

Concept and design of a wearable solution for the PUMA Trac App

Thema:

Concept and design of a wearable solution for the PUMA Trac App

Art:

MA

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Status:

in Bearbeitung

Stichworte:

Innovation, Usability, User Experience, Wearables, Interaction Design

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Hintergrund

Sport has the power to transform and empower us. PUMA is one of the world's leading sports brands. With its innovation of the PUMATRAC app, PUMA took a big step into the digital mobile app industry. The app tracks your runs and workouts. You can choose between different workouts and trainers. Additionally, it examines your running stats, but it doesn't just track you, it helps you to figure out how to maximize your performance. It also promises that you enhance your performance and motivates you to get out of your comfort zone. Nowadays, smart wearable technology is getting more and more important. Smartwatches are the most popular type of wearable device (Dehghani, 2017). Specifically, smartwatches and smart wristbands are hyped through the information and communication technology industry. Wearable fitness trackers offer much promise for improving health and fitness practices. They enable the automated tracking of personal information and activities, such as sleep and physical activity. In the sports industry, more and more fitness trackers are used, such as the Fitbit, Nike+ FuelBand, Jawbone UP, Garmin, Runtastic and Striiv to support aspects of health and wellness, like sleep tracking and food diaries.

Zielsetzung der Arbeit

The primary objective of this master thesis is to create a conceptual design for a wearable solution for PUMATRAC App. Considering a human centered approach this thesis seeks for a easily accessible way to transfer the context of the App to a wearable solution. Besides the concept the requirements of the

users need to be elucidated.

Konkrete Aufgaben

- Benchmark analysis of existing fitness watch apps
- Survey about fitness watch apps
- Drafting of prototype watch app
- Evaluation of the prototype

Erwartete Vorkenntnisse

Keine

Weiterführende Quellen

Dehghani, M. (2018). Exploring the motivational factors on continuous usage intention of smartwatches among actual users. *Behaviour and Information Technology*, 37(2), 145–158.
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Puma Se. Performance on all levels. Retrieved October 16, 2018, from
<https://about.puma.com/en/this-is-puma> Rikke Dam (2018, August 22).

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