

SQIN

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



Samsung Gear Fit 2

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



Microsoft Band 2

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

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

Music player

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

Heart rate monitor

- Target zone
- Recovery time
- Intensity alerts








Watch

- Time
- Stopwatch
- Countdown
- Splits

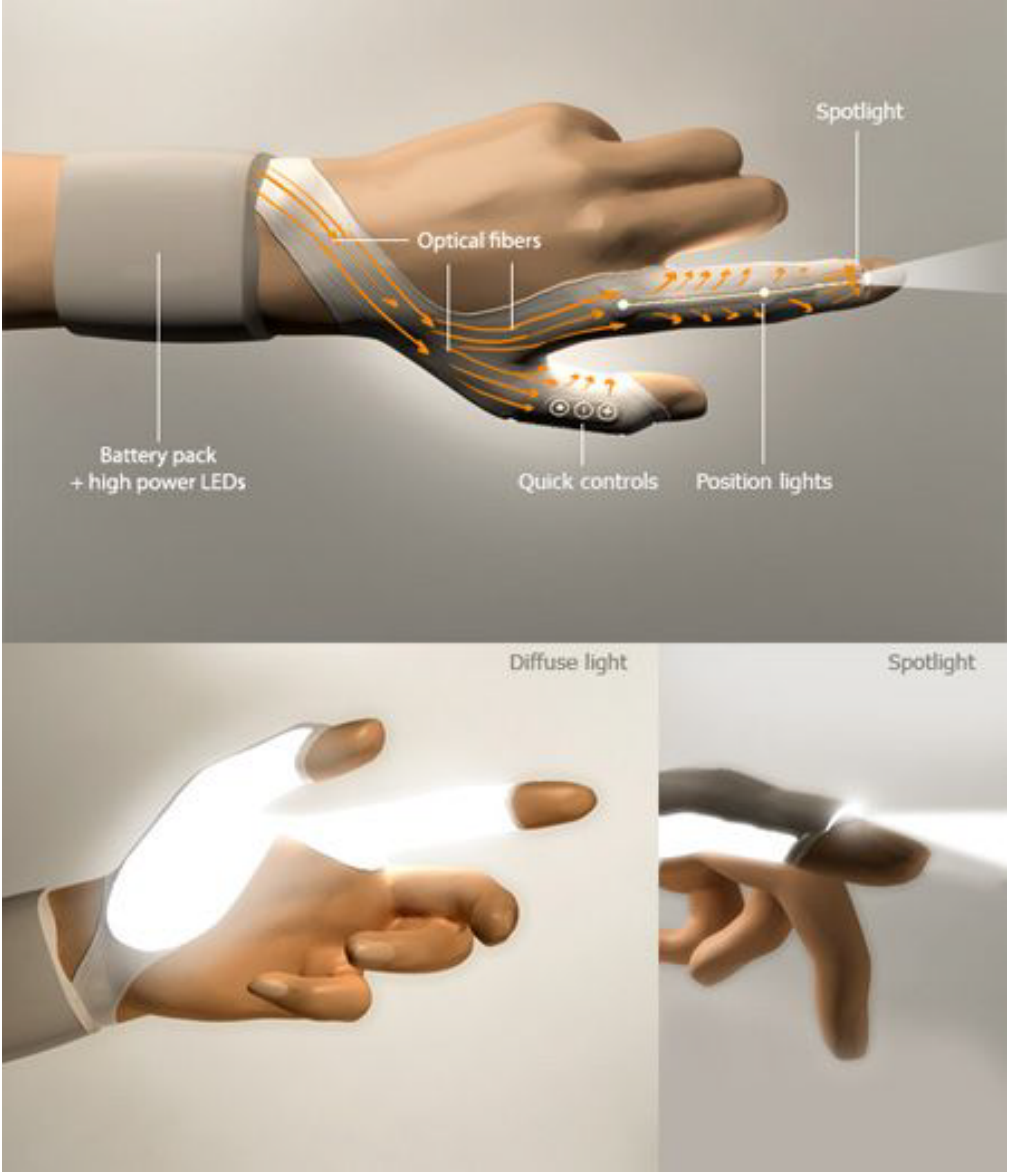
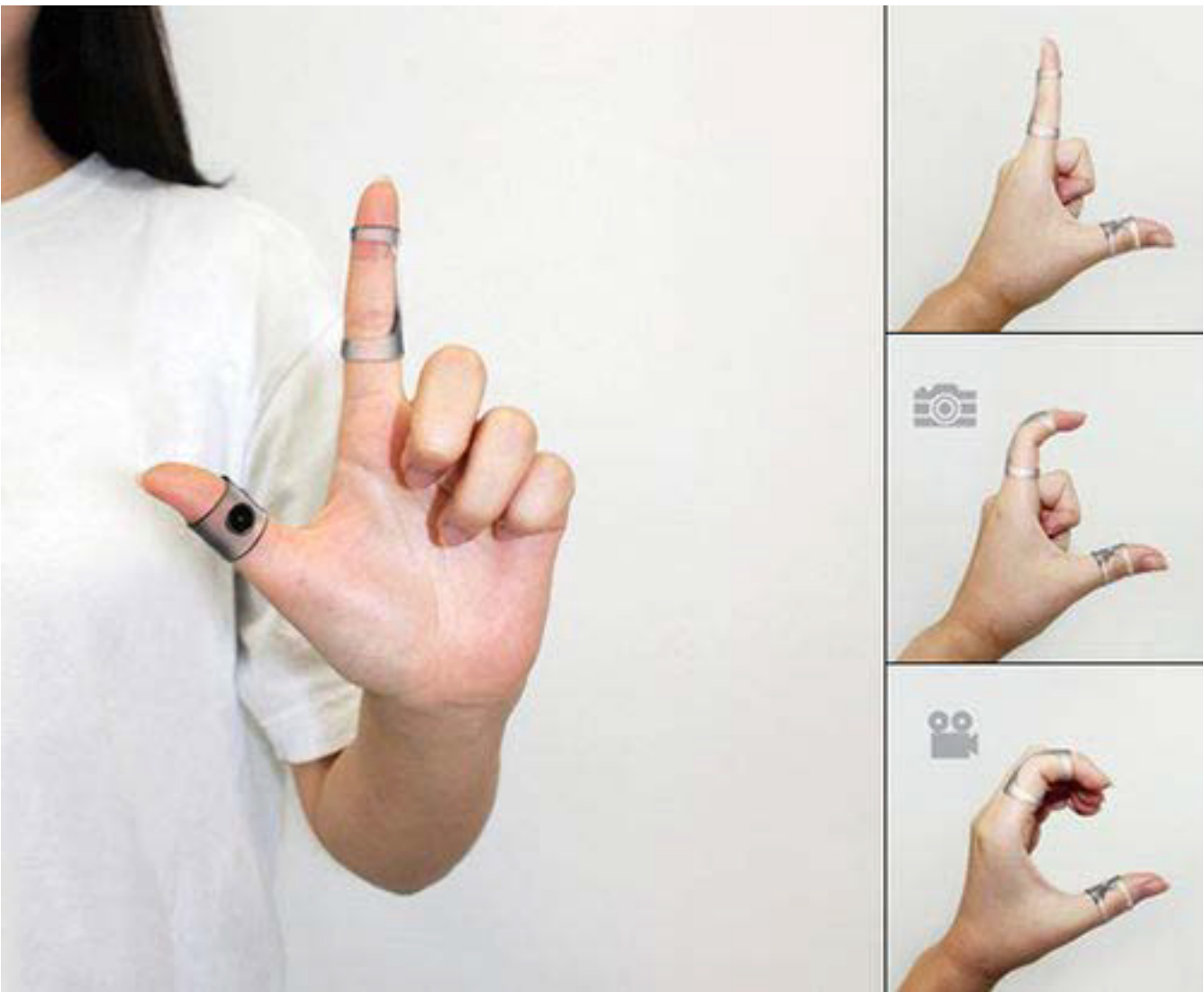
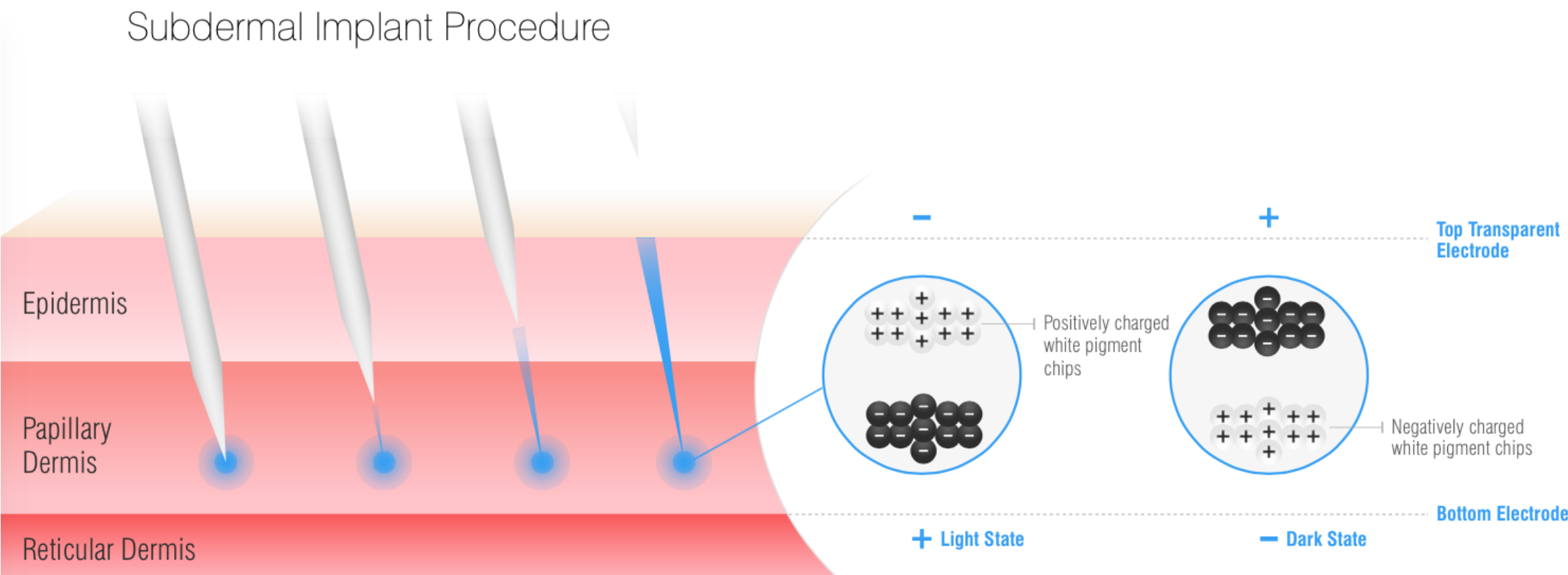
Sketches



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



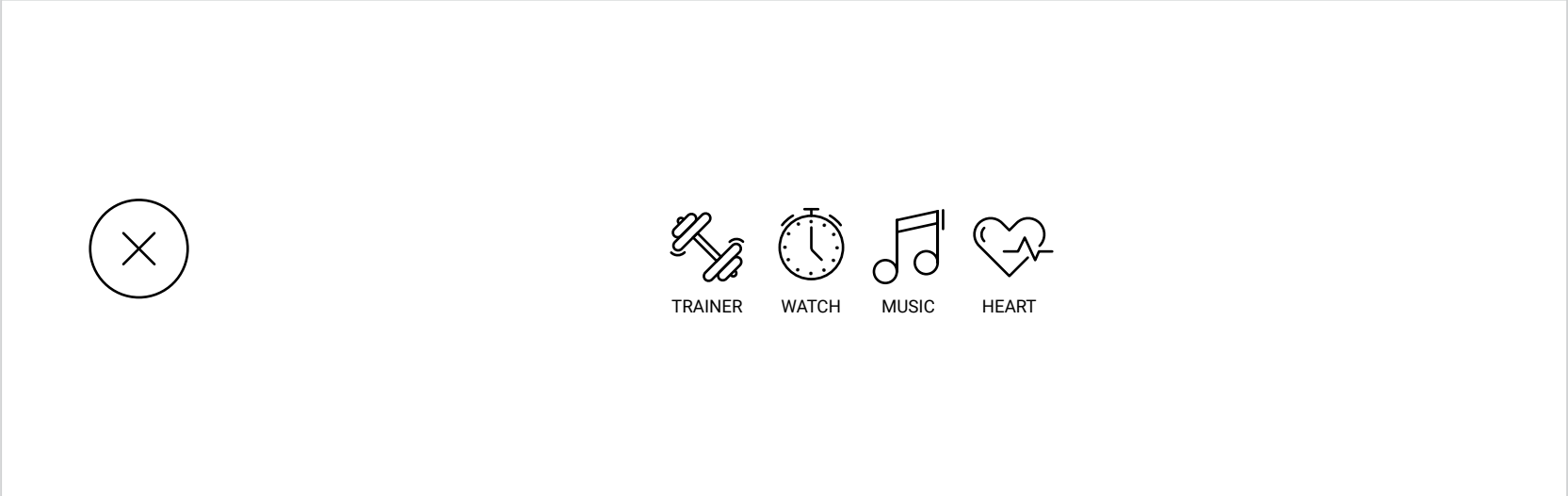
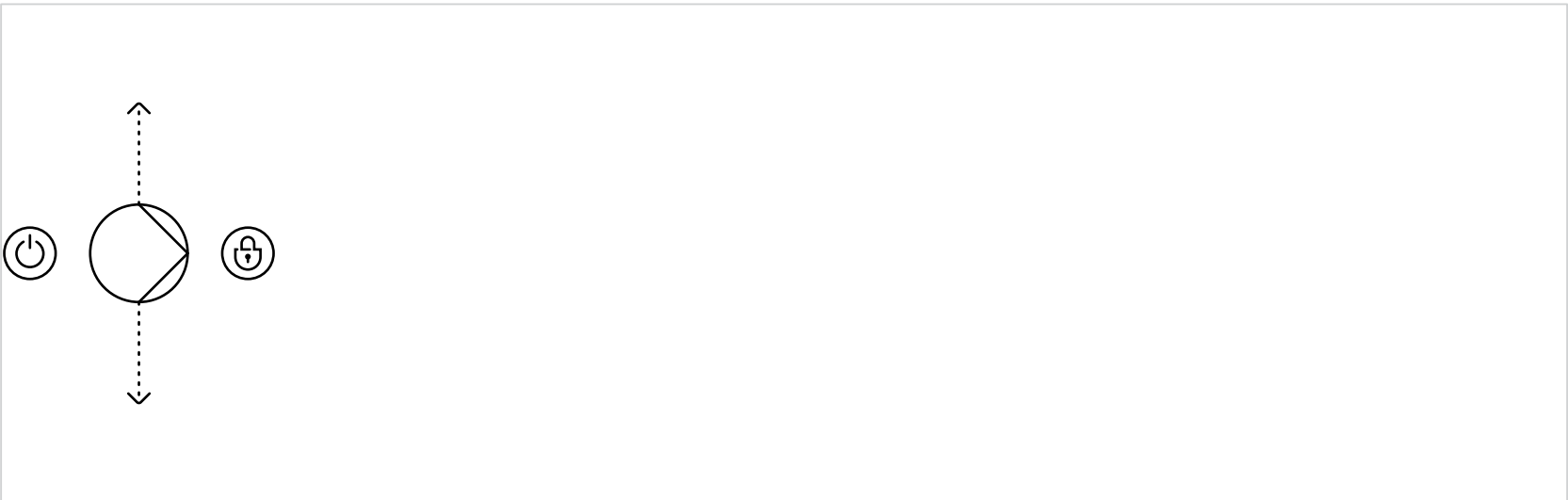
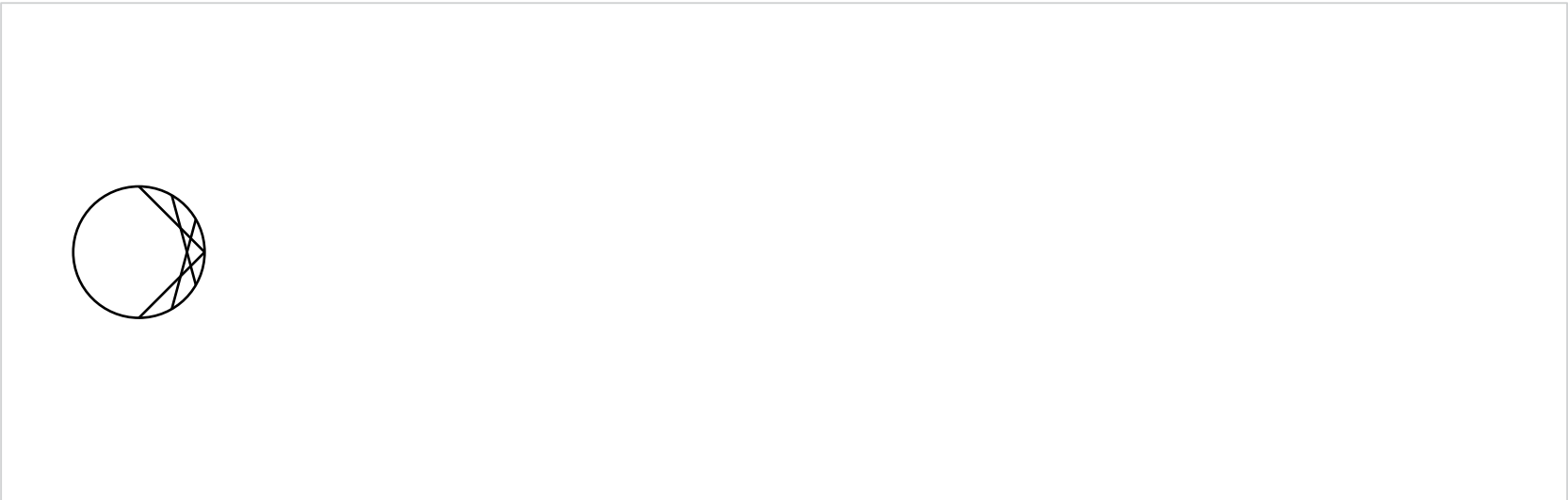
Final format

Menu

Open interface

Move interface

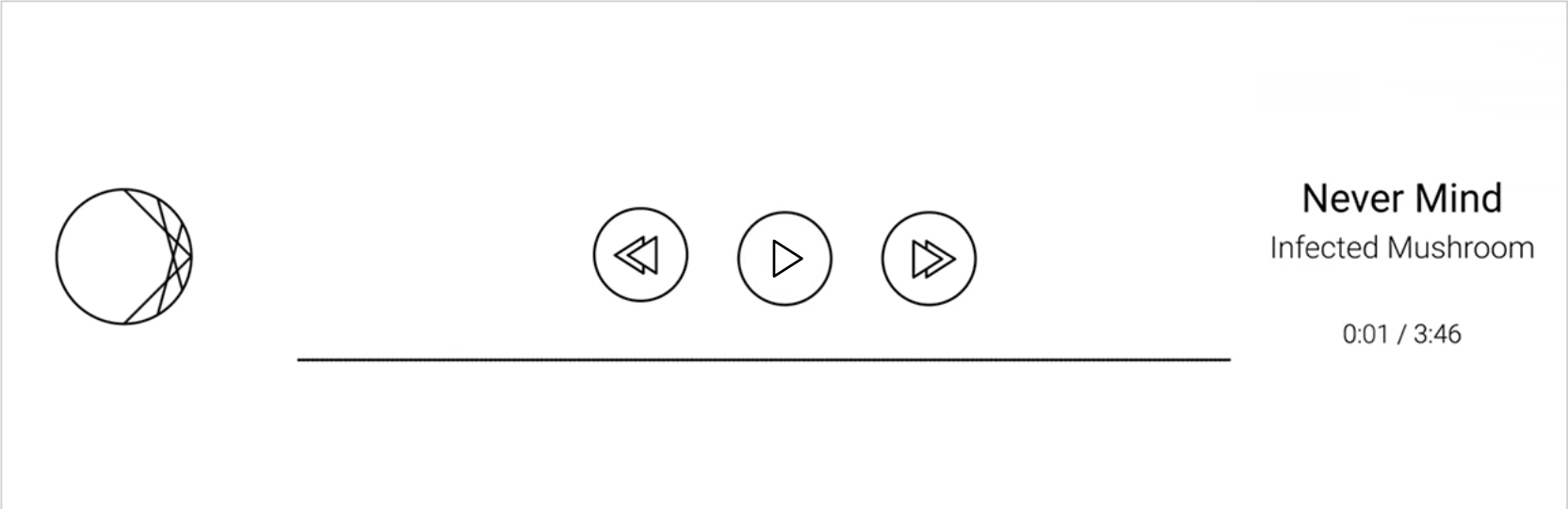
Apps



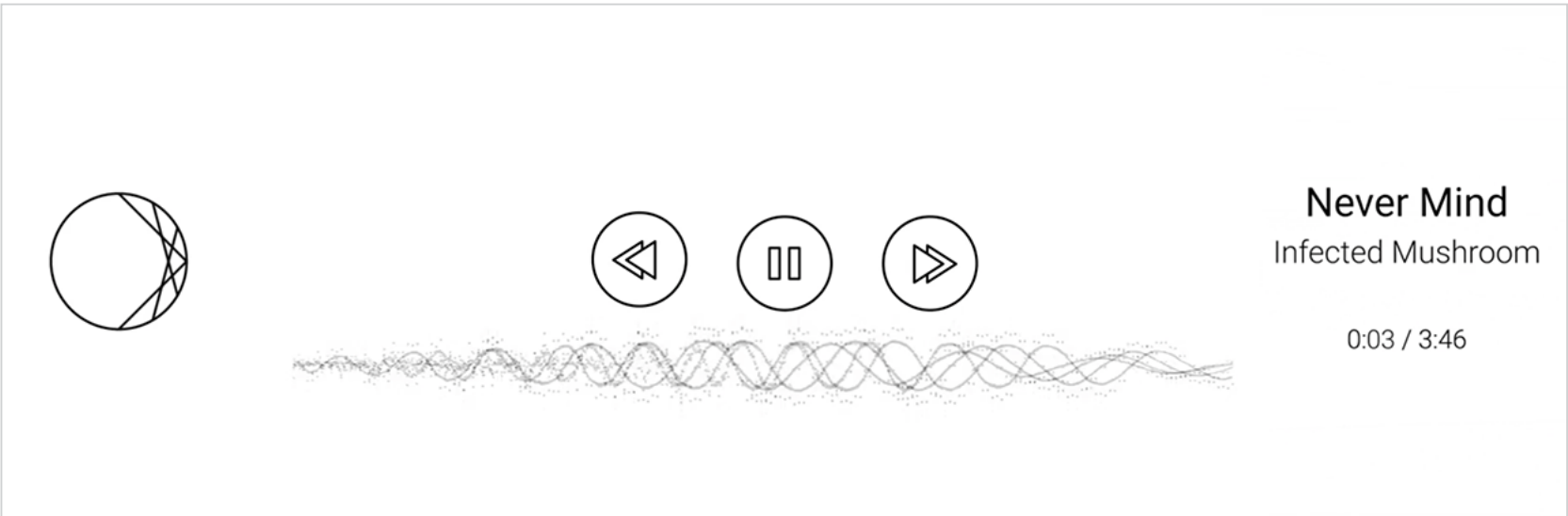
Final format cont.

Music player

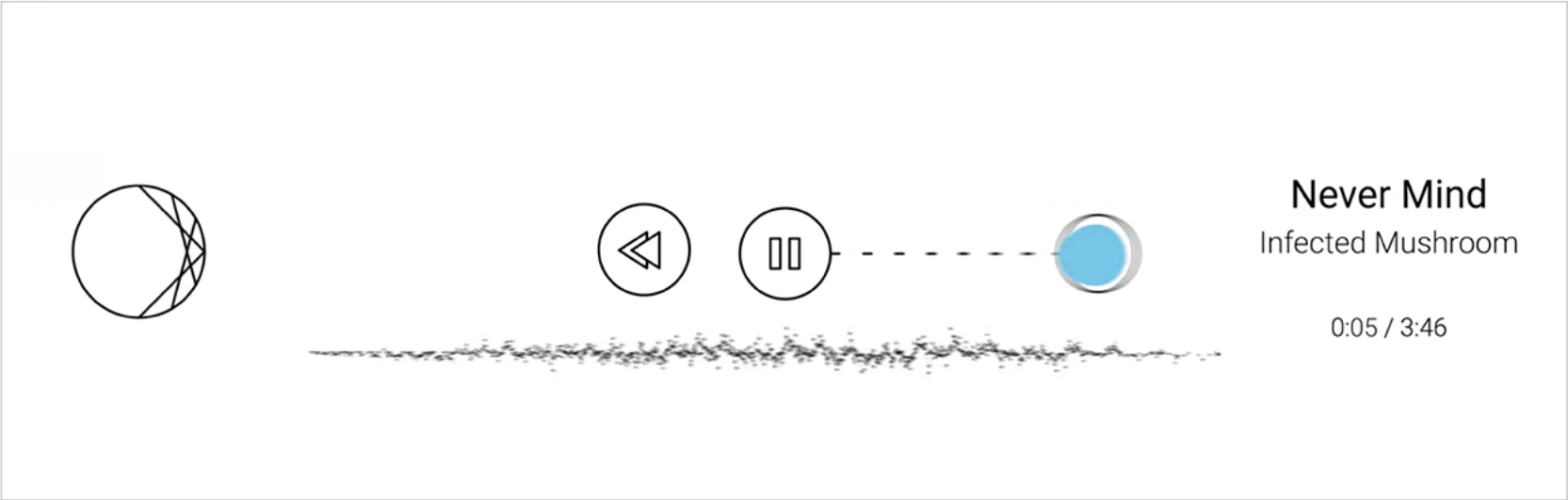
Paused



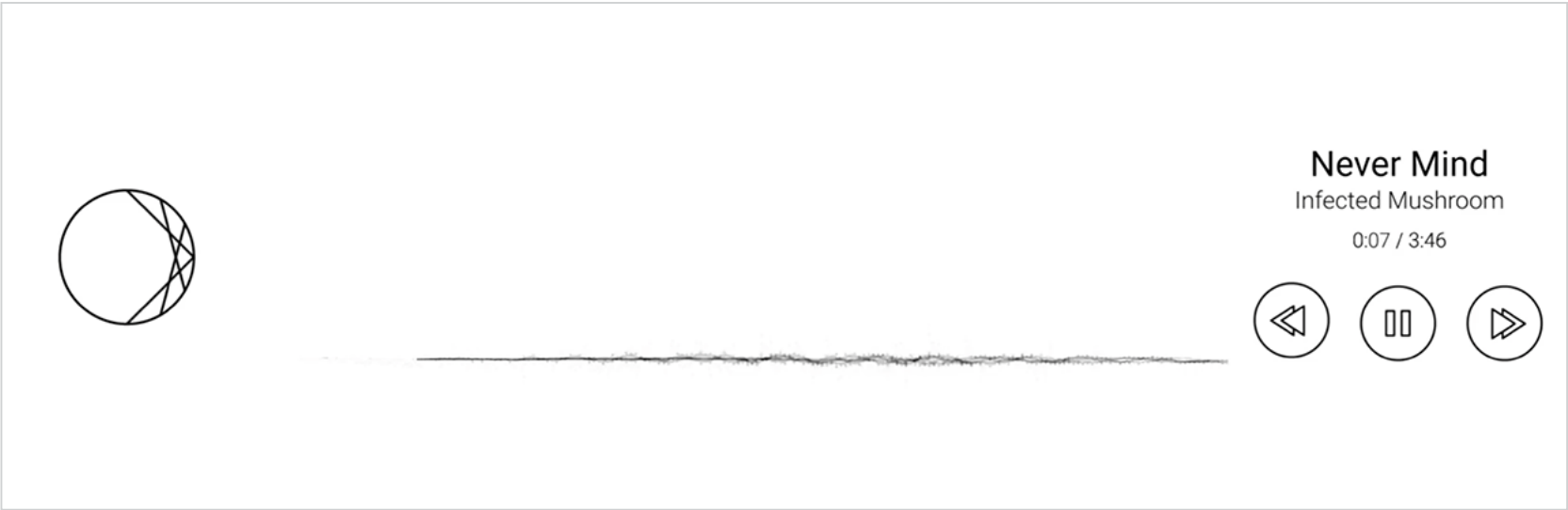
Playing



Seeking



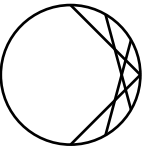
Minimized



Final format cont.

Stop watch

Paused



Stopwatch

Timer

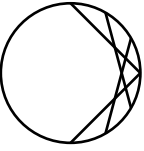
▶

⌂

00:01

08

Record splits



Stopwatch

Timer

Split	Total
00:01 95	00:06 40
00:01 44	00:05 61
00:01 16	00:03 66
00:01 06	00:02 22
00:00 78	00:01 06

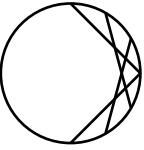
⏏

⌂

10:09

46

Default



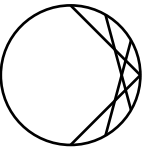
Stopwatch

Timer

00:00

00

Add time



Stopwatch

Timer

▶

00:11

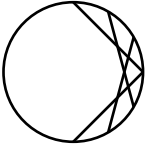
10

00

Final format cont.



Stop watch cont.

Countdown



Stopwatch

Timer

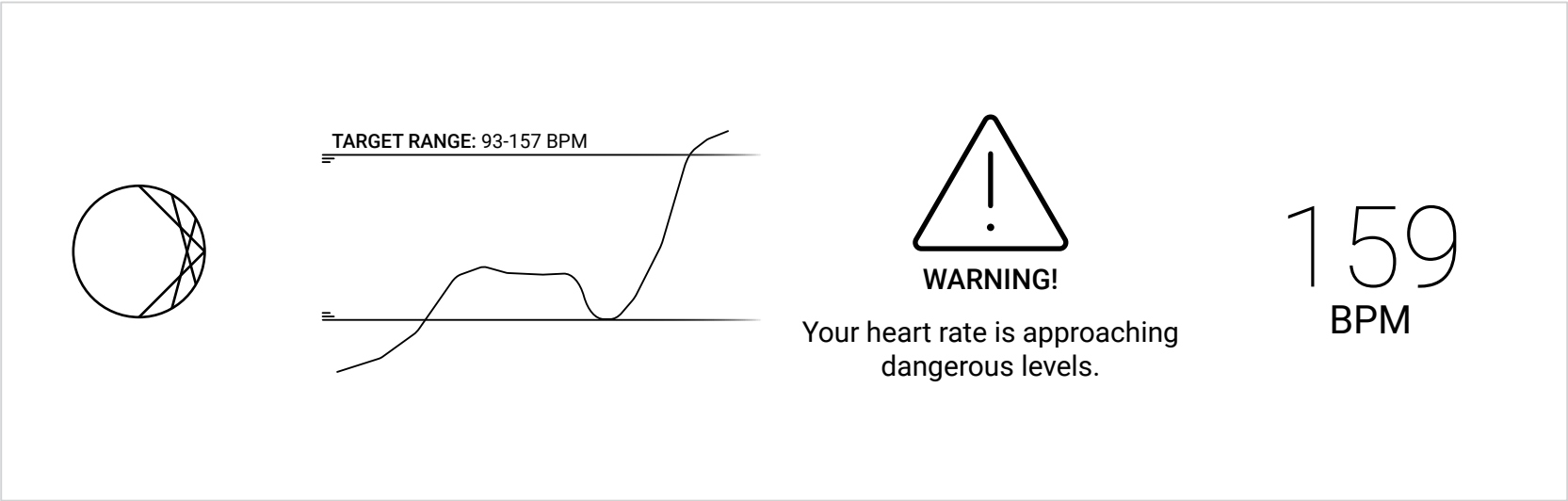


00:10⁵⁸

Final format cont.

Heart rate monitor

Heart rate warning



Current view

