

# Band-it

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# Overall Problem: Joint Pain & Activity

- **Target Audience: Athletes**
  - Health conscious
  - Disciplined
- **Problem: Overexertion and aggravation of injury among athletes**

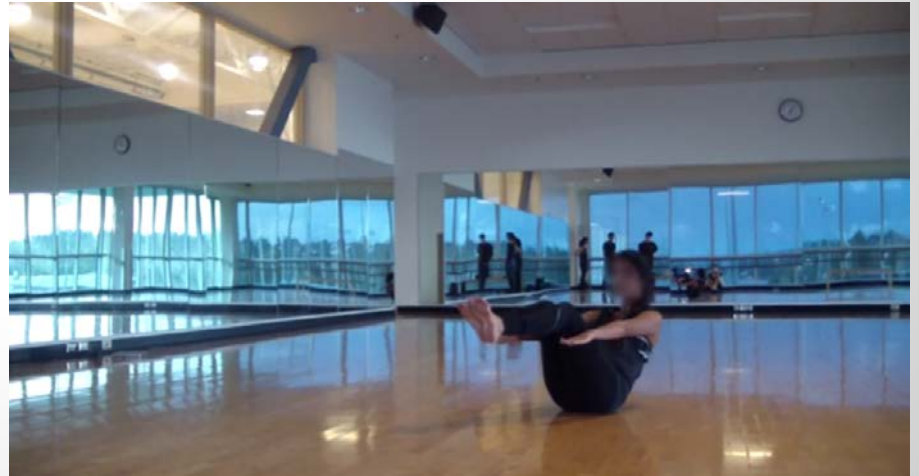
# Contextual Inquiry

- Dancers
  - Use of entire body
  - Diverse Injuries
- Observation
  - Warmup
  - Preventative Habits



# Contextual Inquiry

- Themes
  - Memorization/Written Tracking
  - Non-intrusive Wearables
  - Social
  - Diligent Mindset



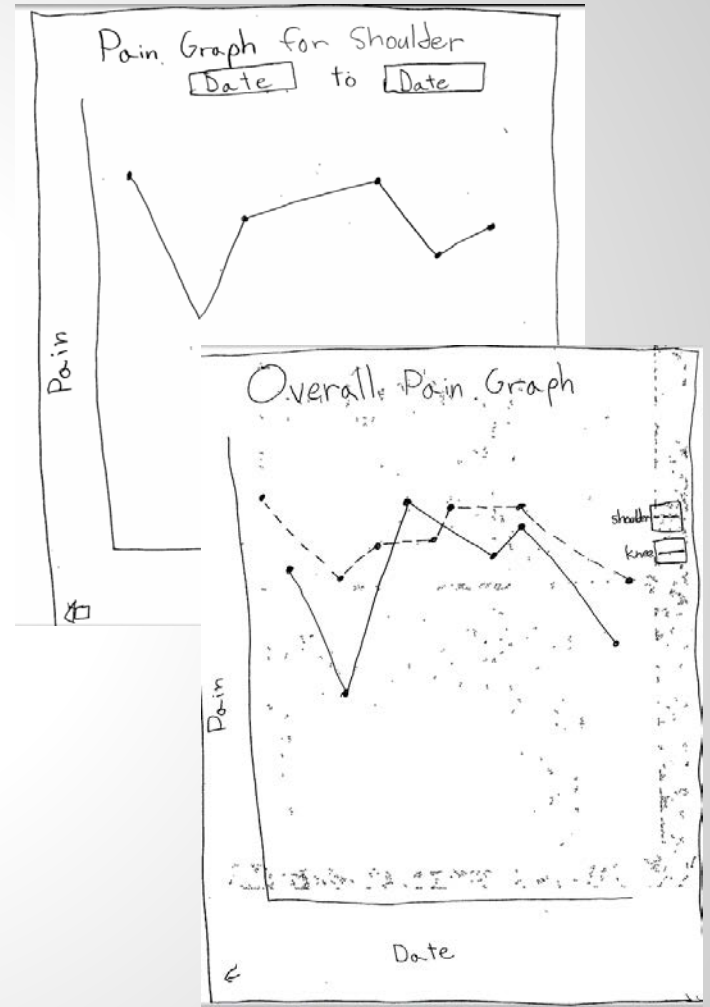
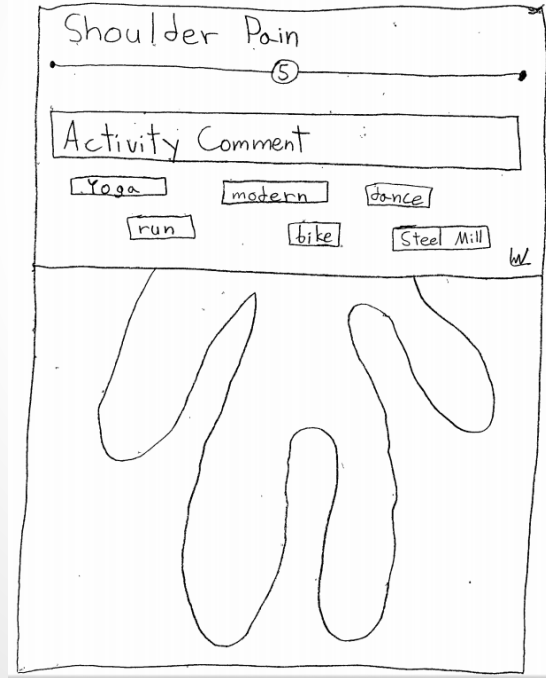
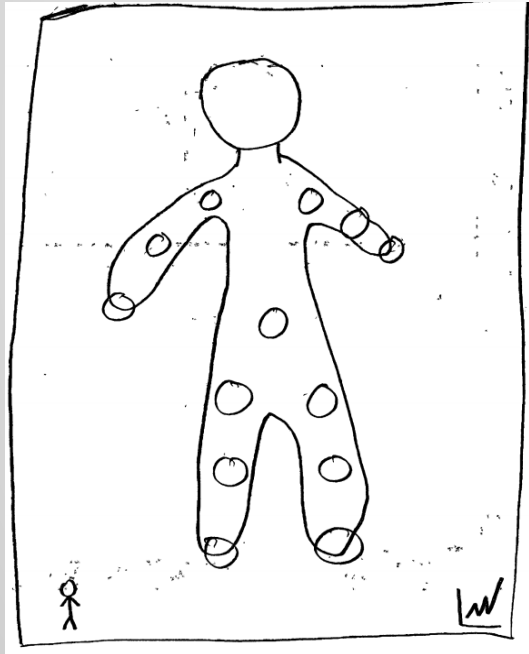
# Tasks

- **Task 1:** Brian, recently injured, has an upcoming appointment with his physician and wants to record and share information about his activities.
- **Task 2:** Alicia wants a way to track her workout that takes into account how much time she spends on each activity.
- **Task 3:** James wants to find a warm up for Susan that will prevent injury to her hips.

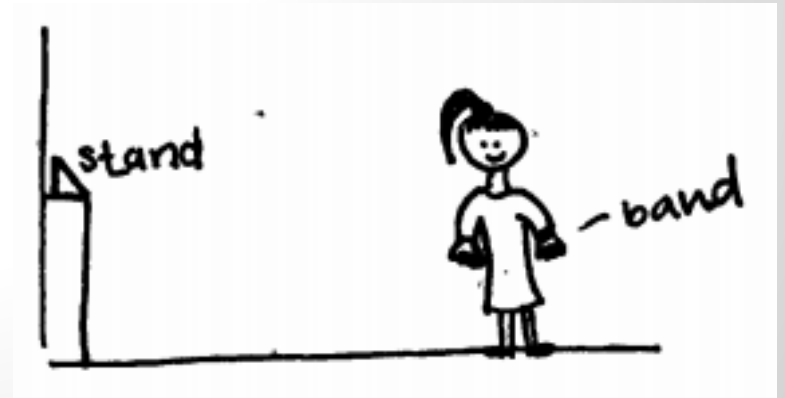
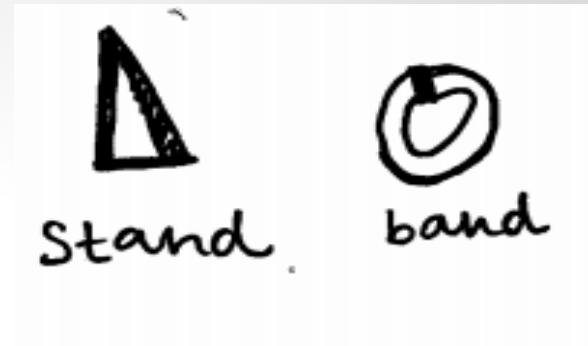
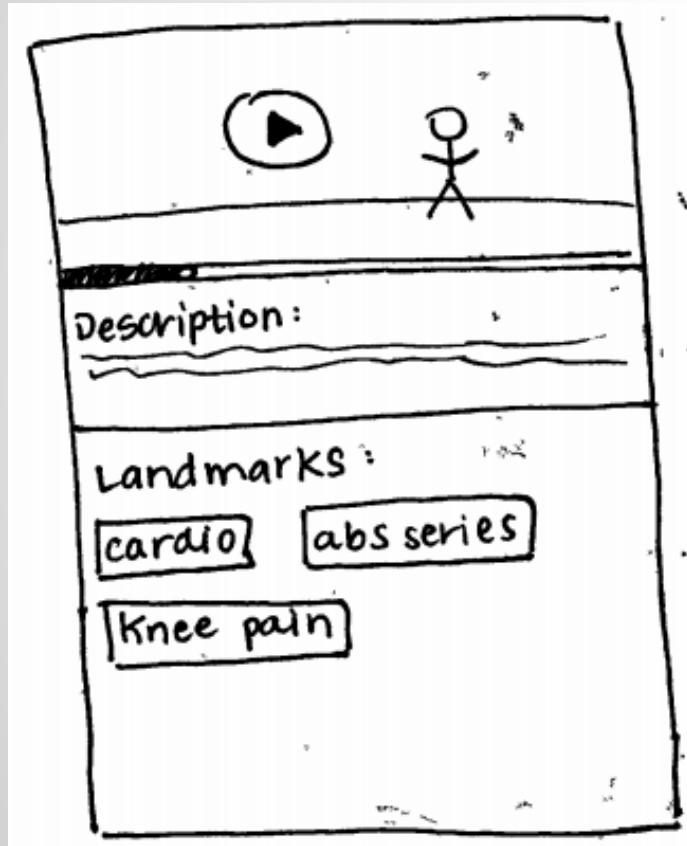
# Tasks

- **Task 4:** Michelle wants to track her pain in old injury that has recently been acting up again, to determine the activity causing the flare up.
- **Task 5:** With a family history of osteoarthritis, Donald wants to find exercises to prevent the condition.
- **Task 6:** A doubles tennis team needs to keep track of one another's physical fitness.

# Design Sketch 1

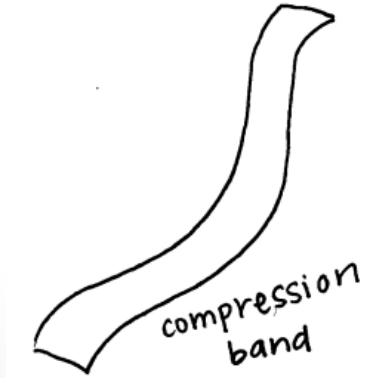


# Design Sketch 2





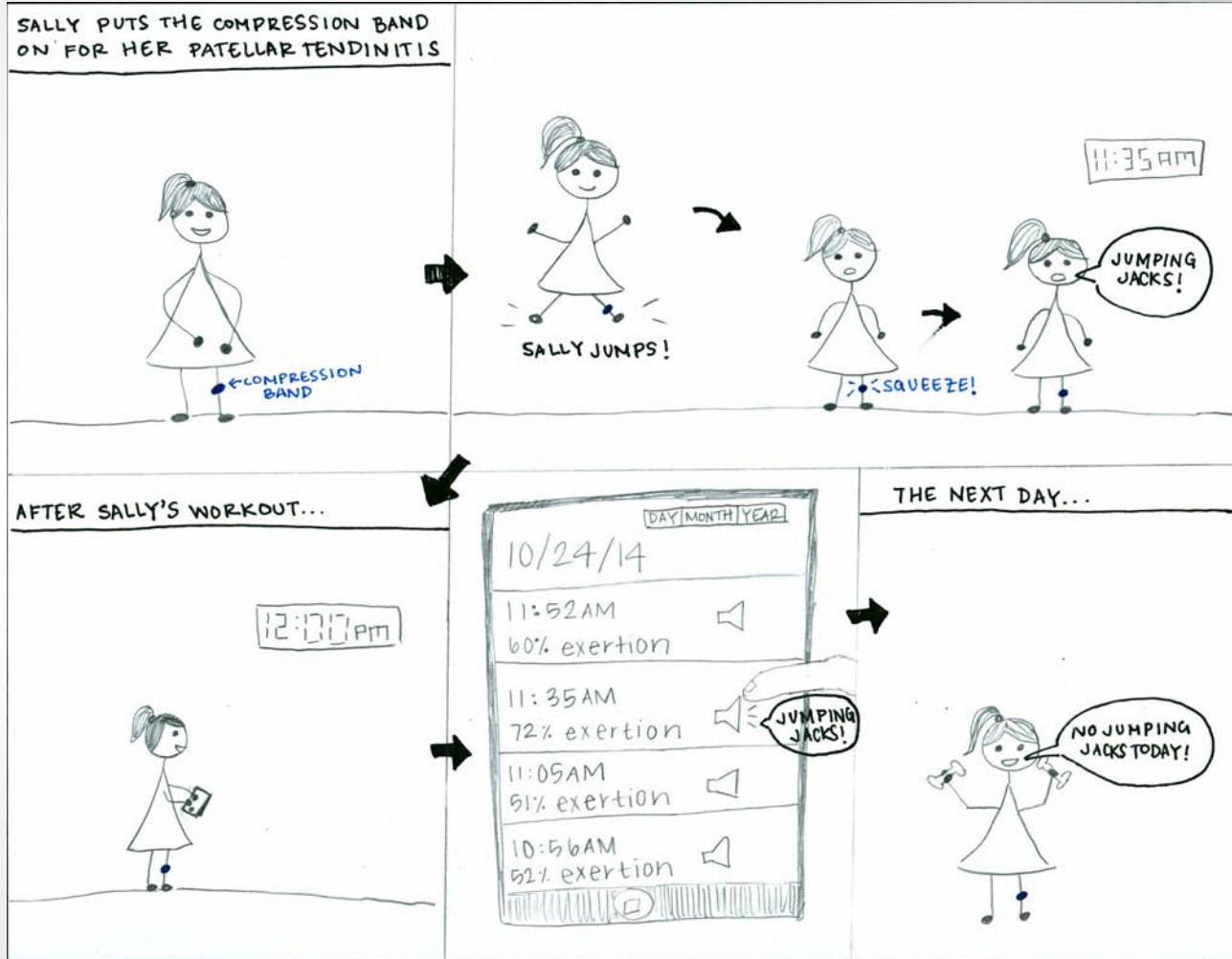
# Design Sketch 3



| Day                      | Month            | Year |
|--------------------------|------------------|------|
| Monday, October 20, 2014 |                  |      |
| 11:51 AM                 | 78%<br>UNHEALTHY | 🔊    |
| 10:52 AM                 | 42%<br>MODERATE  | 🔊    |
| 10:37 AM                 | 56%<br>UNHEALTHY | 🔊    |
| 10:05 AM                 | 96%<br>DANGER    | 🔊    |
| 9:48 AM                  | 22%<br>GOOD      | 🔊    |

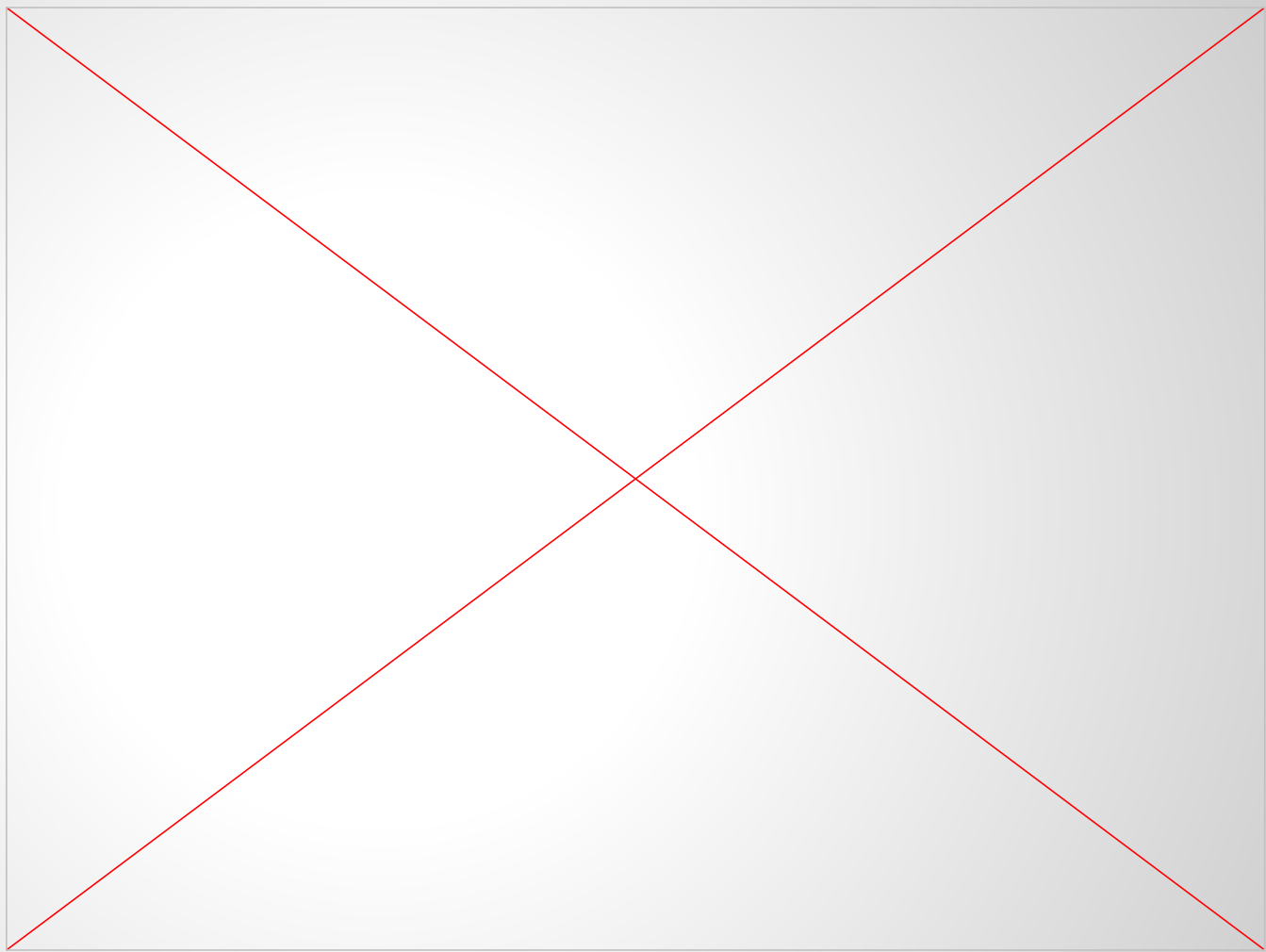
# Sally

Sally wants to track her pain in an old injury that has recently been acting up again, to determine the activity causing the flare up.



**Don**

**With a family history of osteoarthritis, Donald wants to find exercises to prevent the condition.**



# Summary

- Scope Creep
- Think about the “Magic”
- Team dynamic