



WHO NEEDS CRUNCH?

Extreme outdoor athletes who like to engage in their sport alone **need access to** safety information that does not obstruct their time in nature **in order to** feel confident and relaxed while focused on their sport.

“Finding the bolts along the route is the

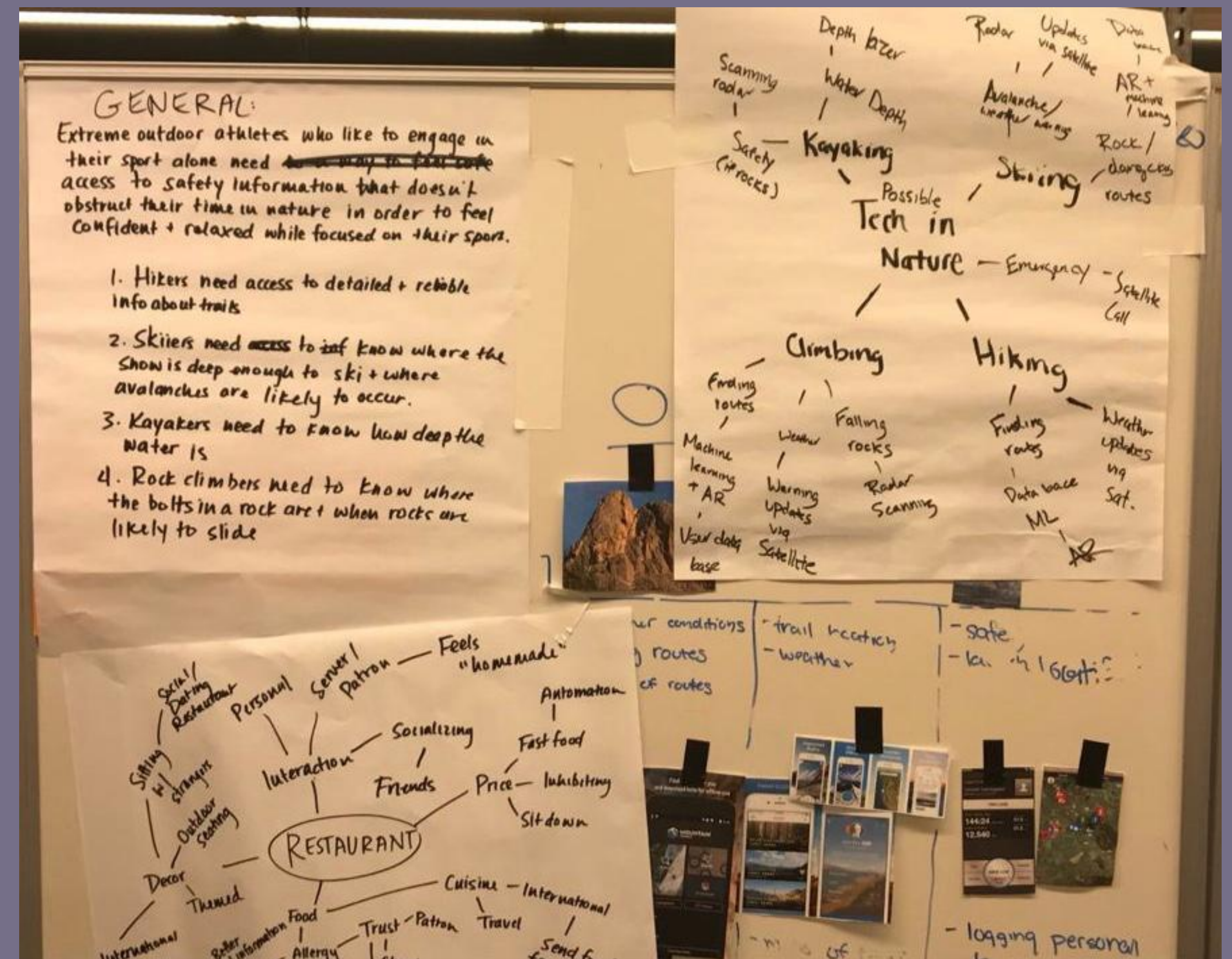
biggest difficulty

with climbing. The information is out there but poorly organized.”

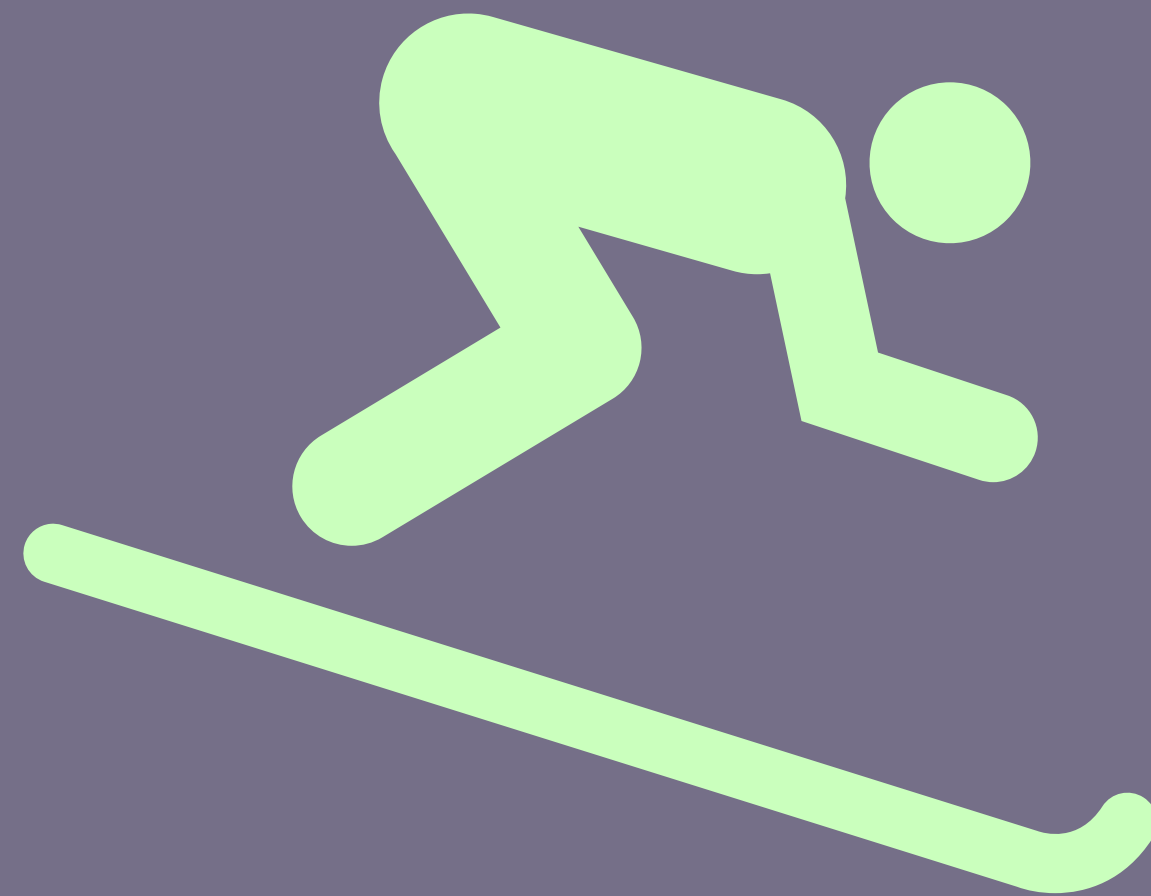




PROCESS



USERS






crunch
see the world in front of your eyes



HEIGHT : 45.3 ft
WIND SP : 10.2 mph



12:45 pm



DIST : 4.56 mi
TEMP : 78.2 °F



Coastal Tr.



3.4 mi

Pine Tr.



6.7 mi

Riverside Tr



2.2 mi

9:27 am

N



SPEED: 7.4 mph
DIST: 1.4 mi



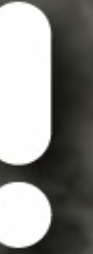
1:45 am

AVALANCHE WARNING

SPEED: 25.3 mph
DIST: 0.7 mi



N



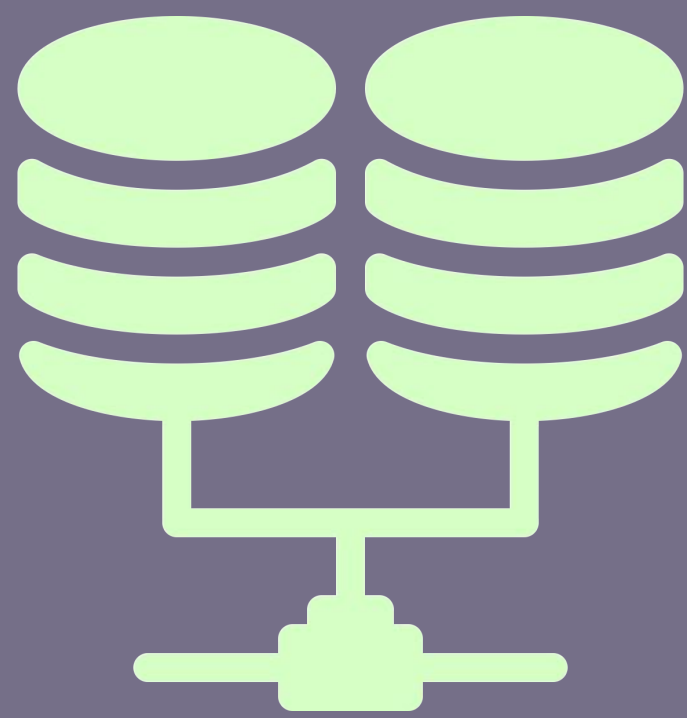
EXIT



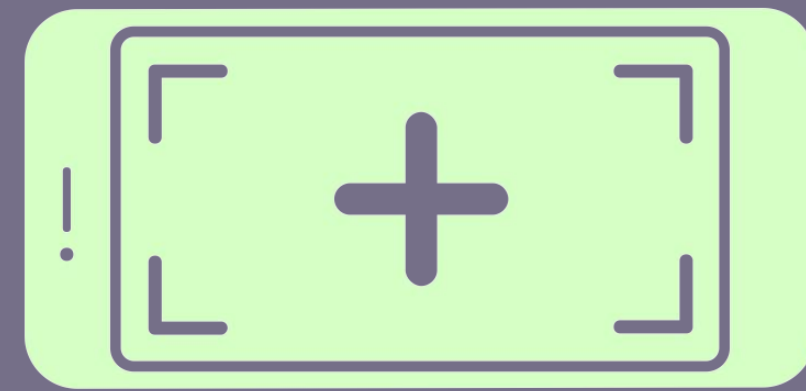
2:34 pm

TECHNOLOGY

DATABASE



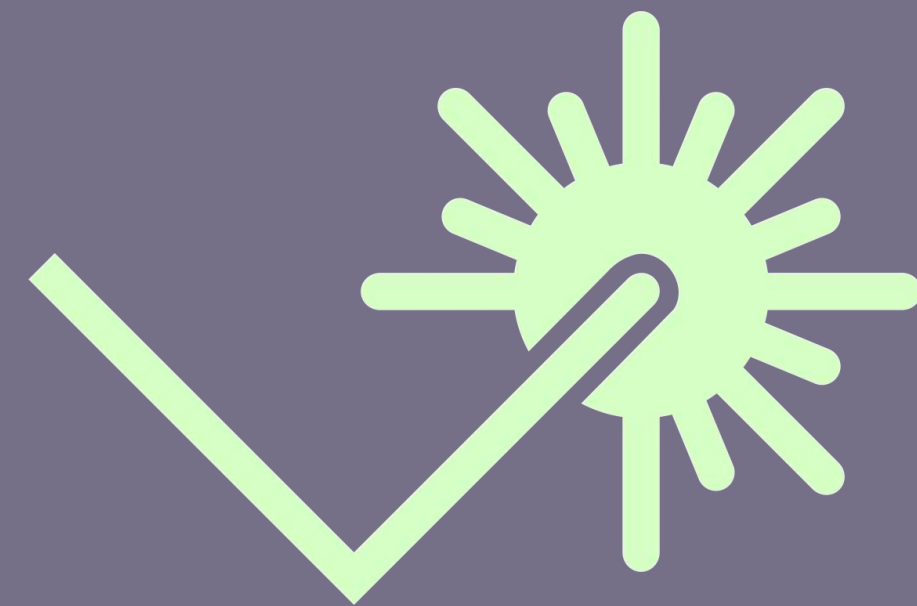
AR



RADAR



DEPTH



TECHNOLOGY



FULFILLING NEEDS

- Identifies user location
- Provides information about environment
- Gives safety warnings

“This product looks
sick.

When can I buy it?”

IMPROVEMENTS

- More models and styles (ski or swim goggles)
- Solar rechargeable batteries
- More secure on head

NEXT STEPS

- Add compatibility for additional sports
- Display information instantaneously
- Increase durability
- User testing

