

Interaction Design Studio

Control Redesign

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Control Redesign

Persona

IxDS Controls Redesign Persona

**NICOLE SANTINI**

Nicole, 26, was born and raised in San Diego, CA and has two older sisters and a younger brother. Her mother is a branch manager for Bank of America and her father is the co-founder and president of a start-up technology company. When Nicole was 15, her father's company was awarded funding from a Silicon Valley venture capitalist and he moved the entire family to the Bay Area. Nicole left the west coast to study at George Washington University in Washington D.C., but quickly realized that she enjoys warmer weather much more. Upon graduation, Nicole got a job at a Santa Clara startup technology company called Ooyala Inc. Valuing health and fitness, Nicole visits the company gym after work at least three times a week. At the gym she usually starts off with cardio on either the treadmill, elliptical, or bike, and then works on strength training. She is very content with this lifestyle and is able to visit her family on weekends and during holidays.

Life Goals

Nicole wants to stay at Ooyala for a few more years until the company goes public. Nicole really enjoys the startup culture so when the time comes for Ooyala to IPO, Nicole will probably start searching for jobs at another startup in the area. She hopes to one day manage her own startup and have a family in the area.

End Goals

Because Nicole values health and fitness and exercises regularly, she wants machines that meet her needs and are easy to use. The ones currently at the gym are confusing and not user friendly. She is considering treating herself to a treadmill that's perfect for her.

Experience Goals

Nicole has been going to the gym regularly since college (and at least once a week while in high school) so she has seen all kinds of treadmills but has not been completely satisfied with any of them. She doesn't expect her treadmill to be extremely fancy, but just easy to use. She is on the hunt for a new treadmill and very picky!

Control Redesign Scenario

IxD Controls Redesign Scenario

It is 4:40pm on a typical Wednesday afternoon and Nicole is starting up the treadmill at the Ooyala gym. She usually goes around 4:00pm-4:30pm to avoid the crowd of people who come around 6:00pm. By then hopefully she will be showered and ready to go.

Nicole has gotten used to working these awful treadmills but when she first started at Ooyala and started going to the gym here a few months ago, Nicole was overwhelmed by the amount of options on the treadmill and was confused how to just operate it to simply start running the belt. The treadmill had options for a personal workout in the form of several buttons as well as customizations for several options that Nicole didn't even think a treadmill could do! The touchscreen display at the center is small yet has many buttons on it, which provides for a very small target area to hit, especially while running. But at least there is a touchscreen display. All of the gyms that she has previously gone to only have a small display for visualizing certain stats and was not an interactive display. She sets her incline setting, which is the only setting she tampers with, and begins at a fast walk.

After about ten minutes of fast walking, Nicole wants to increase her speed. She's panting and it is a very awkward interaction to run forward a tiny bit faster to get close to the dashboard and reach her shaky arm out to hit the Up button to her intended speed. It is hard to do all this comfortably while running and trying not to run into the treadmill at the end of the belt. Not to mention, there are several up/down buttons that either have confusing symbols or none at all and she must remember which to press. She has to slow her speed down to get back to the middle of the belt again to keep running. This process would be much more comfortable and smooth if Nicole could keep her pace in the center of the belt and simply bring her hand to the side where the handles currently are and change simple settings from there. That way she can rest her arm on the bar while changing the settings unlike the awkward suspension of her bouncy arm on top of the dashboard in the front.

Another twenty minutes later, Nicole wants to see her stats for the current run. She has to again move toward the dashboard, find the small button on the screen to exit out of customizations and to see a screen of all her statistics like number of miles run, current speed, current incline, calories burned, etc. It is not a particularly visually pleasing interface, however gets the job done. Nicole can see a very simple breakdown of her statistics but because she is very careful in balancing her workouts, she would like to see more detailed statistics for each run such as history of speed and incline, which muscles she's working, etc. All in a preferably simple and easy to read interface.

Finally, Nicole is ready to cool down and slow down her speed. Again, she must scoot forward to lower her speed a little, scoot back to run for a few minutes, and repeat until the machine is at a full stop. Sometimes this procedure is so tedious that Nicole would rather directly stop the treadmill at once and come to a walk. She prefers slowing down in increments because she believes it is better for her body to cool down that way, but sometimes it is a little too much of a hassle.

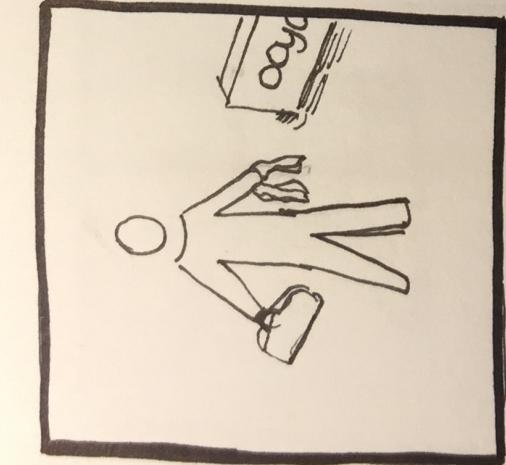
Nicole stretches after running, and moves into the weight room.

Control Redesign

Initial Storyboards

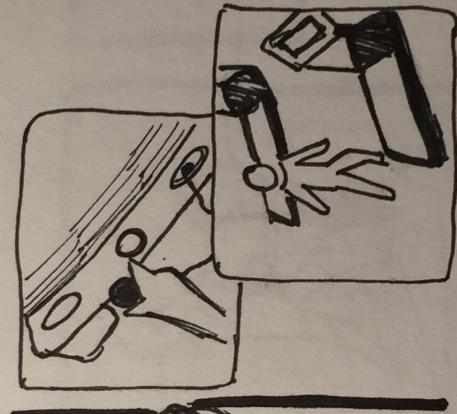
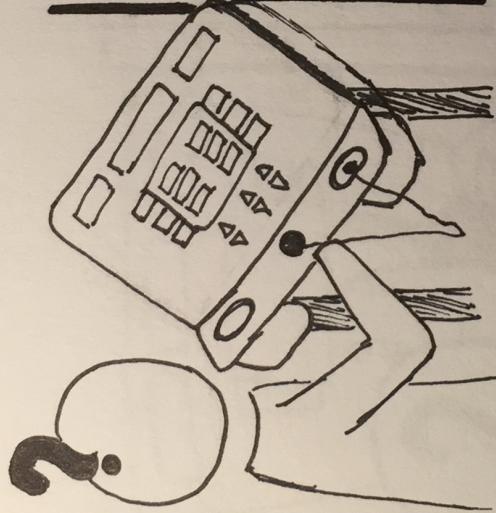
Have you ever been confused or frustrated by the treadmill while running?

11/21/15
CONTROLS PRODESIGN
STORYBOARDS
#1

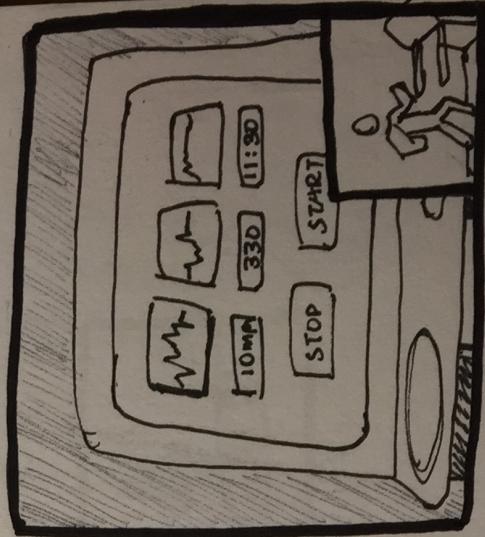


Nicole ends her first day of work at ooyaia by going to the gym!

Nicole gets on a treadmill and is immediately confused by the interface. She wants to just take a simple jog but is faced with too many buttons at once to know how to.



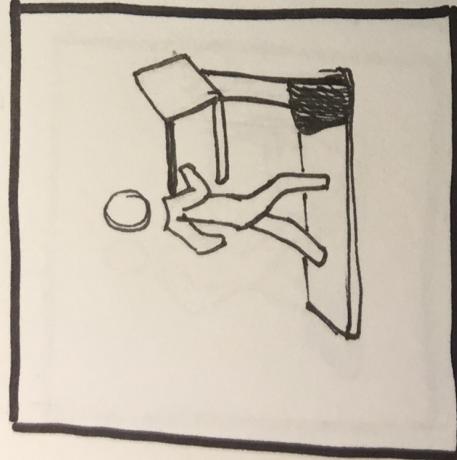
Thankfully there is a different type of treadmill nearby and she decides to give that a try.



The large touchscreen display with minimal buttons is easy to navigate and she starts jogging right away.

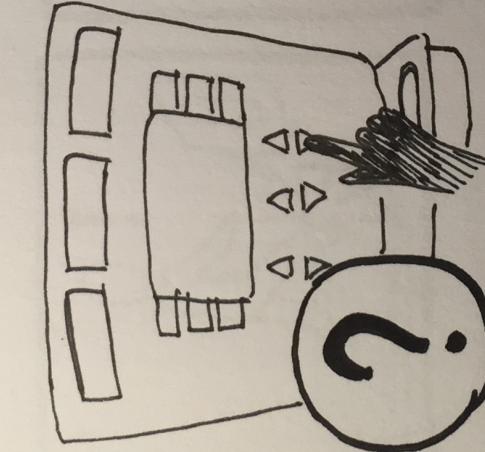
Have you ever been confused or frustrated by the treadmill while running?

[Initial #2]

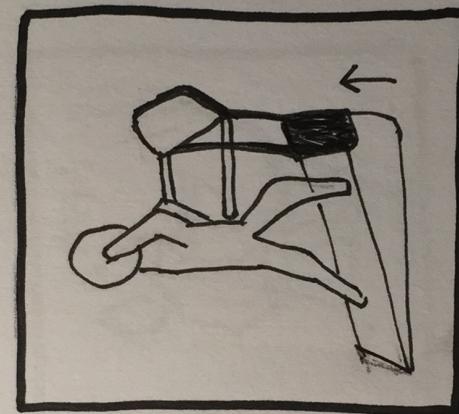


Nicole is on her treadmill and wants to increase her speed.

There are several up / down buttons with terrible symbols or none at all. She hits up on her best guess.



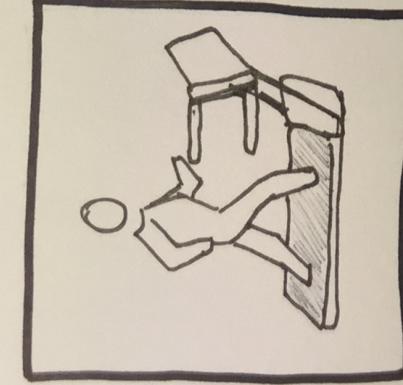
She accidentally hit incline up and her treadmill rises! Nicole now must struggle to walk and try to change it back.



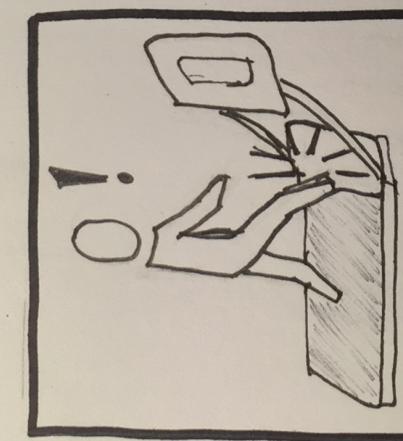
She moves to a different treadmill which is easily changeable with buttons on the handle for incline and speed.

Have you ever been frustrated or confused by a treadmill while running?

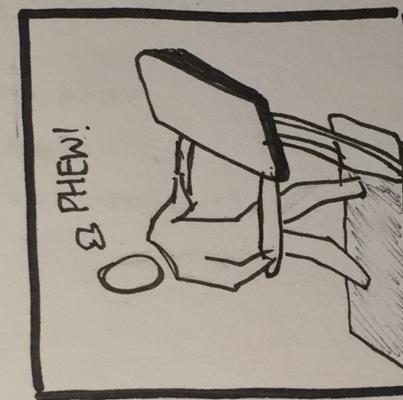
[Initial #3]



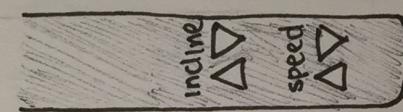
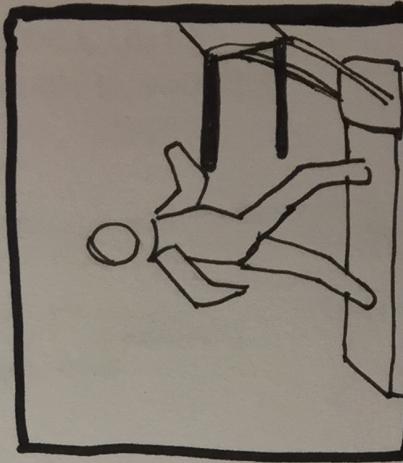
Nicole is on the treadmill and she wants to increase the speed.



While running forward a little to reach the dashboard, she runs her foot into the cover at the bottom.



Nicole nearly falls but catches herself by holding onto the handles.



Then she remembers that unlike other treadmills this one has controls on the handles! She increases her speed and continues running!

Control Redesign

Sketches and Notes

1/20/15

normal line

forceful

light

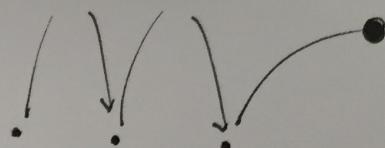
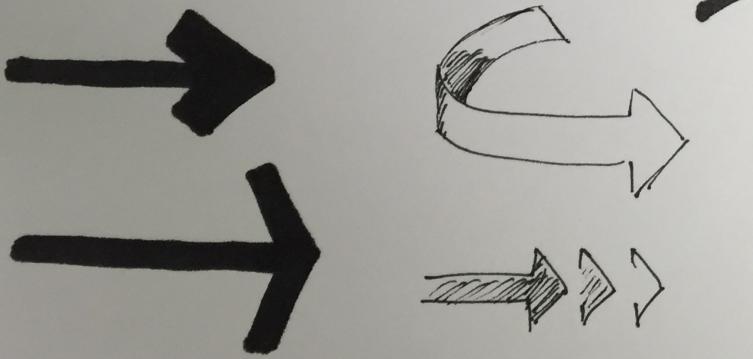
looking forward past pen point

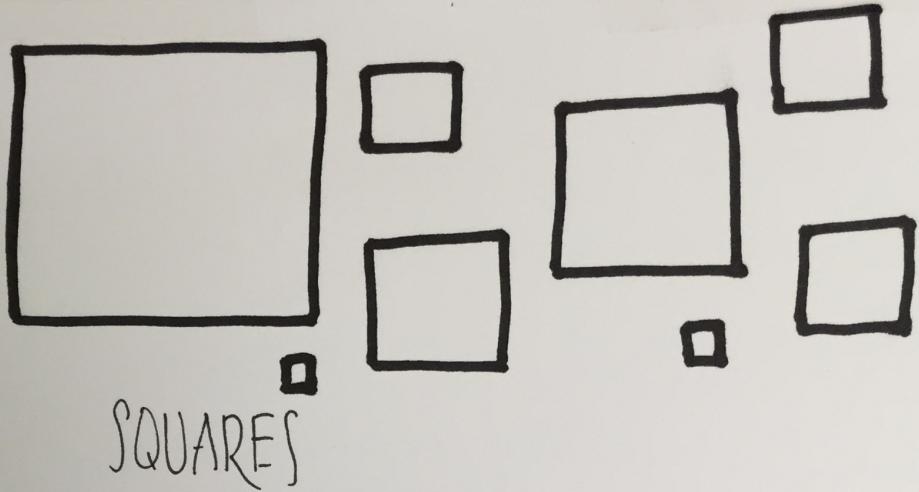
draw right + left

light to dark

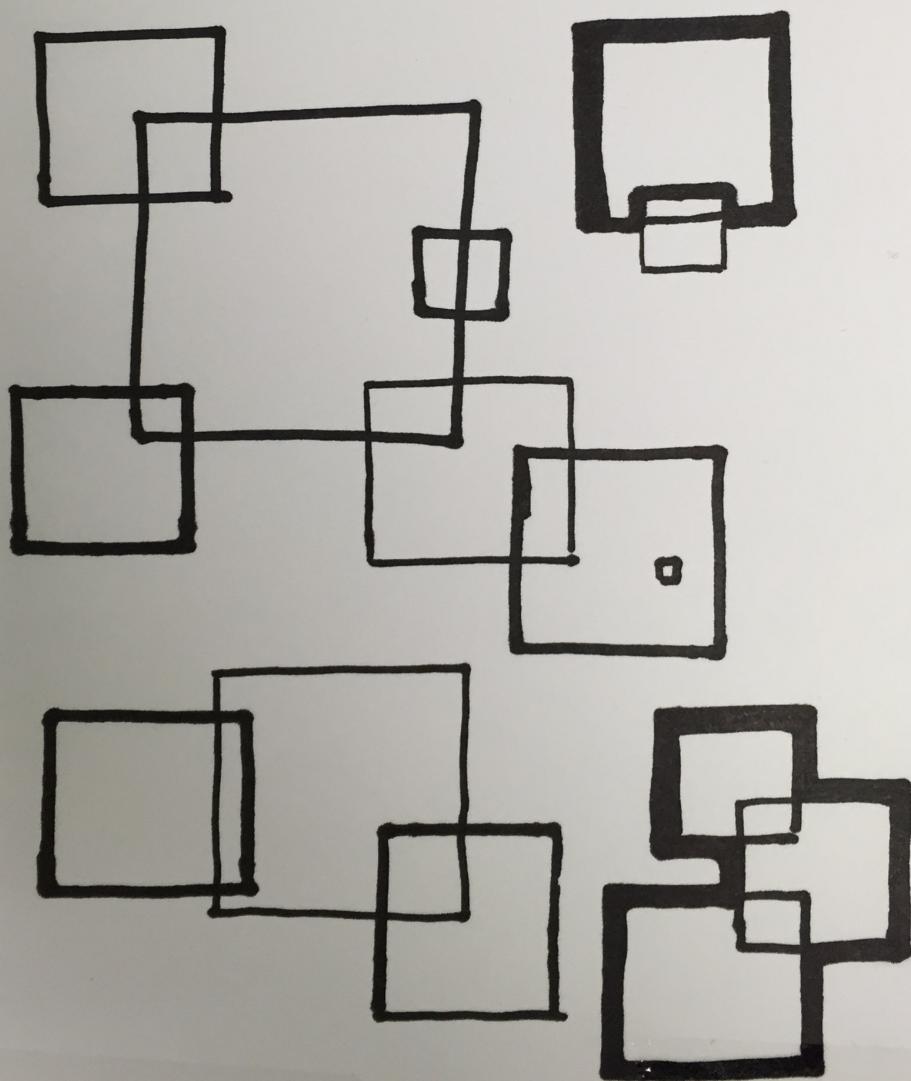


ARROWS

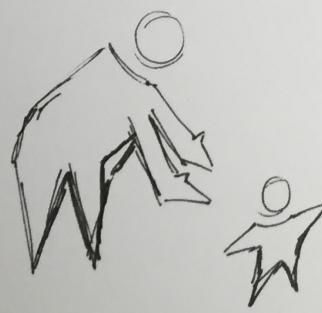
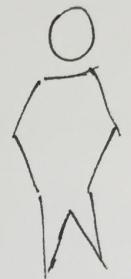




SQUARES

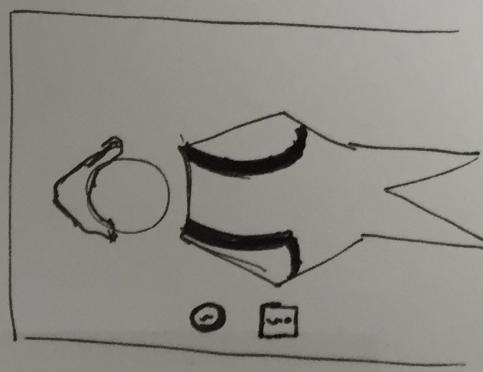
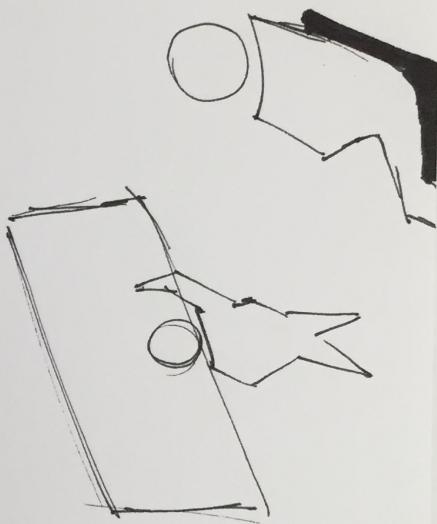
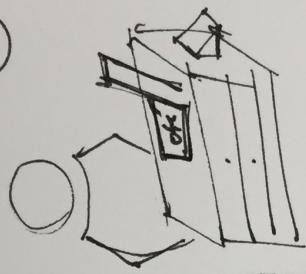


Portraying
Humans

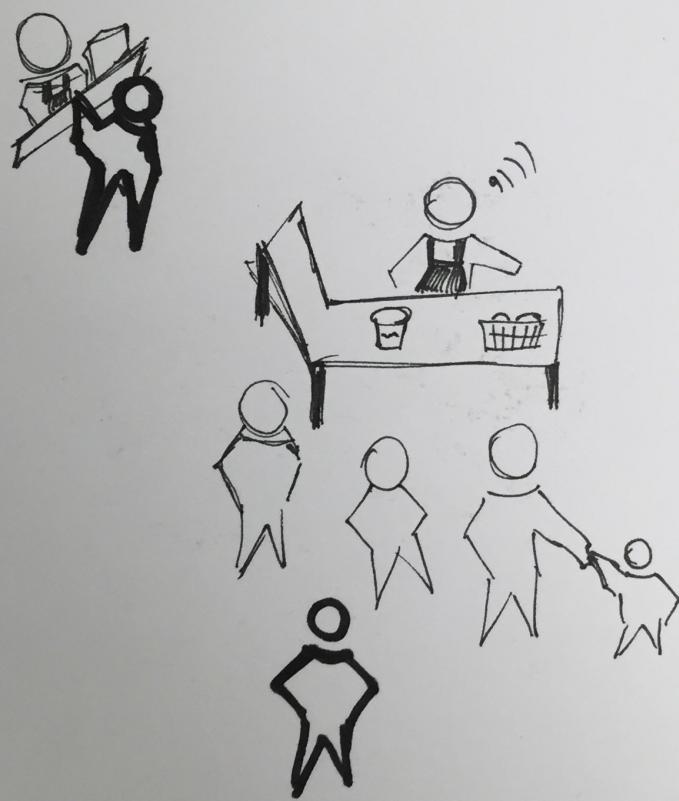
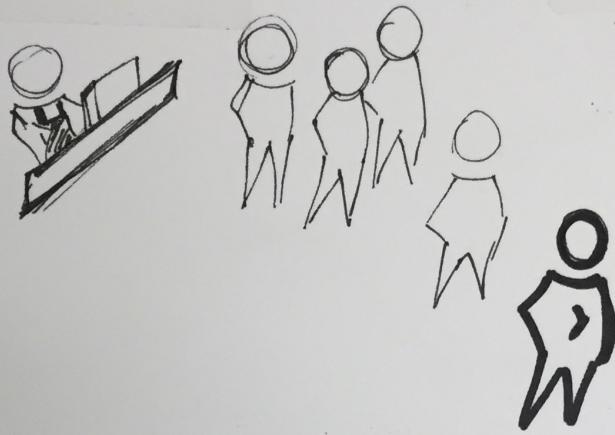


How I Got to School Today

①

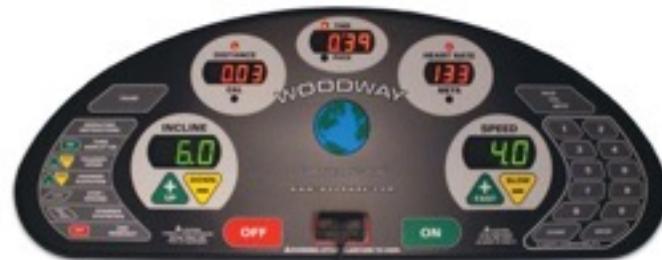


TYPICAL
EXPERIENCE
at
STARBUCKS



Treadmill Control Panel

Buttons can be hard to reach
Too many buttons to control
Too much unnecessary functionality
Hard to hit target on display while running

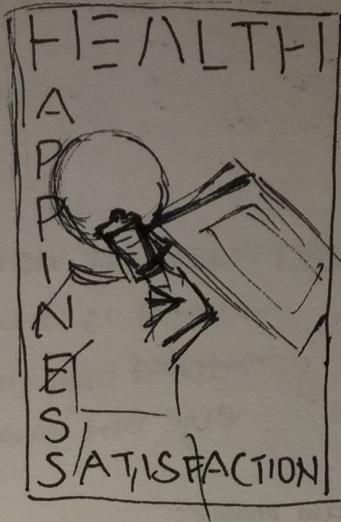


Solution ideas

One large screen in center of display and that's it (plus cupholders and stuff)
Controls for Up and Down for Speed and Incline on two sides handlebars

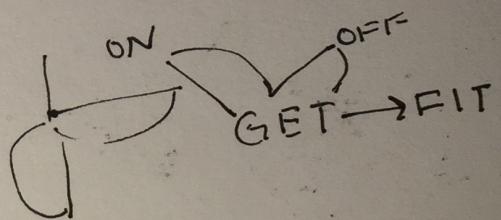
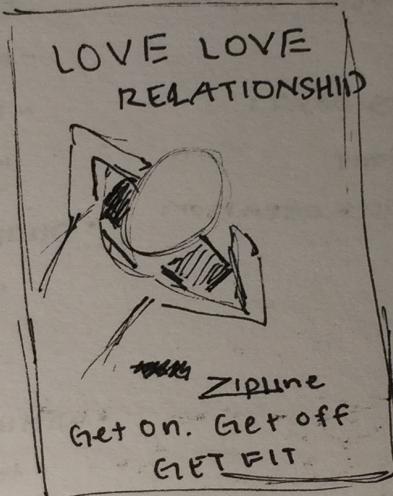
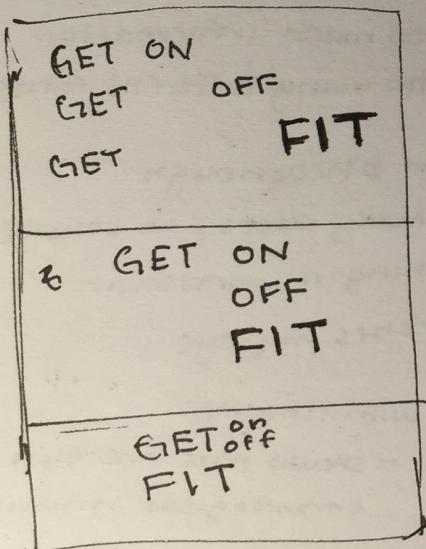


POSTER IDEAS



- Make it feel like YOUR achievement instead of a new technology
- Express happiness, that good feeling after you work out
- use a female or male? Both?

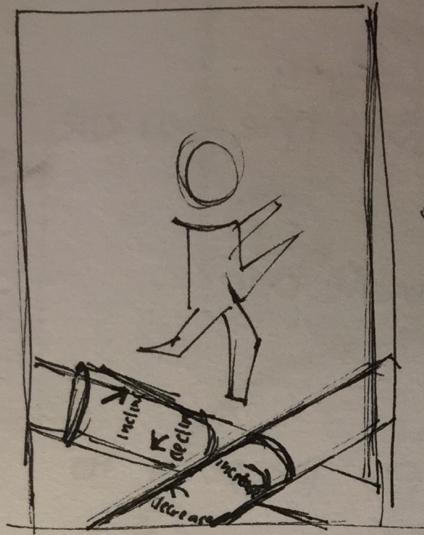
simple
Elegant
Sophisticated



It's like you're
not even
indoors



1/26/15

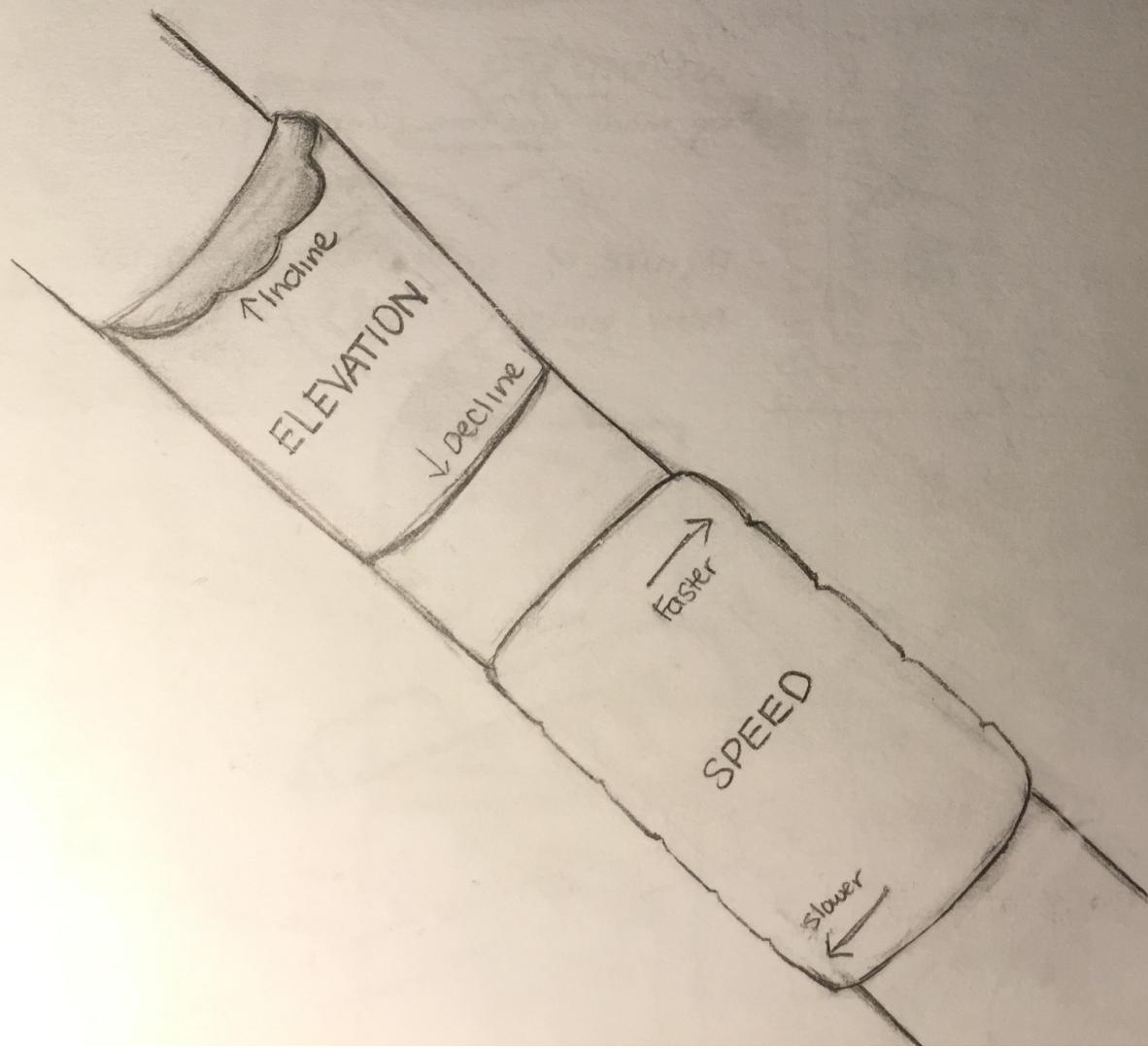


turns out button on
handle exists.

How about twist to change
speed like gears on bike

{
Pull up / push down to change
incline.

As you make these changes,
they are reflected on screen

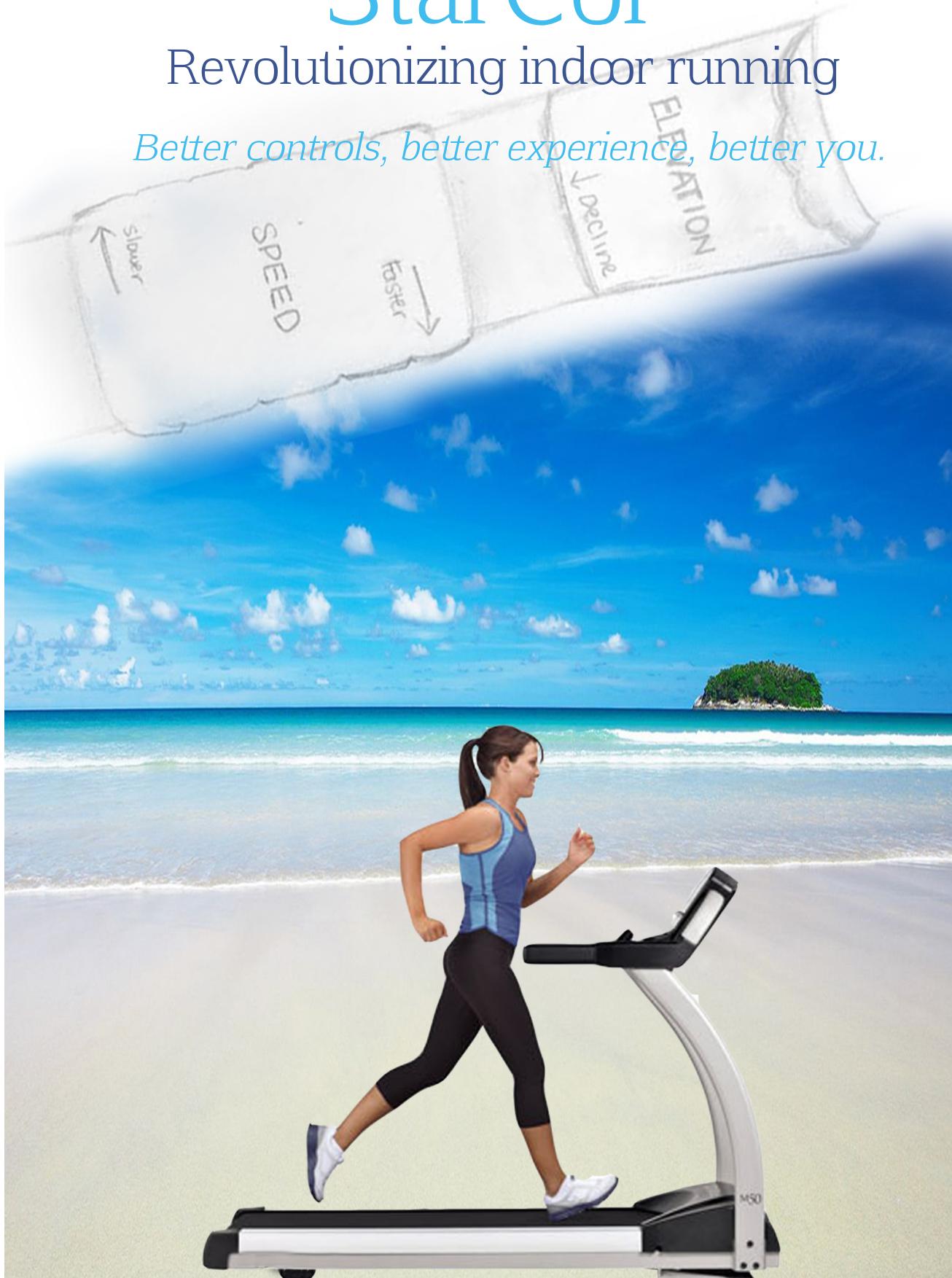


Control Redesign

Poster Iterations

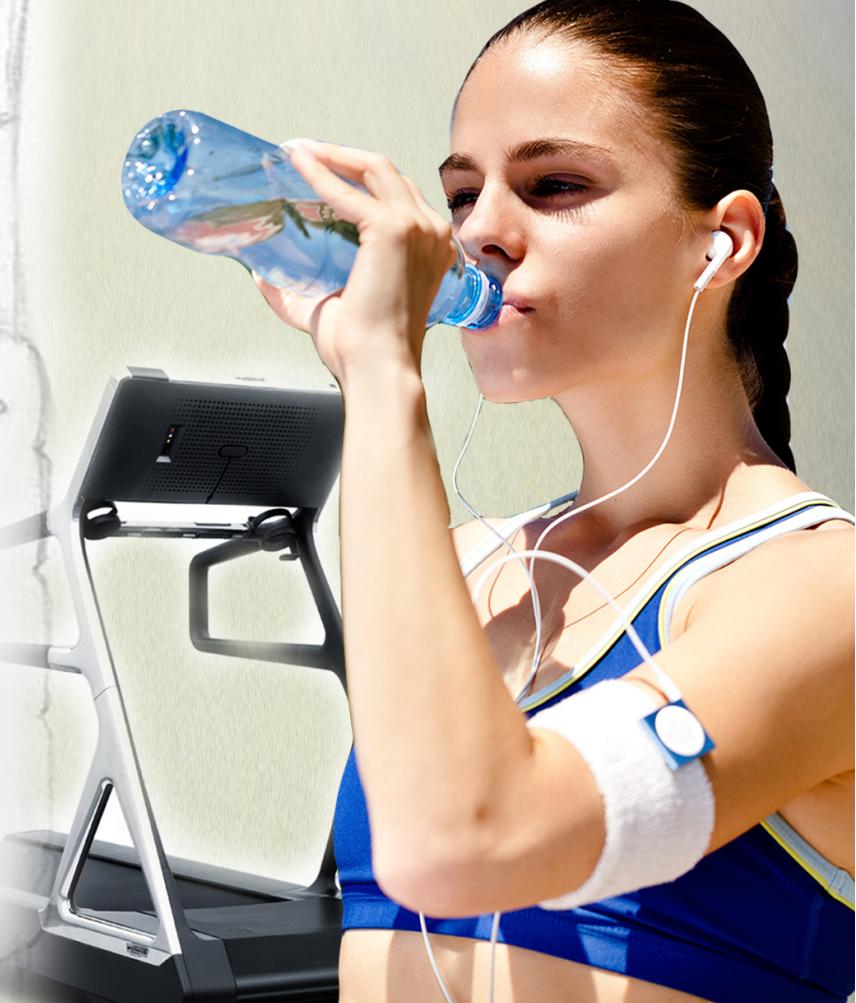
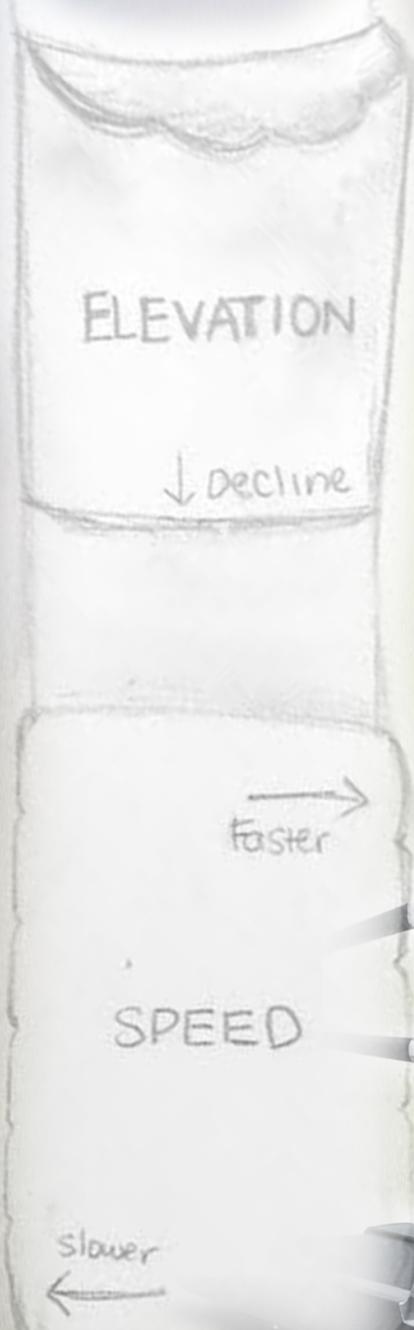
Introducing the all new
StarCor
Revolutionizing indoor running

Better controls, better experience, better you.



Get On
Get Off
GET FIT

More intuitive controls
for a more natural run





THE STARCOR

Better controls for a better run



Starcor - speed and elevation at your fingertips,
easy and quick.

Control Redesign

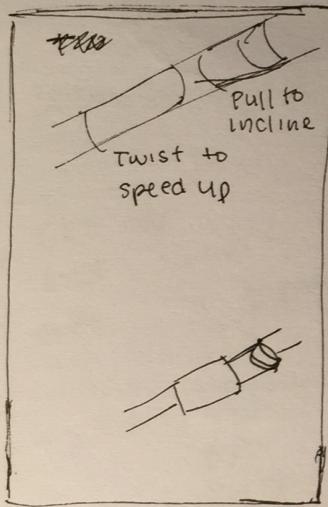
Redesign notes

1/27/15

POSTER EDITS

- Add description of how to use the handle
- Make sure to have title
- Somehow show it's the handle bar
- Redraw pencil drawing

"Think of this as a poster you present to
a client for idea validation."



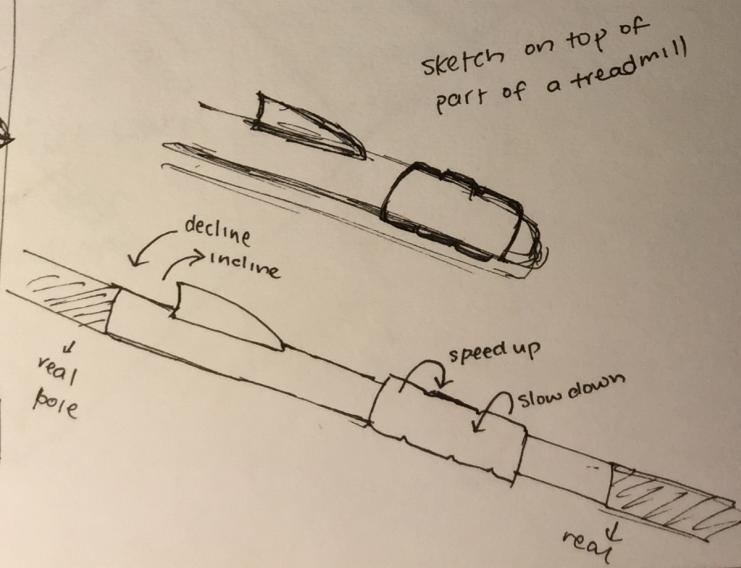
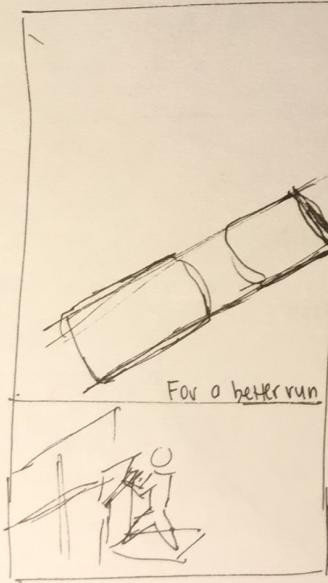
- TWIST and PULL

- LOVE RUNNING

- WE DID IT

we made you love running.

- Picture of someone running in
their house

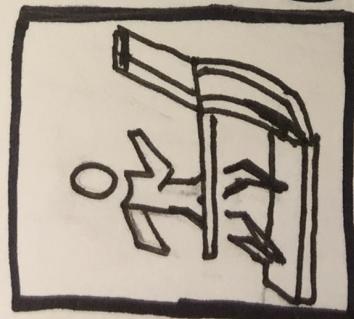
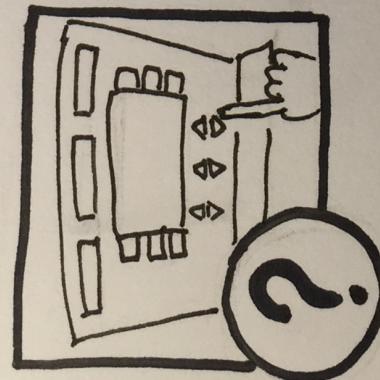
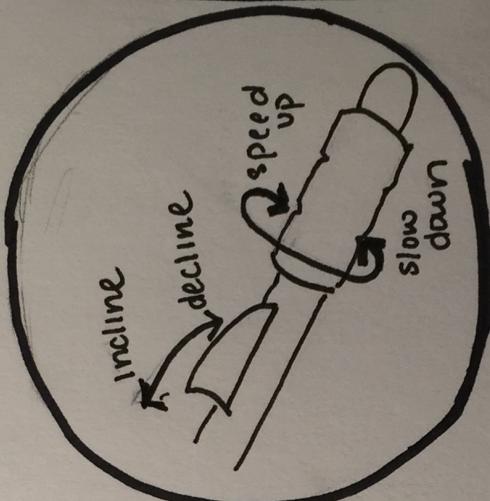
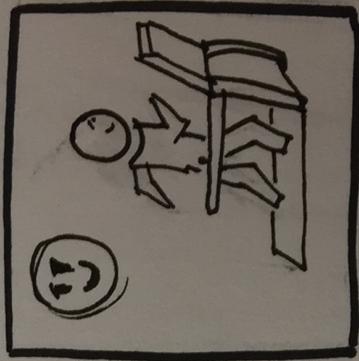


Control Redesign

Final Storyboard

Have you ever been frustrated or confused by treadmill dashboard buttons?

Final storyboard



Nicole is at the gym running on the treadmill after work.

She wants to increase her speed but looking at the dashboard is confused now to do so.

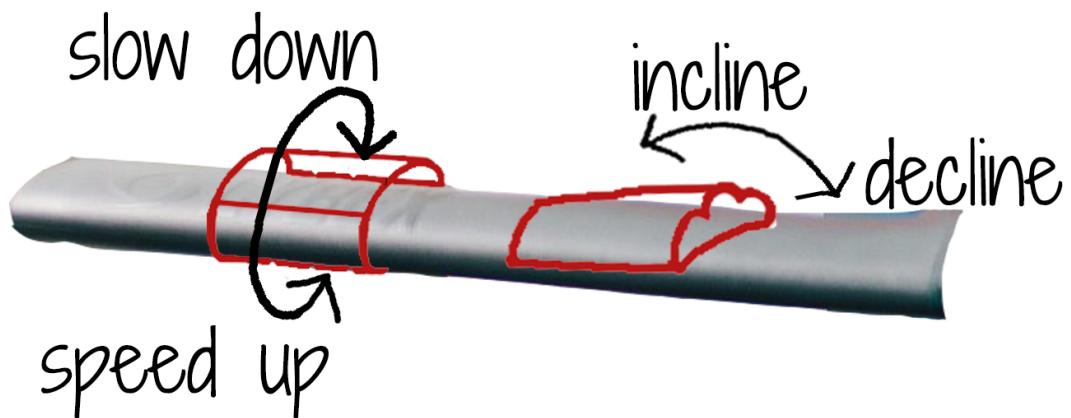
Nicole changed her settings and happily continued to run.

These treadmills have speed and elevation ~~with~~ controls right on the handrail. Easy to use and accessible.

Control Redesign

Redesign iterations

Revolutionizing indoor running



Speed. . .
: . Elevation

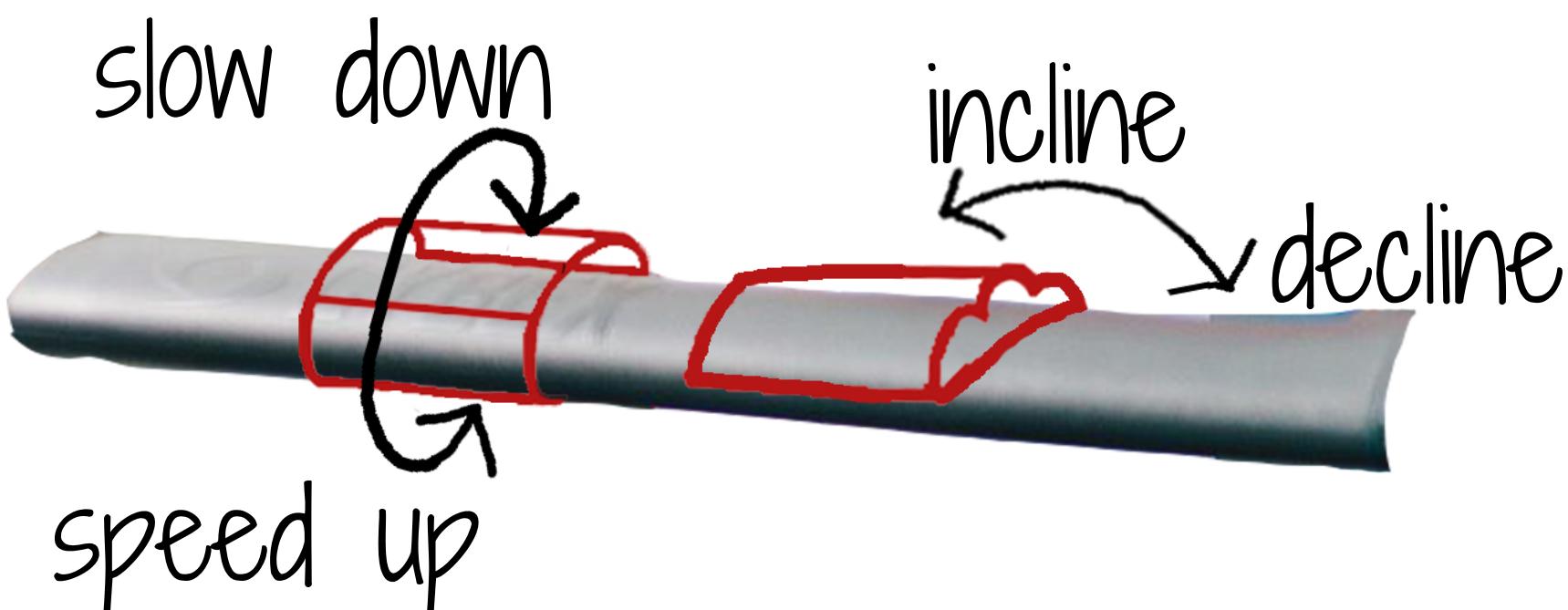




Speed . . . Elevation

THE STARCOR

Intuitive controls for a stress free run



At your fingertips

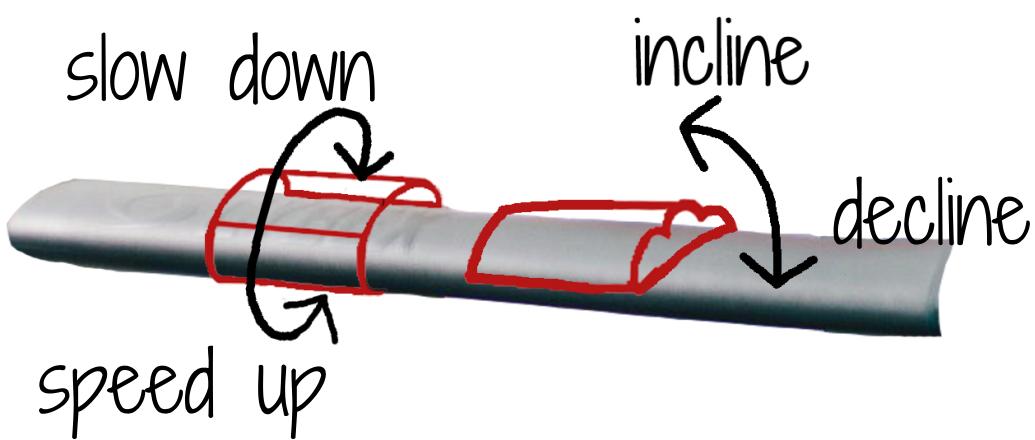
Control Redesign

Final Poster



THE STARCOR

Intuitive controls for a stress free run.



Speed and elevation at your fingertips.
So you never have to struggle with dashboard buttons again.