


KEY OBSERVATIONS

## Asking the right questions.


**Research goals**

We made an effort to speak to a large audience of traditional watch enthusiasts & iWatch, Android wear, Fitbit etc. more technical individuals, to see how we might be able to bridge the gap of old fashioned look and feel with the modern day connected world. Being able to bring the best of both worlds together was an interesting exploration task.




### Industrial design

Through some user research, we found out that the traditional watch hardware was still very much appealing to the average person. However, with the



### Software design

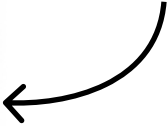
The question is not what can we build, but rather why should we build it? Nearly anything is possible in software design. We spent a lot of time trying to



### Fashion design

Let's face it, if a watch's interface and industrial design do not look great or are not versatile enough to match different outfits and scenarios

Good introduction into the research process



User personas documentation and implementation on page



PERSONA DETAILS

## Synthesizing user research.

**Jamie Richards**

Friendly | Tech savvy | Educated

**Age:** 27  
**Occupation:** Graphic Designer  
**Status:** Single  
**Location:** San Jose, CA  
**Tier:** Mid-level

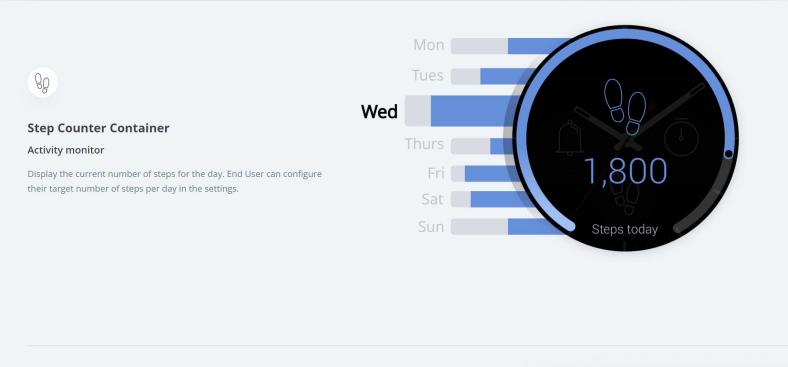
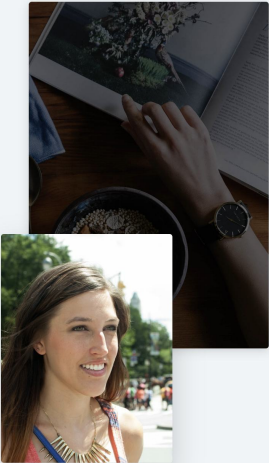
**"I hope that smart watches will become smart enough to notify me of the things that are appropriate based on where I'm at and what I'm doing".**

**Pain points:**

I've had issues with smart devices going off at the wrong times. At times, during important meetings while in the office and other times while hanging out with friends.

**Goals:**

I hope to keep my work/life balance at a healthy level. This means, not being bothered by work emails while I'm out and about with family and friends.



Clean minimalistic, but informative and engaging design




Another way to keep the user on the website and view the next project



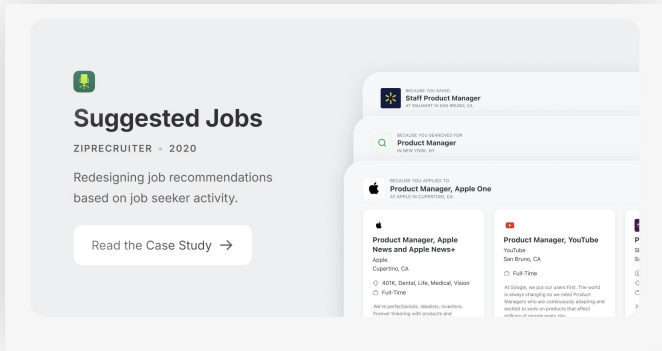
**VIEW NEXT PROJECT**

**A RECRUITING WEBSITE THAT INSPIRES ACTION**

[CHECK IT OUT](#)

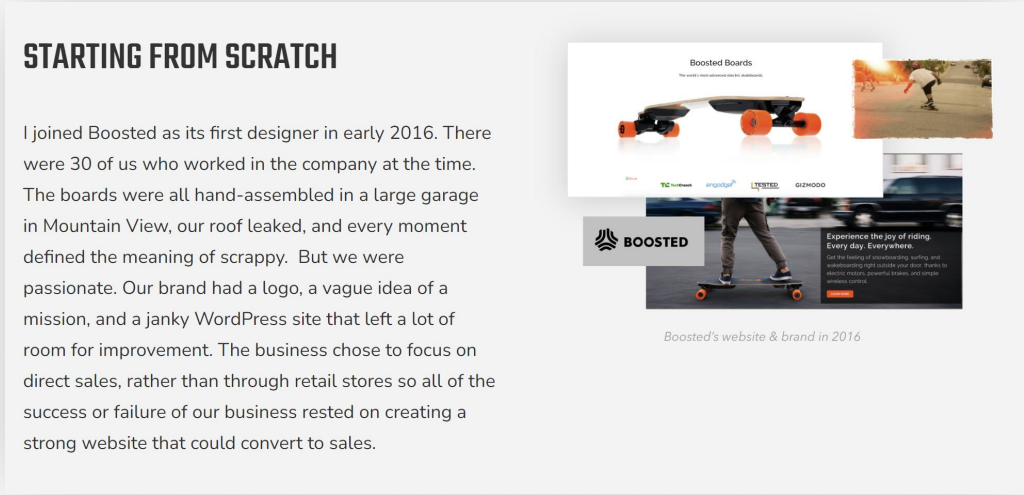
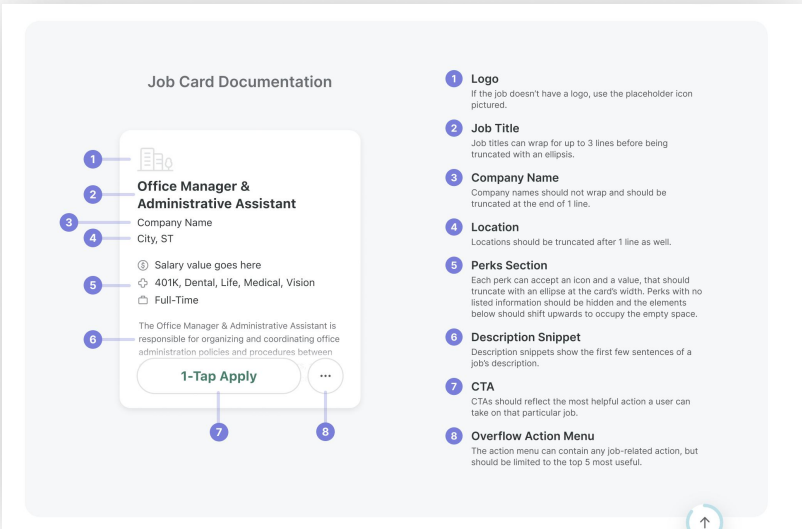


SolarCity



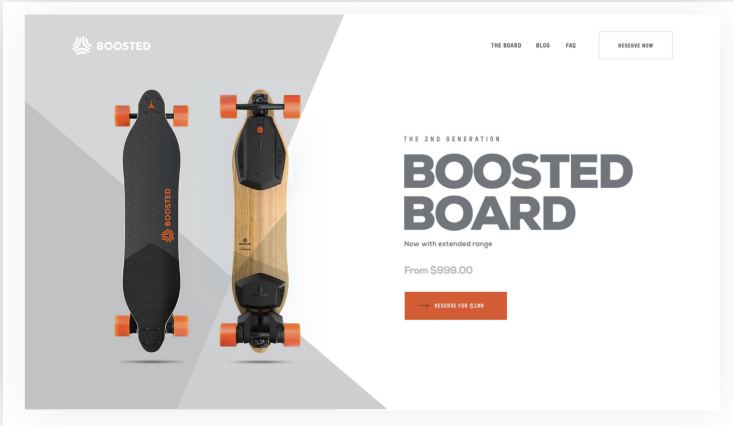
Nice cards, could be used for learning outcomes. The text View the case study is nice

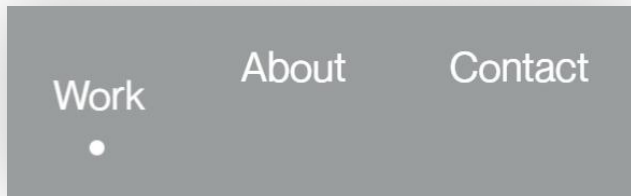
Very detailed explanation of design choices and different solutions



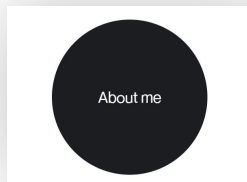
I like the header font and the images on each other

Interesting website opening, could also use this for the projects cards

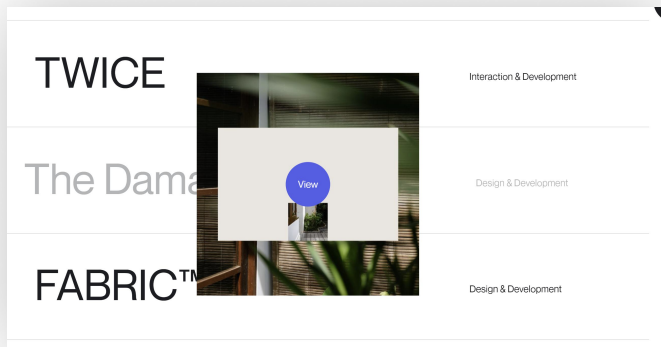
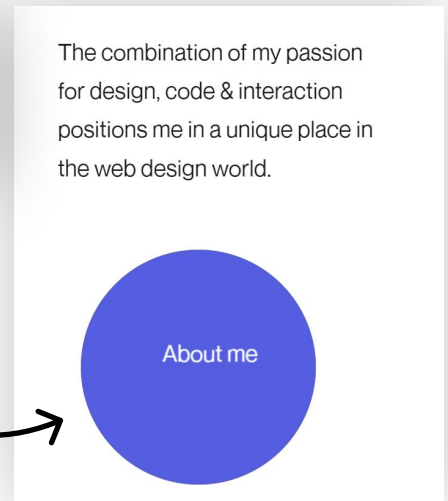




Sticky magnetic buttons

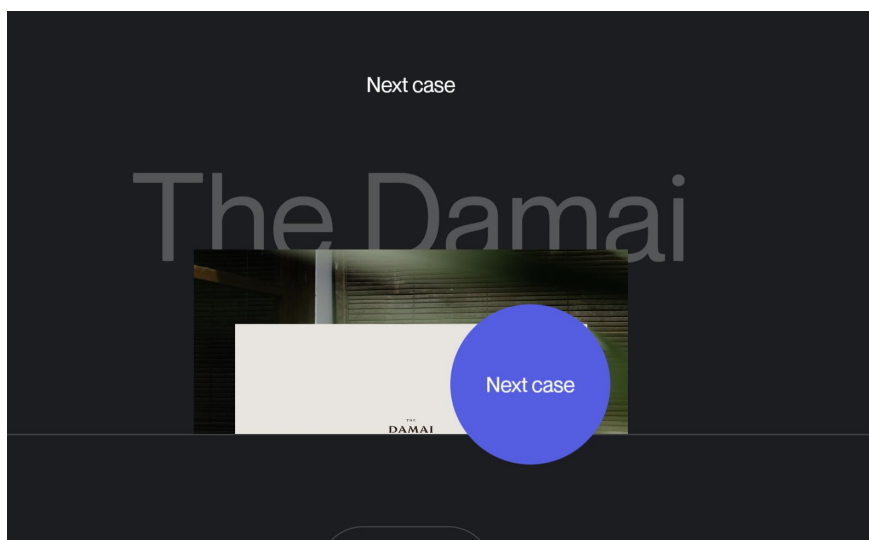
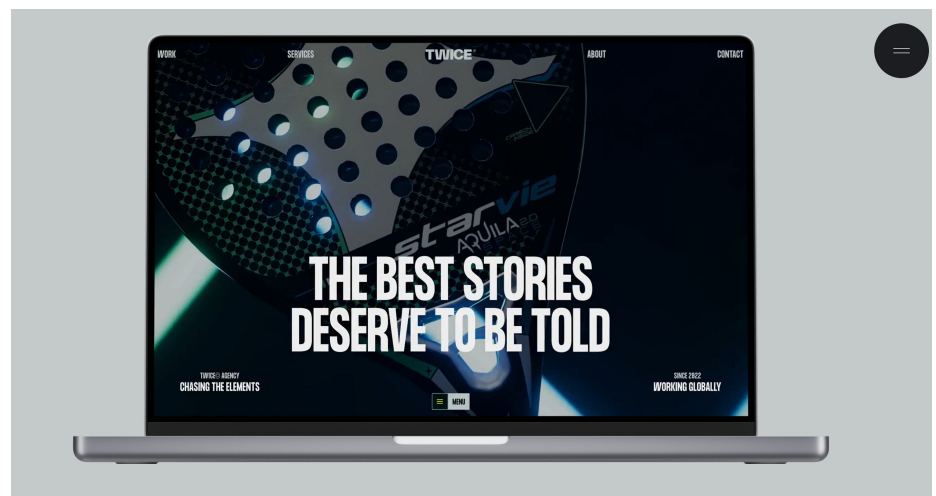


Magnetic button that fills with color when hovered



Good way to show a preview of the project (give an early peek)

Amazing way to present websites before even opening it. a video of the website could be played on repeat



Add a way to view the next project, so that you are always keeping the user engaged and hooked to the page.