



NIKE

X

FISHER WALLACE

WEARABLE
TECHNOLOGY
IDEATION

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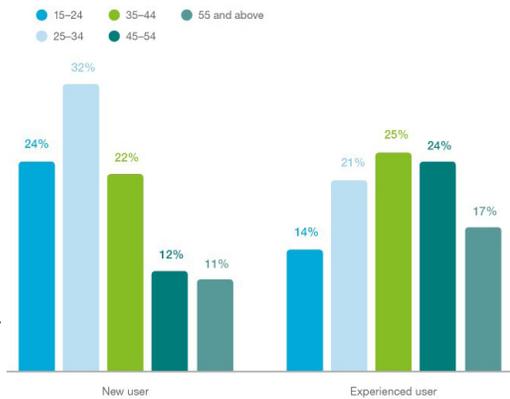
MARKET RESEARCH

The Current State of Wearable Technology

Before identifying trends, product need and a target consumer within a market, it is pivotal to understand the status quo of the market. In this case, gaining a thorough understanding and standing of wearable technology in its market was necessary.

Research shows that wearable technology ownership between 2015 and 2016 doubled, from 14% and 30% globally, and it is expected to grow exponentially in the coming years as more people are more knowledgeable and exposed to wearable technology. The ownership of wearable technology is widely within the ages of 15 to 24 (figure 1). Again, the age of owners is expected to expand in the next coming years. Interestingly, a large amount of new owners of wearable technology do not engage in any religious physical activities. However, for most existing owners, research shows that most wearable technology is worn while exercising or engaging in physical activity. The two other most common times wearable technology is worn after exercising, is when traveling or shopping.

Figure 1:
Experienced and new users of wearables by age group



Ericsson ConsumerLab, Wearable Technology and the Internet of Things, 2016

Base: Smartphone users owning wearables. Brazil, China, Korea, UK and the US

Unfulfilled Satisfaction of Wearable Technology

According to a study conducted by Ericsson, about 50% of owners of wearable technology abandon their devices in a matter of months and some in matter of weeks.

How to Sustain and Increase Wearable Tech Usage

We live in an age where information overload is now a reality. Consumers are beginning to understand the difference between information that is useful and information just for information sake's. Many consumers are being skeptical and cynical about the information their wearable technology gives them. Consumers want more than just information. They want information and a solution. A study done by PwC (Pricewaterhouse Coopers) about the potential of wearable technology noted an important and needed component of wearable technology. The study states, "For wearables to really be useful, they need to deliver data that's not just informative, but also prescriptive – giving consumers a clear understanding of action steps they need to take. To do this, wearable technology must be driven by human centered design, creating a simplified user experience and an easier means to achieving goals."

Market Opportunity

There is still a great deal of opportunity in the wearable technology market. However, when it comes to enthusiasm on the future of wearable tech - it is mixed. Of all the generations surveyed by a study done by Ericsson and PwC, millennials were the most enthused generation about the future of wearables and are seen as early adopters.

There is certainly a need for wearable technology that goes beyond just feeding its users information.

TREND IDENTITY [01]

Physical and Mental Health



Mental health and fitness as a lifestyle trend, and its influence on every aspect of global society is undeniable. We live in an age where one's currency is measured by his or her productivity. A fast paced lifestyle is one that has been adopted by most to not only survive but thrive in a time where productivity is highly valued. In recent years, people began realizing the consequences of living a fast paced lifestyle. One of these dominating consequences was the loss of a physical and mental health. As an effort to regain physical and mental health, consumers are investing in products and experiences that will add value and improve their overall mental and physical health. In recent years, consumers are becoming more concerned and open about mental health. We can witness the evidence of this trend in products in the market being the most successful. For example, in the apparel business, while luxury fashion seems to be rolling down a steep slope, athleisure apparel is at its ultimate high. This trend has also penetrated and influenced the trajectory of technology as a whole. Devices such as Fitbit and FisherWallace have been heralded for pioneering the wearable technology that enhances its wearer's' physical and mental health.

Recently, there has been a constant obsession with mental health and wellness; society is becoming more and more aware of what is going with their mental state and finding ways to cope.





DRIVERS

Our lives in recent times have become so fast paced and draining that there has been a decrease in one's physical and mental health. Time goes by so quickly that people find it hard to keep up with their day to day jobs and going to school, and ultimately leading to stress and anxiety. Anxiety has become a very common disorder that has been developed by many ranging from teenagers, to young adults and beyond. There is a demand for easily accessible technologies that help promote mental health and wellness, and more and more companies need.

LOCATION

There have been many studies which concluded that there is a correlation between urban environments and mental illness- growing up in urban areas can heighten mental health issues such as depression and anxiety. This can be caused by numerous factors such as the social environment as well as physical stressors like pollution and noise. Examining these studies supports the fact that more and more people are becoming more involved with physical fitness and ways to cope with mental health.

TREND IDENTITY [02]

Integration of technology in retail to create a seamless experience

It is undeniable that technology has been a dominant factor in our lives. For the retail industry, technology has revolutionized how consumers shop and will continue to do so. With the introduction of online shopping and the ease and time conservatory nature of it, consumers have adopted it as the ultimate way to shop. As a result, brick and mortar retail has suffered. Consumer need more incentive than just merchandise to visit brick and mortar locations. Retailers gained an understanding of how to make the shopping experience for the technology savvy consumer more meaningful. The leading way to do so, is through the integration of digital technology in retail spaces to create a seamless experience, connecting the physical world with the digital.



DRIVERS

There are many drivers and factors that lead to this trend. The most prominent being: the integration of online shopping, making it easy for consumers to shop. For brick and mortar spaces to be as successful as online, they need to offer the convenience and ease of online shopping, and the only way to do so is through the integration of digital technology in these spaces. Another driving factor of this trend is the consumer's need for an experience and a deficiency of time. Consumers are living a fast paced lifestyle that leaves little room for tasks such as shopping. For them to engage in any activity, it needs to add value in their lives, ergo, they now want retail spaces that give them an experience beyond their product offerings.



LOCATION

Like the first trend, the integration of technology in retail to create seamless experiences is also most prominent in the urban areas of developed countries. This is because these areas are much more tech savvy and technologically advanced than their rural counterparts, forever evolving with time to adjust to their fast paced consumers. Consumers in urban areas demand more innovation and are attracted to companies that provide it.



TYOLOGY AND CONSUMER GROUP



Ages 14 to 40: gen x, gen y, millennials, post-millennials (gen z)

Early adopters of technology

Live in urban areas

Have demanding lifestyles (careers and school)

Female and Male

Social generation—socialize while consuming

They love cooperation and collaboration

Looking for an experience in whatever they do

They love travel no matter how far or near they go

Civic Centered - Support causes such as women empowerment, human equality (BLM), freedom of speech etc.

Brand loyal

Diverse

ASPIRATIONAL TOUCHPOINTS

To gain a better understanding of our customer profile, it is pivotal to understand and investigate the type of products they already buy and aspire to buy in the future. This target market loves products that offer them a sense of convenience and multi-functionality as a result of their already fast paced lifestyle. They also prefer products that are minimal in aesthetic. In addition to minimalism, they love products that show a sense of progression into the future. Quality and durability is also an important factor for this target consumer. Because they are such a distinctive group, they enjoy products that speak to their various personalities and that can be customized even if it's merely mass customization.



BRAND/PRODUCT OPPORTUNITIES

After thorough exploration of the wearable tech market, trends, trend drivers, target market, trend location and aspirational touchpoints: we came to the proposal of two products that will impeccably address market needs and trend needs identified.

Product Opportunity 01: Stimulator Jacket

From our first identified trend, we proposed a wearable technology opportunity for a jacket, accompanied with an app, that can be used to relieve stress and anxiety. The garment will be created through a collaboration with Nike and Fisher Wallace and will have the same functionality of the Fisher Wallace Stimulator device, which is used to reduce stress, depression and anxiety by transmitting dopamine and serotonin into the body. The technology will be integrated into the fabric on the jacket's collar, which will have sensors that are able to monitor the wearer's heart rate, blood pressure, cortisol (stress hormone), and body temperature. The smart fabric will use this information to determine if the user is under stress. If and when the garment detects high levels of any of the three stress indicators, it will send a notification through the app to request permission to transmit dopamine and serotonin to relieve stress and anxiety. The user can indicate levels of dopamine and serotonin to be transmitted to the body through minor electric charge. After, the user will have to make sure that the collar is touching each collar. The user does not have to be under duress to use the jacket. The jacket can be used daily to help reduce depression, stress and anxiety in the long run. The jacket can help keep track of the user's general mental health and can offer helpful information to doctors or therapists that the user consults with.

This product meets the trend identity identified and the corresponding trend driver. The need and trend towards improved mental health is evident. With the fast paced lifestyles we have adopted, taking care of your mental health can seem as impossible as sucking blood out of a stone. Taking a step towards improving the moment or improving your mental health is a jacket and an app away.

Product Opportunity 02: Measuring Garment

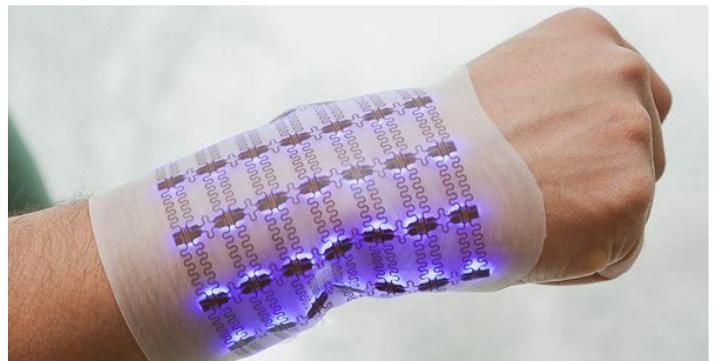
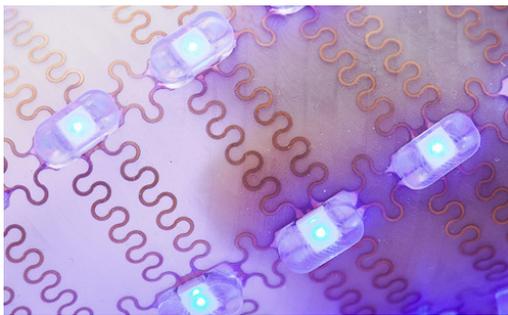
Everything these days is becoming digital and more accessible online, consumers crave experience. In recent times there has been a decline in sales for brick and mortar stores, mainly due to an increase in online sales. There needs to be more products or services created to create a balance between the two. Our second proposed technology is a garment, linked to an app on a smartphone, conforms to the body providing measurements for all areas of the body. Once measurements are provided, the results are analyzed, providing information on what particular size that person is, and providing options for different retail stores because many retail store sizes are not all the same. The app will also show a map of nearby stores, currently carrying the individual's size in a particular item leading the individual directly to the store. This concept will help pull more people towards brick and mortar stores, guiding them with every step.

FINAL BRAND/PRODUCT CONCEPT

The Stimulus Jacket

The technology used to create our wearable tech jacket is essential to ensure that it fulfills its functions. There is not a fabric in the market that fulfills the functions of our product. However, technology already exists to create fabric to perform the functionalities of the jacket. The fabric will have integrated sensors modalities and heterogeneous sensors that monitor, detect and process different vital signs such as heart rate, blood pressure, cortisol levels. Through the use of ECG (Electrocardiogram), a signal processor chip which is water resistant and flexible, information is processed and sent via bluetooth to the users mobile app. When prompted to transmit dopamine and serotonin into the bloodstream, the fabric will use a stretchable electronic system to transmit patent waveforms of dopamine and serotonin into the body through the collar.

Although, this fabric with the combination of technologies listed above does not exist, it is a feasible idea to produce to create our suggested jacket. Again, improving the daily lives of overly stressed and anxious individuals is just a jacket and app away.



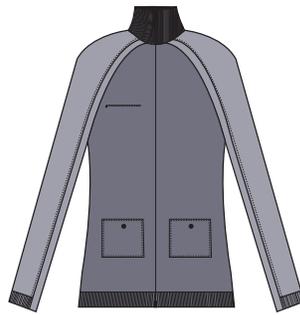
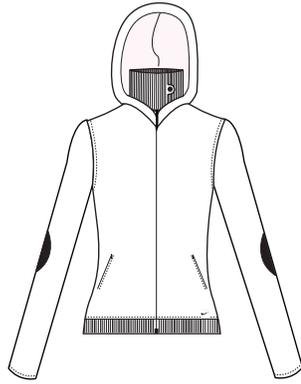
CONCEPT MOOD BOARD



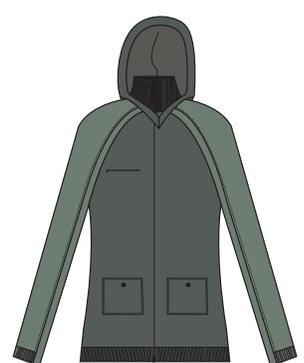
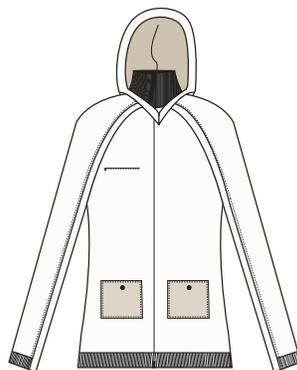
DESIGN CONCEPT



women's



men's



LAUNCHING THE PRODUCT

Strategy

The Stimulus Jacket will be launched using cross-media marketing. Since the jacket concept is to solve medical issues, brochures should be provided to doctor's offices so they can suggest the product to patients that struggle with anxiety and stress. Also, since the collaboration would be with such an infamous brand, there will be ad campaigns in publications, TV commercials, and marketing through Nike's social media platforms.

Time

Since the technology needed to produce the Stimulus Jacket already exists, it should be available to consumers by November, 2019. This would give Nike and Fisher Wallace two and a half years to perfect the garment in order to achieve customer satisfaction. It is also a great time of year to run an initial product promotion for the holidays.



choose to be
UNSTOPPABLE

#stimulus



NIKE x Fisher Wallace

RESOURCES

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