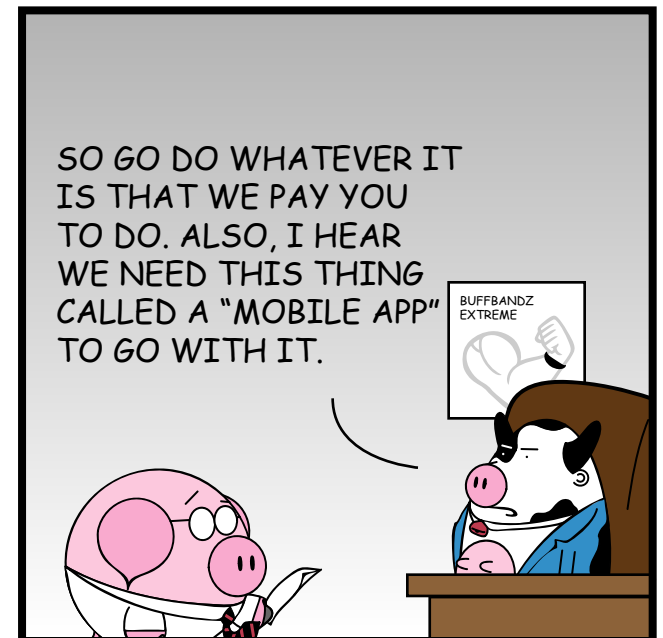
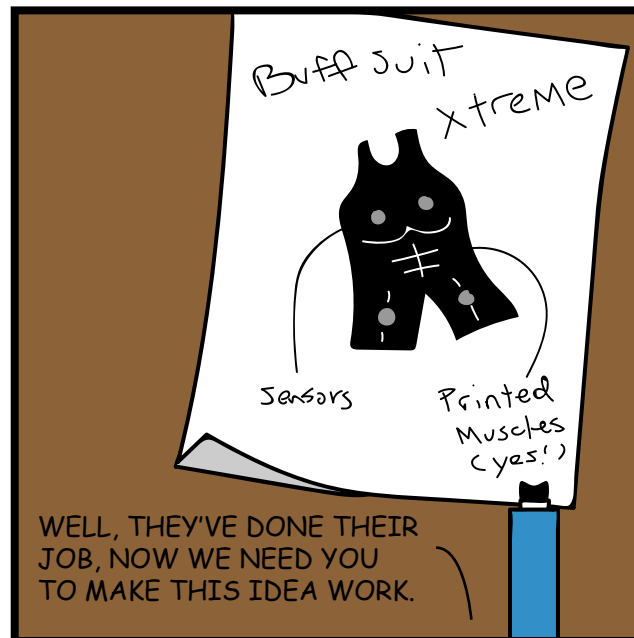
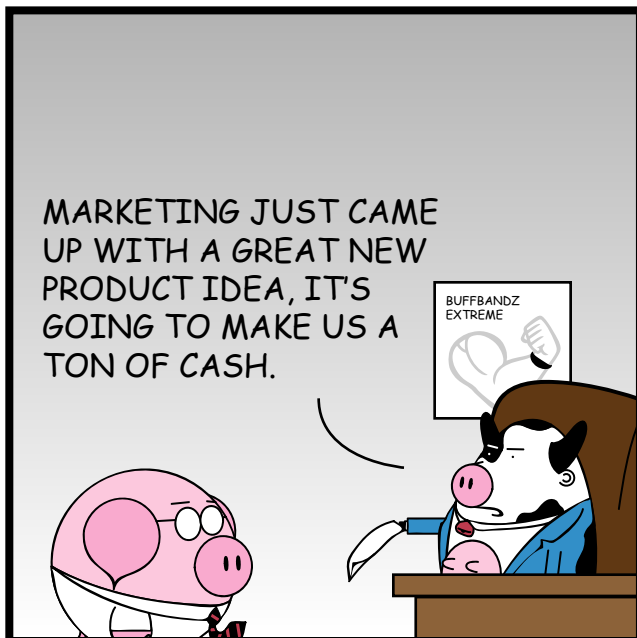
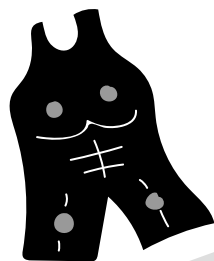
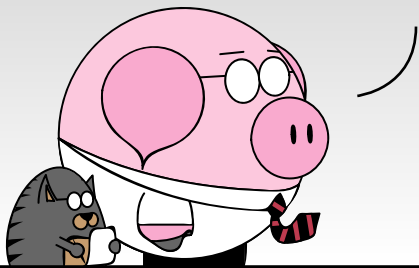


# PIGBERT

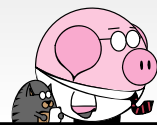
UX PROCESS GUIDE IN COMIC FORM - BY MIKE WANG



THANK YOU ALL FOR COMING IN AND HELPING US WITH OUR RESEARCH. PLEASE ANSWER HONESTLY, MY ASSISTANT AND I WILL BE TAKING NOTES.



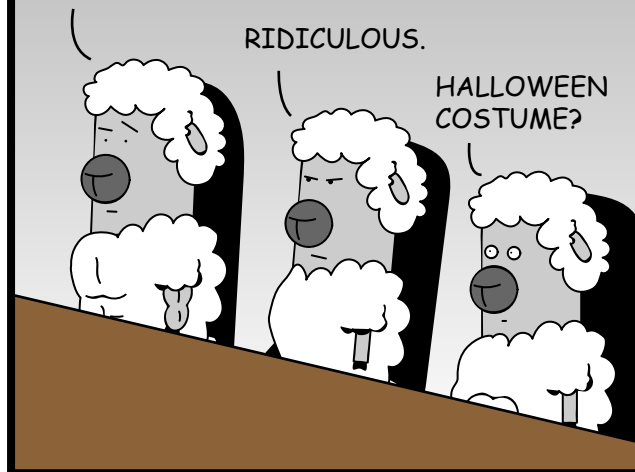
WHAT ARE SOME THINGS THAT COME TO MIND WHEN YOU SEE THIS?

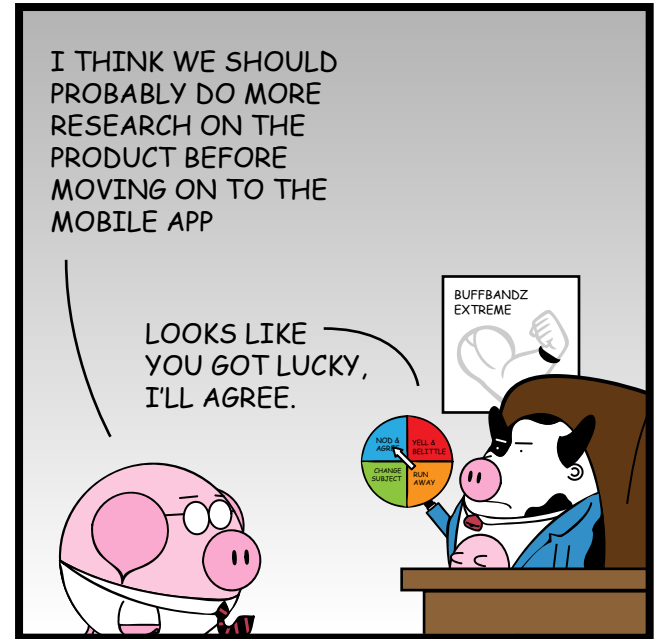
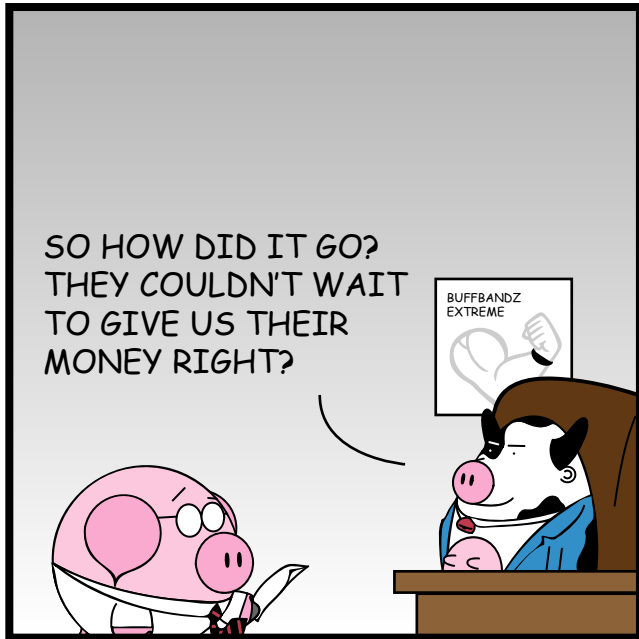


WHAT'S WITH THE MUSCLE PRINT, I'M ALREADY BUFF.

RIDICULOUS.

HALLOWEEN COSTUME?



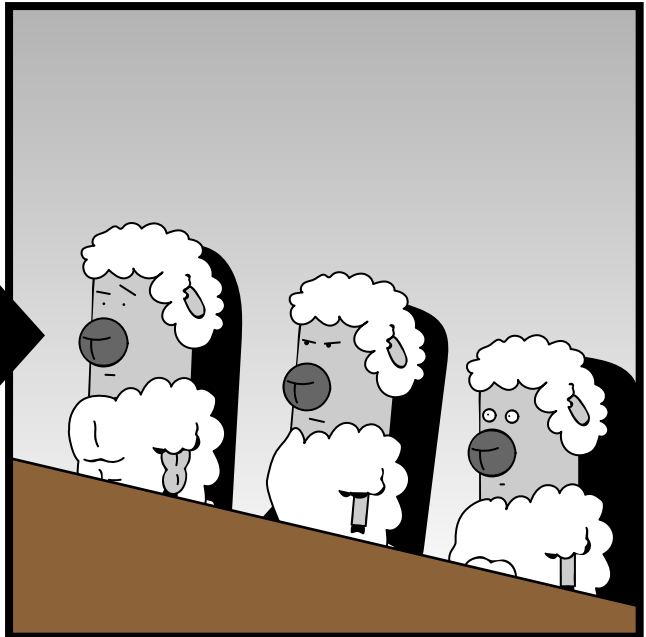
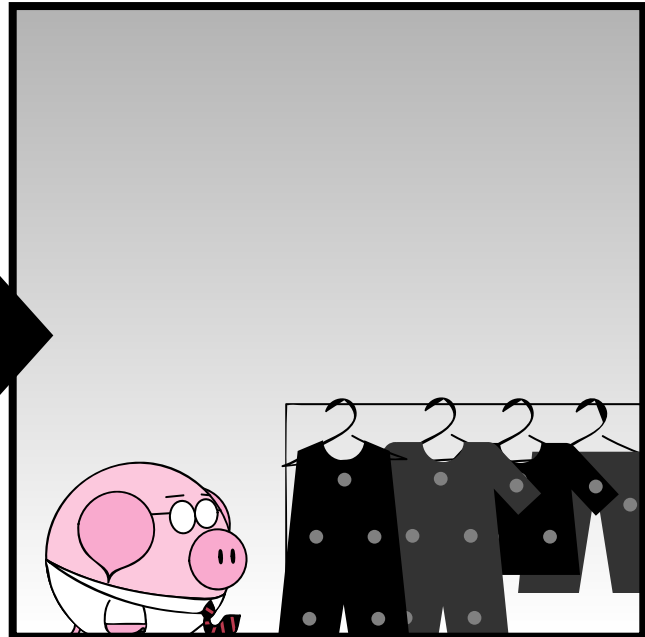
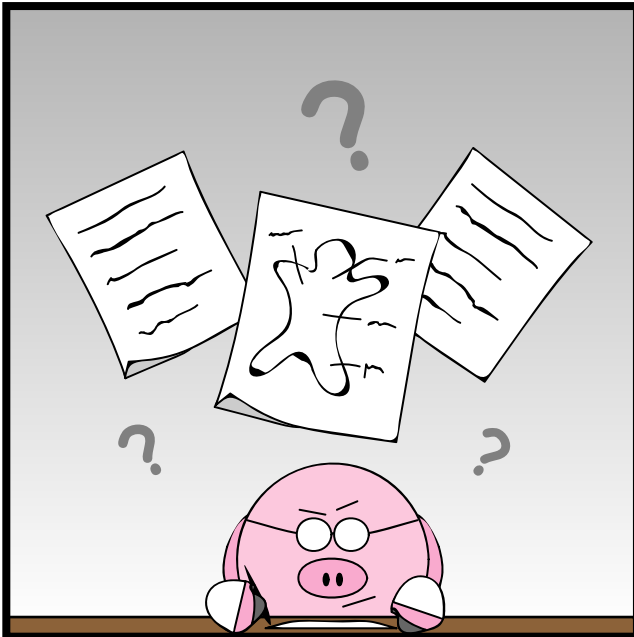




IDEATE/ITERATE

PROTOTYPE

RESEARCH/FEEDBACK



# LULUGONIA

BY BUFFBANDZ

From the makers of Buffbandz, we bring you the Lulugonia Smartfit Suit. Wear it at the gym, at home, wear it anywhere!

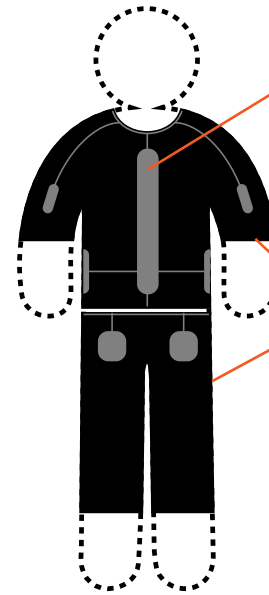
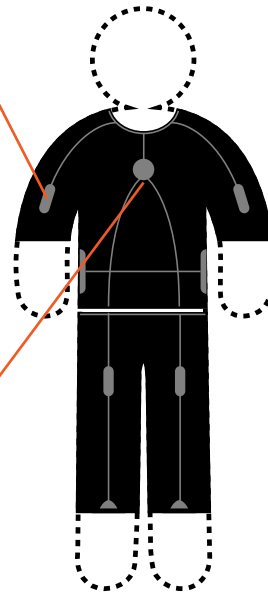
Lulugonia will keep track of your daily activity. Customize the suit via the mobile app to display a variety of data or set vibration reminders to get up and move around!

## SENSOR SYSTEM

All of Lulugonia's sensors are modular and are linked together to allow the users to track, not only basic vitals, but movement patterns and duration.

## BLUETOOTH CONNECTION

Sync with the Lulugonia mobile app to customize what data you want to see.



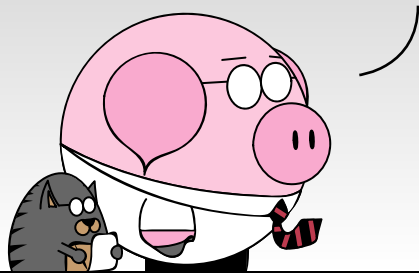
## ERGONOMIC SUPPORT

Sensors and padding are positioned to support proper posture and will not interfere with all ranges of motion.

## COMFORT

Wear Lulugonia as you would with underwear. Breathable, lightweight material makes it feel invisible against your skin.

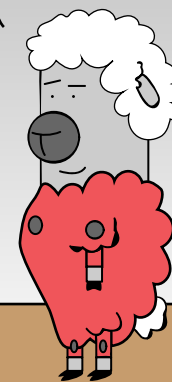
THANKS FOR ALL THE FEEDBACK! AFTER MANY ITERATIONS, WE FEEL THAT WE'RE PRETTY CLOSE TO A FINAL PRODUCT. AS BEFORE, WE'D LIKE TO KNOW WHAT YOU GUYS THINK?

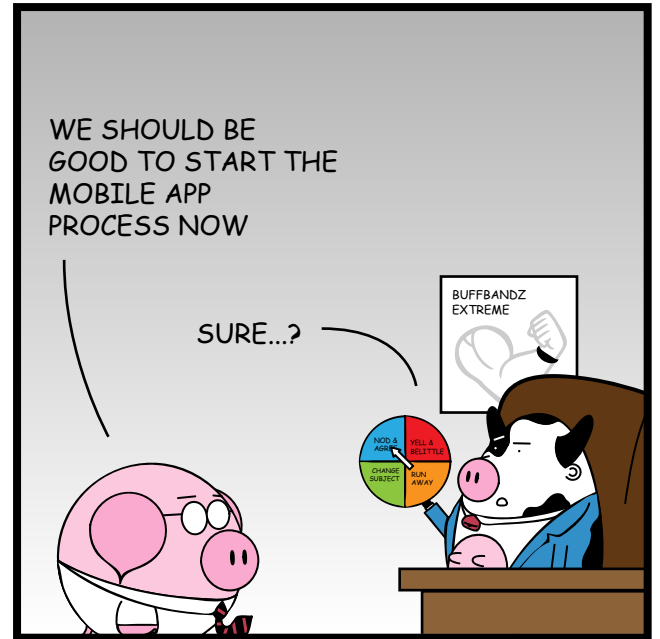
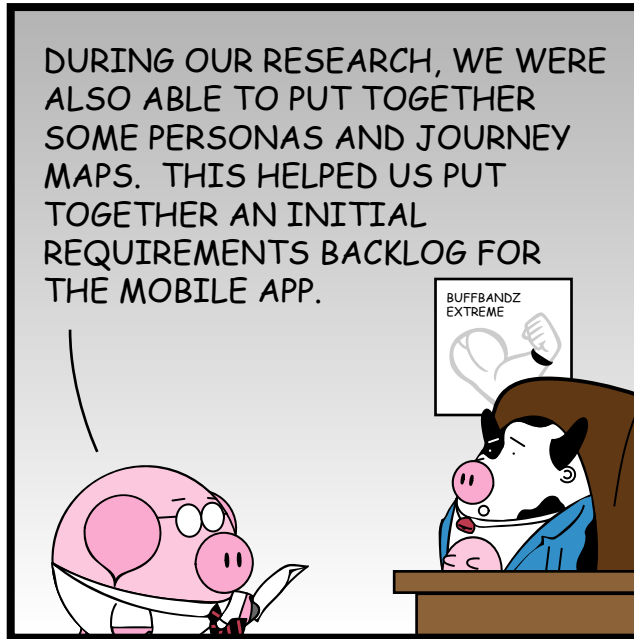
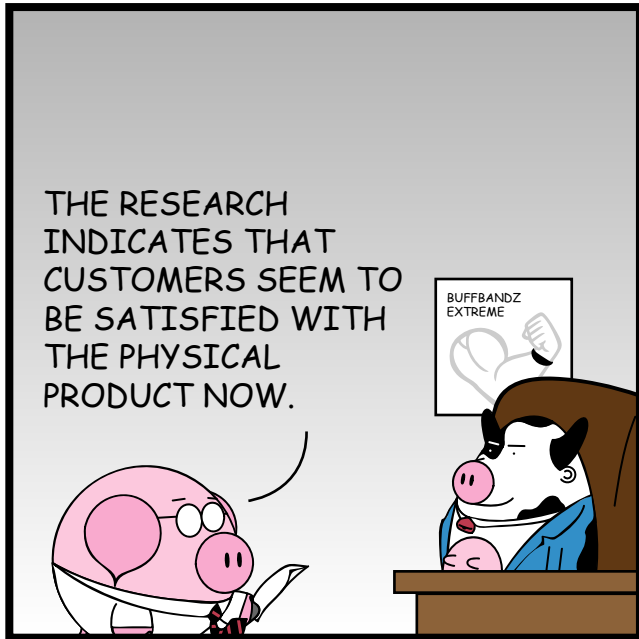


TRACKING MY VITALS IS GOING TO BE GREAT!

THE COLOR IS NICE!

THIS CAN HELP MOTIVATE ME TO MOVE AROUND!





# PERSONAS

PERSONAS, OR USER PROFILES, HELP US IDENTIFY THE PEOPLE WHO WE'RE TARGETING, USING OR GOING TO USE OUR PRODUCT. BY BUILDING OUT THESE REAL OR FICTITIOUS PROFILES, WE CAN BEGIN TO OUTLINE THE NEEDS OF OUR CUSTOMERS AND DRAW UPON THEM FOR REFERENCES LATER ON TO KEEP US ON TRACK.

PERSONAS ALSO GIVE US AN EARLY LOOK ON THE TYPE OF FEATURES WE MIGHT NEED, ALLOWING US TO DO SOME HIGH LEVEL FEASIBILITY AND PROJECT SCOPE PROJECTIONS.



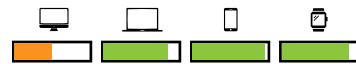
### Buff Guy

Buff guy is a 34 y/o working professional who is obsessed with working out. He hits the gym everyday and likes to keep track of his progress.

Goals: Track heart rate, confirm range of motion, proper posture

Activeness

Devices & Expertise



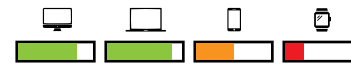
### Active Mom

Active mom is an active 42 y/o mom that spends all her time taking care of the kids, house and running errands. She needs to stay healthy to be super mom.

Goals: Stay healthy, stay on schedule, keep energy up

Activeness

Devices & Expertise



### Couch Potato

Couch potato spends much his time sitting. He's an engineer that works mostly from home. He wants to get healthier but he lacks motivation.

Goals: Move around, meet new people, lose weight

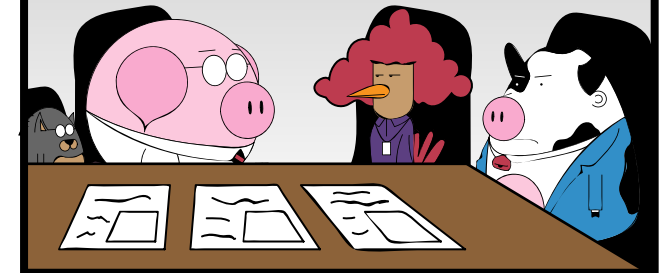
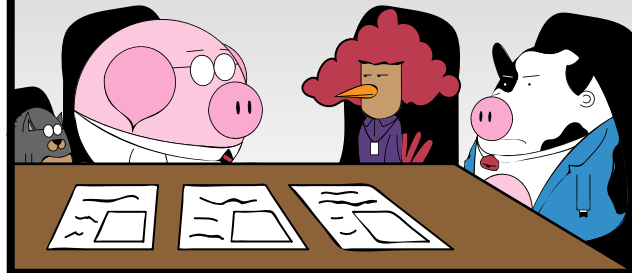
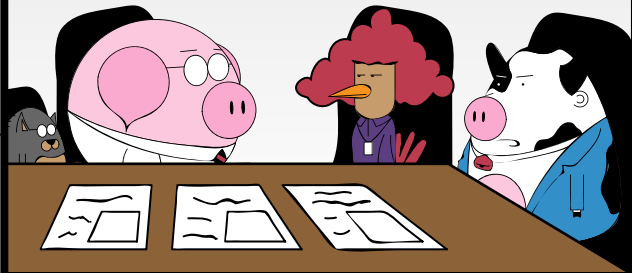
Activeness

Devices & Expertise



IT'S IMPORTANT FOR ENGINEERING AND BUSINESS TO UNDERSTAND AND ALIGN WITH THESE PROFILES SO WE'RE ALL ON THE SAME PAGE.

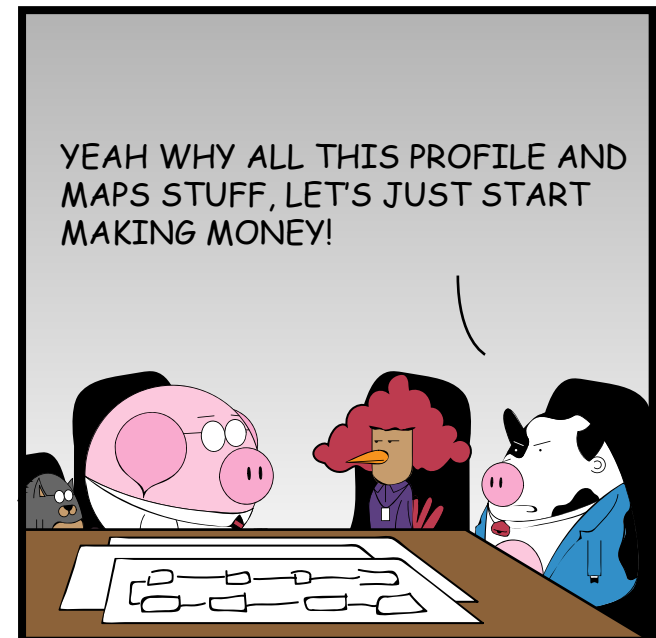
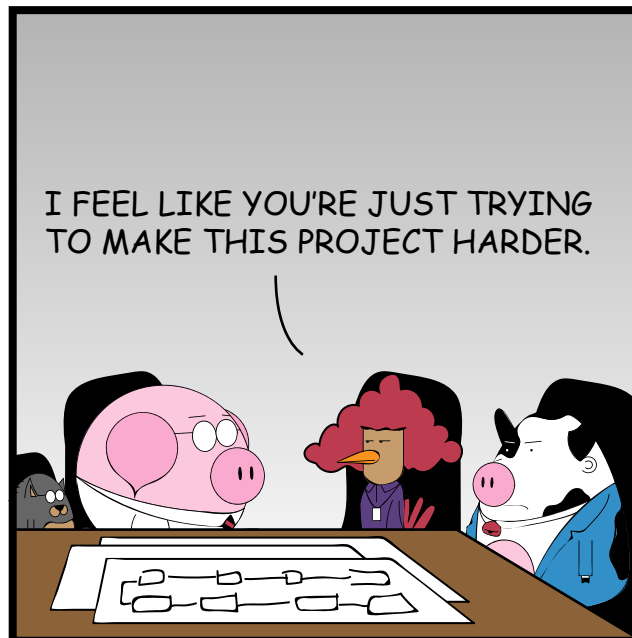
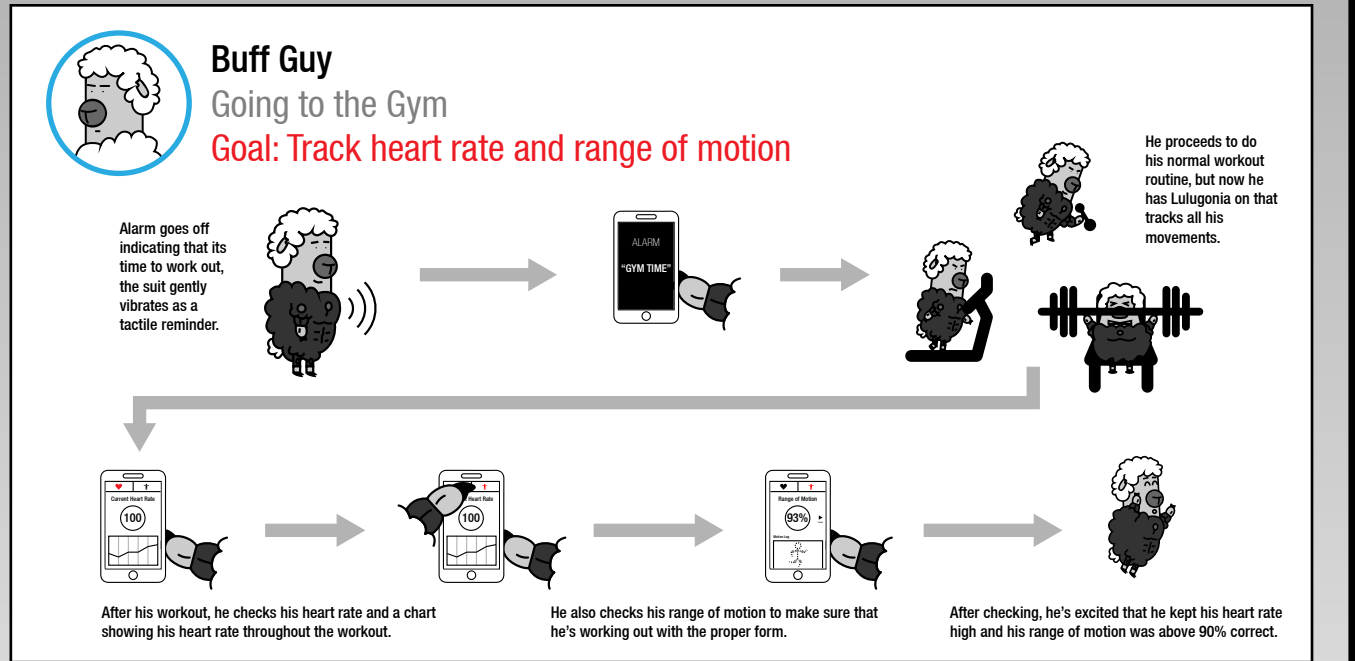
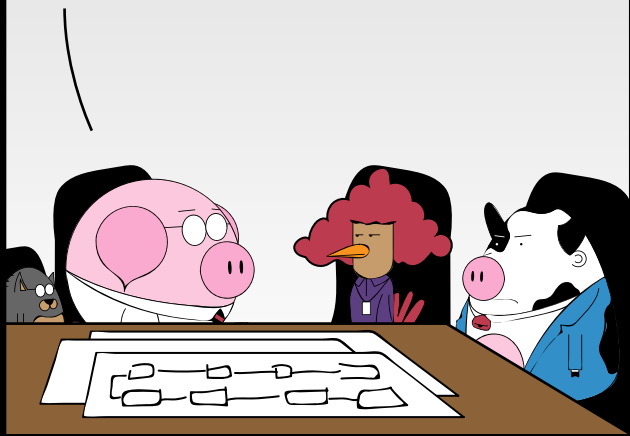
THAT'S WHY YOU'RE BOTH HERE...



# JOURNEY MAPS

JOURNEY MAPS TAKE A PERSONA, TASK OR SCENARIO AND BREAKS IT DOWN, STEP BY STEP. THIS GIVES US AN IDEA OF THE "JOURNEY" THAT HAS TO BE MADE TO ACHIEVE A GOAL OR GET SOMETHING DONE. THIS REQUIRES US TO PUT OURSELVES IN THE USER'S SHOES AND BE VERY EMPATHETIC. DURING THIS PROCESS, WE CAN BETTER IDENTIFY CURRENT AND POTENTIAL PAIN POINTS, AND MORE IMPORTANTLY, FINDING SOLUTIONS TO THE USER'S MOTIVES AND GOALS THAT THEY, THEMSELVES, MIGHT NOT KNOW ABOUT.

IN THIS JOURNEY MAP, WE TAKE THE EXAMPLE OF BUFF GUY AND WALK THROUGH A WORKOUT SESSION THAT HE MIGHT HAVE USING OUR PRODUCT.





# REQUIREMENTS/BACKLOG

ONCE WE'VE GONE THROUGH ALL THE BRAINSTORMING AND IDEATING, WE DEFINED ALL THE THINGS THAT ARE EXPECTED AND DESIRED OF BOTH THE PHYSICAL PRODUCT AND THE MOBILE INTERFACE THAT ACCOMPANIES IT. WE THEN BREAK DOWN EACH BACKLOG ITEM INTO DIFFERENT SPRINTS, BASED ON PROCESS AND PRIORITY.

AGAIN, WE NEED TO SYNC UP WITH MOSTLY ENGINEERING BUT ALSO BUSINESS TO MAKE SURE THINGS ARE FEASIBLE AND ALSO THAT IT CAN FIT WITHIN OUR TIMELINE AND SCOPE.

ONCE WE'RE ALL IN AGREEMENT, THE DESIGN TEAM AND I CAN BEGIN PROTOTYPING, STARTING WITH WIREFRAMES.

As a user...

Initial Backlog

Sprint 1

Sprint 2

Product

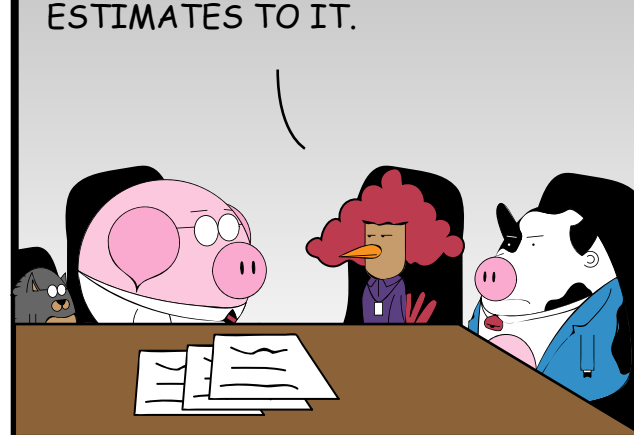
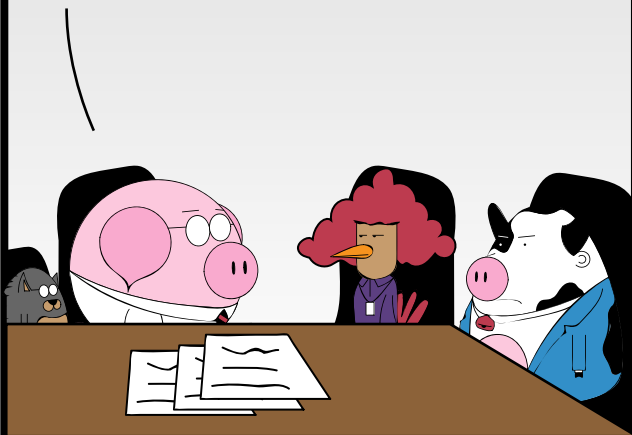
I want the suit to be breathable and light weight.  
I don't want to feel like I have sensors on me.  
I want to easily sync and activate/deactivate the suit to my mobile device.  
The suit needs to be easily put on and taken off.

Mobile Application

I want the app to "know" when to track and turn the suit on/off.  
I want to see my current heart rate and a log of my heart rate in different time frames.  
I want to set my range of motion and track when I hit and miss my set range.  
I want a visual display of my range of motion and movements in different time frames.

MMM... YEAH, THESE REQUIREMENTS ARE DOABLE, LET ME TAKE IT BACK TO THE TEAM AND WE'LL ADD OUR EFFORT ESTIMATES TO IT.

SO DOES THE "EASY" BUTTON ACTUALLY EXIST OR IS THAT JUST SOMETHING FROM A COMMERCIAL? BECAUSE I'D LIKE TO PRESS ONE RIGHT NOW.





# HI-FIDELITY/INTERACTIONS



Hex Color Guide

Resolution 1080x1920

Swipe navigation, smooth transition to other screens

Time based HR/Motion tracking, tracking start and end time based on user setting (up to 12 hour segments)

Swipe up on screen to view detailed KPI data in full screen

AS WE TEST THE PROTOTYPE WITH OUR USERS, WE WILL FURTHER REFINE THE INTERFACE

GOOD LUCK WITH THAT...

Today's Results	
Overall Average Activeness	45%
Peak Activeness	7:26PM
Overall Average Heart Rate	90 BPM
Peak Heart Rate	7:34PM

Click or pinch in a time segment to zoom and auto rotate/align to top

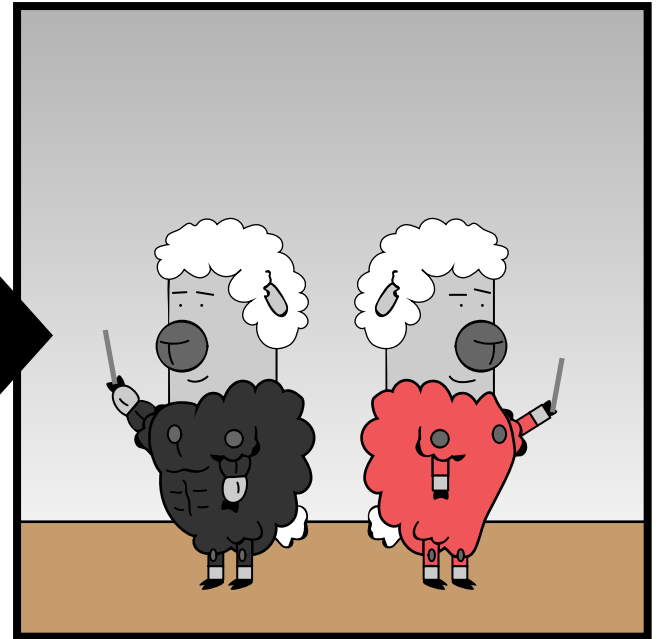
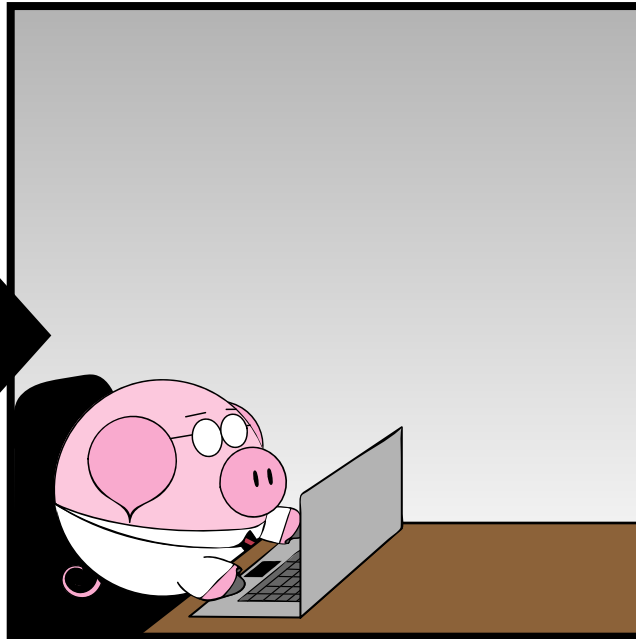
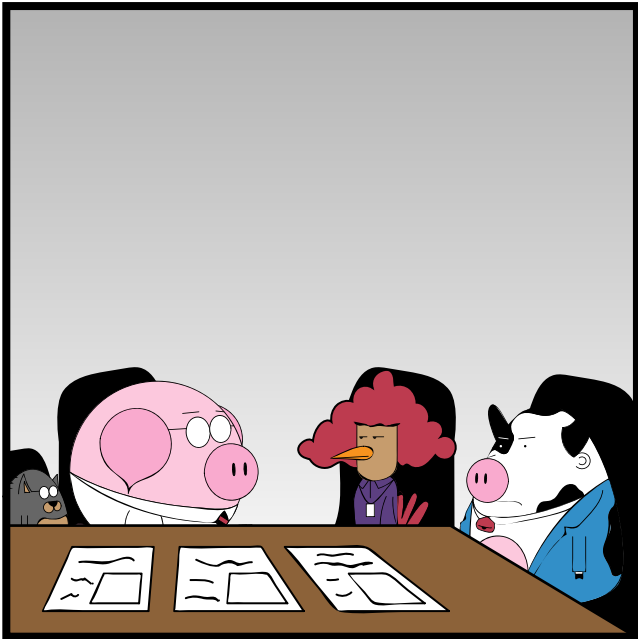
This view gives users a detailed breakdown of that time segment



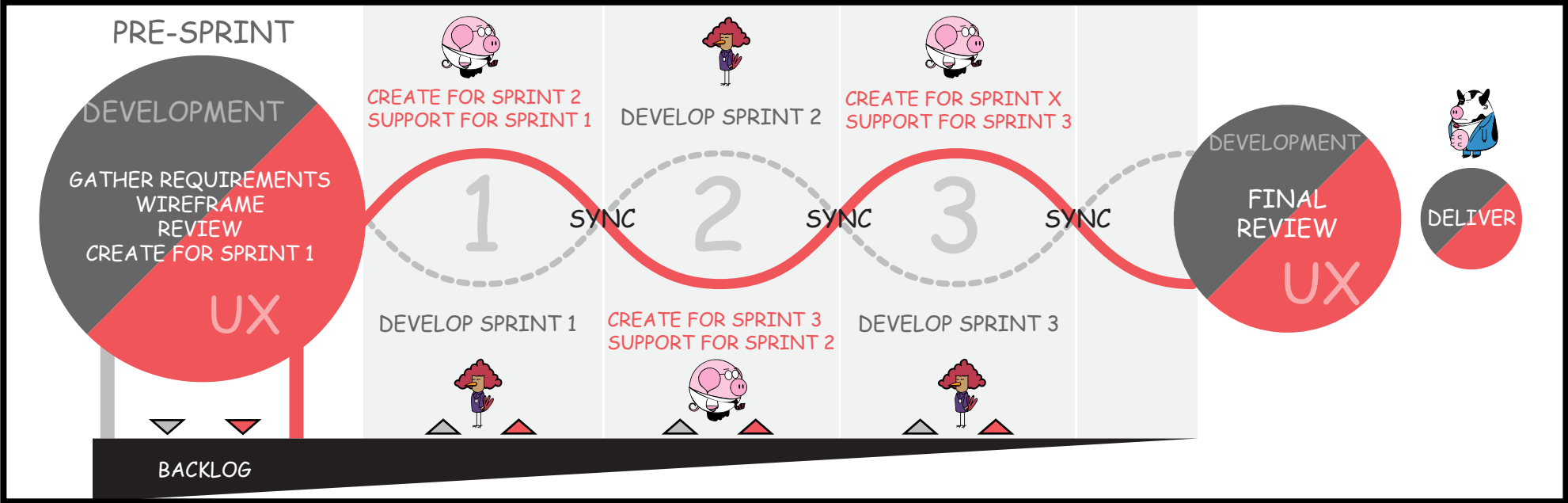
IDEATE/ITERATE

PROTOTYPE

RESEARCH/FEEDBACK



# DEVELOPMENT



# THE END