

# CONCEPT MAPPING

MARKET RESEARCH

# Smart Watch vs. Fitness Tracker

There is a strong division in the wearables marketplace between people who prefer smart watches, and people who prefer fitness trackers.

Combining the male market of smart watches with the female market of fitness trackers would create a healthy space for a new product to exist. This new wearable would have to appeal to a wide audience by being sleek and professional, and also sporty and accessible.

- + Faster way to make payments
- + Market to people passing by of special promotions
- + Increases Productivity
- + Helps with managing daily tasks and schedules
- + Send real time updates to peers

## Business

INDIVIDUAL

USE FOR WEARABLE

- Business
- Fitness
- Health
- Security
- GPS

STRUCTURE IN SOCIETY

- Social
- Self
- Heightens self awareness
- fitness/ personal

COMMERCE

- Manufacturing process
- International distribution/partnerships
- Trade
- Manual labor
- Resourcing materials

MARKET

69% of smartwatch owners are 18 - 34 years old

70% of male wearable owners use smart watches

more than 50% of female wearable owners use fitness trackers

GENDER

Males - 71%

Female - 29%

- Parents
- Professionals
- Students
- Athletes
- Children

VALUES

- Achievement
- Power
- Trust
- Wearability
- Ease of Use
- Compelling Design
- Functionality
- Price

GOALS

- More efficient with tasks
- Make daily life less stressful
- Be in control of life
- Minimally aware to stay focused on the task

## Active

- + Built in Pedometer
- + Keeps track of users health information
- + Monitors sleep patterns
- + Set workout reminders
- + Sync workout data to track progress
- + Heart rate monitor





LOGO DEVELOPMENT

Stay **Connected**  
To Your Life

The message behind Lynk is the importance of connection. People have many unrelated areas of their life, and Lynk serves as a unintrusive gateway to keep users active in these areas.

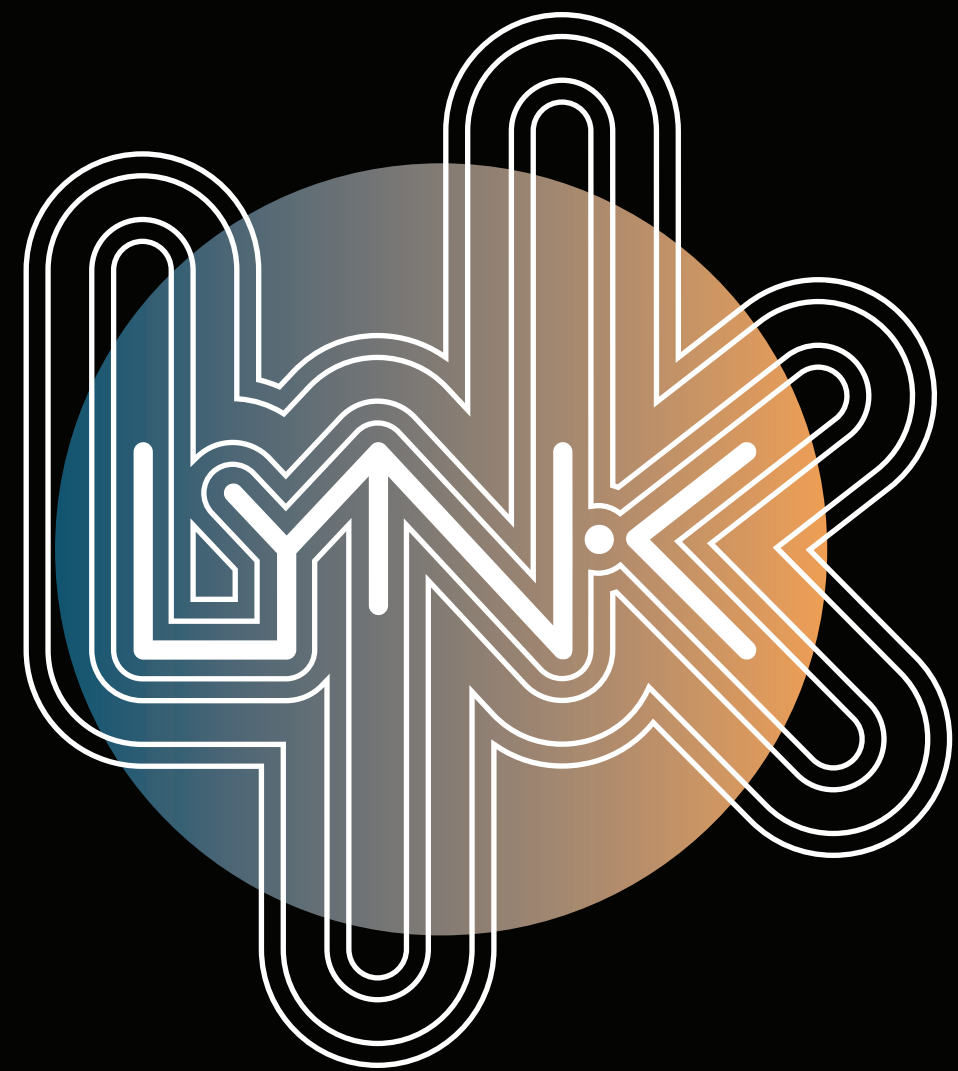
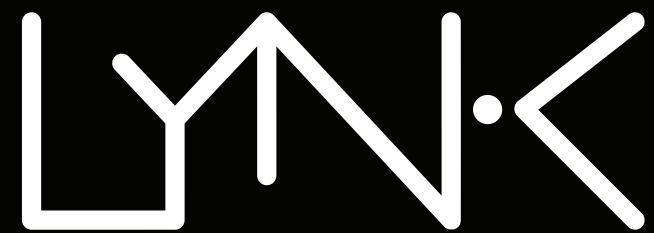
The logo should carry the idea of connection while also feeling reliable and cutting edge. It should appeal to both professional and active marketplaces, and also both male and female users.



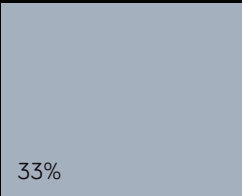
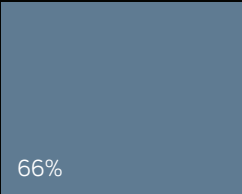
LOGO

With an influence of “tech” and “sport,” the Lynk logo feels right at home in either professional or active marketplace. The combination of round and sharp edges give it a strong yet accessible feeling. Hidden arrows in the logo also provide it with a sense of motion.

The variation on the logo speaks to the idea of the many directions a person's life can take, and how Lynk watches brings them all together in one place.



COLOR PALETTE



C: 100  
M: 60  
Y: 40  
K: 20

R: 0  
G: 85  
B: 112

PANTONE 7708 C



100%



C: 0  
M: 0  
Y: 0  
K: 0

R: 255  
G: 255  
B: 255



C: 0  
M: 0  
Y: 0  
K: 100

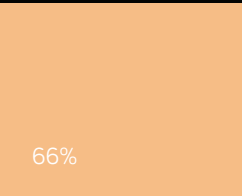
R: 0  
G: 0  
B: 0



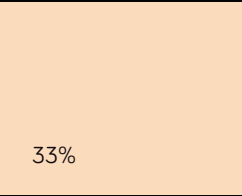
100%

C: 4  
M: 43  
Y: 76  
K: 0

R: 239  
G: 159  
B: 83



66%



33%

PANTONE 157 C

Lynk watches needs to identify as mix of both elegant and sporty; sharp, yet friendly. To do this, pairing the strong boldness of Gotham with the accessibility of Bariol was a perfect fit for the brand.

# Gotham

Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Black  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Bariol

Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

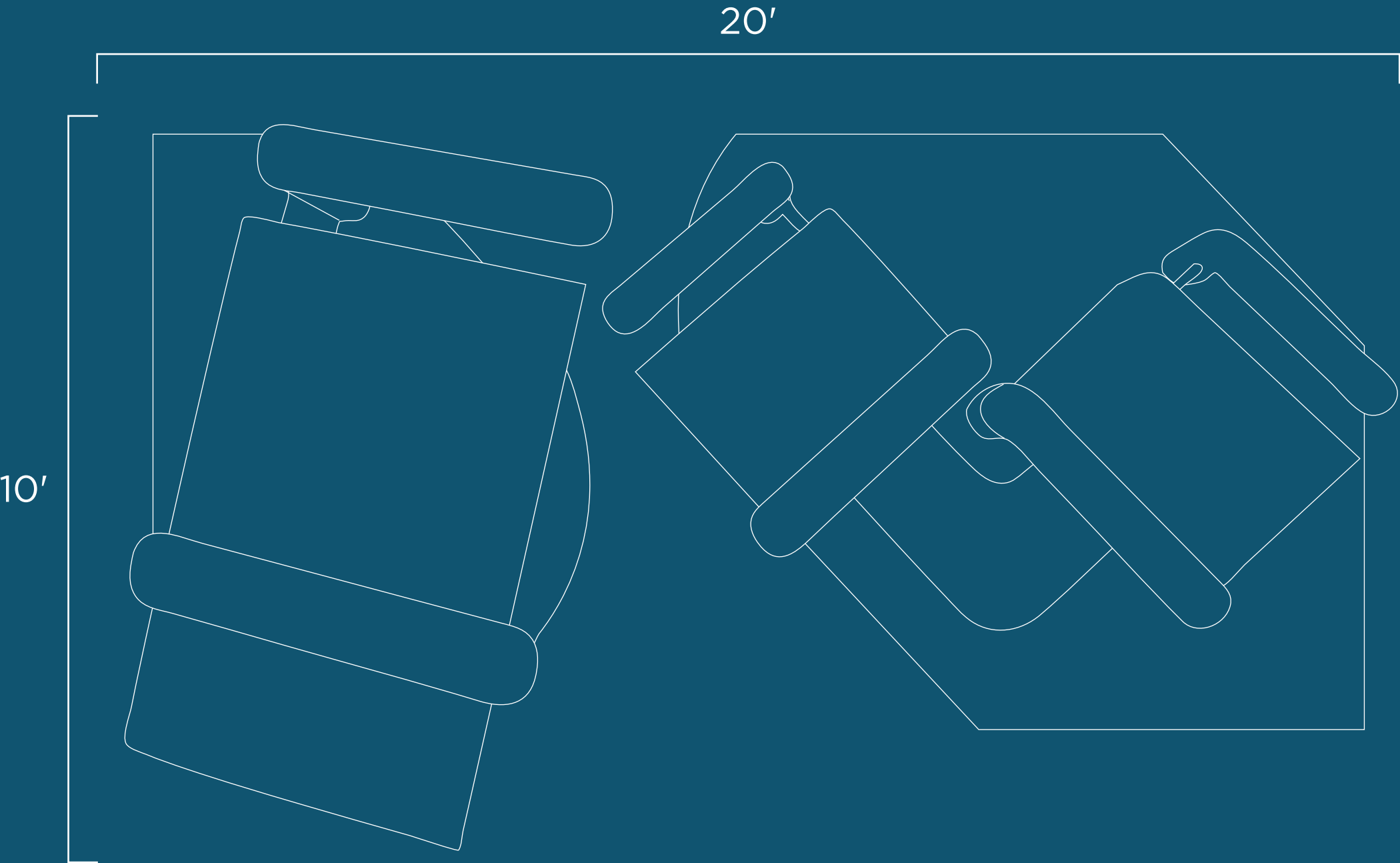
Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

KIOSK DISPLAY

FLOOR PLAN

The Kiosk is required to fit within a 10' by 20' space in a shopping center. There is no limitation on the height of the display, but it should be kept reasonable enough to fit comfortably within a two story building.

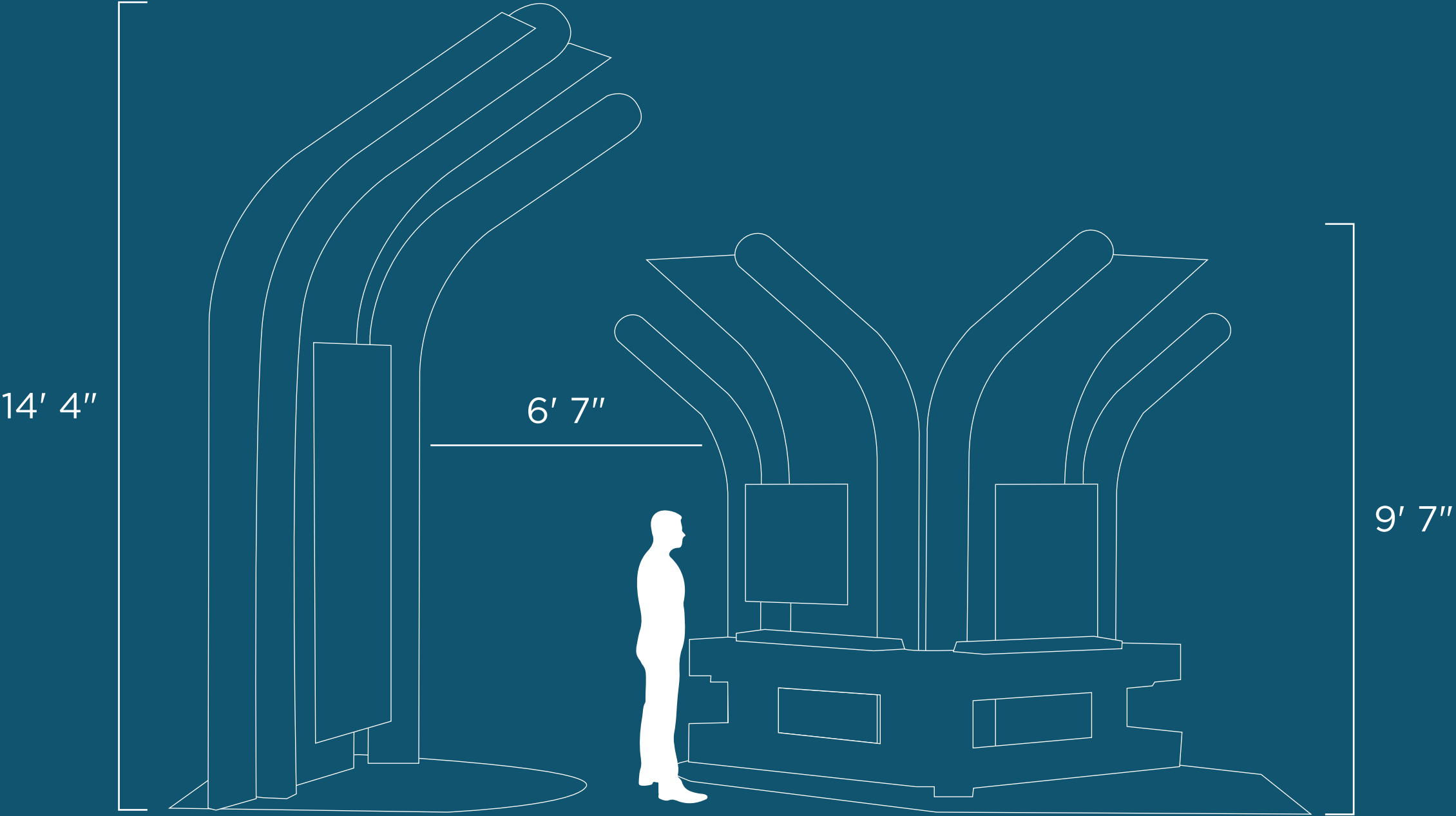
With the limited amount of floor space the kiosk should be as open as possible to create enough space for passing though it while also utilizing the surrounding open area. Features should strongly stand out to generate interest and bring people in.



ELEVATION DRAWING

Kiosk will contain one main kiosk wall for personality and accessories, while the other focuses on the smart watch presentation.

The employee will be free roaming with a tablet device to help service guests interested in making a purchase. Because smart watches are expensive it is assumed majority of purchases will not be handled as cash transactions, but a cash draw can slide out from the main smart watch desk if a cash transaction is required.





RENDERINGS

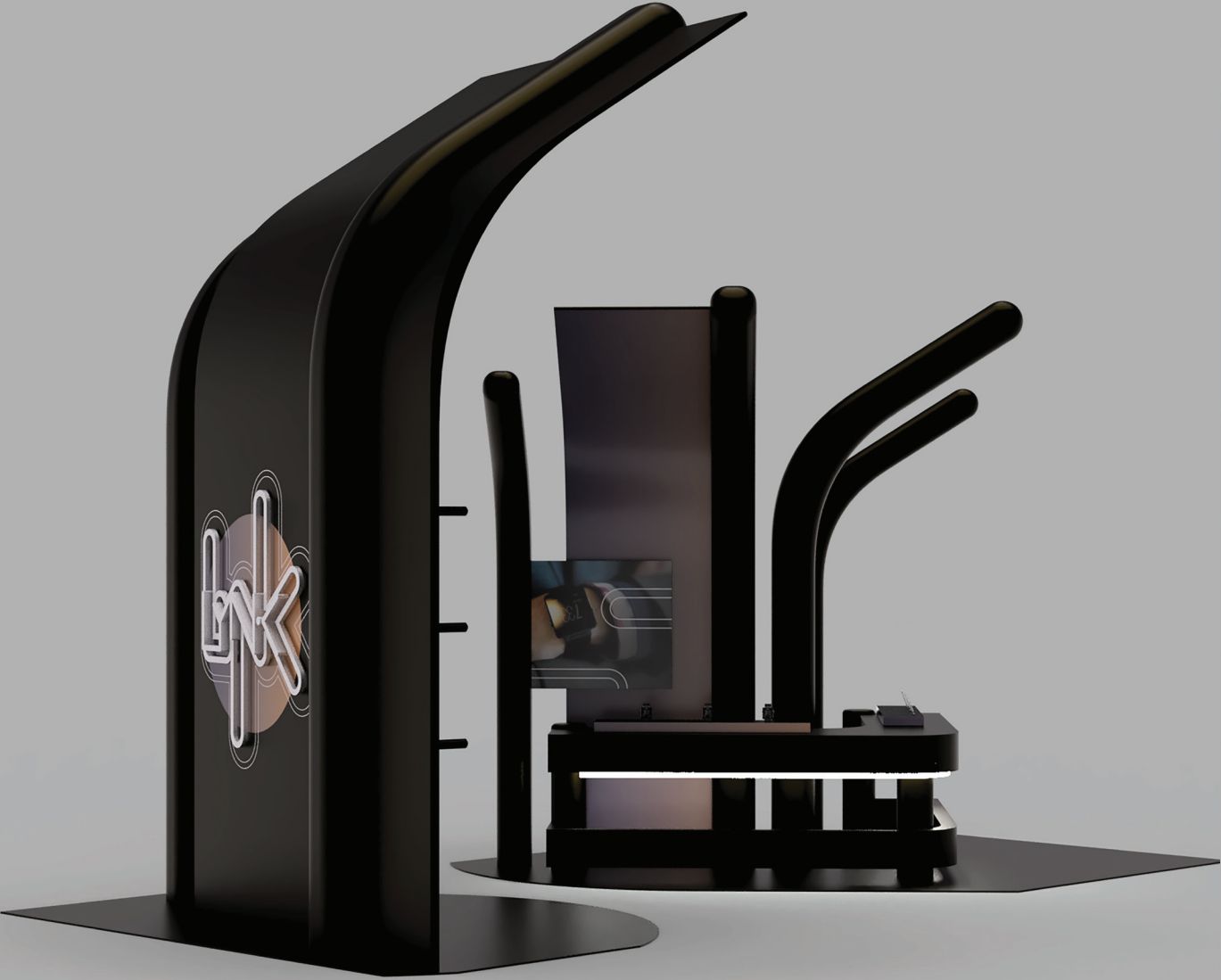
The final Lynk kiosk design carries over the brand's identity of "tech" and "sport" in its sleek, modern design. The tall panels are a simple solution that tower among the crowds, while the rounded pillars that support them echo back to the roundness of the logo.

The display desk also carries the simplistic modern design while also being in shape of an "L." This matches with the round and flat aesthetic created by the pillars and is also a reference to the first letter of the company's name .

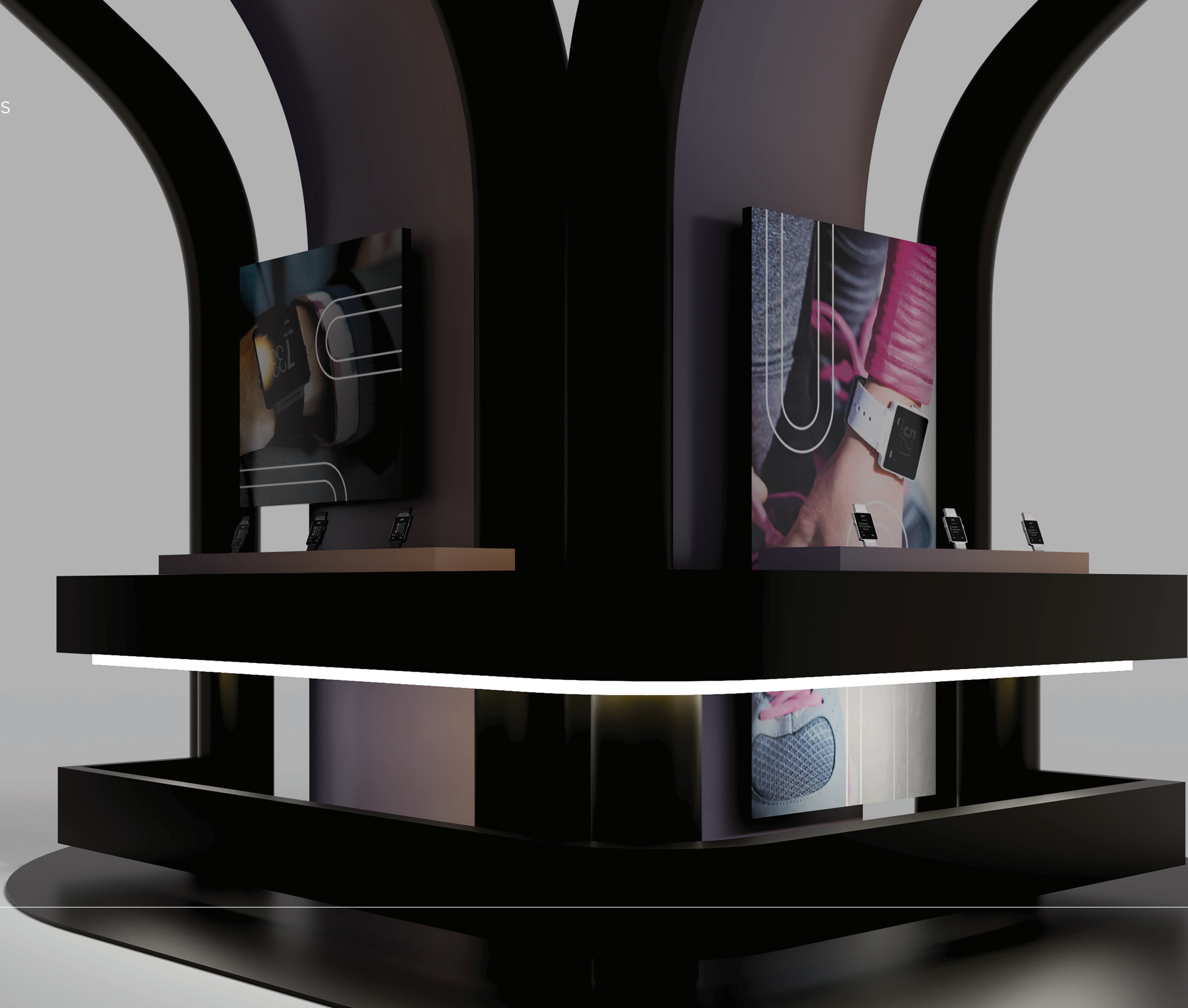




RENDERINGS



RENDERINGS



Kiosk Display



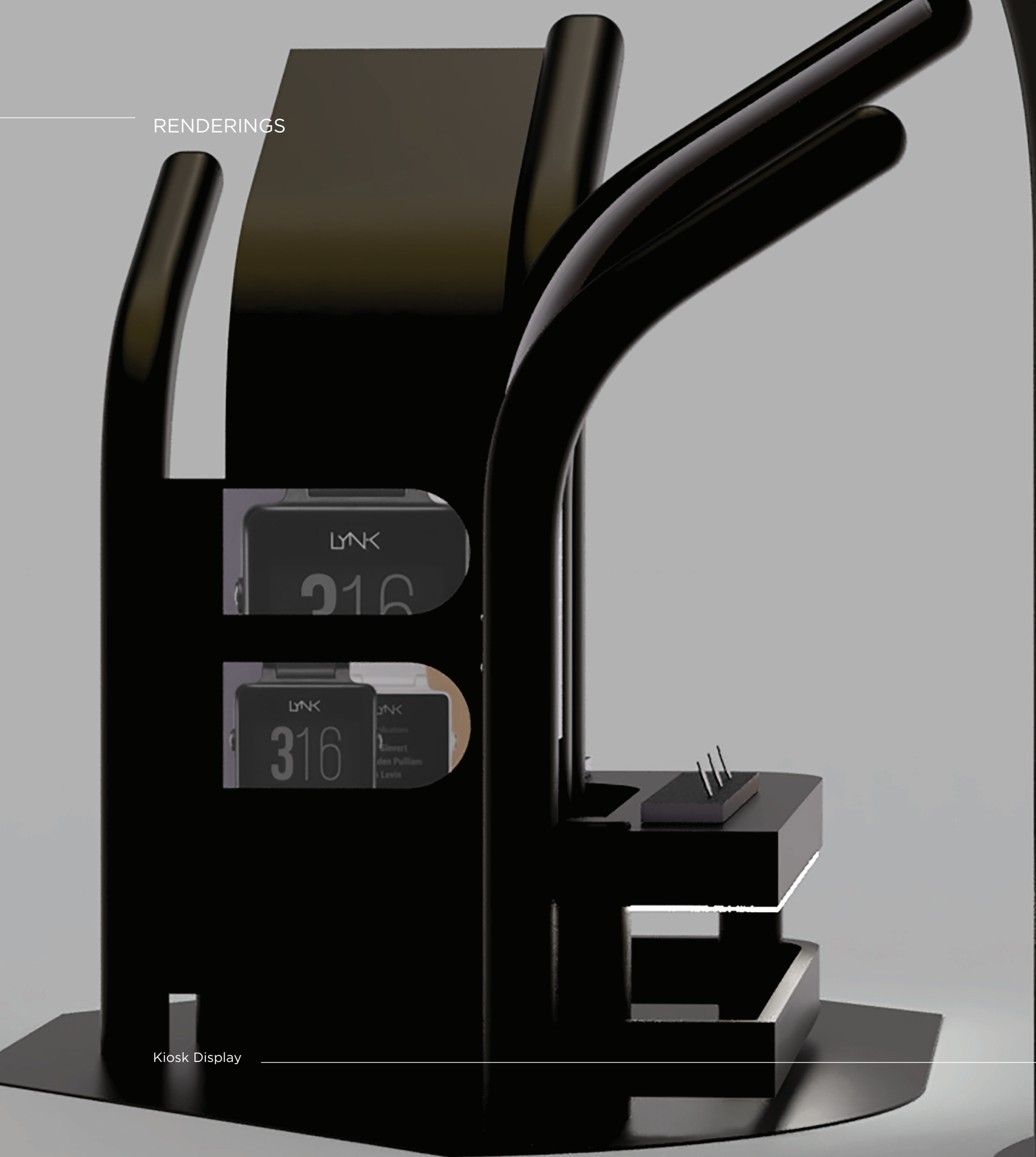
RENDERINGS



Kiosk Display



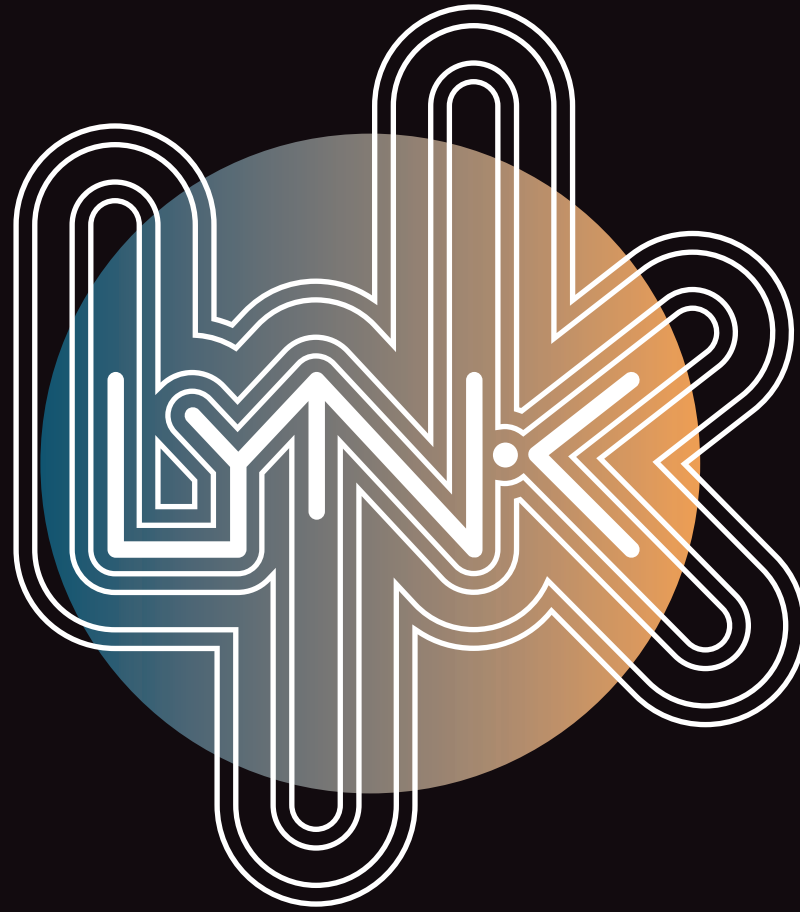
RENDERINGS



Kiosk Display



# THANK YOU!



**Designed by**  
Tim Neece

DsGD 141  
BFA Graphic Design  
San Jose State 2018

#### Photos

[startupzap.com/collections/smartwatch-wallpapers](http://startupzap.com/collections/smartwatch-wallpapers)  
[urbanwearables.technology/wp-content/uploads/2016/02/best-smartwatch-2016-GPS-enabled-wearables-garmin-vivoactive.jpg](http://urbanwearables.technology/wp-content/uploads/2016/02/best-smartwatch-2016-GPS-enabled-wearables-garmin-vivoactive.jpg)  
[bestactivitytracker2016.com/wp-content/uploads/2016/01/Garmin-Vivoactive-Review.jpg](http://bestactivitytracker2016.com/wp-content/uploads/2016/01/Garmin-Vivoactive-Review.jpg)  
[amazon.com/Garmin-Vivoactive-White-Certified-Refurbished/dp/B015OZO09I](http://amazon.com/Garmin-Vivoactive-White-Certified-Refurbished/dp/B015OZO09I)  
[amazon.com/gp/product/B00RE1UL52/ref=as\\_li\\_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=B00RE1UL52&linkCode=as2&tag=gpswatchrunners-20&linkId=DW4UJ57BLXWUIFV3](http://amazon.com/gp/product/B00RE1UL52/ref=as_li_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=B00RE1UL52&linkCode=as2&tag=gpswatchrunners-20&linkId=DW4UJ57BLXWUIFV3)