

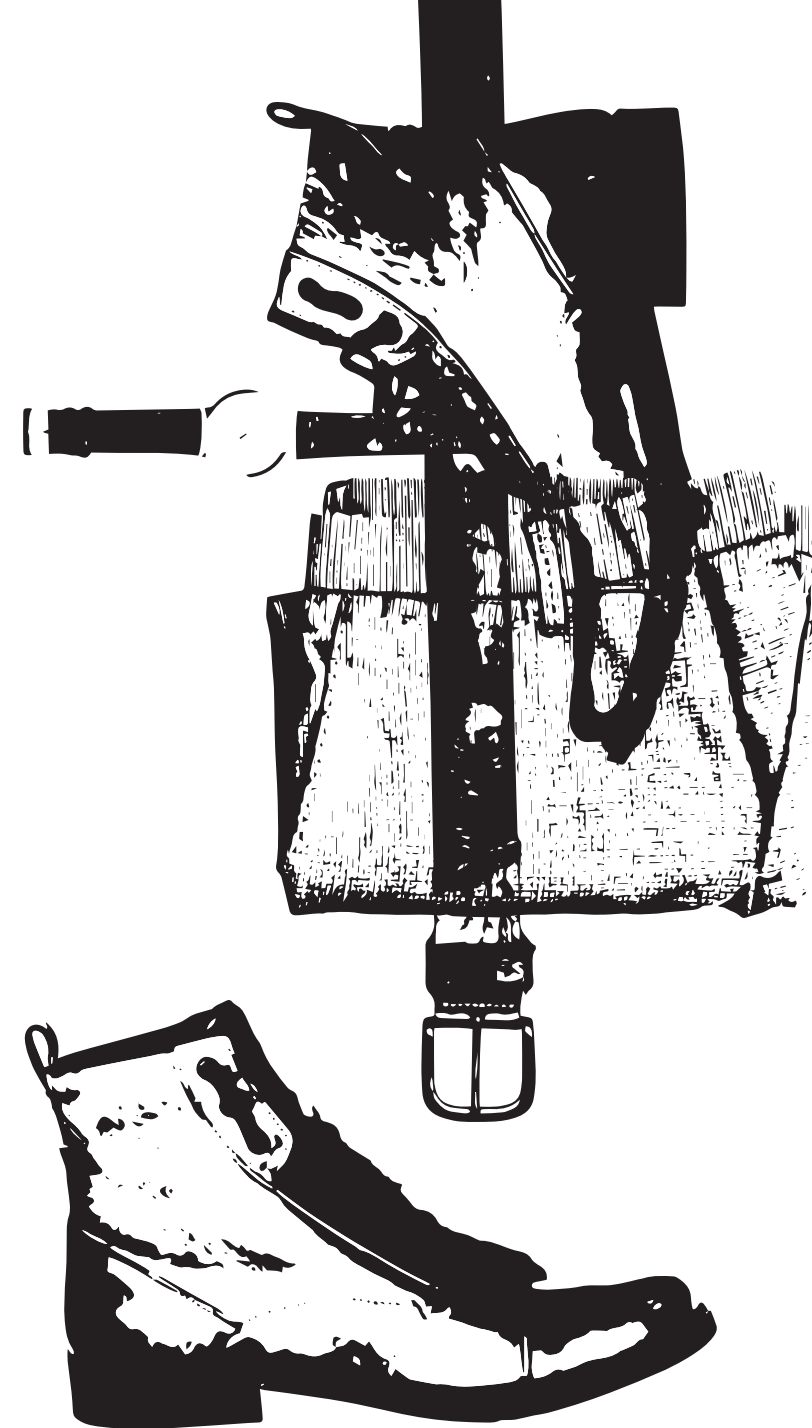
# WEARABLES

## TASK:

INTEGRATE TECH OR IOT INTO DAILY APPAREL OR DAILY WEARABLES FOR 2-3 YEARS INTO THE FUTURE.

PROJECT MUST ADDRESS QUALITY OF LIFE AND / OR SURVIVAL.

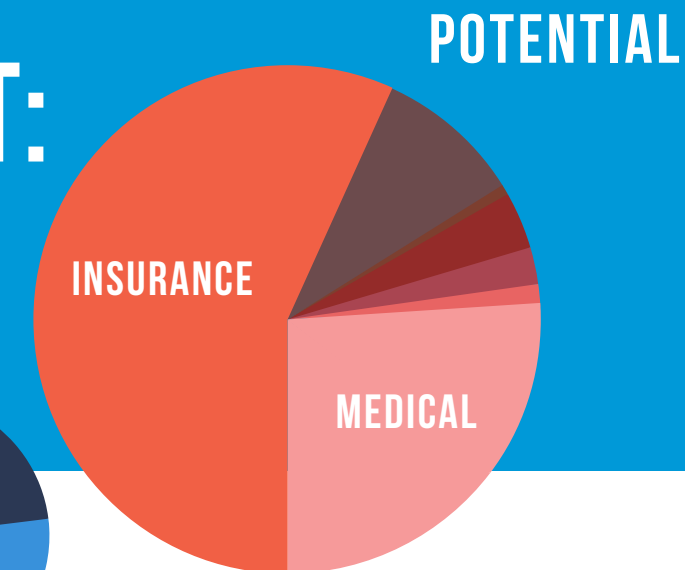
DURATION: 2 MONTHS



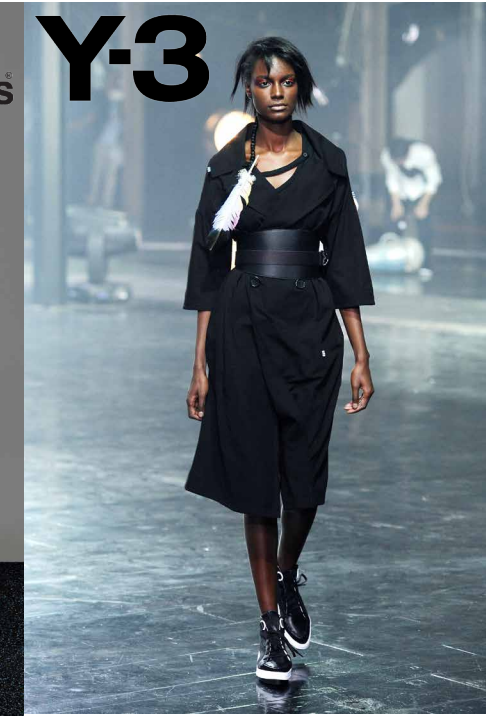
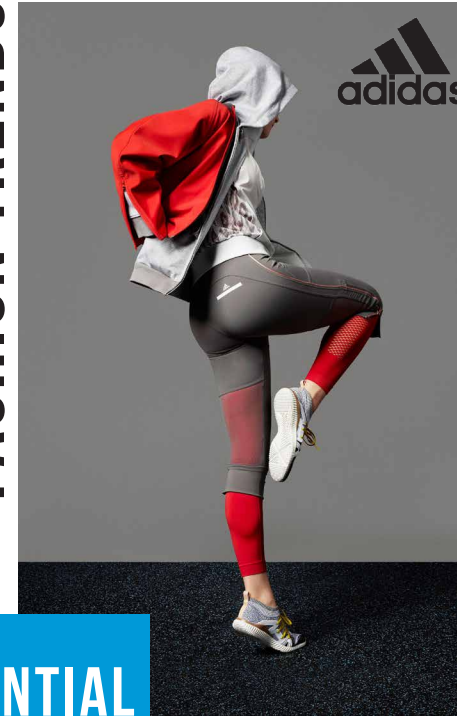
DEMOGRAPHIC: 24-34

## MARKET:

CURRENT



FASHION TRENDS





NARROWING SCOPE: HEALTH INSURANCE

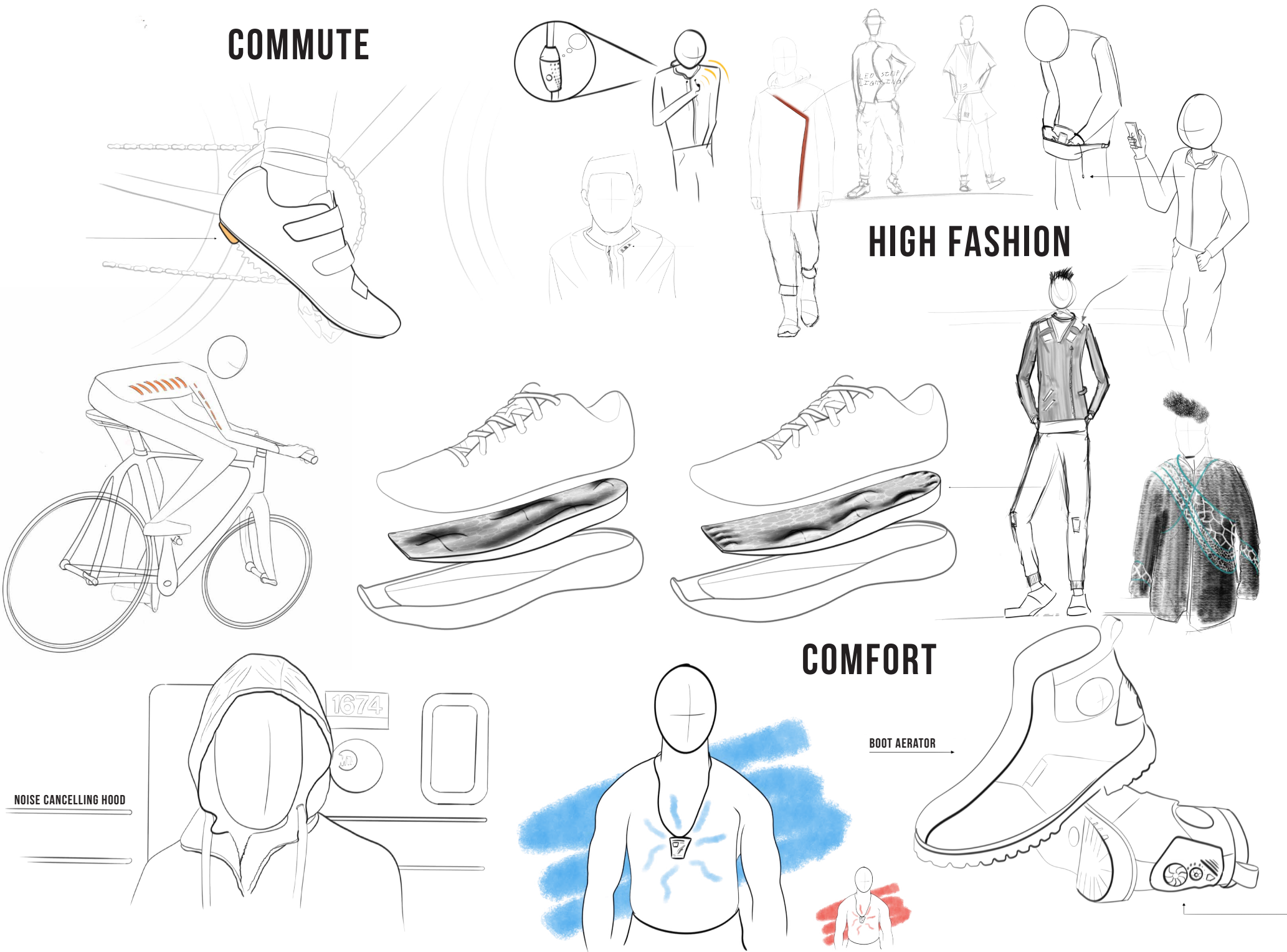
**PROBLEM:**

**70,000,000** AMERICANS HAVE NO, OR  
INADEQUATE, HEALTH INSURANCE.

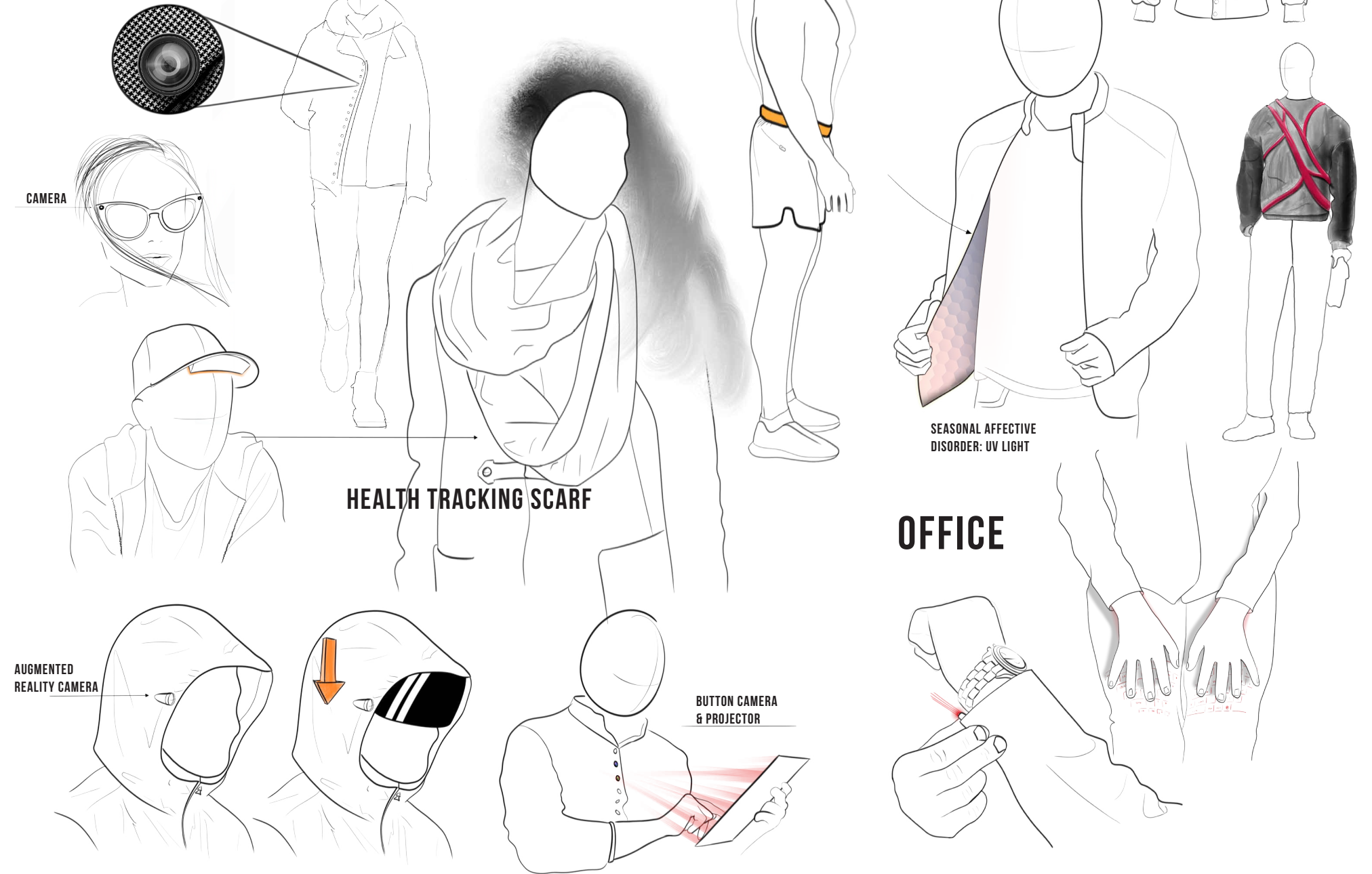
- MAKE HEALTH INSURANCE MORE **AFFORDABLE, EFFICIENT, AND ACCURATE.**
- HELP PEOPLE LIVE **HEALTHIER, HAPPIER LIVES.**



## COMMUTE

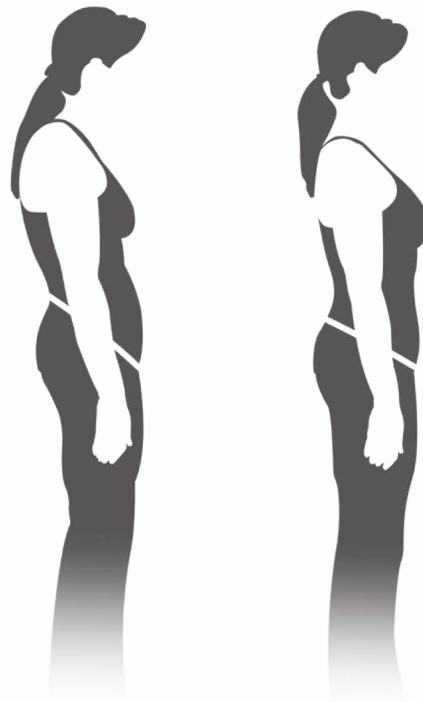


## MEDICAL AND IOT

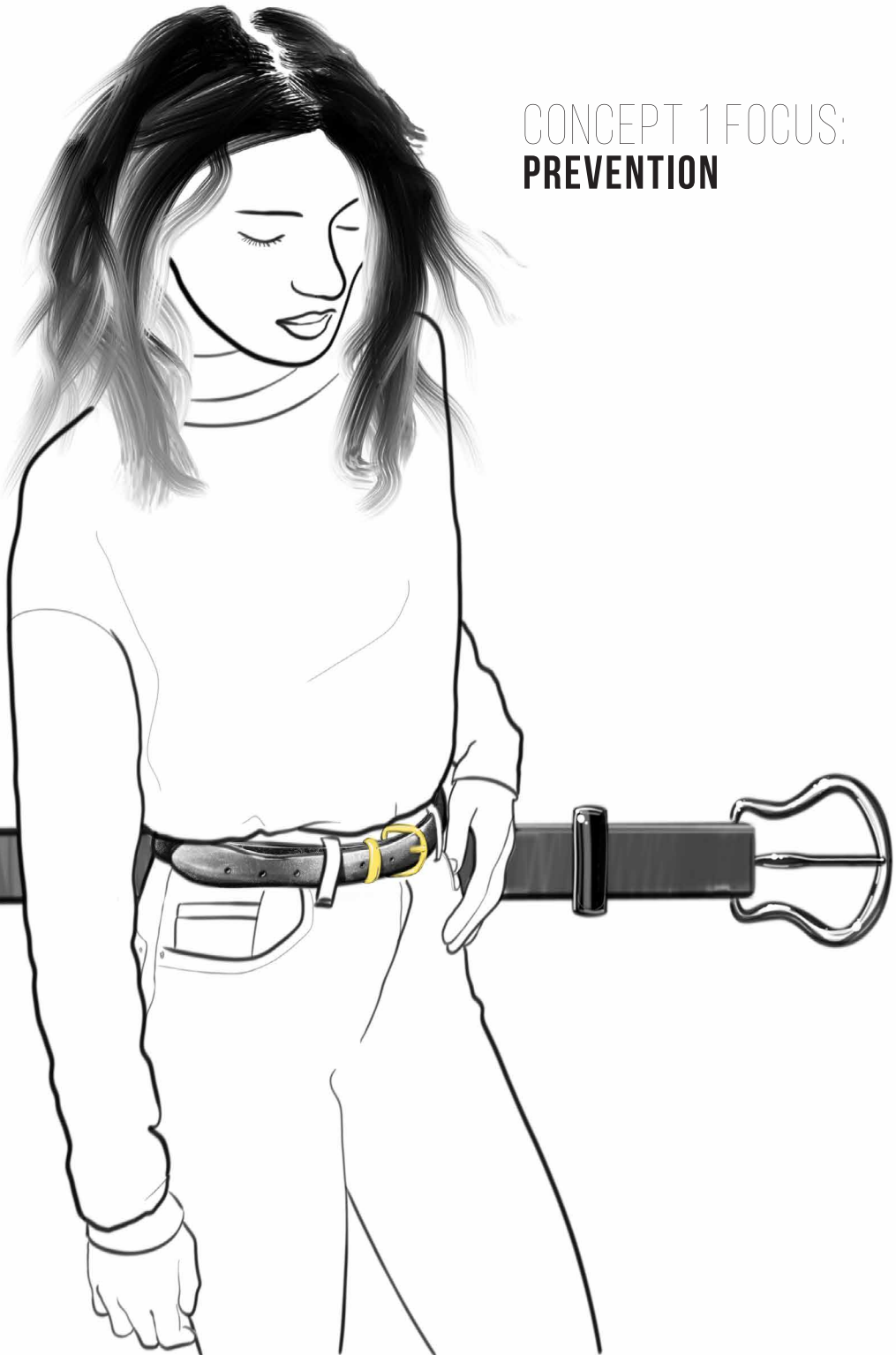




BEEP!



CONCEPT 1 FOCUS:  
PREVENTION



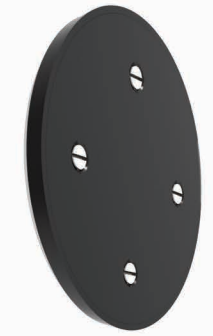
# POSTURE CORRECTION BELT

LEARNING FROM FAST PROTOTYPES



CONCEPT 2 FOCUS:  
INFORMATION

# HEALTH TRACKING CLIP



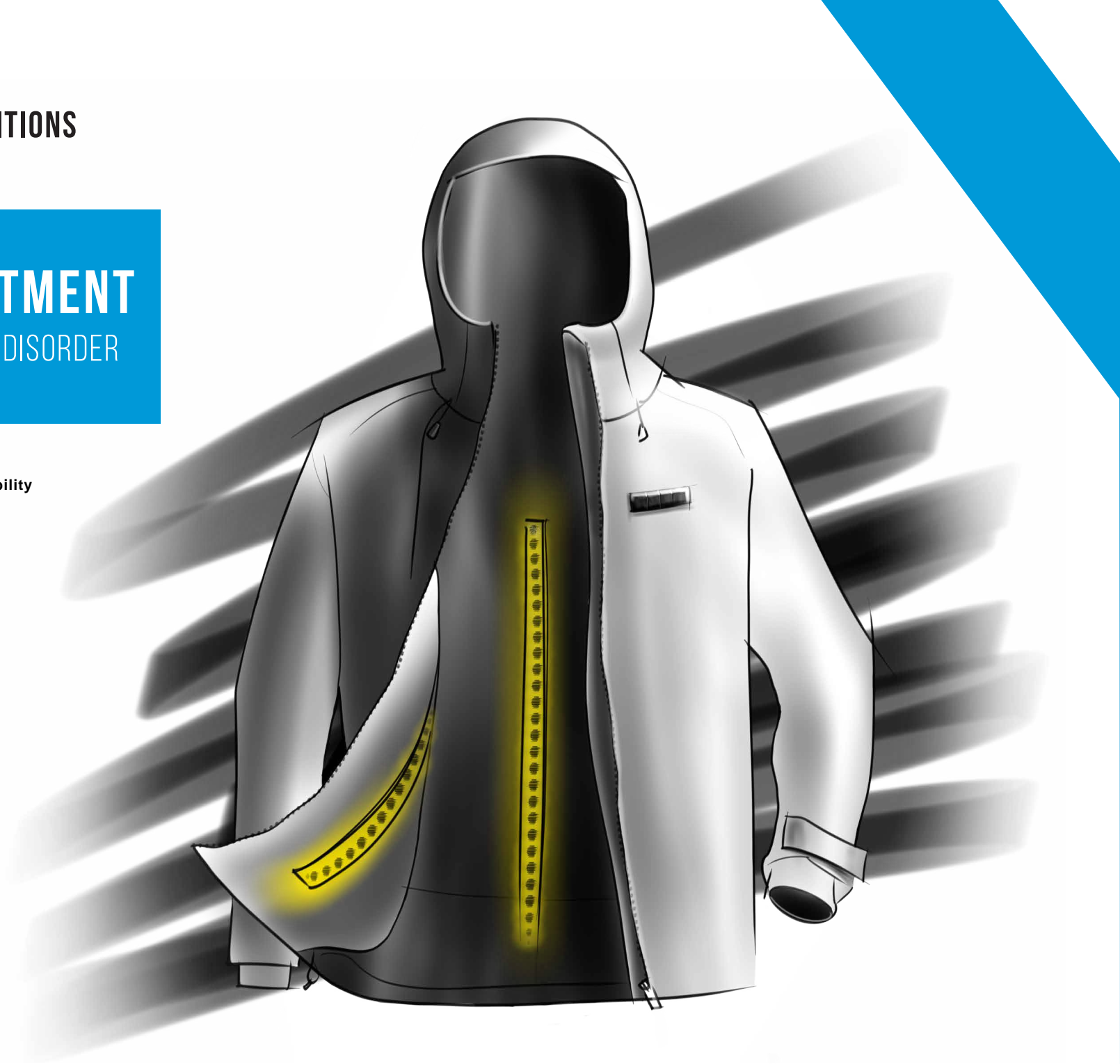
EMERGENCY  
POWER  
SYNC





CONCEPT 3 FOCUS:  
EXISTING HEALTH CONDITIONS

MOBILE TREATMENT  
SEASONAL AFFECTIVE DISORDER



USER TESTING

INSIGHT INTERPRETATION: DATA IS WHY  
WEARABLES ARE IMPORTANT



UTILIZE PERSONAL  
DATA TO CREATE AN  
INSURANCE PLAN:

The health tracking device has  
the most market potential and  
can improve quality of life for  
many people.

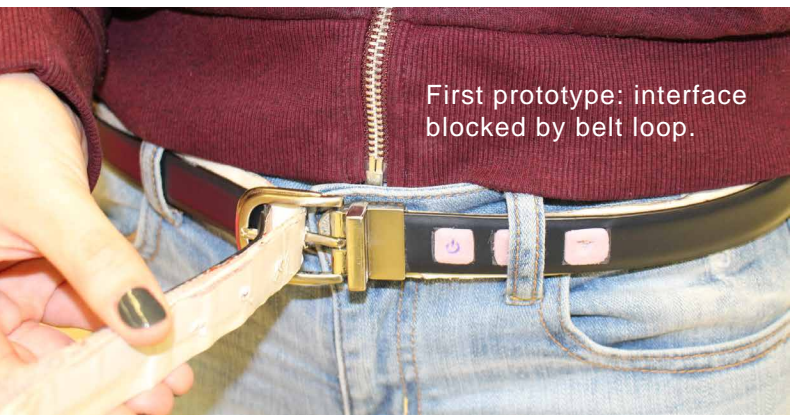
Make components attachable to  
other apparel.



A cinching mechanism or elastic  
could keep light from showing  
out sleeves, bottom, or top of  
jacket.



Hiding button behind belt  
overlap can keep the belt  
from being seen as a medical  
product.





**CLIP** TO APPAREL.



## TRACK

-  PHYSICAL ACTIVITY
-  VITAMIN D
-  TESTOSTERONE
-  FERTILITY
-  INFLAMMATION
-  INFLUENZA

**TRACK WHO YOU ARE.  
CREATE AN INSURANCE PLAN AS UNIQUE AS YOU ARE.**







**WATCH MARKET:  
SATURATED WITH PRODUCTS**

**EVERYONE LOSES SMALL OBJECTS.**  
PRODUCT NEEDS TO LOCK TO APPAREL OR BODY.





## SKIN CONTACT: FOR DEVICE DATA COLLECTION

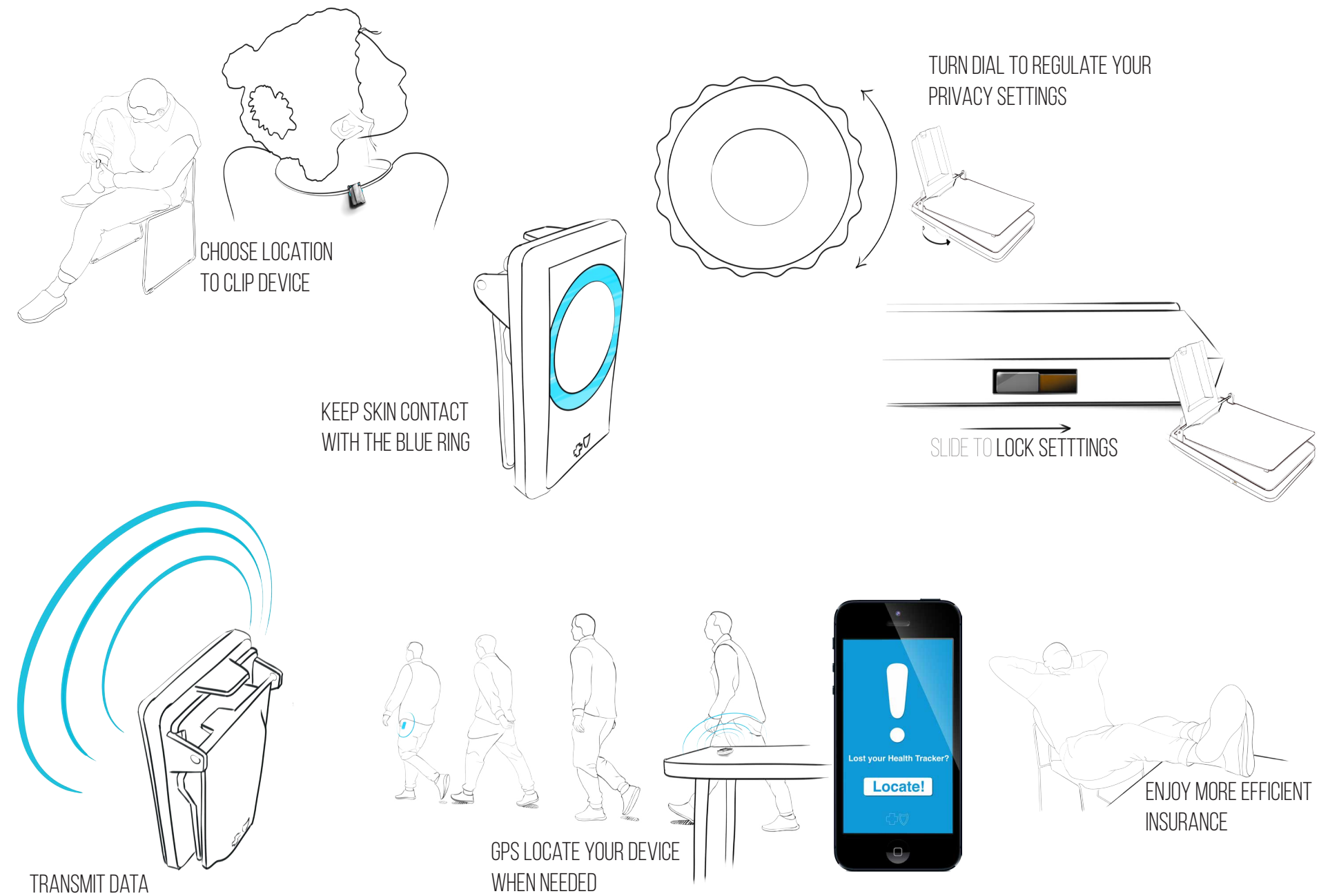
-  PHYSICAL ACTIVITY
-  VITAMIN D
-  TESTOSTERONE
-  FERTILITY
-  INFLAMMATION
-  INFLUENZA



**3D PRINTING:** FORM EXPLORATION  
WITHIN A BRAND WITHOUT ANY EXISTING PRODUCTS



## HOW IT WORKS:



## 3D PRINTING: WORKING HINGE COMPONENTS



