Smart Watches

They can be even better!

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Motivations for doing smartwatches

- Smart watchers provide efficiency - reply to calls and text instantly
- Fitness tracker - better improve fitness
- Basically a smartphone on your wrist
- They are cool!

Smartwatch fitness tracker

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My objective is to improve them!

- **Battery life**
  - Improve battery (better battery technology)
- **User interface**
  - interfaces are hard to navigate (techniques for better UI)
- **Cost**
  - Prices for a good smart watch is high

- **Size/weight**
- **Functionality**
  - Notifications, apps, fitness tracker
- **Comfort/Style**
  - uncomfortable and unstylish

Apple: 18 hours
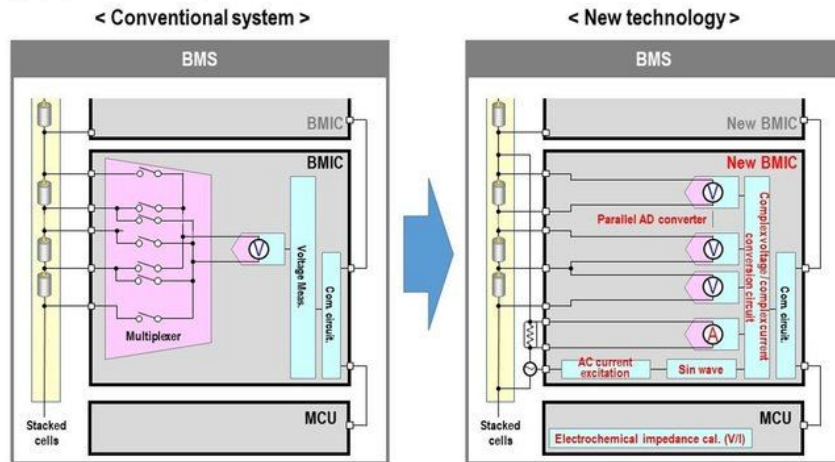*varying on model

Samsung: 3 days
*varying on model

Apple

Samsung

$199 - $699
*varying on model

Battery Life

Better battery management technology
(Panasonic battery management system)

User Interface

Design for the user, simple, predictive, presentation. (Increase Speed, Direct, Apps, Glances and notifications)

[Fig.1] Schematic diagram of BMS and BMIC

The new technology can be installed simply by replacing the BMIC

Comfort/Style

Use comfortable and light materials, weight, and size

Leather

Cost

Smartwatch with less features, use cheaper materials, and cheaper technology

Trade offs for different smartwatches

Price: $26.80
Pros: Long battery life about 20 days, low cost
Cons: Black and white, bad UI, minimal functionality

Price: $199
Pros: Color, Many functionality, great UI
Cons: Short battery Life about 18 hours, high cost

Trading **COST** for a better smart watch

The perfect Smart Watch

1. A smartwatch that can last a week **without charge**,
2. a **user interface that's clean** and **easy to navigate**,
3. that's **comfortable** & **stylish**
4. While being **affordable**

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