

# WRIST WATCH



## EMPATHY

Malfunctioning of time keeping mechanism of wristwatch

Users are getting frustrated

Impacts their daily life and routine

## DEFINE

Inaccurate timekeeping  
Missed appointments and deadlines  
loss of trust in the wristwatch  
dependency on alternative timekeeping method

## IDEATE

Regular maintenance of watch  
avoid exposing watch to extreme conditions  
proper handling and storage  
timely replacement of batteries  
use protective accessories like cases and covers

## PROTOTYPE



Developed prototypes of improved materials or components of timekeeping mechanism like gears, springs, or balance wheel

## IMPLEMENTATION

During maintenance, inspect the timekeeping mechanism for any signs of wear, damage, or potential issues.

For quartz watches, implement a battery replacement schedule based on manufacturer recommendations or when the battery indicator shows low power.

Periodically calibrate the timekeeping mechanism to ensure accuracy, especially after maintenance or battery replacement.

Implement quality assurance checks during manufacturing or servicing to detect and address any potential issues with the timekeeping mechanism before the watch reaches the consumer.