



orbit

Aron Park

Chufan Huang

Shixun Chen

Wenyuan Xu

Go out.
Meet friends.
Explore LA.



Mission

To promote casual physical activities among teenagers and strive to leverage their well-being and establish healthy social connections.

Problem

More than **80%** of the world’s adolescent population is insufficiently physically active.

Positioning Statement

Orbit is representing its presence to teenagers who highly value cohesive social interactions among peers and community, and desire to be in a healthy body and mind for its structured extracurricular activities and informative guidance. Orbit is about to take endeavor of defining customer desired programs and product to provide them a beneficial health improvement.

By adopting indoor sports gaming experience, structured curriculum for outdoor exploration of LA and promising personal wirtbands, Orbit will bring effective practices that assure to deliver enhanced healthy living as well as social inclusivity to our audience.



Design Criteria



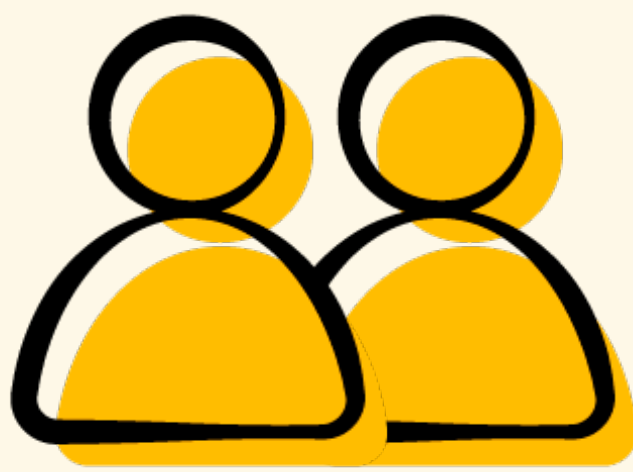
Approachable

Orbit tracks health data that inform users about their performance and wellbeing.



Explorable

Orbit provides curated information on events for users to explore various activities and discover LA.



Sharing

Orbit allows users to do physical activities with their peers together, and share it on the social network.

Observation



Insights

- The lack of motivation and feeling lazy are major reasons why teenagers don't participate in physical activities.
- Teenagers always do activities in group. They do everything together and don't want to be alone as they start to build their social interactions.
- Teenagers think doing physical activities in a team allows them to encourage and motivate each other.
- Many of inactive teenagers who are not interested in competitive sports are still willing to do leisure activities, especially the ones that are entertaining.
- There are several youth programs provided at recreation centers, but those usually require professional knowledge and skills to participate, which is also why not a great number of teens go there.

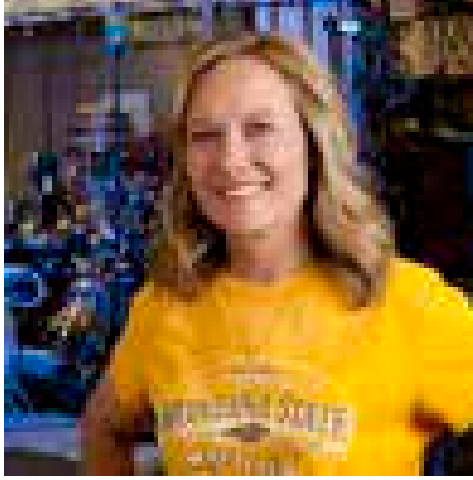
Locations: Venice Beach, Echo Park Recreation Center, Discovery Cube Los Angeles, Ross Snyder Recreation Center, Fremont Park.

User Research

Experts



Hannah Romias
High School Teacher



Susan Flentie
Coach of Junior High

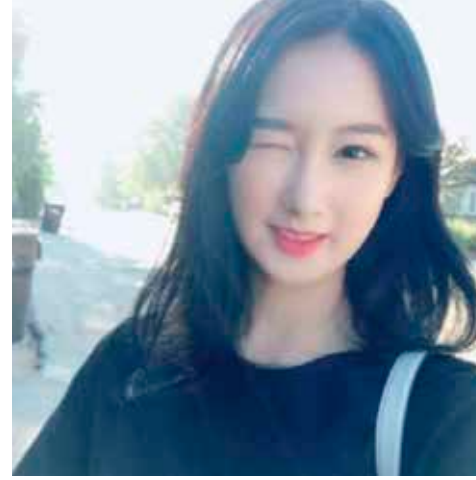
Teens



Jiaqi Yu
Age: 15



Sisi Chen
Age: 17



Elyse Choi
Age: 19



Tora Li
Age: 18



Yumeng Jiang
Age: 18

Insights

Painpoints

Teenagers are strongly influenced by pop culture and the majority of them use social media to share the highlights of their lives.

Motivation

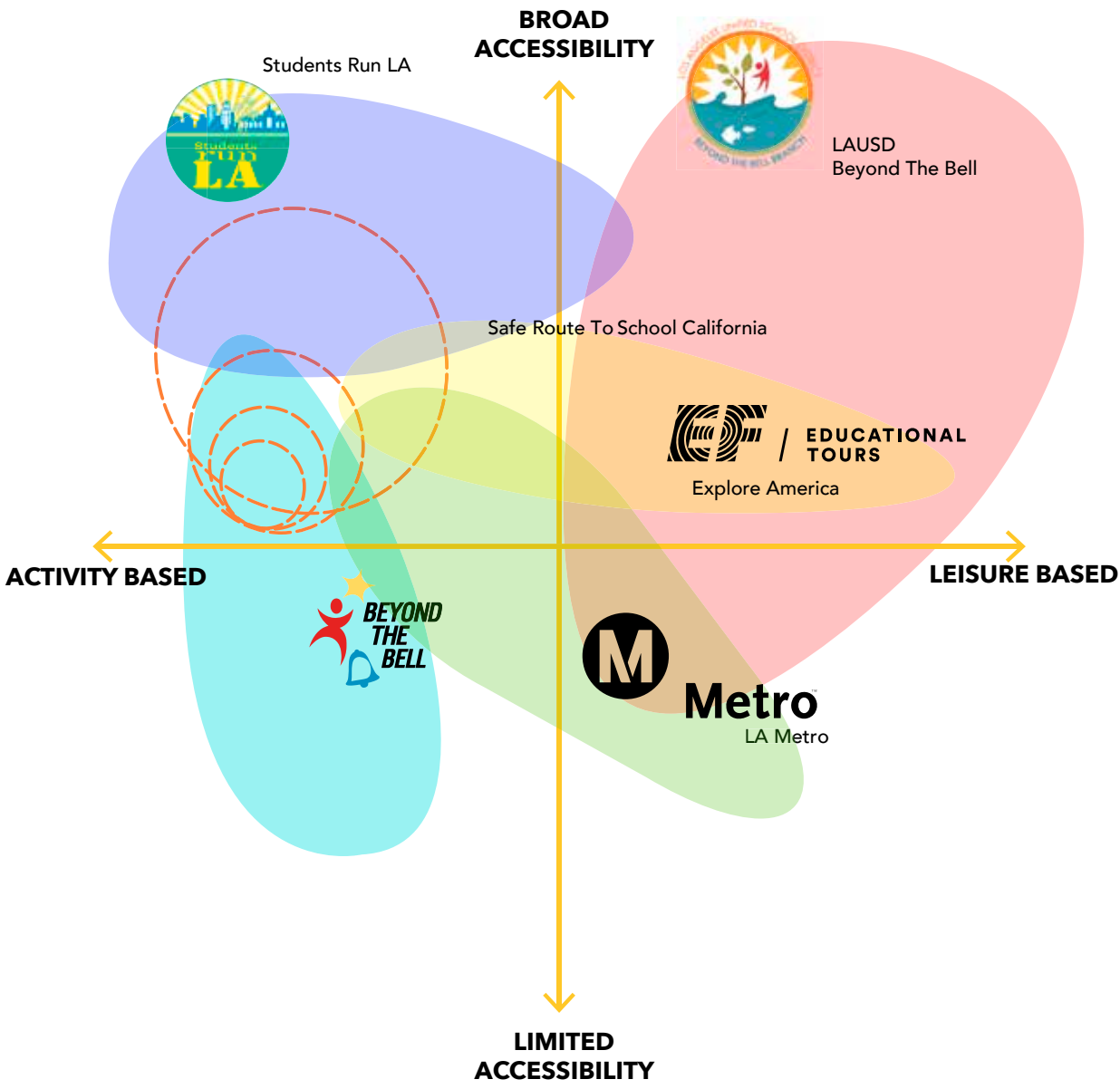
Teenagers are strongly influenced by pop culture and the majority of them use social media to share the highlights of their lives.

Needs

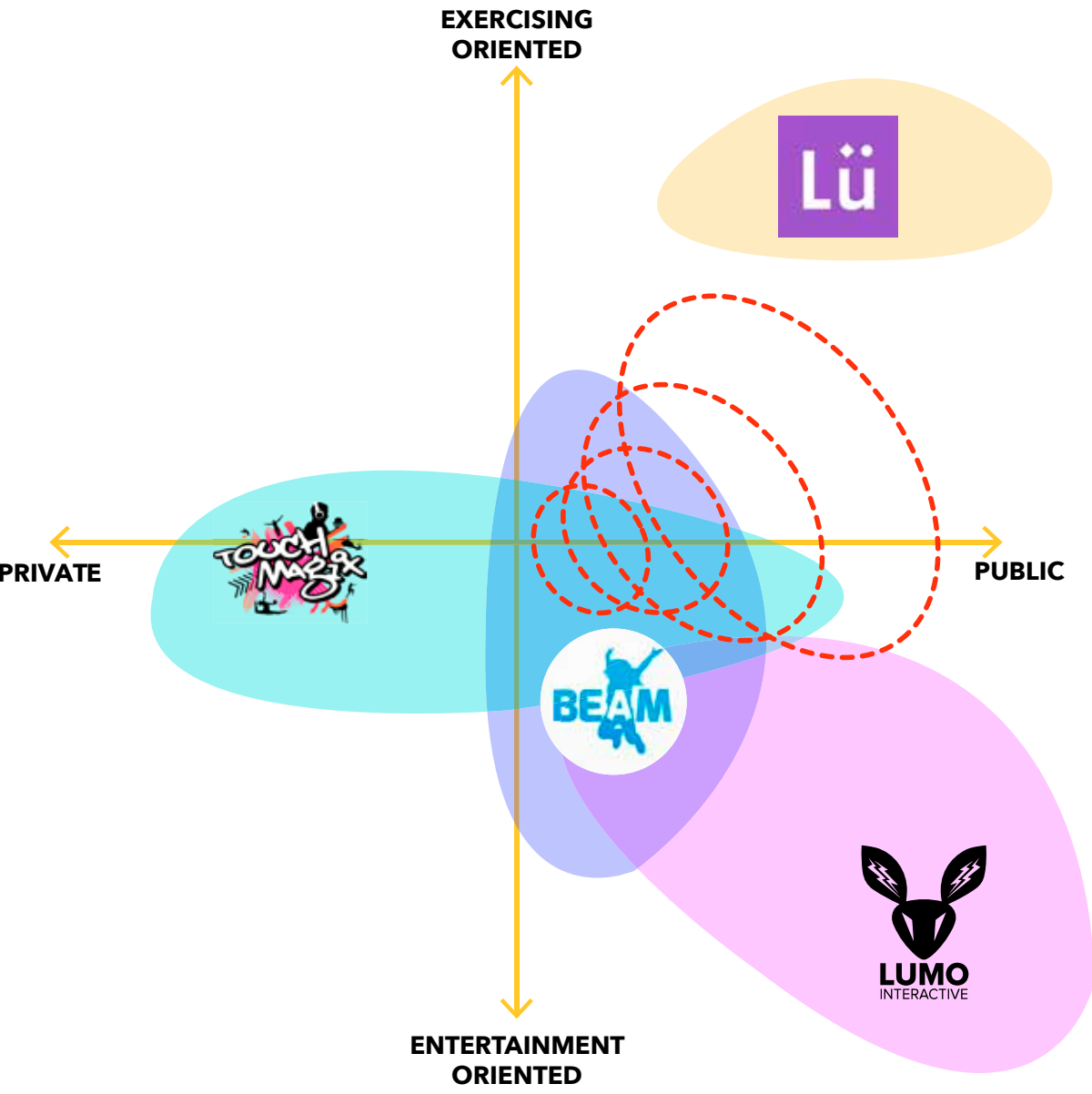
Teenagers want to learn their health and well-being as they start to care about their appearances and performances.

Positioning Matrices

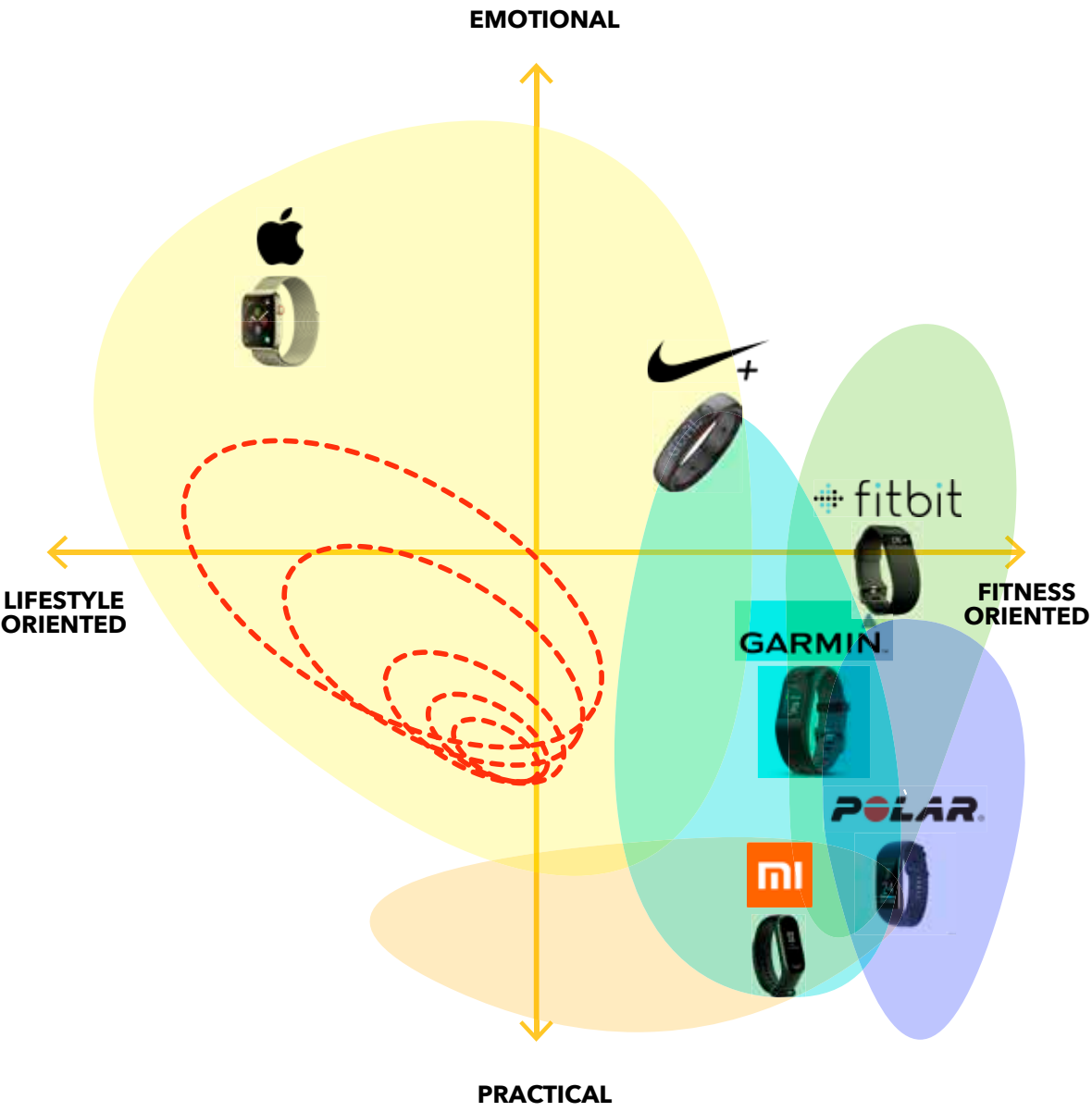
System



Event



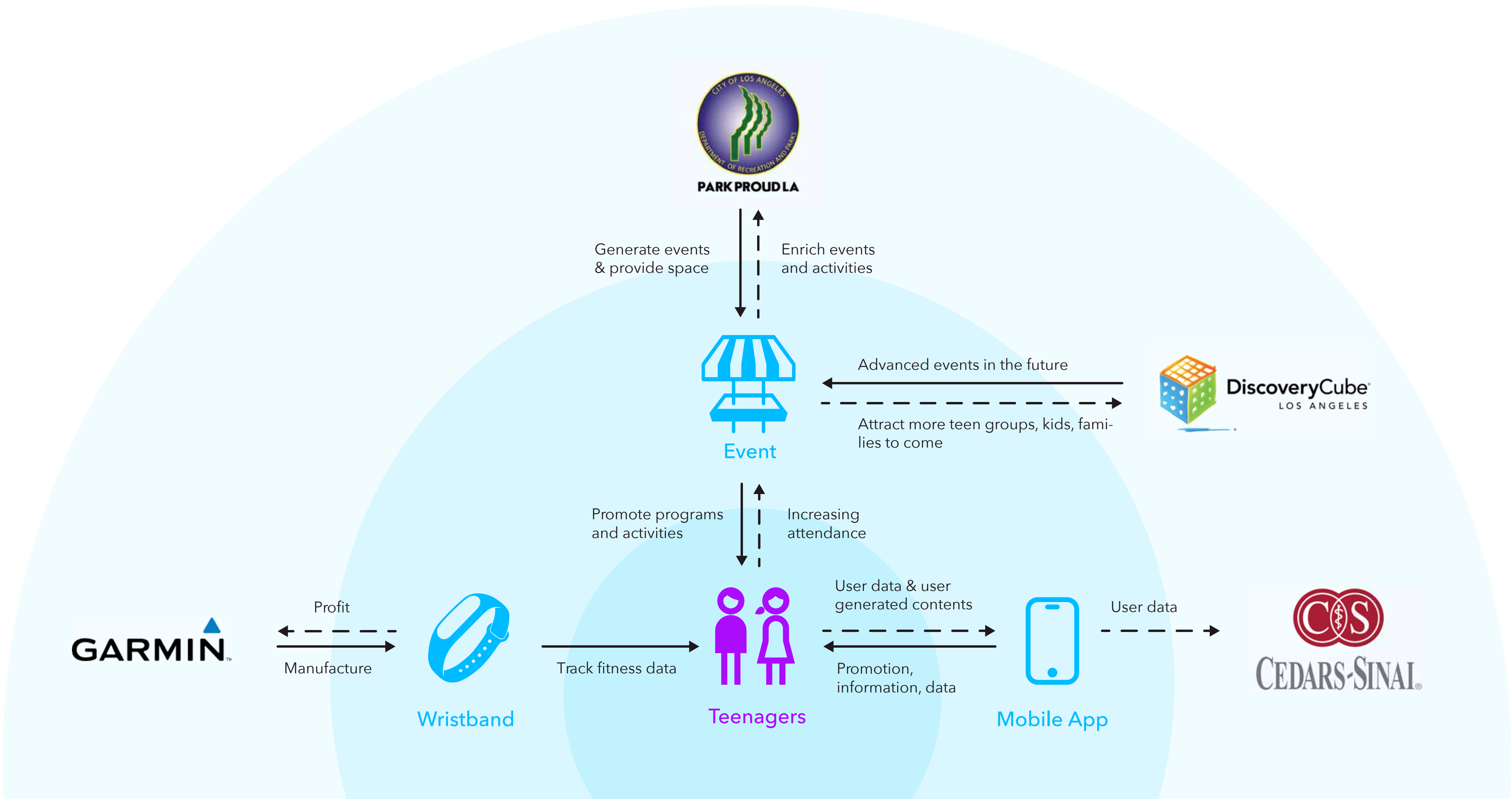
Wearable



Rollout Plan

	Year 1-3	Year 4-8	Year 9 (2028)	Year 10 +
	Phase 1 Build and Launch	Phase 2 Develop and Upgrade	Phase 3 Olympic Focused	Phase 4 Comprehensive System
Events	 Existing LA Rec & Parks (RAP) events	 New event with casual activities, integrating LA iconic locations, to prepare people for Olympic games.	 Add more real-time Olympic information.	Apply innovative technology such as AR/VR technology to events. Design installations for Discover Cube.
Wearable	 Customize currently available Garmin wristbands with new colors and patterns.	 Produce "Orbit" wristbands.	 Produce themed beads for wristbands based on events.	Upgrade functions and features of the existing wristbands. Design and produce more beads.
Application	 Build the mobile app platform and launch it.	 Users generate contents.	 Event holders generate contents.	 Real-time Olympic games information
Marketing	Work with sports stars and celebrities to promote the system. Advertise through social medias. Free use during test-out period.		Discount during the 2028 Olympics. Work with 2028 Olympics to promote.	Promote activities including RAP programs.
Content	Event information generated by RAP. Videos and trendy topics generated by users.	Daily activity analysis generated by Garmin wristbands. Ads generated by "Orbit" and other event creators.	Real-time Olympic games information	
Location	Popular LA Rec & Parks	All LA Rec & Parks	Include stadiums	More LA locations for events such as gyms
User	Teenagers 10,000 - 20,000	Teenagers, young adults and their families 100,000 - 150,000	Teenagers, young adults and their families 200,000 - 300,000	Teenagers, young adults, kids and their families 400,000+
Revenue Stream	Revenue Purchase of wristbands \$45 per wristband	Cost System maintenance	Discount for users	

Stakeholder Diagram



2028 LA Olympics

We design a new event "LA Summer Night" and provide projection games that integrate LA iconic locations and promote Olympic sports.



Surfing

Manhattan Beach
Shipwreck theme party



Mountain Biking

Griffith Park
Mountain theme party



Boxing

Joshua Tree National Park
Desert theme party



Long Jump

Hollywood Walk of Fame
Lava theme party



Baseball

Dodger Stadium
Dodgers theme party

Persona



Jenny

18 years old
High school senior
Physically inactive
Live in Echo Park

Goals

- Try out multiple activities and discover favorite ones.
- Relax from school work.
- Know better about her performance and health.
- Share meaningful moments with others, including friends and even strangers.

Motivations

- Create precious moments with friends and family.
- Become popular among peers.
- Fit in communities.

Painpoints

- Have little professional knowledge in sports.
- Have no access to a lot of activities.
- Exercising at school is too intense.

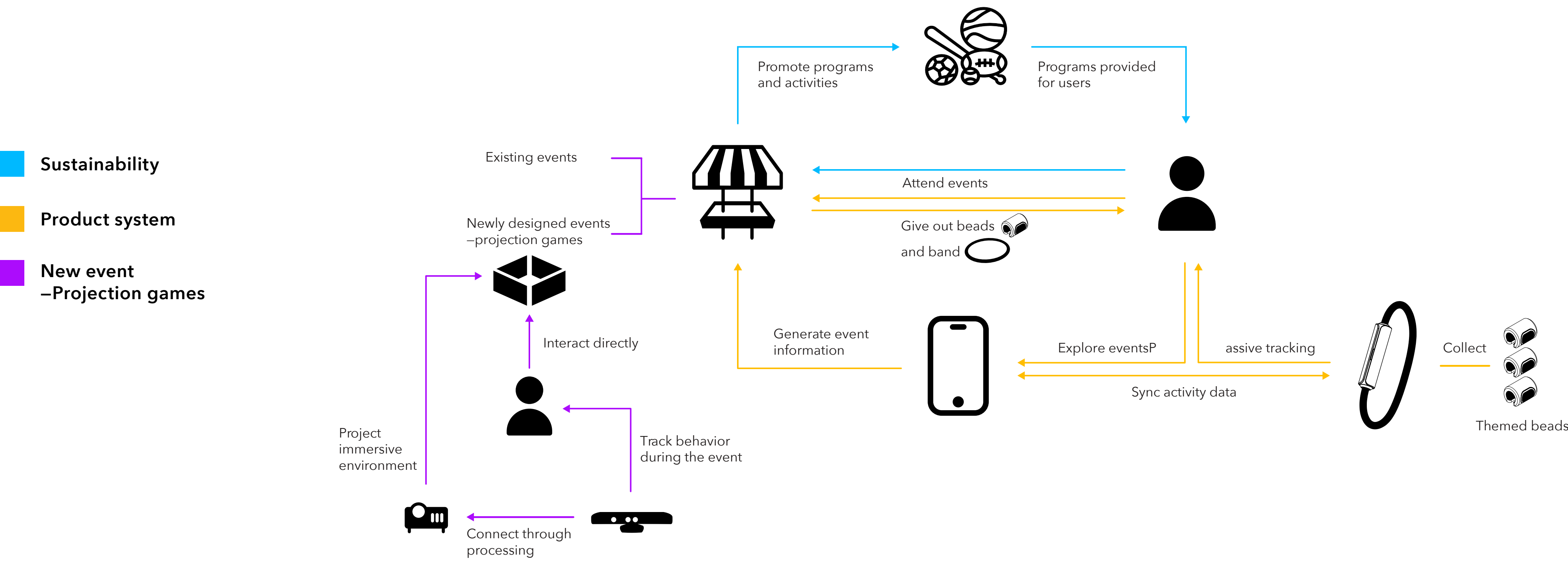
Behaviors

- Spend spare time with friends.
- Relax and avoid physical activities outside school.
- Make decisions independently.

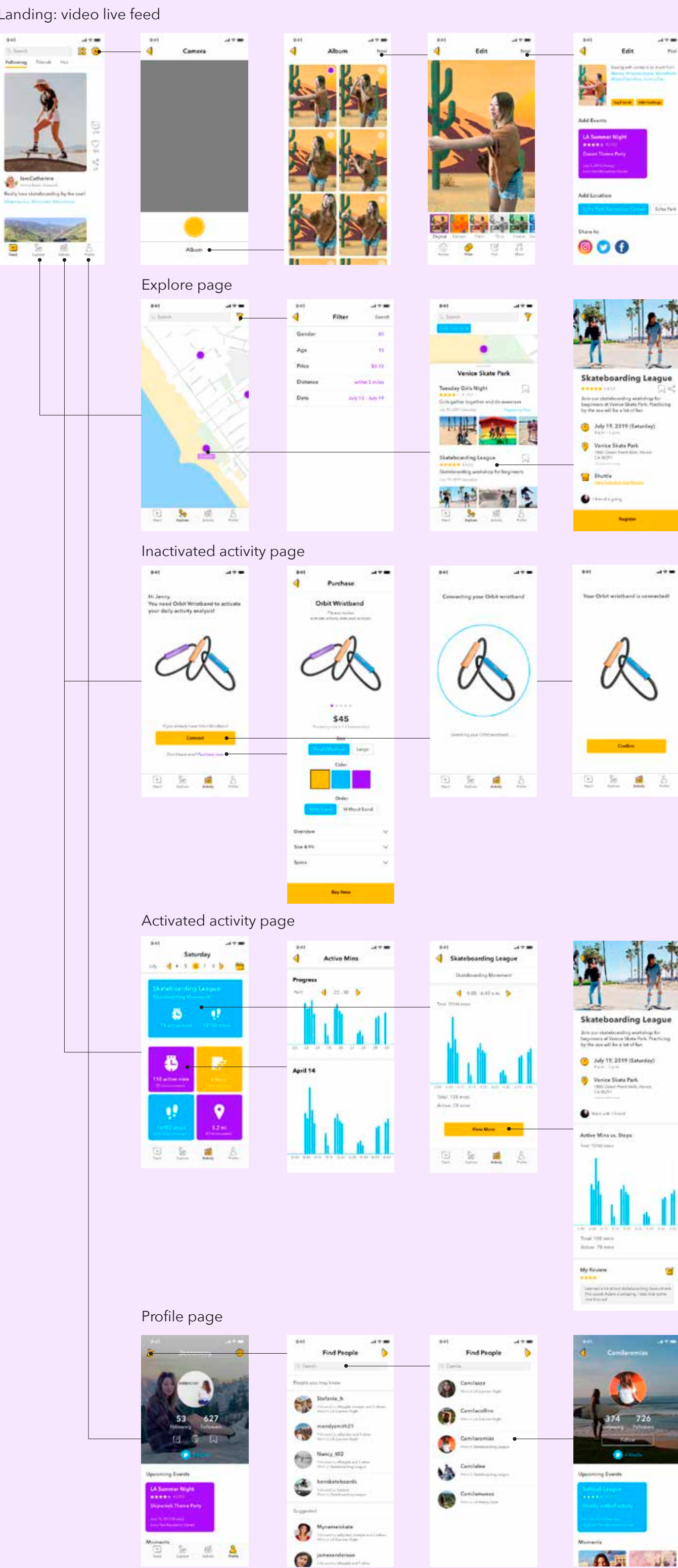
Mini Scenario



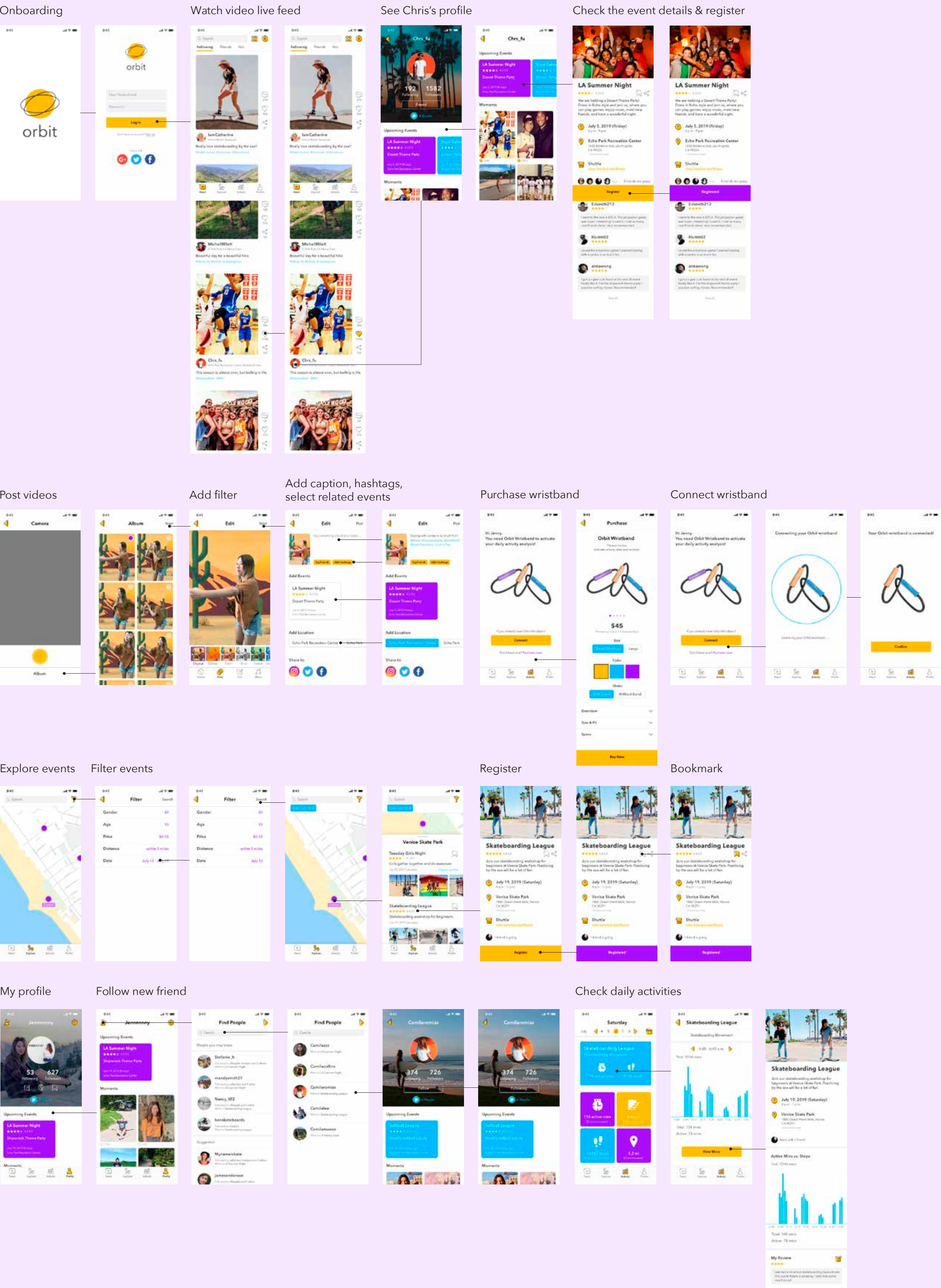
Ecosystem Diagram



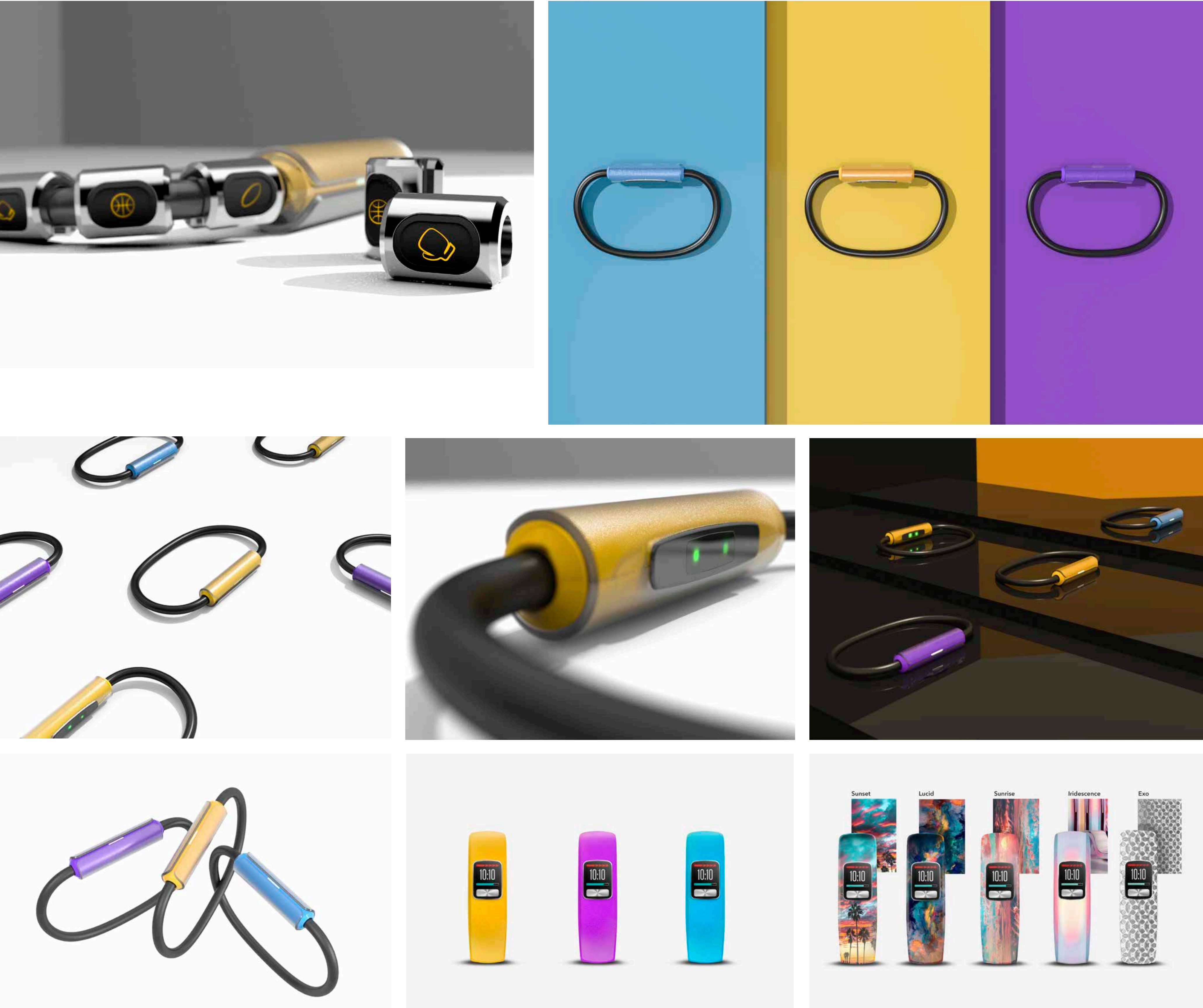
UI Flowboard



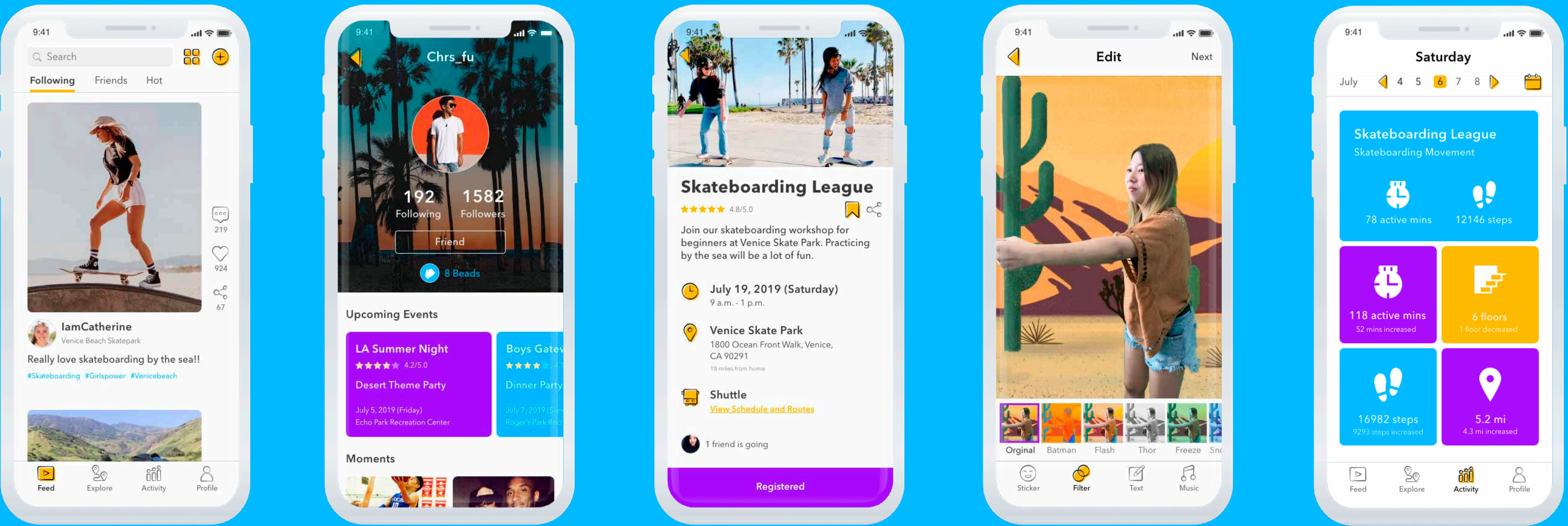
Primary User Flow



Product Design

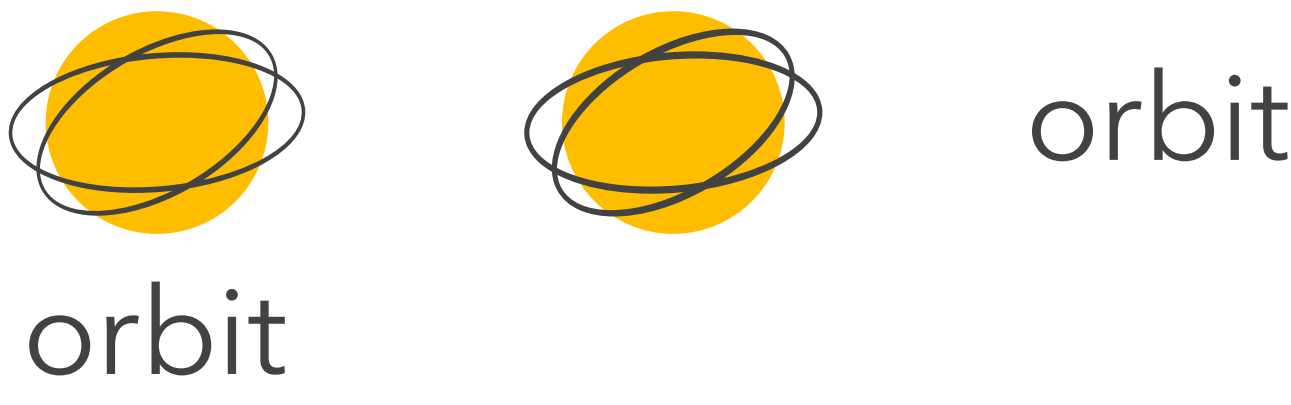


Mobile App



Visual Style Guide

Identity

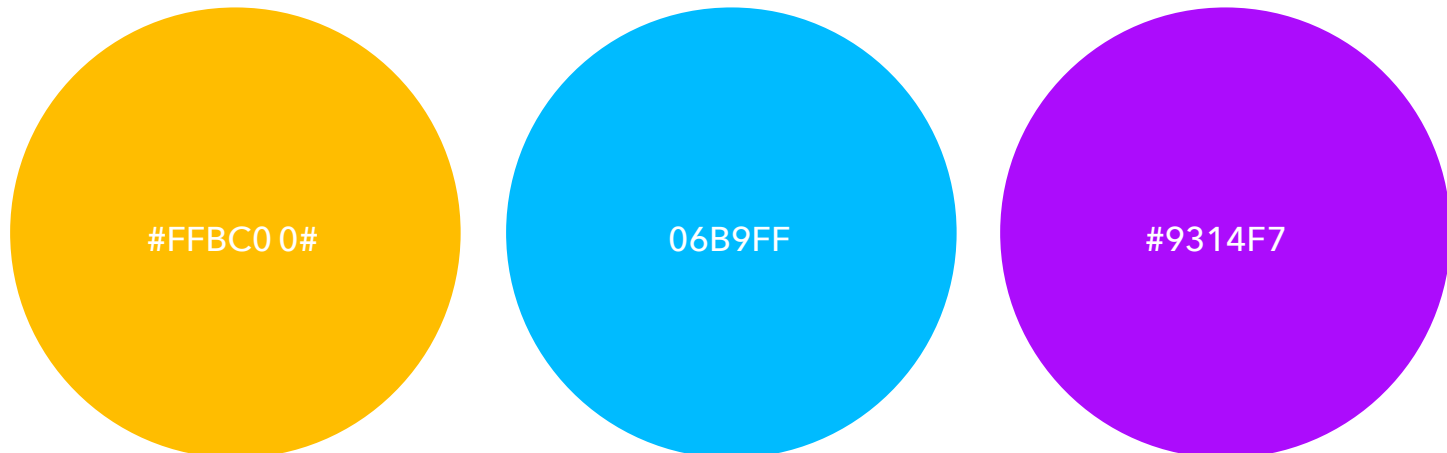


Typeface

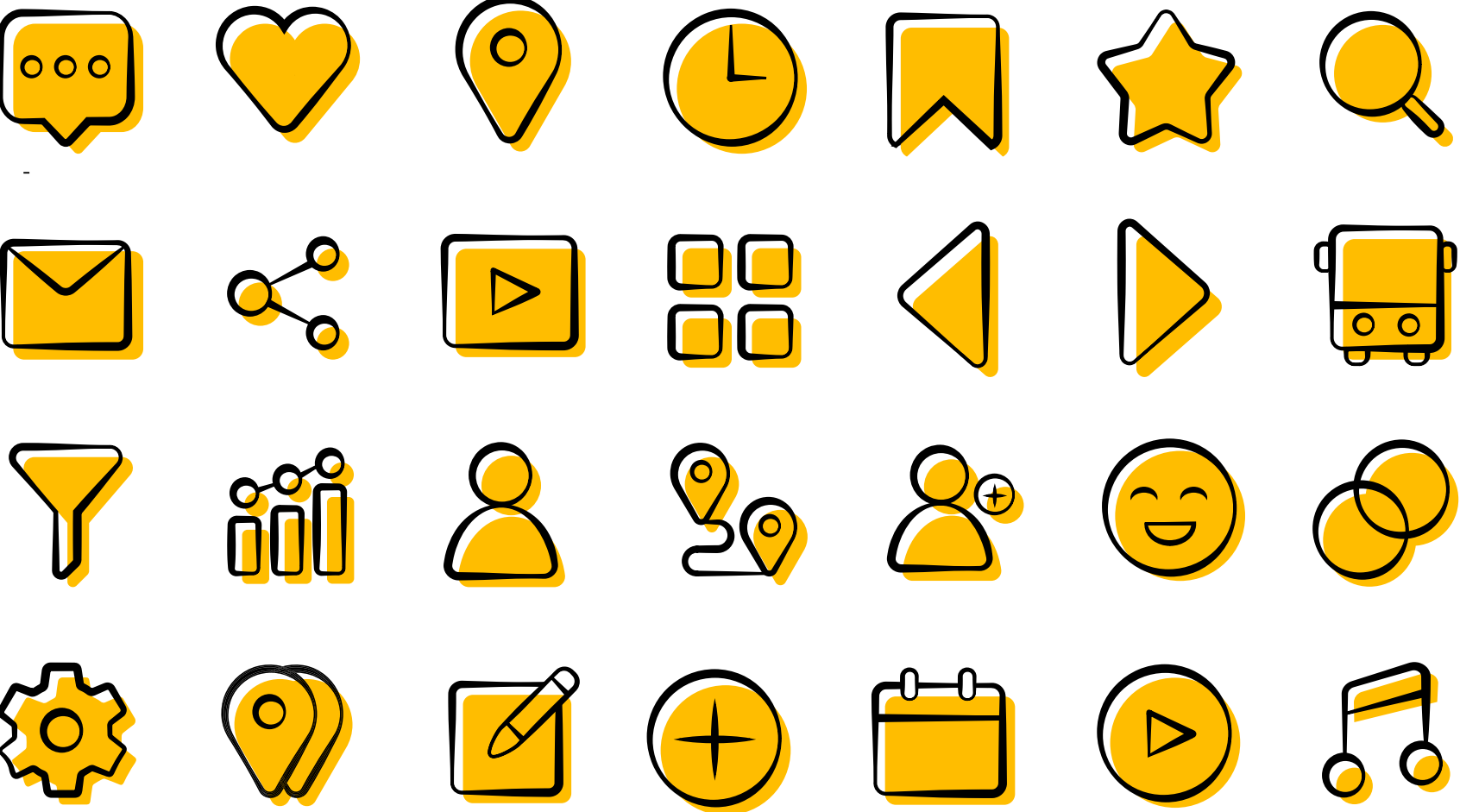
Avenir Next

Aa Aa Aa Aa
Bold Demi Bold Medium Regular

Color Palett e



Icons



Components

