Taking Your Wearable Device to Market

Three Blind Spots That Can Derail Your Mobile Solution
We help our clients create software products that people love.
BodyMedia
Pittsburgh, PA

Helping BodyMedia
Pioneer wearable fitness
Unlocking the value of networked fitness
Diamond Kinetics
Pittsburgh, PA

Engineering better baseball players
Improving knee replacement therapy
Avoiding blind spots in product development
Blind Spot No. 1

You’re building an impressive technology but not a great product
The problem

Failure to adequately identify the needs of your core users
The solution

Effective research and strategic planning to *deliver* product value

**Why** should this product exist?

- **What** problems are you solving?
- **What** information priorities exist?
- **How** does this relate to the larger system?
- **Where & when** will users engage with the system?
- **When** will you know the solution is successful?
Blind Spot No. 2

You’re assuming your users love data analysis as much as you do.
The problem

Failure to provide actionable information for decision-making
The solution
Effective information design that brings focus to activity
The solution

Effective interaction design that engages over time
The solution
Designing for voice-based and “at-a-glance” user experience
Blind Spot No. 3

You’re under estimating the **real** complexity of your project
The problem

Cost accuracy in relation to design & technology variables

The cone of uncertainty

- Initial Concept
- Product Strategy
- Low-Fi Prototyping
- High-Fi Prototype
- Sprint 1-2
- Sprint 3-4
- Sprint 5-6
- Software Complete
The solution

Iterative prototyping before full software development

- Sensor & firmware
- Mobile/Web Prototyping
- Mobile/WebAPI Development
- Database & APIs
- Release
The solution

Process stages designed to reduce variables and risk

Stage 1: Strategy
- Personas
- Stakeholders
- Competitors
- Technology Plan
- Assumptions
- Product Strategy
- Product Roadmap

Stage 2: Structure
- Workflow
- UI Architecture
- Data Model
- Content Plan
- Lo-Fi Prototypes
- Code Prototypes

Stage 3: Style
- UI Style Guide
- Screen Comps
- Content
- Hi-Fi Prototypes
- Code Prototypes

Stage 4: Solution
- Product build(s)
- Integration
- QA Testing
- Deployment
- Usability
Go forth and innovate with confidence