improving often have complex workout routines and need to keep track of their progress. This means memorizing everything or carrying around a notebook and pencil, cellphone, tablet, or other device.

Pair this with a handheld stopwatch or wrist watch and an iPod with headphones and you're left with distractions that impair the quality of your workout.

## Project goal

When you have to read an article titled *The 64 Best Health and Fitness Apps* to find the fitness tracker that works best for your specific needs, something is wrong.

SQIN is the world's only bio embedded e-ink fitness assistant. It's always with you and can't be accidentally forgotten. It's there when you need it, and gone when you don't.

## **Trend research**

Today's fitness trackers range from \$50-250 in three main form factors: bracelets, clip-ons, and watches. Some track sleep, and some are sport specific. Because these devices are made to be convenient to wear when working out, they require a companion app on a cellphone or desktop to view advanced data metrics.

All of them are battery operated which means they need to be recharged every night or can run up to a few weeks, but need the battery changed after that.

# Competitive analysis



## Fitbit Charge 2

- Size:** Three sizes
- Display:** OLED
- Weight:** Unknown
- Compatibility:** Android, iOS
- Battery life:** 5 days
- Connection:** Bluetooth 4.0
- + Big screen
- + Comfortable strap
- Limited phone notifications
- No GPS



## Samsung Gear Fit 2

- Size:** 11.2mm x 24.5mm
- Display:** AMOLED
- Weight:** 28g
- Compatibility:** Android
- Battery life:** 3-4 days
- Connection:** Bluetooth 4.0
- + Big screen
- + Impressive value
- No iOS support
- Barometer issues



## Microsoft Band 2

- Size:** 12.8mm x 32mm
- Display:** AMOLED
- Weight:** 55g
- Compatibility:** Android, iOS, Windows
- Battery life:** 2 days
- Connection:** Bluetooth 4.0
- + Versatile fitness tracking
- + Good looks
- Expensive
- Short battery life

# Personas and user stories



## Cynthia Stewart

**Age:** 28  
**Gender:** Female  
**Marital status:** Single  
**Education:** Ph.D.  
**Occupation:** Medical laboratory technologist  
**Location:** Texas  
**Tech level:** Expert

“It’s hard being the only female in an office of 40 men. I make up for it by being tougher than any of them.”

Cynthia mainly does high-volume training. This puts an emphasis on increasing endurance in one group of muscles at a time by increasing weight slightly every week.

It’s important to keep track of the increases each week and know which specific exercises are needed to target a muscle group. She hopes to ditch her paper system and use a workout tracker to visualize her progress over time.



## Dan Burgess

**Age:** 54  
**Gender:** Male  
**Marital status:** Married  
**Education:** Bachelor of science  
**Occupation:** Production, planning, and expediting clerk  
**Location:** Minnesota  
**Tech level:** Comfortable

“I save money on my health insurance by using a fitness tracker but I never remember to wear the stupid thing.”

Dan keeps fit both out of habit and necessity, being at risk for heart disease and having high blood pressure. Being active reduces the risk of medical problems, but too much can also pose a danger.

Tracking heart rate while working out and as a trend over time is important to Dan for monitoring the stress on his heart and the progression towards his goal of a resting heart rate of 60 BPM.

## Core features

### **Workout tracker**

- Name of exercise
- Number of reps
- How much weight
- Enter reps
- Enter weight
- Next exercise

### **Heart rate monitor**

- Target zone
- Recovery time
- Intensity alerts

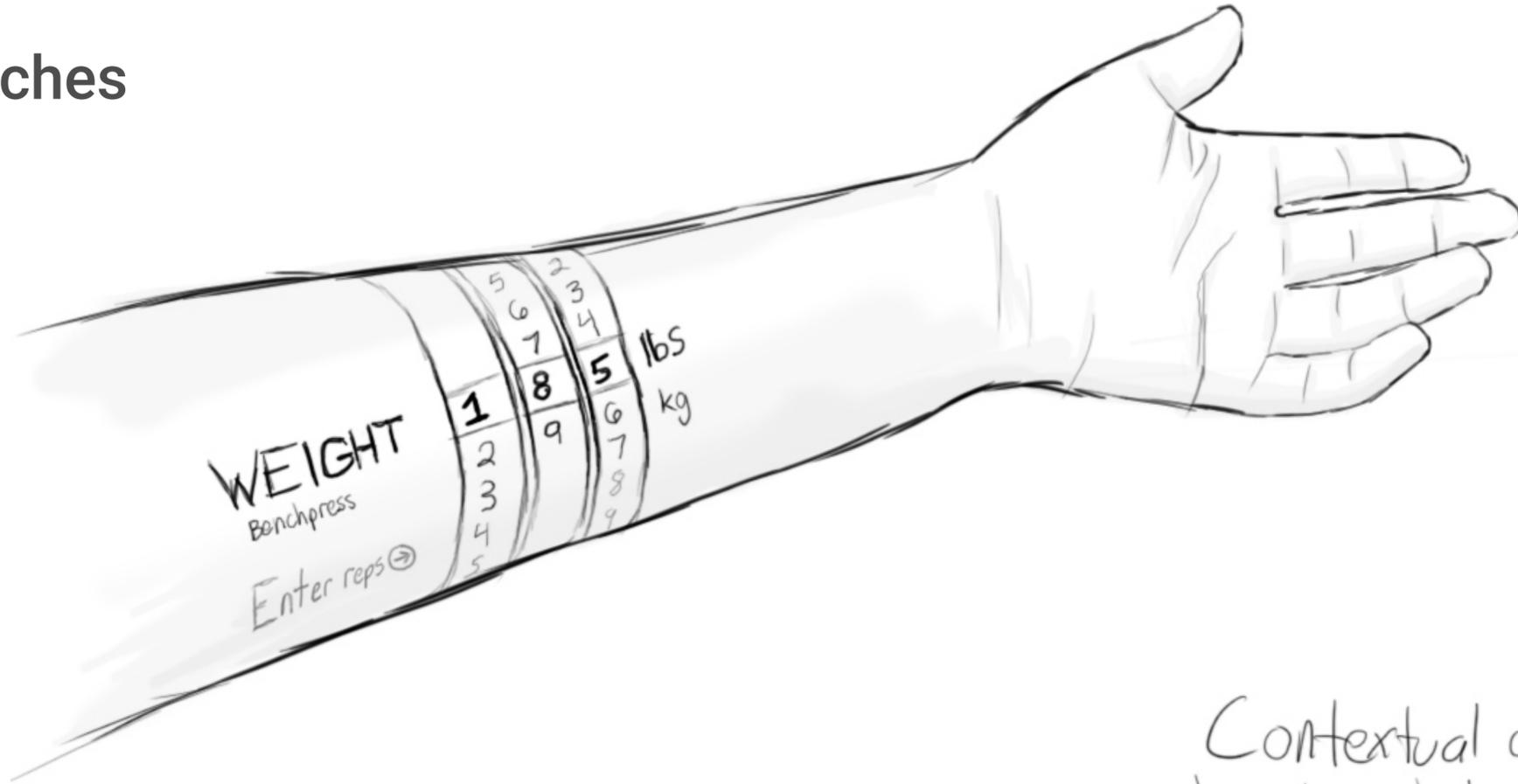
### **Music player**

- Play/Pause
- Next/Back
- Volume up/down
- Title of song
- Seek

### **Watch**

- Time
- Stopwatch
- Countdown
- Splits

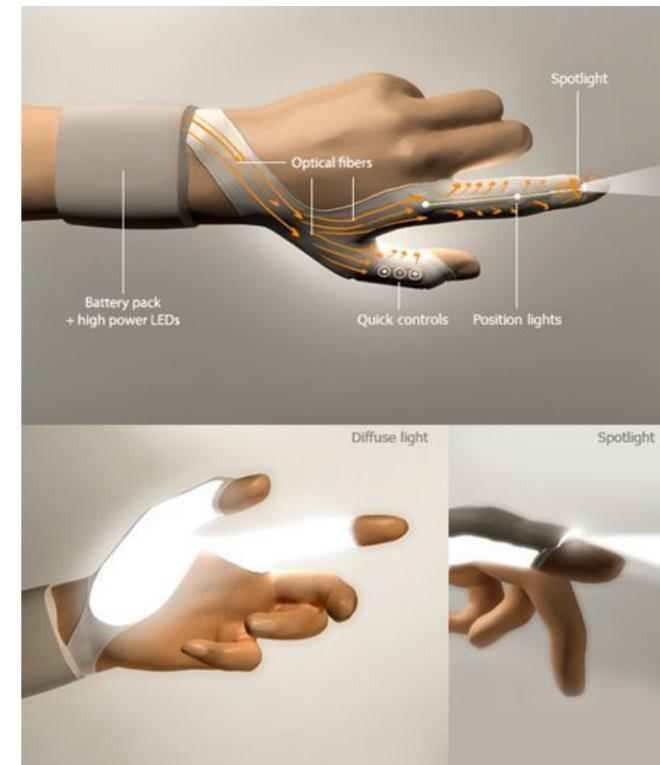
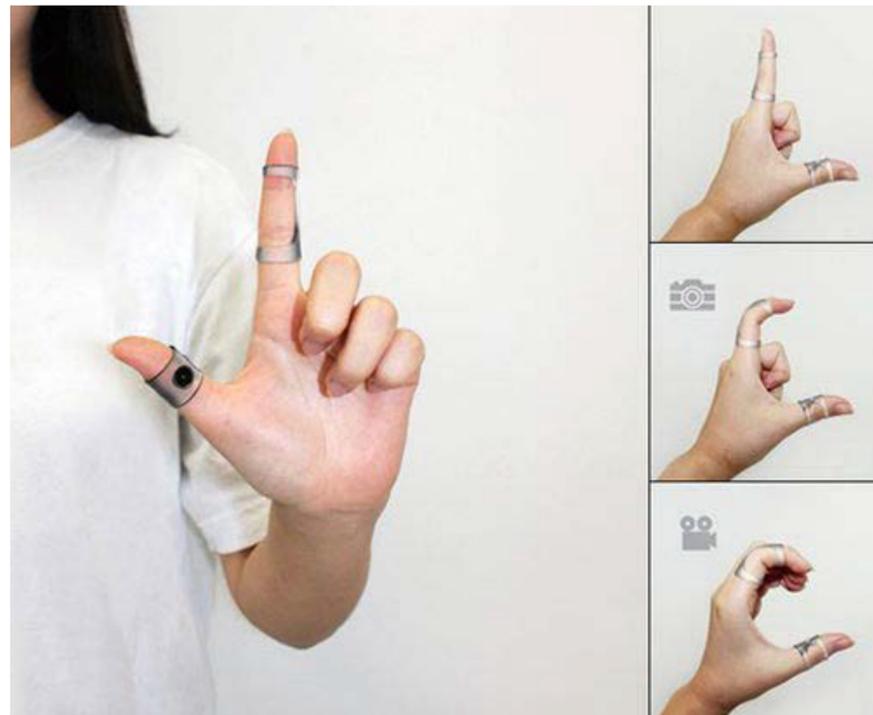
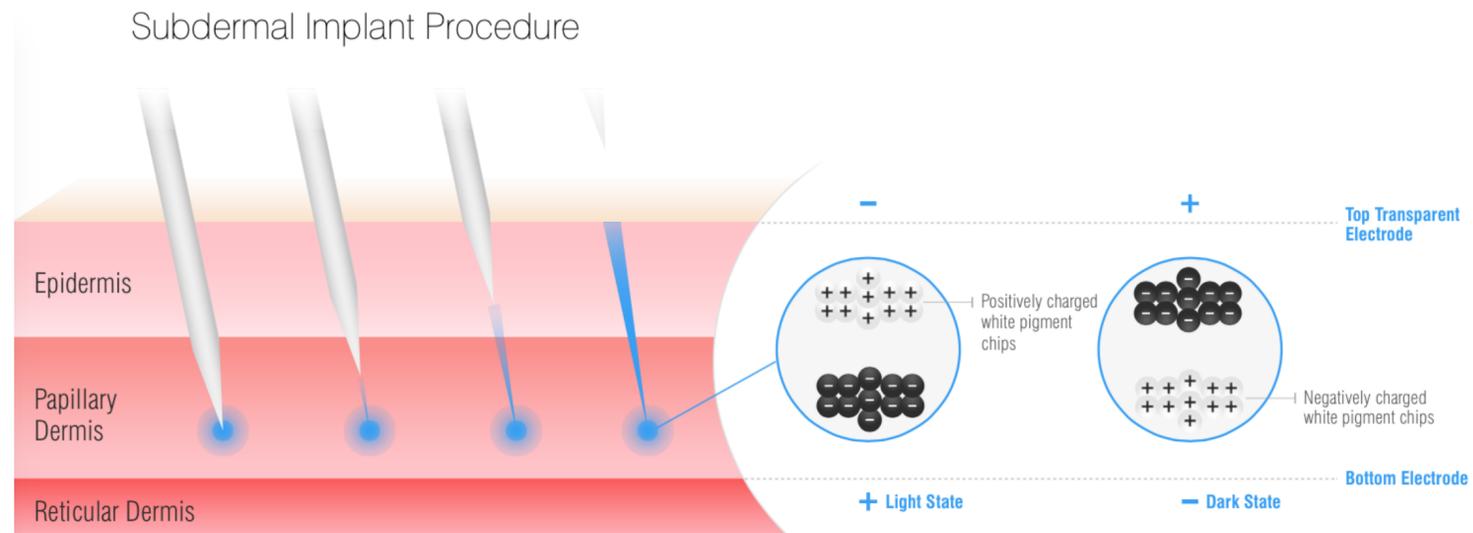
# Sketches



Contextual commands do multiple things based on what mode you're in.

main menu	PLAY/PAUSE MUSIC	OPEN STOPWATCH	OPEN HEART-RATE MONITOR	LOG WORKOUT	VIEW WORKOUTS	TAKE VITALS SNAPSHOT	SHOW/HIDE INTERFACE
log workout	CHANGE EXERCISE	CHANGE 'HUNDREDS' DIGIT	CHANGE 'TENS' DIGIT	CHANGE 'ONES' DIGIT	CHANGE UNITS		ENTER

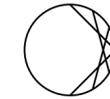
# Product concept inspiration



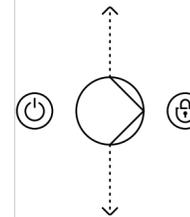
# Final format

Menu

Open interface



Move interface



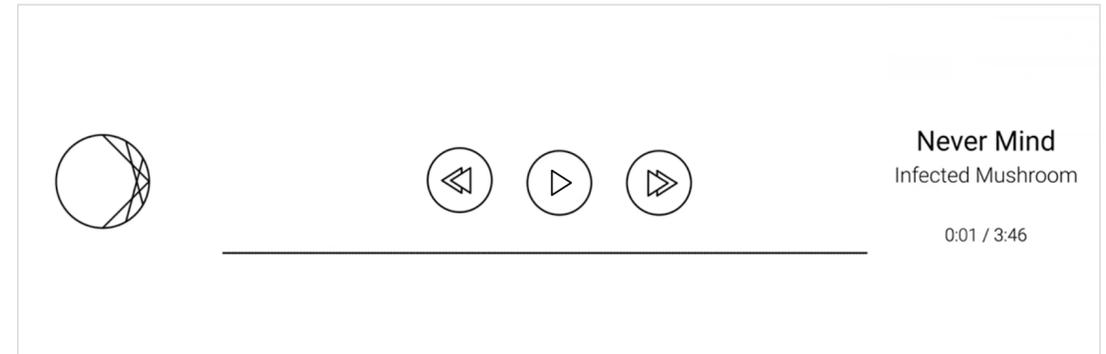
Apps



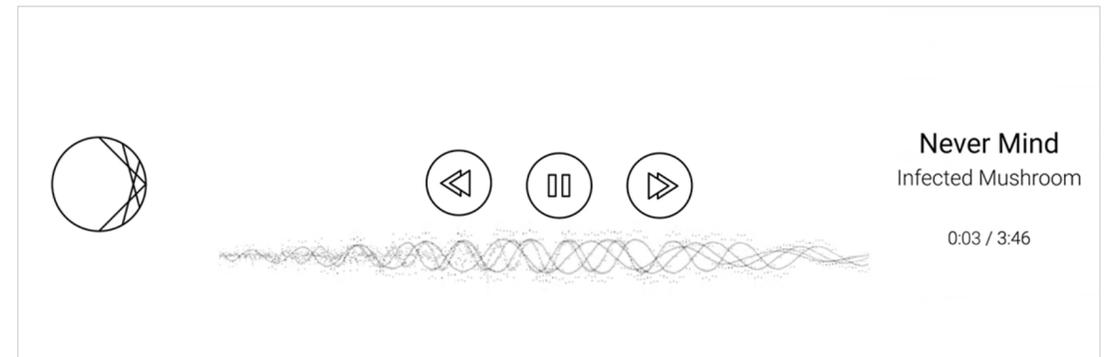
# Final format cont.

## Music player

Paused



Playing



Seeking



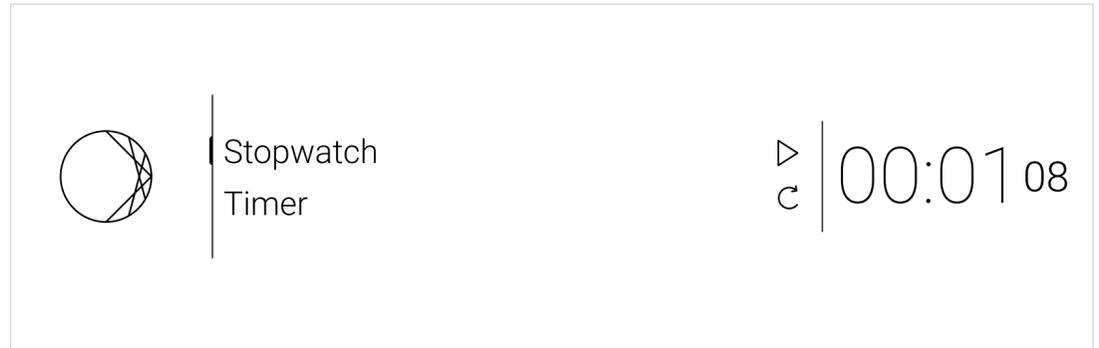
Minimized



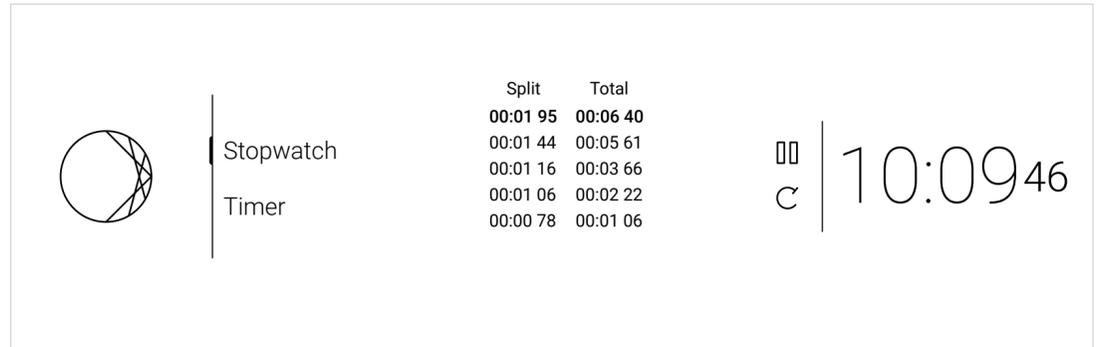
# Final format cont.

## Stop watch

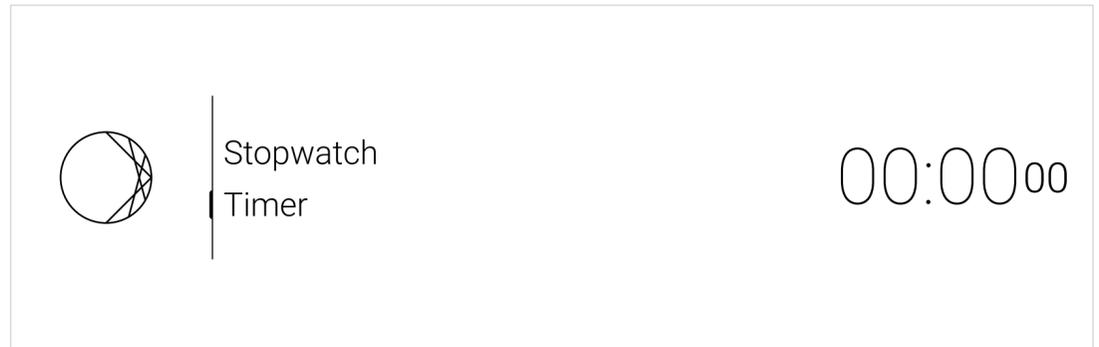
Paused



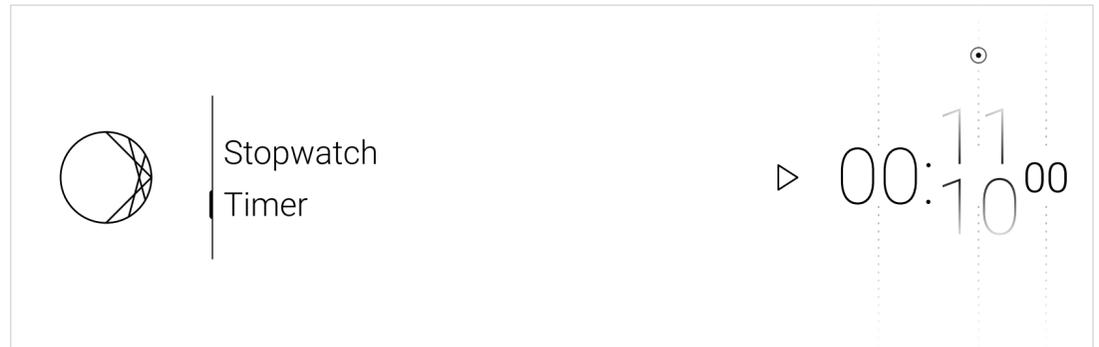
Record splits



Default



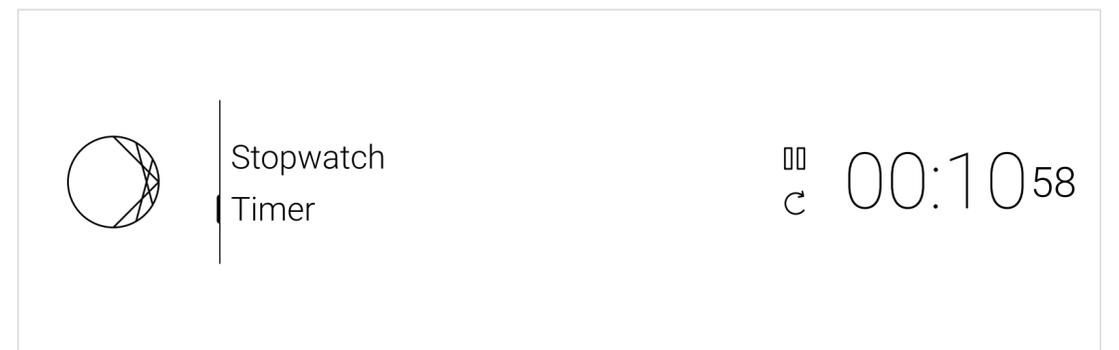
Add time



# Final format cont.

**Stop watch cont.**

**Countdown**



# Final format cont.

Heart rate monitor

Heart rate warning

Current view

