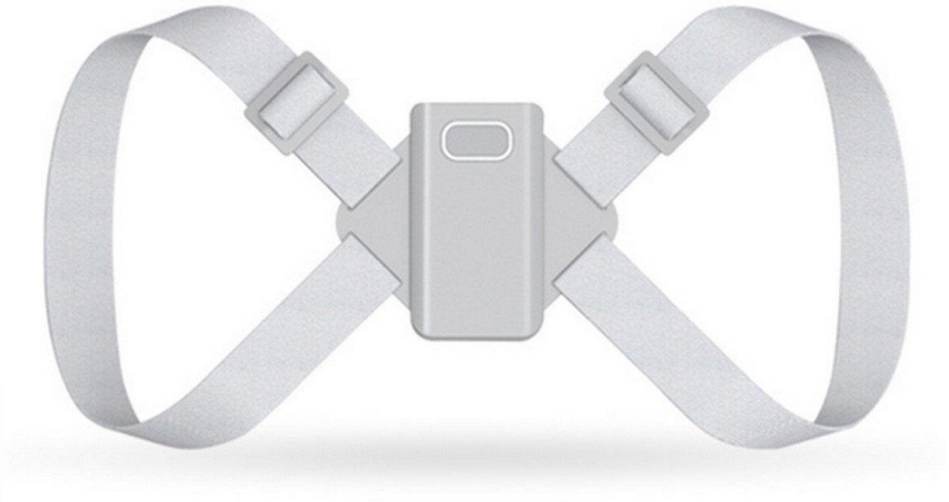
Non GUI

SitRight Back Brace



Introduction

Storyboard

Elevator Pitch

Do you sit at a desk all day leaning in to the computer, staring down at your keyboard, or slumped in your chair? These are all examples of poor posture. SitRight can be particularly beneficial for individuals looking to improve posture and relieve back, neck, and shoulder pain. It provides real-time reminders and recommends exercises to improve posture. If you're looking to maintain optimal spinal health, this product will be right for you.

Characteristics

Customizable
Vibrating Reminders

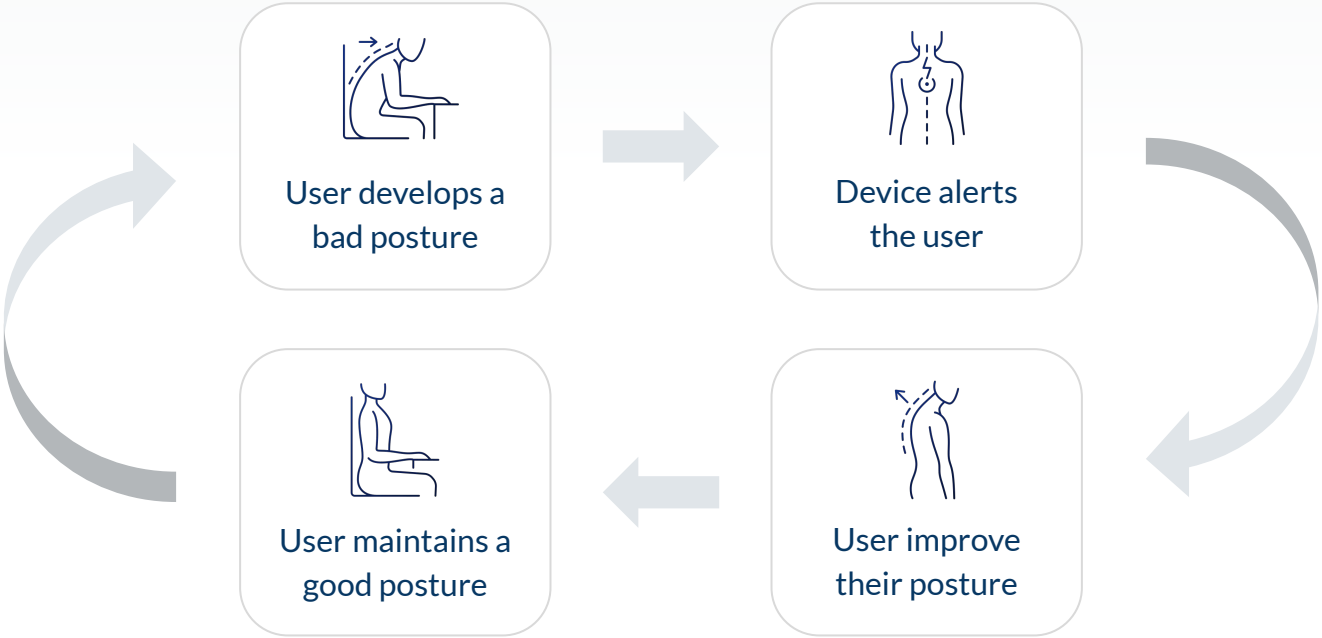
Comfortable and
Breathable

Compact and
Lightweight

Large Battery Life

Adjustable Strap

How it works?


User develops a bad posture
Device alerts the user
User improve their posture
User maintains a good posture

Introduction

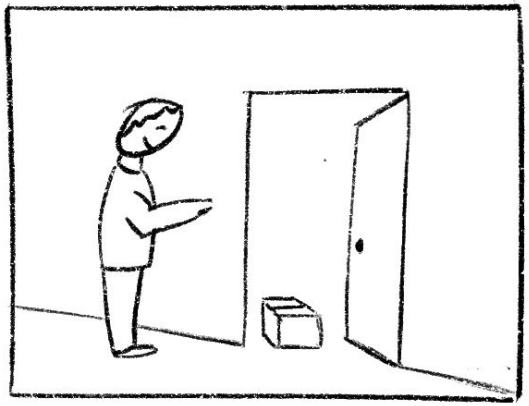
Storyboard

Risky Assumptions

01

Jim decides to buy the wearable device after seeing the positive results from the mobile app

02

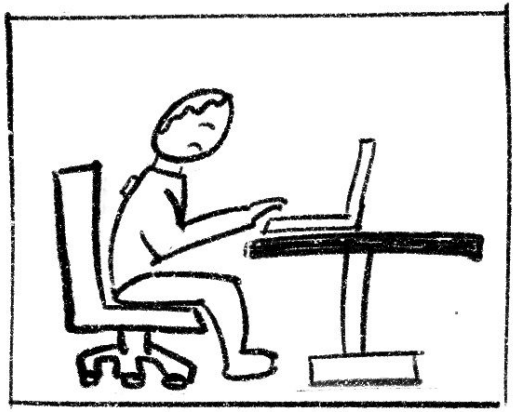


The wearable device is delivered right to his door

03

Jim puts on the device and begins to use it

04



While working on his laptop, Jim adopts an unhealthy posture

05

Trigger

The device detects Jim's poor posture and vibrates to alert him

06

Action

As Jim corrects his posture, the device turns off the alert and plays an encouraging tone

07

Jim returns to work with a healthy posture

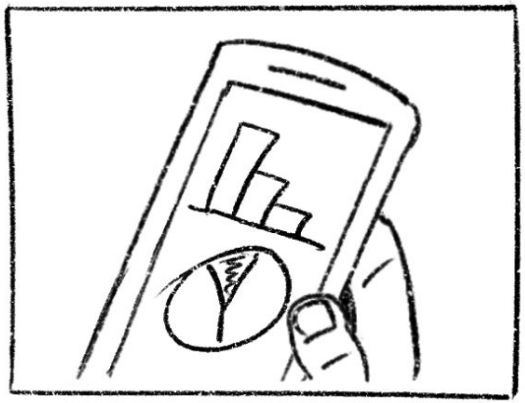
08

Variable Reward

Jim receives rewards over the app for maintaining a healthy posture

09

Investment



Jim can track his progress over time and get tips on improving his posture permanently

Storyboard

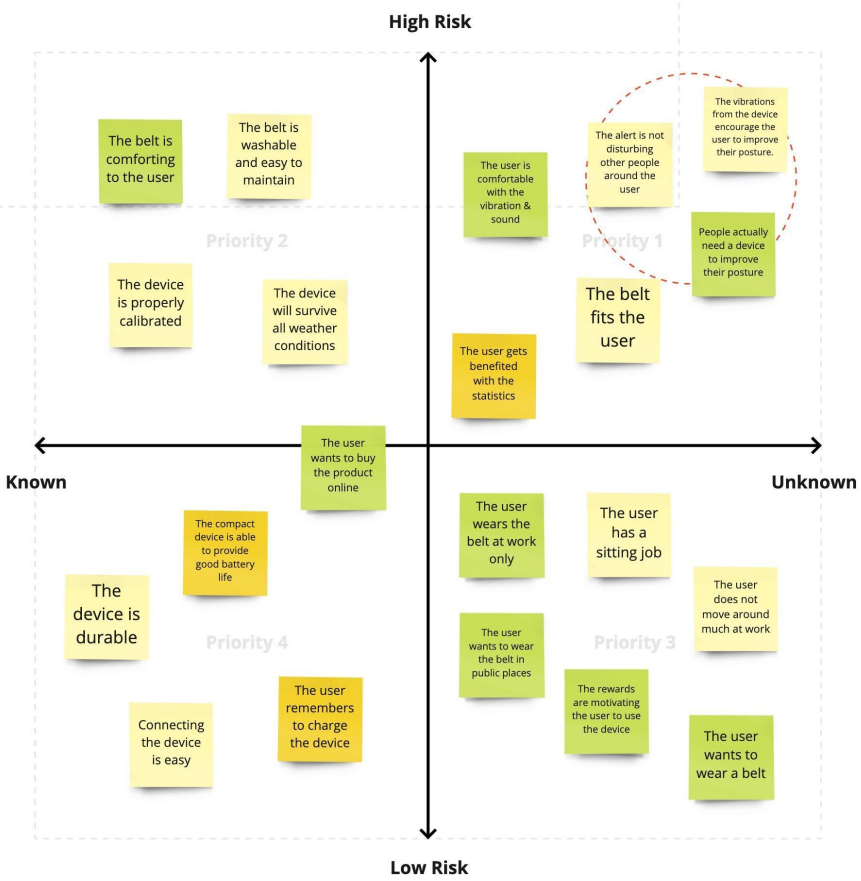
Risky Assumptions

Pretotyping Study

Risky Assumptions

Diagram

Summary



Desirability

Feasibility

Viability

Risky Assumptions

Diagram

Summary

➔ The vibrations from the device encourage the user to improve their posture.

Statement: At least 80% of people sense the alert and instantly improve their posture

Experiment: I'll use the Mechanical Turk approach to test this theory. I'll strap a phone to the subjects' backs and activate the alert manually.

➔ People actually need a device to improve their posture

Statement: At least 20% of people will be interested in a product that help them to improve their posture

Experiment: To test this theory, I'll use the Fake Front Door approach. I'll make an Instagram account and a landing page to test the Initial Level of Interest of the product

Risky Assumptions

Pretotyping Study

Mechanical Turk: Feasibility

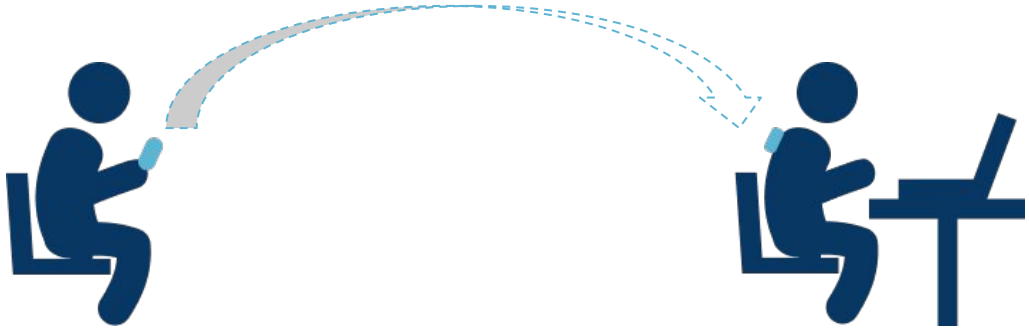
Experiment

Recruitment

Results

Feedback

1. The actual device has been replaced in this scenario by a small light weight mobile phone that will be strapped to the participant's back.
2. When the participant attains a bad posture, I'll use my phone to send an alert to the other phone, prompting the participant to correct their posture.



Mechanical Turk: Feasibility

Experiment

Recruitment

Results

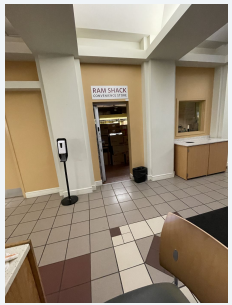
Feedback

Participant 1

Role:
Receptionist

Nature of work:
Working on a laptop, moving around the workplace

Environment:
Noisy

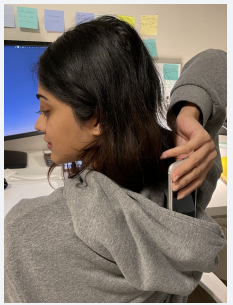


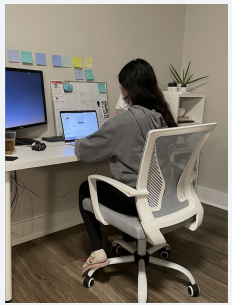
Participant 2

Role:
Copywriter (WFH)

Nature of work:
Working on a laptop, writing notes

Environment:
Quiet





Mechanical Turk: Feasibility

Experiment

Recruitment

Results

Feedback

Participant 1

Role:
Receptionist

Nature of work:
Working on a laptop, moving around the workplace

Environment:
Noisy

Results

Duration:
1 hour

Average frequency:
9 mins

Response to alerts:
86%

Participant 2

Role:
Copywriter (WFH)

Nature of work:
Working on a laptop, writing notes

Environment:
Quiet

Results

Duration:
1 hour 30 min

Average frequency:
6 mins

Response to alerts:
94%

Mechanical Turk: Feasibility

Experiment

Recruitment

Results

Feedback

Feedback

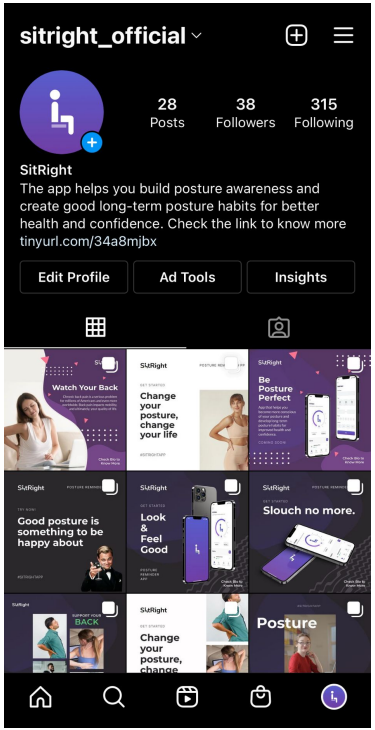
1. After a while, the **alert tone** can become bothersome. The vibration alert would be sufficient to encourage the user to correct the posture.
2. Wearing **the brace** could be a hassle. The device could most likely attach itself to the user's clothing or garment.
3. There may be movements in the workplace that cause the user to shift their posture on a regular basis. Allow the user to choose the **alert delay**.

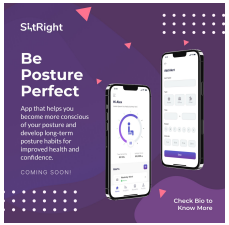
Fake Front Door: Desirability

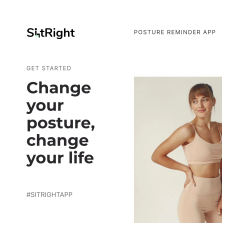
Instagram Page

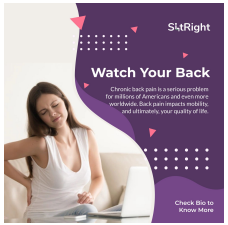
Landing Page

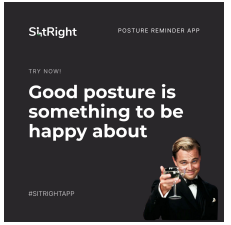
Results

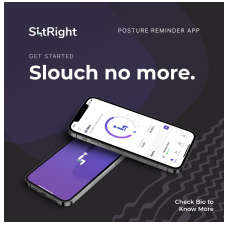


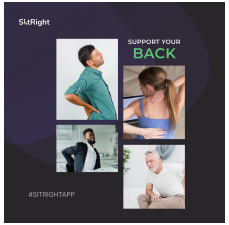


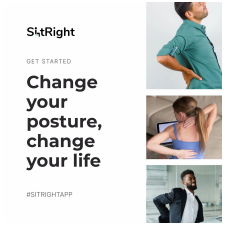










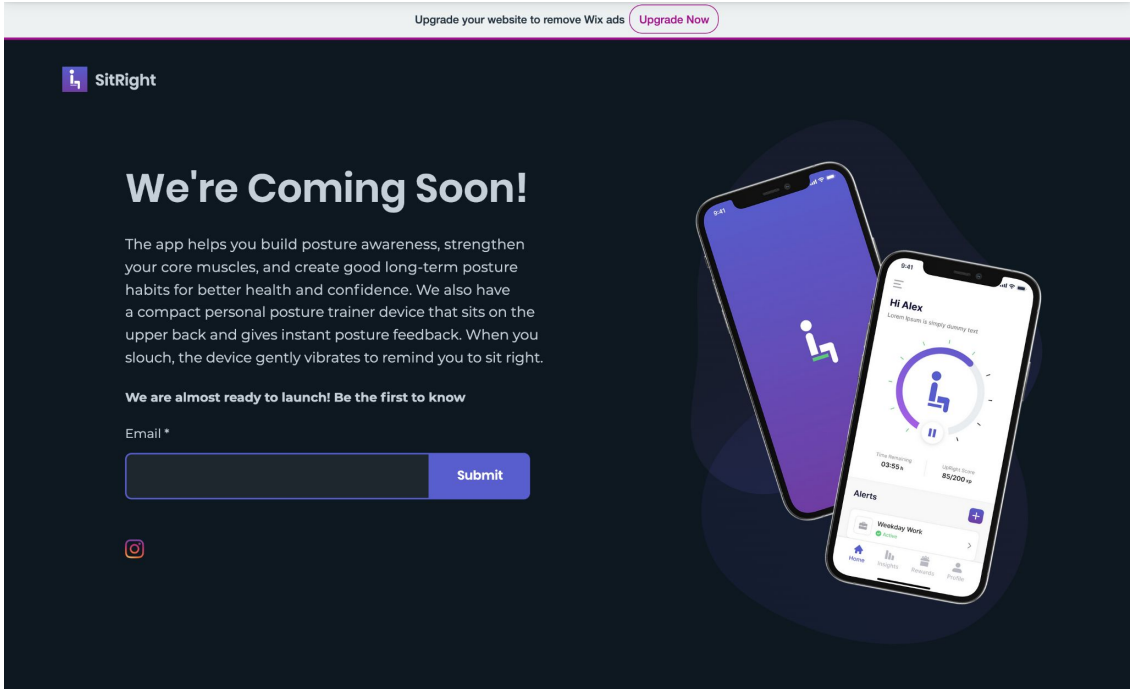


Fake Front Door: Desirability

Instagram Page

Landing Page

Results



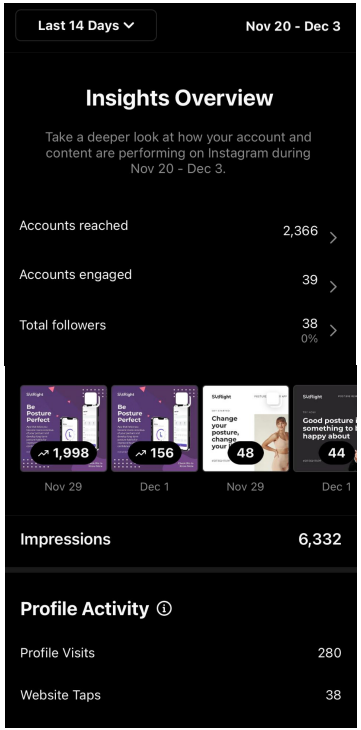
[Visit Page]

Fake Front Door: Desirability

Instagram Page

Landing Page

Results



Impressions: 6,322

Accounts Reached: 2,366

Profile Visits: 280

1 out of every 8 people who saw the Instagram post visited the profile. (12.5%)

Profile Visits: 280

Website Taps: 38

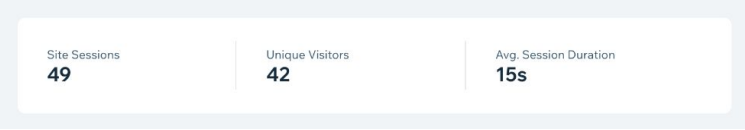
1 out of every 7 people who checked the Instagram profile visited the website. (14.2%)

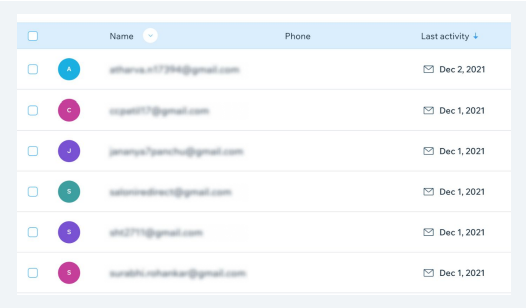
Fake Front Door: Desirability

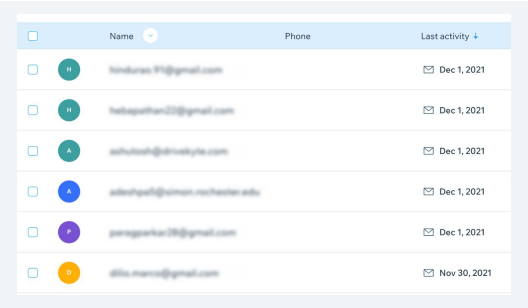
Instagram Page

Landing Page

Results







Website Taps: 42

Subscriptions: 12

1 out of every 4 people who checked the website landing page expressed their interest in the product. (25%)

Thank You!