

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**

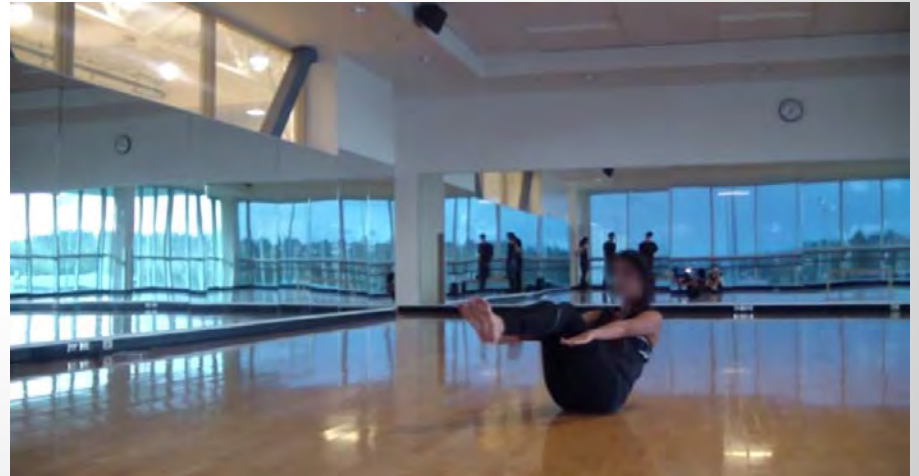
Contextual Inquiry

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



Contextual Inquiry

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



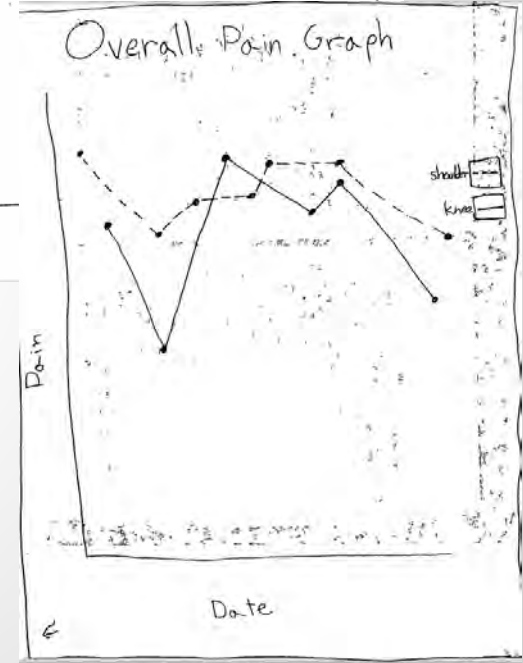
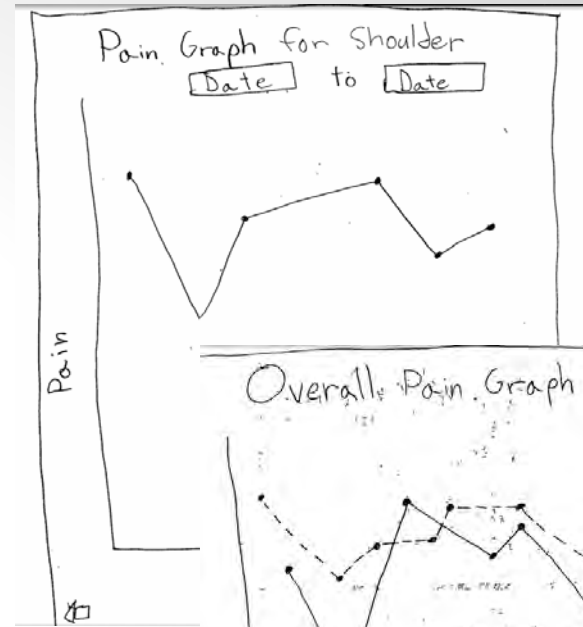
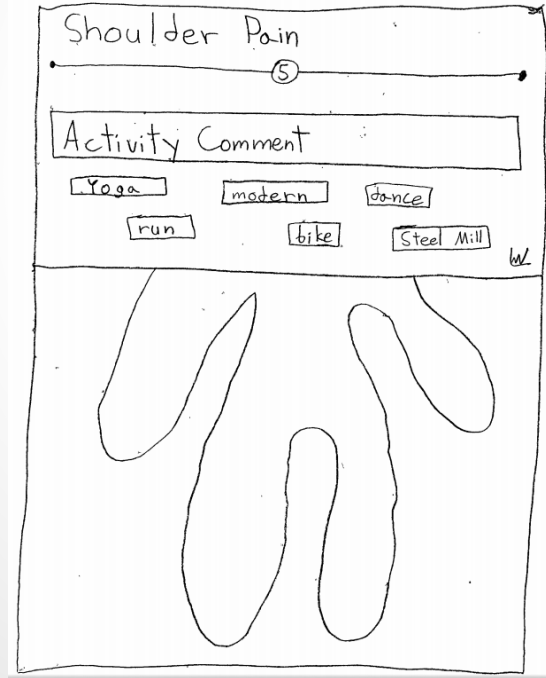
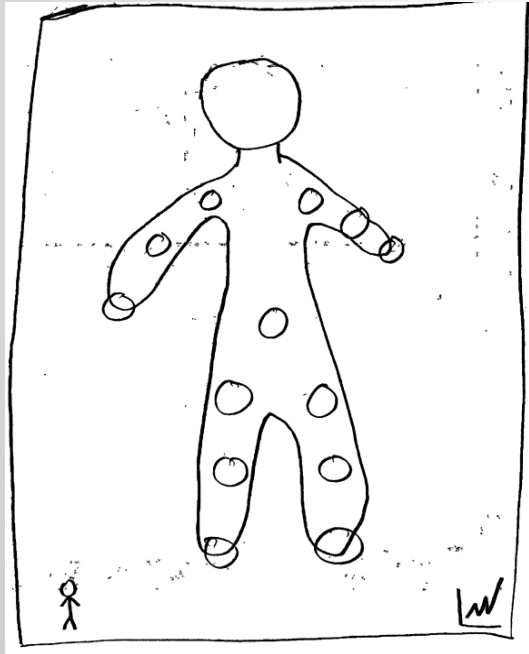
Tasks

- **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.

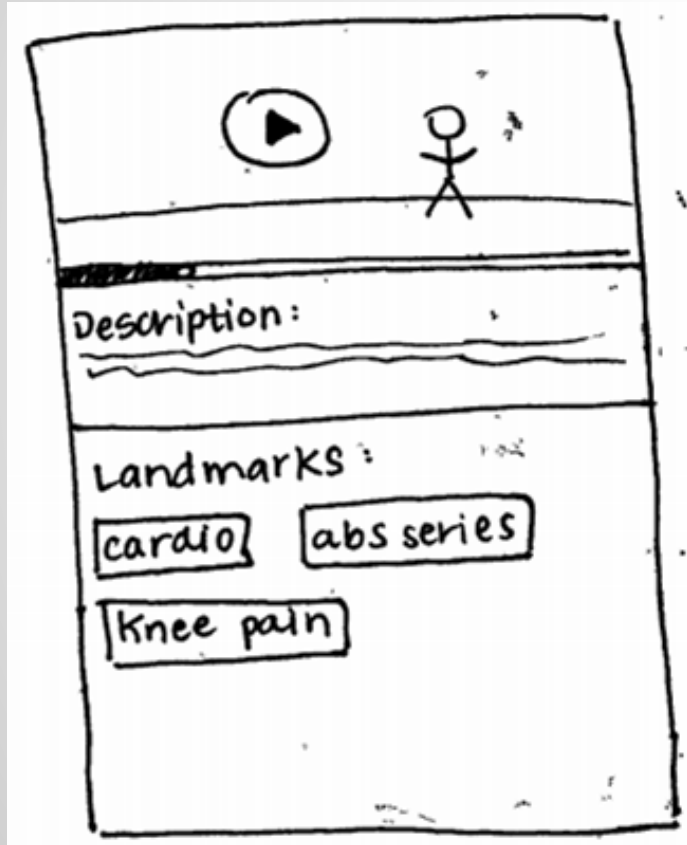
Tasks

- **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.

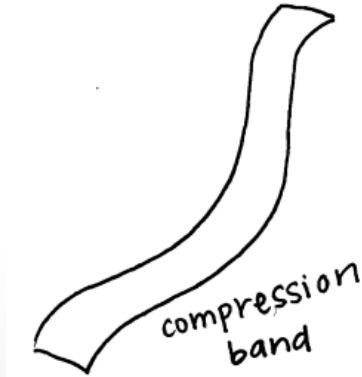
Design Sketch 1



Design Sketch 2



Design Sketch 3

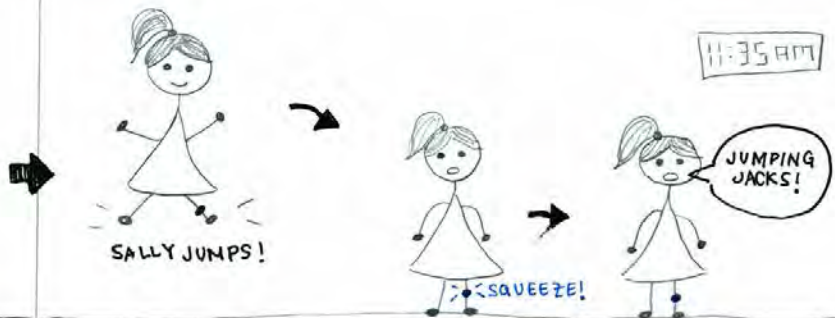


Day	Month	Year
Monday, October 20, 2014		
11:51 AM	78% UNHEALTHY	🔊
10:52 AM	42% MODERATE	🔊
10:37 AM	56% UNHEALTHY	🔊
10:05 AM	96% DANGER	🔊
9:48 AM	22% GOOD	🔊

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.

SALLY PUTS THE COMPRESSION BAND ON FOR HER PATELLAR TENDINITIS



AFTER SALLY'S WORKOUT...



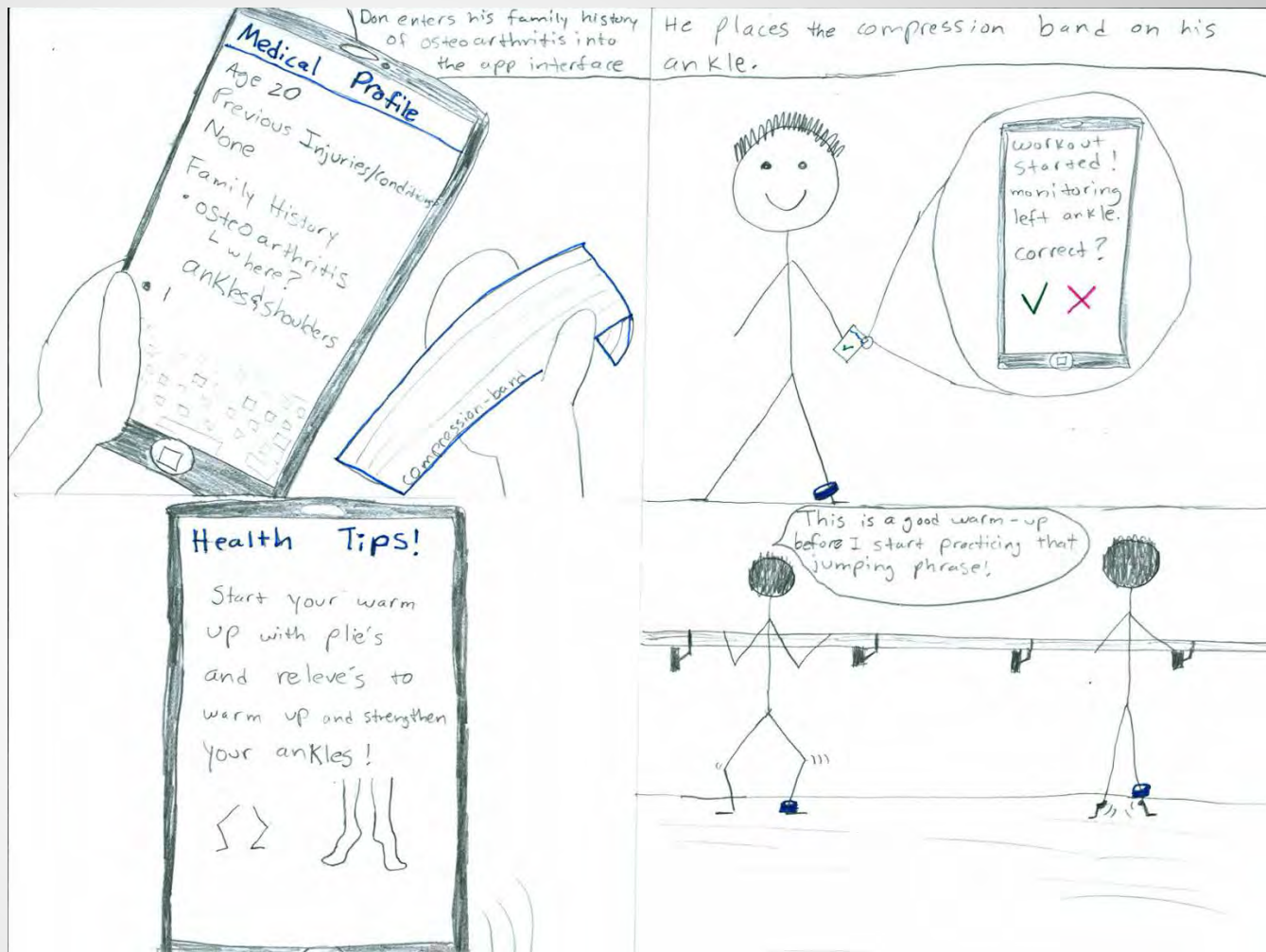
DAY	MONTH	YEAR
10	24	14
11:52 AM	60% exertion	
11:35 AM	72% exertion	JUMPING JACKS!
11:05 AM	51% exertion	
10:56 AM	52% exertion	

THE NEXT DAY...



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