

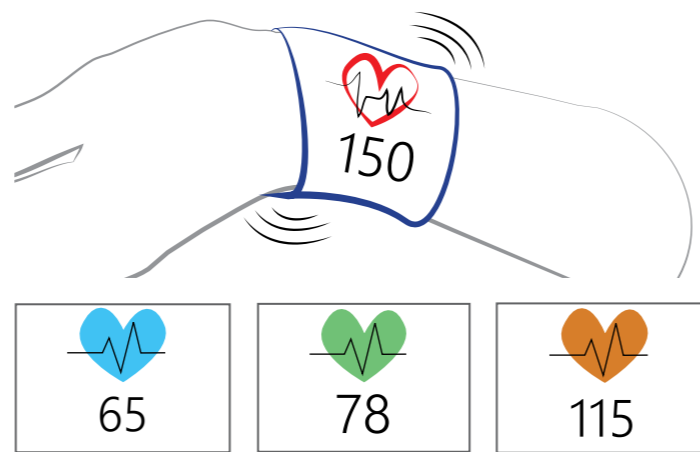
10. Display/App Redesign



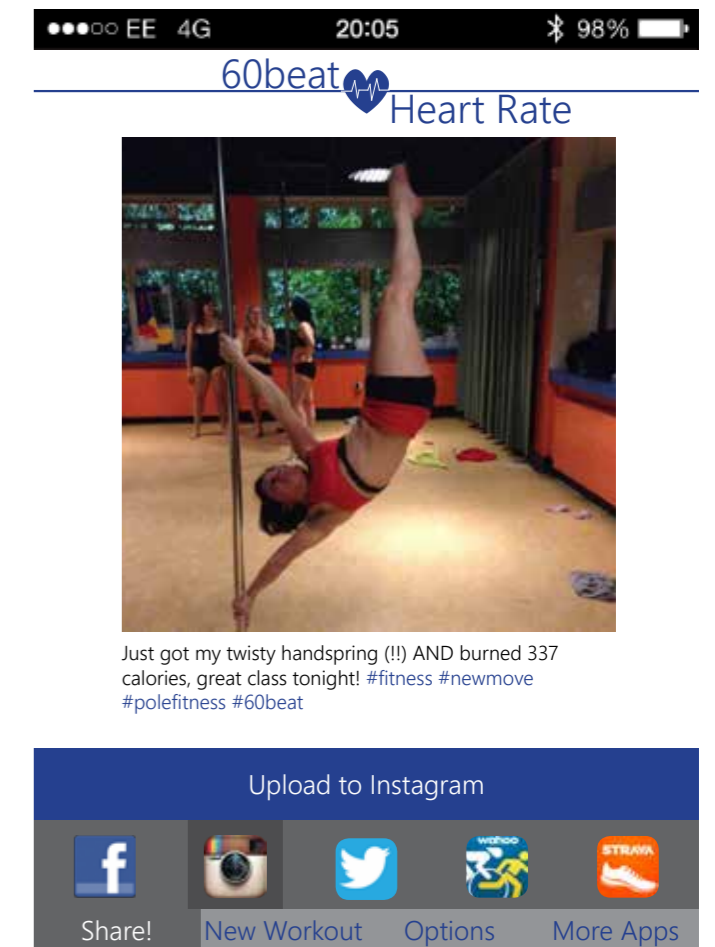
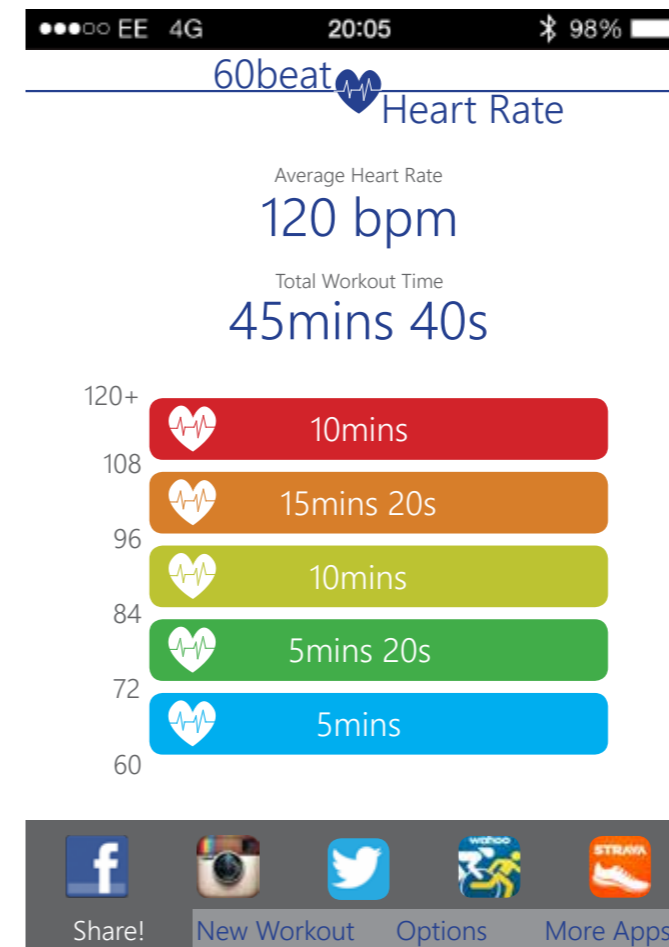
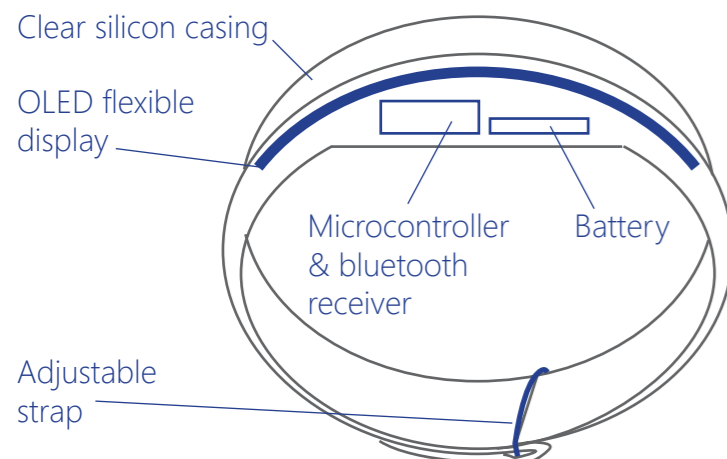
My aim is to design a display which gives users the 'live feed' and large display they liked from the phone, but in a form they wouldn't worry about damaging. I thought about a small device which projects the heart rate on the floor. On taking it back to users they worried that they or others may kick it - similar to the phone.

A more popular idea was a wide wristband displaying the user's real-time heart rate and zone - via the colour of heart above their bpm. The band could then vibrate to alert the user had they been in the max zone for a period of time deemed unsafe. This effect could also be achieved through using audio beeps to alert the user to a change in zone, however a pole fitness studio is a noisy environment. Users liked the visual concept as it they felt because they could see it, it was more of an incentive to work harder or they could see they had to slow down.

I took a sketch model back to users to test if they liked the concept and what orientation was best on the wrist. I found that having the screen on the inside of the wrist provided the best visibility during a session.



The product would have to fit snugly to the wrist both for user comfort and to avoid interference with the pole. For example it cannot have any metal outer parts as this would scratch the pole. I suggest a silicon strap and casing for the screen, as this would provide comfort, protection. For the screen I suggest using a OLED flexible display, to allow the screen to be as large as possible and flex round the wrist



My users didn't have any complaints with the app besides it's lack of ability to share data with other apps, you could only email the data. They liked how you could see the time spent in each zone. I have designed the app to show a clear summary of their heart rate during a session and have increased the ability to share with social media/fitness apps.

With pole fitness in particular the sense of achievement and motivation comes from mastering particular moves however by incorporating how many calories burned and heart rate, and being able to share it with others, could shift that motivation and encourage those who go just for fun to really think about their personal fitness.

Connectivity



The heart rate monitor strap currently connects to a smartphone via bluetooth with a paired connection in a piconet - a network that is created using a wireless Bluetooth connection. A piconet can have as many as eight devices connected in the network^[7] meaning that introducing the wristband as another bluetooth receiving device would not be a problem in the overall system.