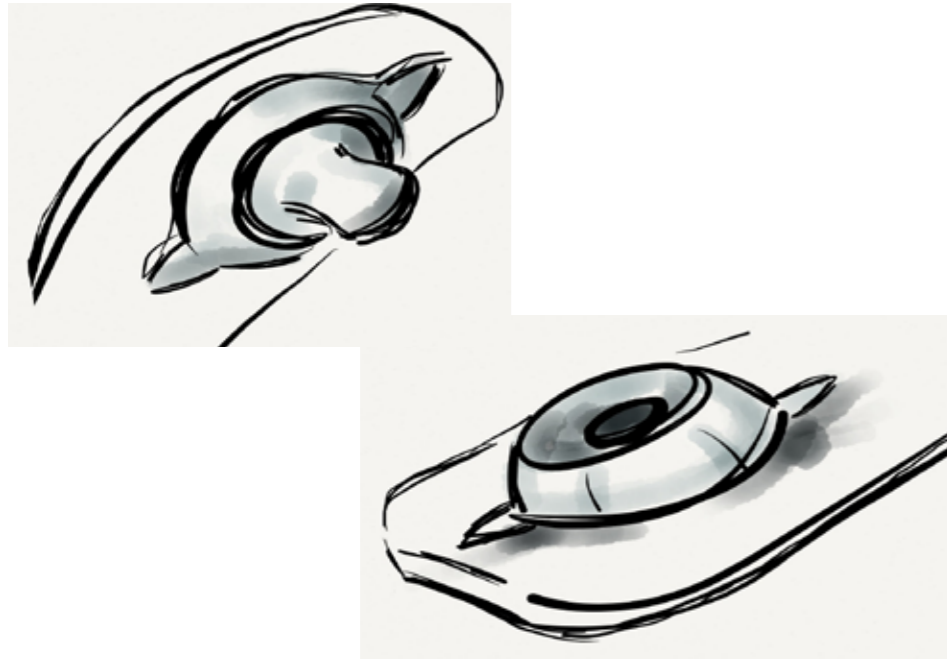


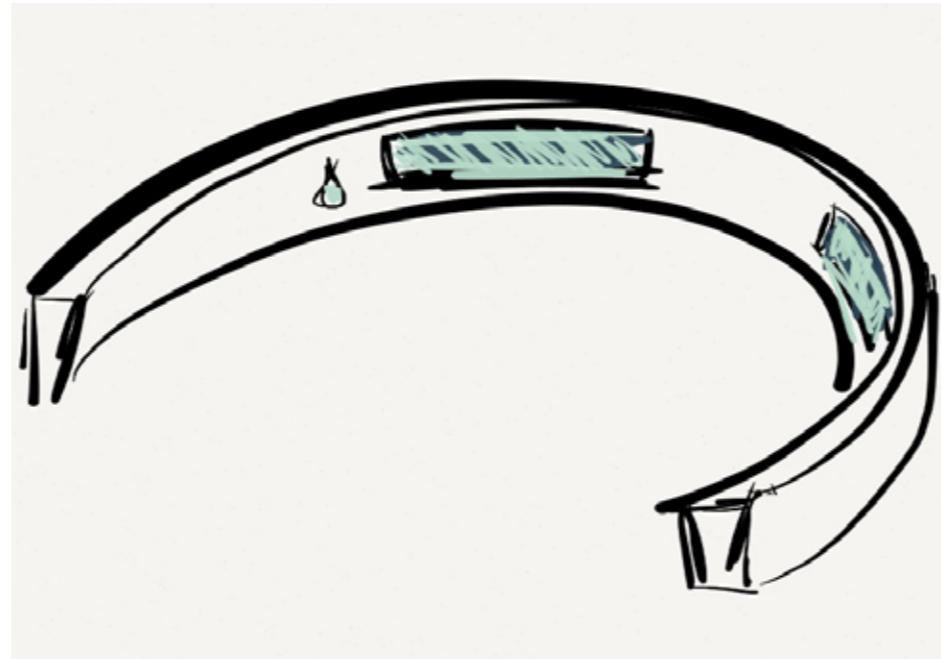
9. Strap Redesign

From looking at the issues found with the product, I propose the following changes to the design:

- ♡ Strap with greater adjustability to fit smaller chest size
- ♡ Button fastener to improve ease of application and stay secure during workout
- ♡ Coloured sensor so its location is clear to users
- ♡ Water icon next to sensor to indicate to users to wet the sensor before commencing workout



The decision to replace the current clips and increasing the adjustability of the elasticated strap were reaffirmed by the product comparison with the Wahoo HR monitor. The wholesale cost of the fasteners is 2 -3 pence^[6] so overall adding these to the product should not increase its cost dramatically and it's important that this stays a mid-price product. Also the benefits of quickness of fastening and the fact it does not come undone during a work out are worth the extra outlay in cost.



On consultation with users, it was decided that making the sensors a different colour from the rest of the strap would be the best way to make them distinctive from the rest of the strap. I chose the colour blue as it is synonymous with water, and with the addition of an indicator in the form of water droplets should make it intuitive for the user to wet the sensors before use. This will hopefully shorten 'training time' and the need for detailed instructions. It will also reduce the frustrations of users who put the strap on without doing this and are confused as to why their heart rate is not being measured.