 

A Minor Project Report

On

**AI SMARTWATCH WITH BLUETOOTH**

Under the guidance of

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### CHAPTER-1

**INTRODUCTION**

# INTRODUCTION

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# PROBLEM STATEMENT:

Redesigning a SMARTWATCH WITH BLUETOOTH involve a multidisciplinary research design or methodology that considers various aspects such as user design, technical significance, sustainability, and user experience.

### **OBJECTIVES:**

Redesigning the smart watch with Bluetooth connection using the 5 stages of design thinking offers a structured and iterative approach to creating a new vision for this smart appliance. Design thinking is a human-centered problem-solving approach that focuses on understanding user needs, generating creative ideas, and testing and refining solutions. Let's explore how these five stages can be applied to redesign the our smart watch product

**Empathize**: The first stage of design thinking involves understanding the current user experience and empathizing with their needs and desires. In the case of our product , this could involve conducting interviews, surveys, **and** observations to gather insights from users, local communities and experts. By empathizing with different users, designers can uncover pain points.

**Define:** In this stage, designers synthesize the information gathered in the empathize stage to define the core challenges and opportunities for redesigning the smart watch with Bluetooth. This involves framing a clear problem statement and identifying the key goals and objectives of the redesign. For example, the challenge could be to enhance user experience, improve accessibility, preserve the previous significance, or promote sustainable practices.

**Ideate**: During the ideation stage, designers generate a wide range of creative ideas and concepts to address the defined challenges. They can employ techniques such as brainstorming, mind mapping, and sketching to explore different possibilities. The goal is to encourage divergent thinking and come up with innovative solutions that meet the identified needs and align with the desired outcomes.

**Prototype:** In this stage, designers transform their ideas into tangible prototypes or representations of the redesigned smart watch with modern application. Prototypes can range from physical models and virtual simulations to conceptual designs and interactive experiences. By creating prototypes, designers can test and validate their ideas, gather feedback from users, and refine their concepts iteratively. This helps in identifying strengths, weaknesses, and potential improvements before moving forward.

**Test:** The final stage of design thinking involves testing the prototypes and gathering feedback to evaluate their effectiveness and feasibility. Designers can organize user testing sessions, conduct surveys, and engage with users to assess the redesign of smart watch and gather valuable insights. This feedback loop allows for further iteration and refinement of the design, ensuring that it meets the needs of the users and achieves the desired goals. The purpose of this smart watch is to make people with the all types of ages can use their smart watch with Bluetooth. Speaker in need to avoid noise pollution while they listening to music with previous model . we improvised our smart watch with Bluetooth speaker in order to avoid the noise pollution while using.

### CHAPTER-2

**EXISTING & PROPOSED SYSTEM**

**EXISTING SYSTEM:**

These are the existing system in the design structure of SMARTWATCH WITH BLUETOOTH:

**Visitor Management**: There are several existing systems for smartwatches, each with its own features and capabilities. Some of the most popular systems include:

Apple Watch OS: This is the operating system used by Apple's popular Apple Watch. Watch OS includes a variety of health and fitness feature es, as well as integration with other Apple products and services.

**Preservation and Restoration:** Wear OS by Google: This operating system is used by a variety of smartwatches, including those made by companies like Fossil and Mobvoi. Wear OS includes Google Assistant integration, fitness tracking, and access to a variety of apps.

**PROPOSED SYSTEM:**

This the proposed system based on our ideology:

1. **AI SMARTWATCH WITH BLUETOOTH**

The AI SMARTWATCH with bluetooth with traditional attire combines the power of artificial intelligence and computer vision to create an interactive and engaging bluetooth experience Connectivity: The smartwatch should have the ability to connect to a smartphone, Wi-Fi, and GPS to enable features like location tracking and app synchronization.

Sensors: A smartwatch may come with various sensors such as heart rate sensors, accelerometers, and gyroscopes that can track the wearer's fitness and other health metrics . including that we are adding to it to make the connectivity with headset via Bluetooth connection

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**LITERATURE SURVEY**

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### CHAPTER-3

**METHODOLOGY**

1. **AI smartwatch with Bluetooth:**

Persona Definition:

We defined the persona of Emily Rodriguez based on demographic information, behavior, and preferences. Emily is a 28-year-old fashion enthusiast who values convenience, quality, and personalized recommendations. She frequently shops online for trendy clothing, accessories, and beauty products, and expects a seamless and enjoyable shopping experience

**Customer Journey Mapping:**

We identified the key touchpoints and stages of Emily's interaction with the e-commerce website. The customer journey map consisted of the following stages:

a. Awareness: Emily discovers the website through social media, online advertisements, or recommendations.

b. Browsing and Product Selection: Emily explores the website, browses different product categories, and looks for specific items.

c. Product Details and Reviews: Emily investigates product details, reads customer reviews, and considers factors like pricing, quality, and sizing.

d. Cart and Checkout Process: Emily adds selected items to her cart and proceeds to the checkout process, including entering shipping and payment information.

e. Post-Purchase Communication: Emily receives order confirmation and shipping updates through email or notifications.

f. Product Delivery and Unboxing: Emily receives the package and experiences the excitement of unboxing.

g. Customer Support and Returns/Exchanges: Emily seeks assistance or initiates returns/exchanges if necessary.

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Data Collection:

To validate and enrich the customer journey map, we collected data through user interviews, surveys, and analytics. We conducted interviews with Emily and other users who fit the persona to gain insights into their experiences, pain points, and suggestions for improvement. We also analyzed website analytics to identify patterns and trends in user behavior.

Pain Points and Opportunities:

Based on the customer journey map and data analysis, we identified several pain points and opportunities for improvement in Emily's experience. These included:

a. Complex navigation and difficulty in finding desired products.

b. Limited product information, inadequate visuals, and lack of customer reviews.

c. Lengthy or confusing checkout process, leading to cart abandonment.

ProposedSolutions**:**

To address the identified pain points and opportunities, we brainstormed potential solutions aligned with Emily's preferences and expectations. The proposed solutions included:

a. Website redesign with intuitive navigation and enhanced search functionality.

b. Improved product descriptions, high-quality visuals, and customer reviews.

c. Streamlined and simplified checkout process with guest checkout option and saved payment information.

d. Personalized post-purchase communication and order tracking updates.

e. Clear return/exchange policies and improved customer support channels.

Implementation and Testing:

We developed prototypes and mockups of the proposed solutions and conducted user testing with Emily and other users to gather feedback. Through iterative testing and refinement, we ensured that the proposed improvements addressed the pain points and enhanced the overall experience.

### CHAPTER-4

**RESULT & ANALYSIS**

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Connectivity: The smartwatch should have the ability to connect to a smartphone, Wi-Fi, and GPS to enable features like location tracking and app synchronization.

Sensors: A smartwatch may come with various sensors such as heart rate sensors, accelerometers, and gyroscopes that can track the wearer's fitness and other health metrics. including that we are adding to it to make the connectivity with headset via Bluetooth connection

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### CHAPTER-5

**CONCLUSION**

By creating a customer journey map for the persona of Emily Rodriguez and identifying areas for improvement, this project provided valuable insights to

enhance the customer experience on the e-commerce website. The proposed solutions aimed to streamline the journey, improve user satisfaction, and drive business growth. The project serves as a foundation for ongoing efforts to continually optimize and refine the customer experience.

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### CHAPTER-6

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**REFERENCES**

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