

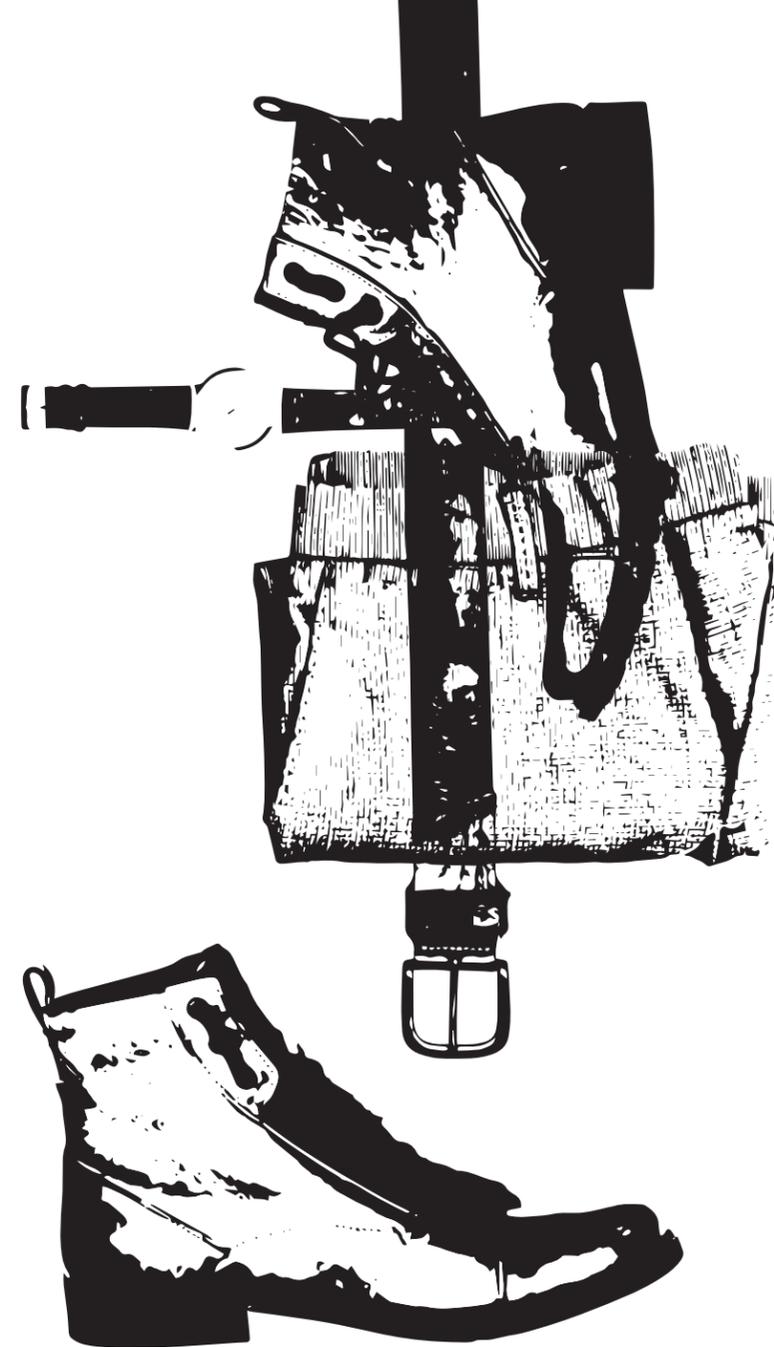
# WEARABLES

## TASK:

INTEGRATE TECH OR IOT INTO DAILY APPAREL OR DAILY WEARABLES FOR 2-3 YEARS INTO THE FUTURE.

PROJECT MUST ADDRESS QUALITY OF LIFE AND / OR SURVIVAL.

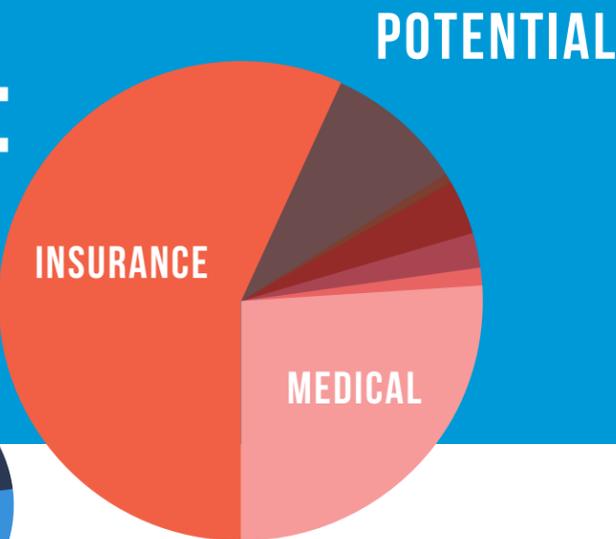
DURATION: 2 MONTHS



DEMOGRAPHIC: 24-34

## MARKET:

CURRENT



POTENTIAL

FASHION TRENDS





NARROWING SCOPE: HEALTH INSURANCE

# PROBLEM:

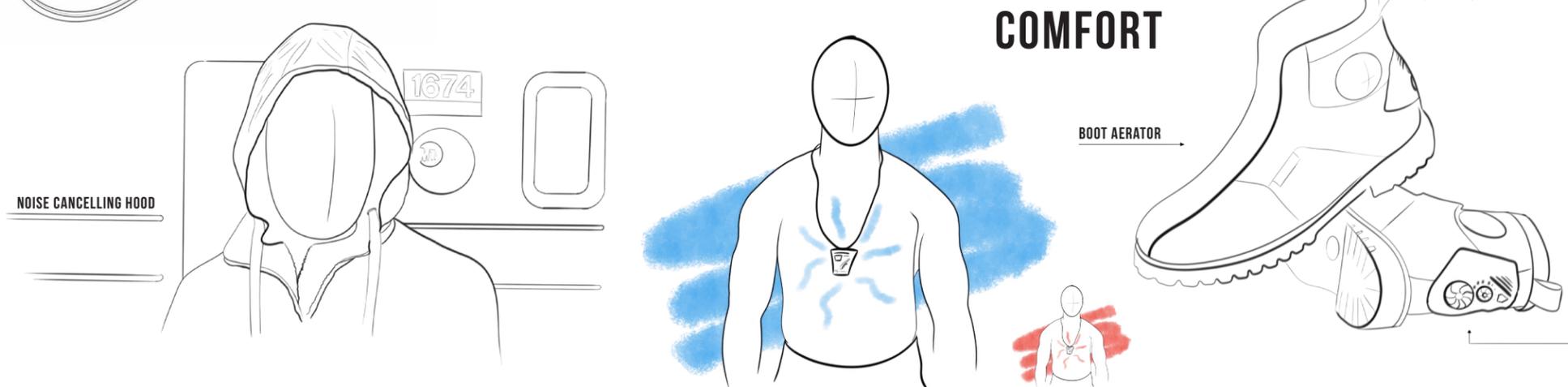
**70,000,000** AMERICANS HAVE NO, OR INADEQUATE, HEALTH INSURANCE.

- MAKE HEALTH INSURANCE MORE **AFFORDABLE, EFFICIENT, AND ACCURATE.**
- HELP PEOPLE LIVE **HEALTHIER, HAPPIER LIVES.**

# COMMUTE

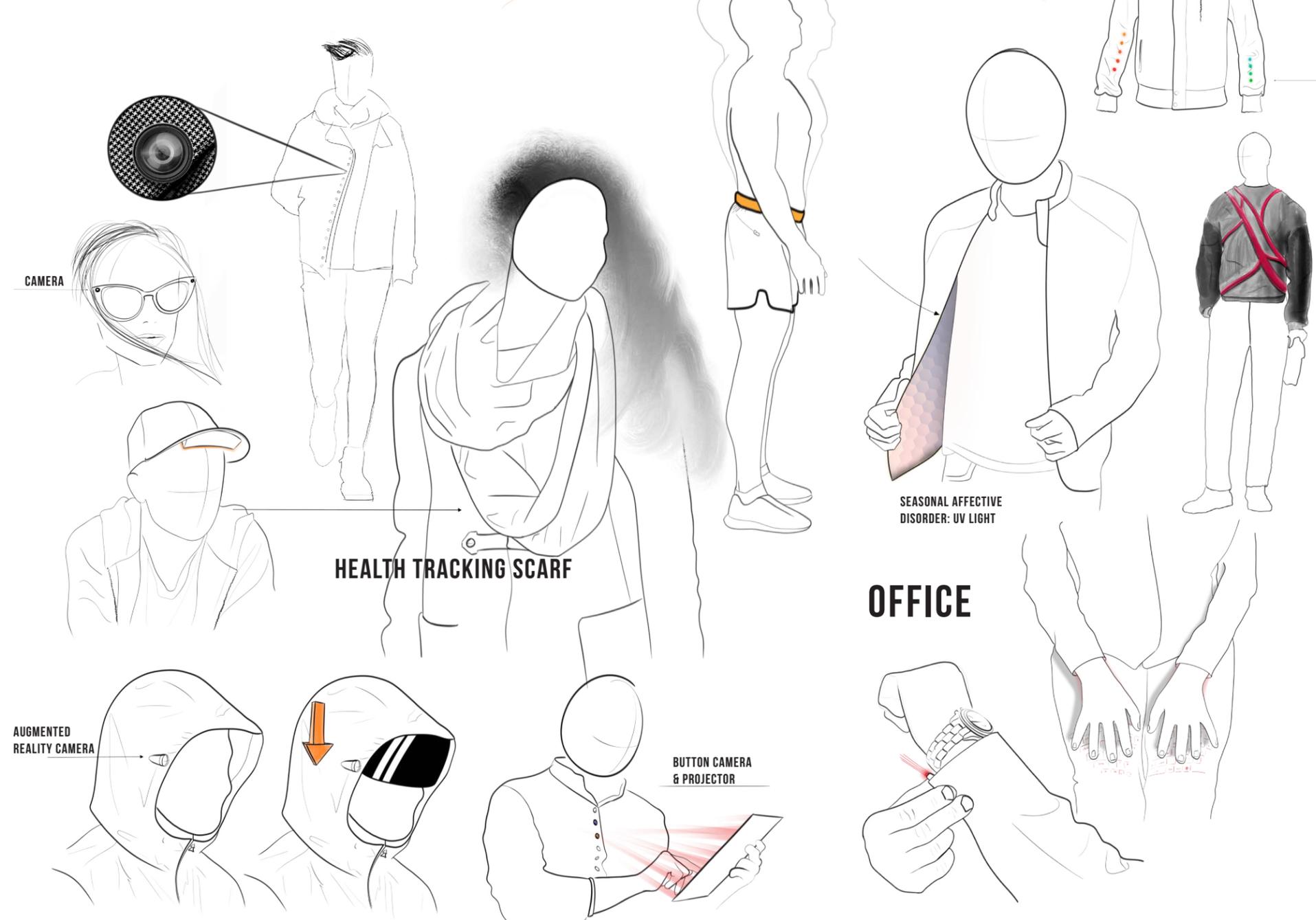


# HIGH FASHION



# COMFORT

# MEDICAL AND IOT



CAMERA

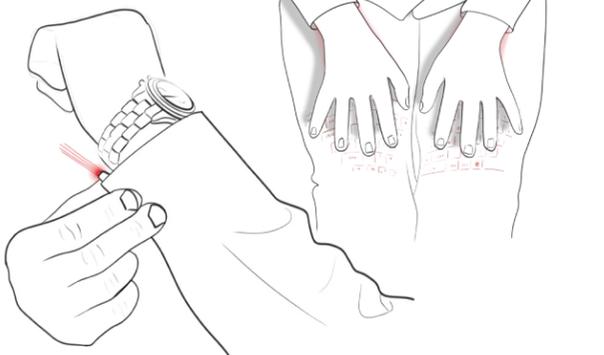
HEALTH TRACKING SCARF

SEASONAL AFFECTIVE DISORDER: UV LIGHT

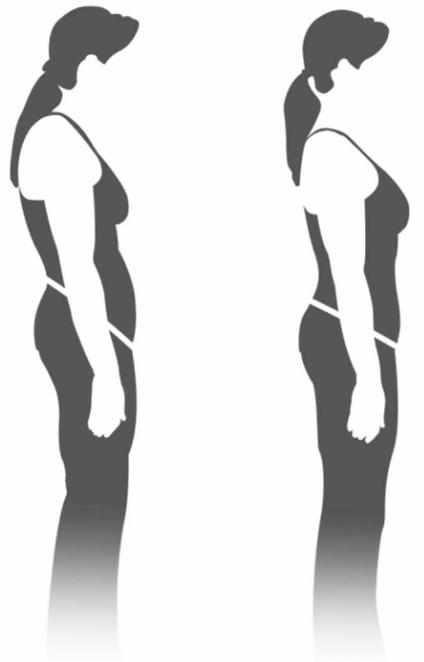
AUGMENTED REALITY CAMERA

BUTTON CAMERA & PROJECTOR

# OFFICE

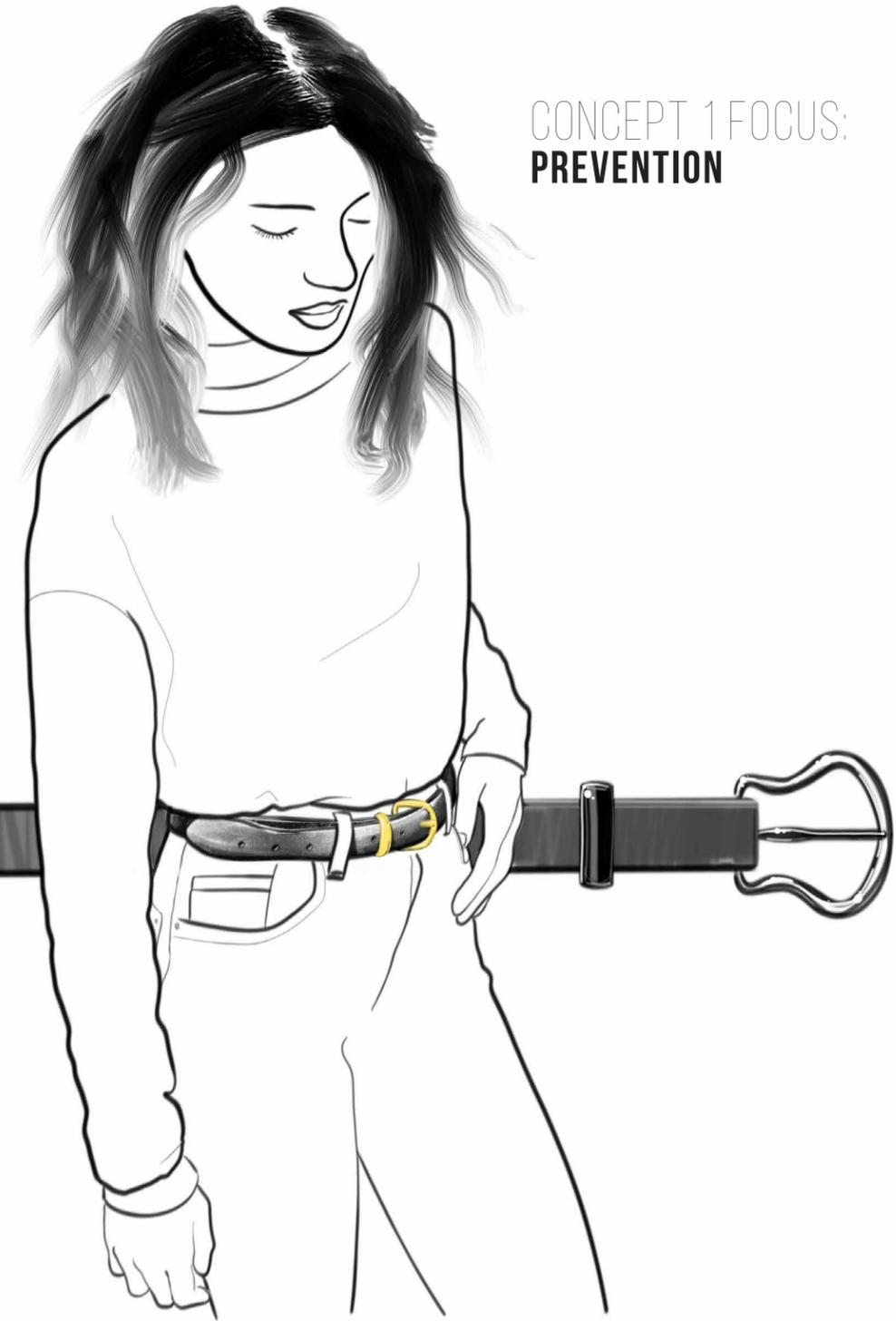


**BEEP!**



## POSTURE CORRECTION BELT

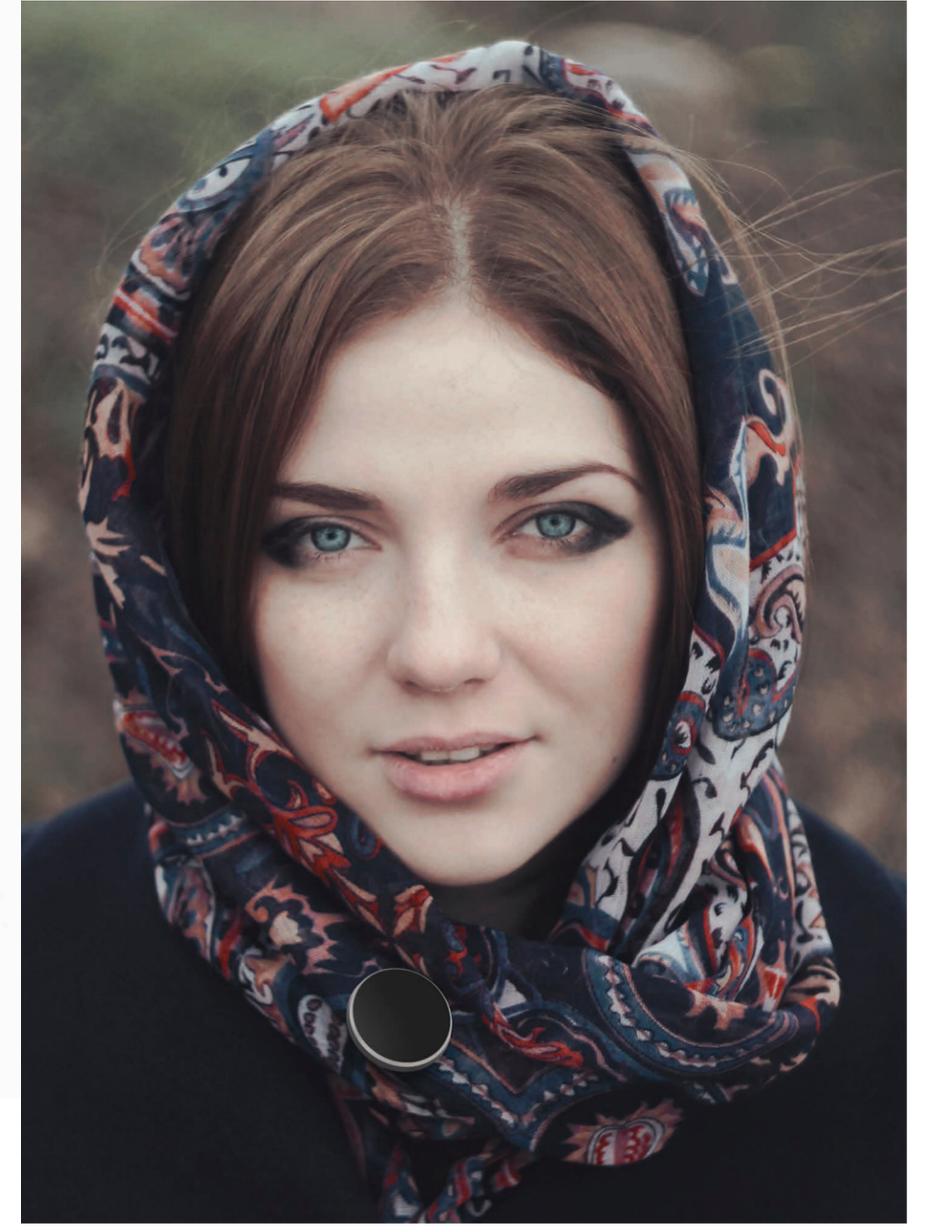
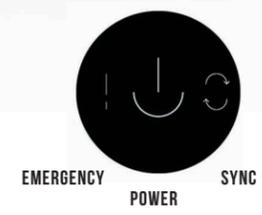
### LEARNING FROM FAST PROTOTYPES



CONCEPT 1 FOCUS:  
**PREVENTION**

CONCEPT 2 FOCUS:  
**INFORMATION**

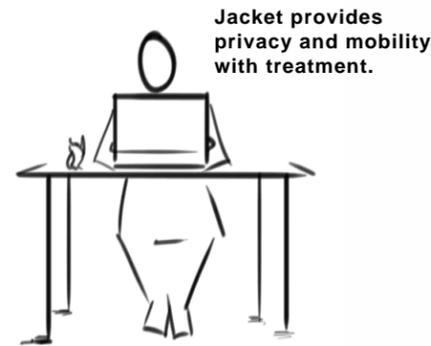
## HEALTH TRACKING CLIP



CONCEPT 3 FOCUS:  
EXISTING HEALTH CONDITIONS

## MOBILE TREATMENT

SEASONAL AFFECTIVE DISORDER



# USER TESTING

## INSIGHT INTERPRETATION: DATA IS WHY WEARABLES ARE IMPORTANT



UTILIZE PERSONAL DATA TO CREATE AN INSURANCE PLAN:

The health tracking device has the most market potential and can improve quality of life for many people.

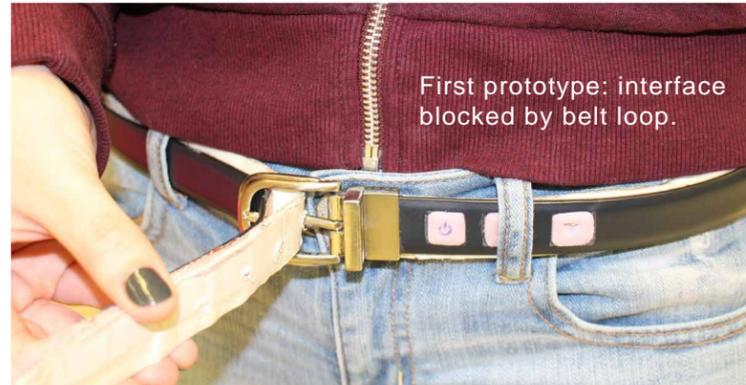
Make components attachable to other apparel.



A cinching mechanism or elastic could keep light from showing out sleeves, bottom, or top of jacket.



Hiding button behind belt overlap can keep the belt from being seen as a medical product.



**CLIP** TO APPAREL.



## TRACK

-  PHYSICAL ACTIVITY
-  VITAMIN D
-  TESTOSTERONE
-  FERTILITY
-  INFLAMMATION
-  INFLUENZA

**TRACK WHO YOU ARE.  
CREATE AN INSURANCE PLAN AS UNIQUE AS YOU ARE.**





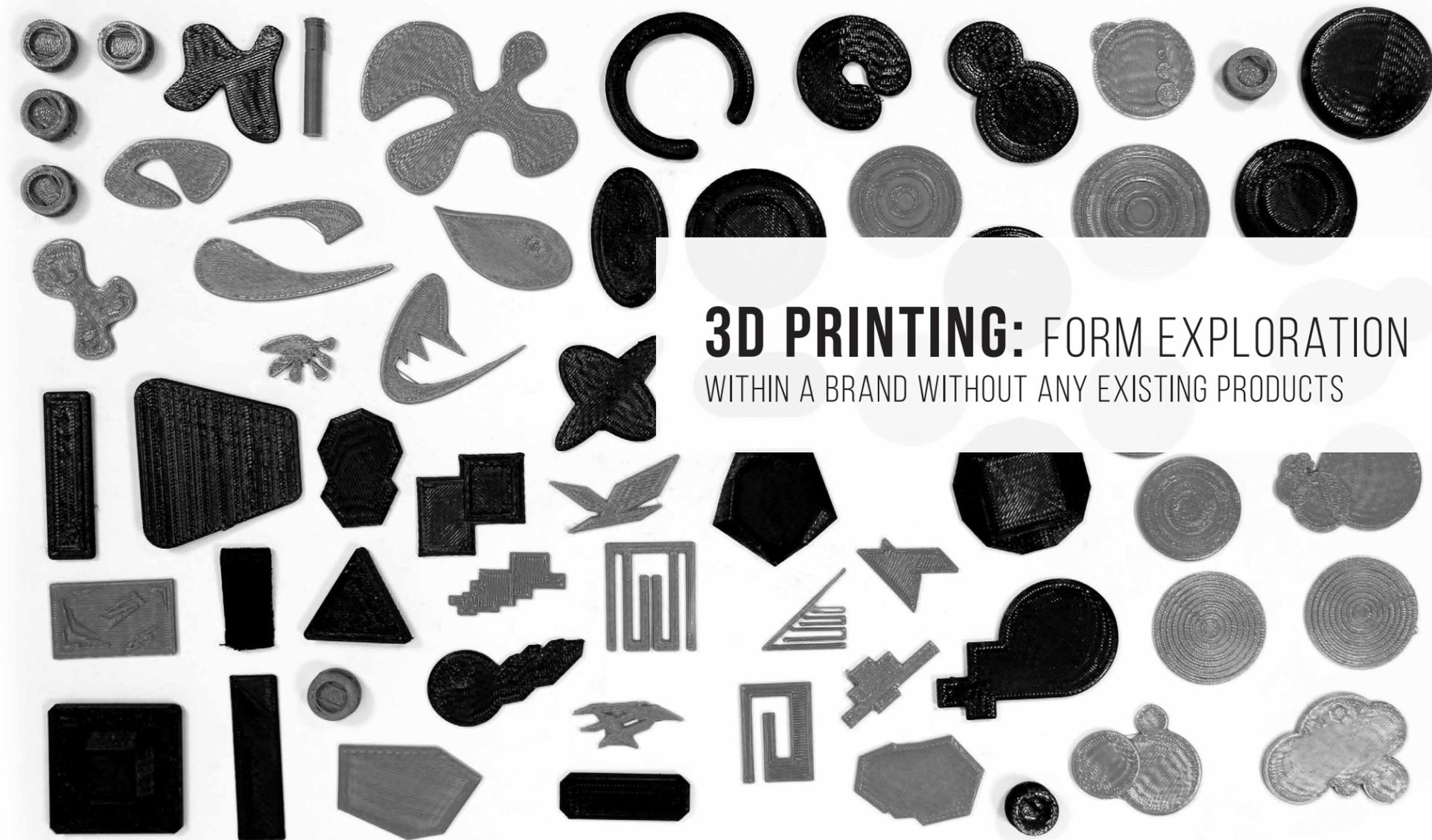
**WATCH MARKET:  
SATURATED WITH PRODUCTS**

**EVERYONE LOSES SMALL OBJECTS.  
PRODUCT NEEDS TO LOCK TO APPAREL OR BODY.**



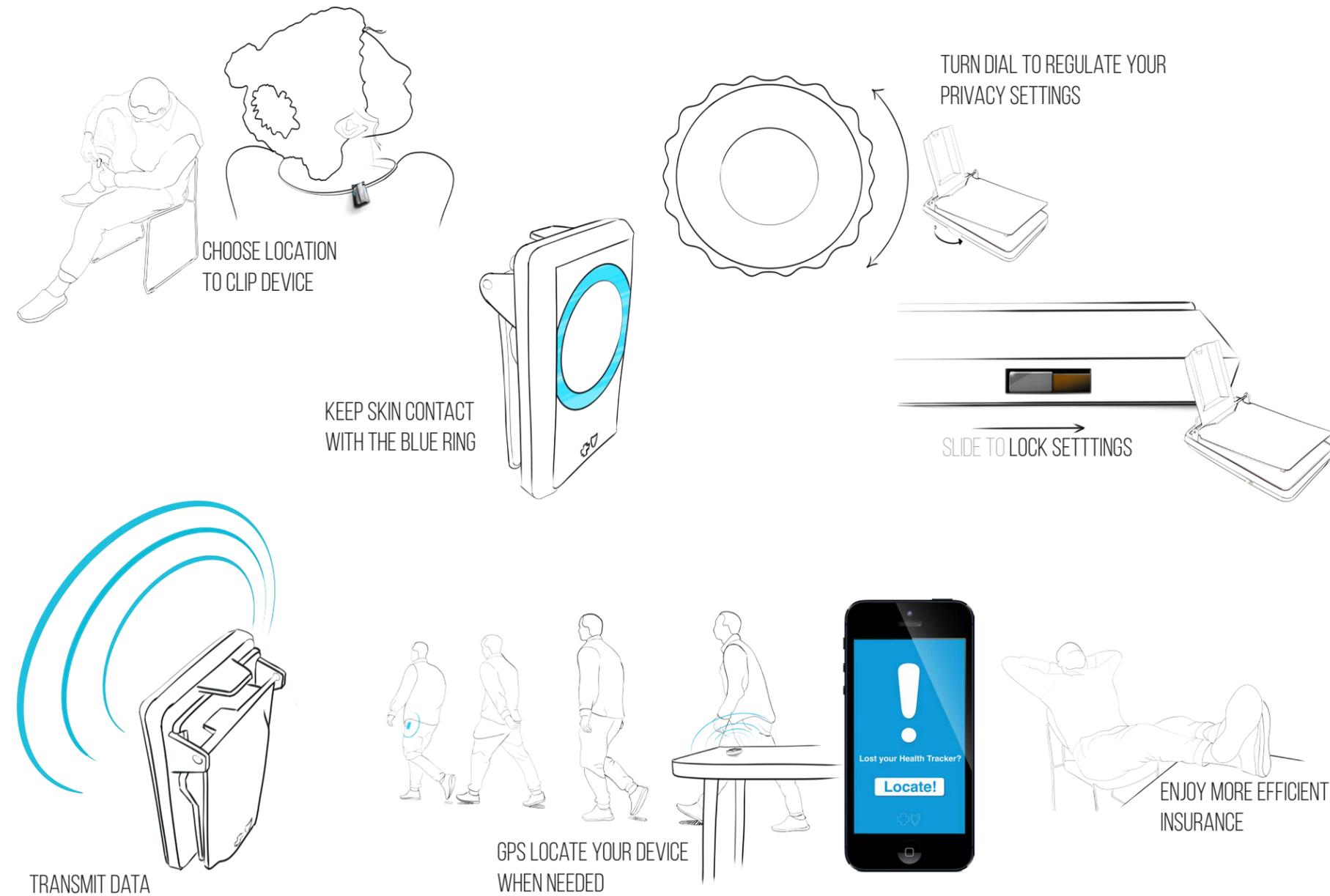
# SKIN CONTACT: FOR DEVICE DATA COLLECTION

-  PHYSICAL ACTIVITY
-  VITAMIN D
-  TESTOSTERONE
-  FERTILITY
-  INFLAMMATION
-  INFLUENZA



**3D PRINTING:** FORM EXPLORATION  
WITHIN A BRAND WITHOUT ANY EXISTING PRODUCTS

# HOW IT WORKS:



## 3D PRINTING: WORKING HINGE COMPONENTS



