

WAGON WHEEL DESIGN

# The Watch Design Proposal

ADDISON HANSON



Peter Lyndsay  
Brand Manager  
The Watch

Re: Authorization to Develop Concept Sketches

Dear Mr. Lyndsay

January 25, 2018

Thank you for allowing Wagon Wheel Design to develop some preliminary sketches and screens for the user interface of The Watch's new website. For this design, I decided to keep the main screen elements simple and well designated.

I considered two main conceptual models for this project; an active user, and a productivity user. The active user is someone who will use their smart watch primarily as a fitness tracker. This means that their main concerns when making a purchase will be things like step counting, heart rate meter, and GPS tracking to monitor workouts. They will be less concerned with other features like the virtual assistant, or computing power of the watch. The productivity user is someone who will use the watch as an extension of their smart phone for managing job tasks like scheduling meetings, and reading and responding to texts and emails quickly. This user will primarily be concerned with functionality like the calendar, email, and text message interfaces, as well as the storage, build, and esthetic of the watch. They will be less concerned with things like a heart rate monitor.

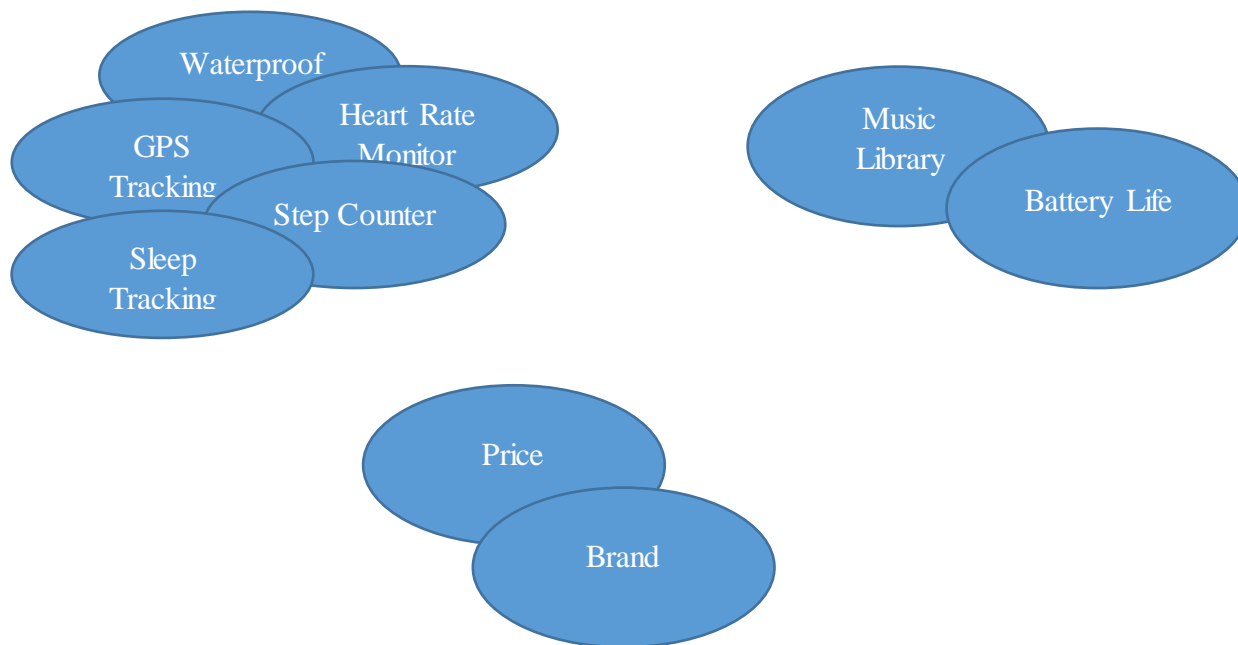
The attached screens walk through parts of one user's journey. The welcome screen allows the user to learn more about The Watch, as well as begin the matching process. The overall look of the screens has a blueprint theme, which fits well with the idea of the user being the "architect" in their custom watch matching process. The survey pages will be simple slides with one question on each. They will be usually a "from 1-5 how \_\_\_\_ are you?" style questions. The matching screen will have the highest matched watch at the beginning followed by a few other options. The user has the option to remove any matched watches. They can also click to learn more about the watch which brings up the last screen with professional reviews, specs, price(s), and a link to buy that watch.

Sincerely,  
Addison Hanson  
User Interface and User Experience Designer  
Wagon Wheel Design  
65 Bromfield Rd  
Somerville MA, 02144

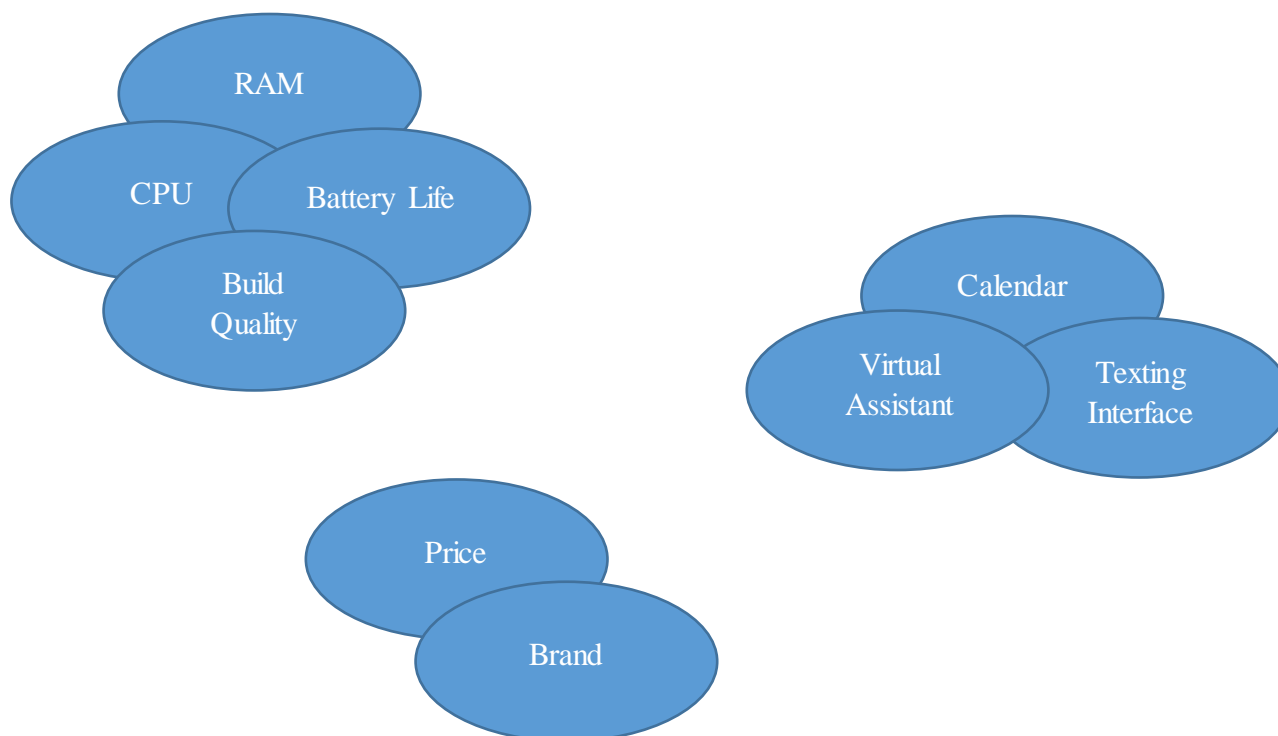
Cell: (610)-324-0102  
Email: [Addison.hanson@tufts.edu](mailto:Addison.hanson@tufts.edu)



Active Consumer:



Productivity Consumer:





# THE WATCH

[HOME](#)[COMPARE](#)[ABOUT US](#)[CONTACT](#)

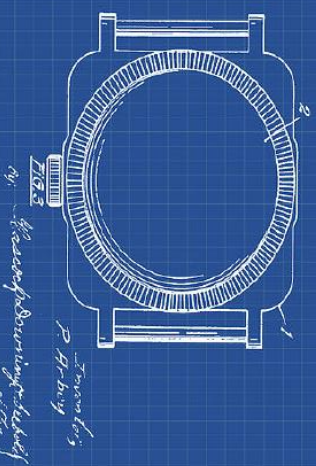
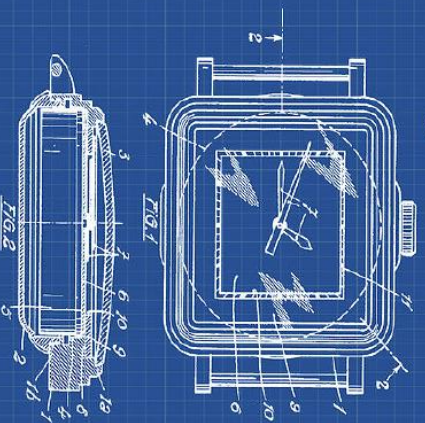
Feb. 18, 1941.

P. ARSEY

2,232,300

WATCH

Paul Arsey, Geneva, Switzerland, assignor to the  
Erie Rotor Watch Co., Ltd., Geneva, Switzer-  
land.



DESIGN YOUR  
PERFECT  
WATCH

START



# THE WATCH

[HOME](#)[COMPARE](#)[ABOUT US](#)[CONTACT](#)

Find Your Match - 2 of 6

How active are you?

[BACK](#)[NEXT](#)

# THE WATCH

[HOME](#)[COMPARE](#)[ABOUT US](#)[CONTACT](#)

## Top Matches



Apple Watch 3 - 83%



Samsung Gear S3 - 96%



LG Watch Sport - 65%



size

casing

cellular

display size

heart-rate sensor

gps tracking

water resistance

43mm x 36mm x 11.4mm

steel

NO

42mm

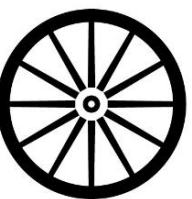
YES

YES

up to 50m

LEARN  
MORE

REMOVE



WAGON WHEEL DESIGN

# THE WATCH

[HOME](#)[COMPARE](#)[ABOUT US](#)[CONTACT](#)

## APPLE WATCH 3



●○○○

size	43mm X 36mm X 11.4mm
casing	steel
cellular	NO
display size	42mm
heart-rate sensor	YES
gps tracking	YES
water resistance	YES
starting price	up to 50m

\$369

## PROFESSIONAL REVIEWS

Gareth Beavis - TechRadar - ★★★★★

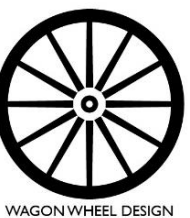
The Apple Watch 3 is, once again, the best smartwatch on the market. That's in terms of out-and-out functionality and raw power, the sheer amount of things you can do with it.

There are the inherent drawbacks, with the cost and the fact that you're locked to the iOS ecosystem the biggest for some people. But these are precisely the things Apple has designed the Watch for, so it depends whether you're on board with that ethos.

There's a lot to love on this watch, even if a lot of those things are the same things we enjoyed on previous devices. It's a native design used in the same design after a number of years and it does

BACK

BUY NOW



WAGON WHEEL DESIGN