

# Brief

Redefine the woman smart watch experience. To capture the expanding female smart watch market.



Competition is designing for

# Behaviour change

The lack in traction within this industry is not surprising. Contemporary smartwatches aren't solving any problems. They're still drowning us in information. And to do anything useful with them we should behave in new and unusual ways. Like shouting at our own wrists. Or learning whole new languages of gestures. All the while squinting to see what our friends or family have text us.

—Conductor.—



When you ask these women what matters to them, the answers are obvious but also really profound.

Their friends. Their family. Their work.

**The watch they buy doesn't just have to fit around their wrist.**

**It has to fit around their life.**

connected experience.



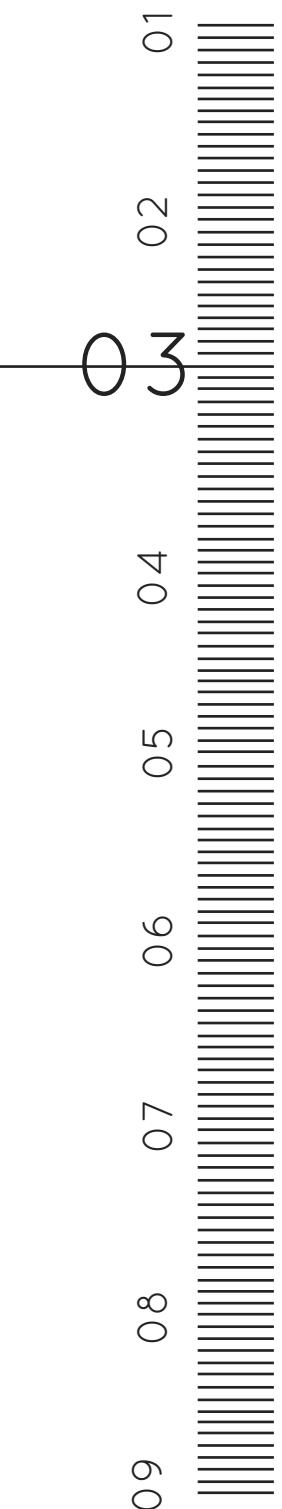
# Whats important

When we went and spoke to these women about how technology worked in their day, they had some really clear answers. They want a watch that can cut through to what's important.

That can help them keep up with their friends, family and work when it's needed.

That can filter out the noise and focus on the signal.

Women want a watch that can turn that chaotic noise of notifications and information into a symphony.



## Conductor.



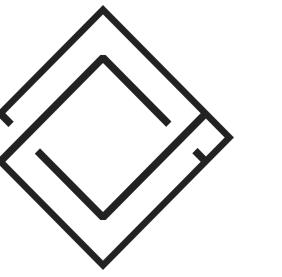
We created Conductor.

Conductor gives you everything that matters at a glance.

Glance-level interactions are 75% of smartwatch use - and Conductor makes sure you find exactly what you're looking for, exactly when you need it.

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Conductor.



connected experience.



In speaking to women we found that what mattered was deeply contextual.

The first time you use Conductor, it pulls metadata like email times, message histories and call logs, to learn what matters to you at specific times of day.

If your work email account is most active from 9-5, Conductor automatically creates a work profile on those hours, and checks that it's got all your important contacts.

Same for when you're at home - if you ignore a lot of calls from work contacts after 6pm, it'll know only to show you when it really matters.

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The only messages you'll see are the ones you've told  
Conductor that matter.

The messages Conductor filters are kept here, On Hold,  
ready for you to deal with later on the devices you  
already interact with.

**They'll always be there when you need them - but never  
get in the way.**

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When we were testing Conductor on women they loved the idea of getting to what matters, but didn't want to spend a long time setting up filters for where, when and what mattered. They didn't want to hand-code complex rules to tell us when it mattered that their brother had text them.

They wanted it just to know. To be able to learn about the people and information they valued most.

#### **So it does.**

Over time, as you respond or ignore messages, emails and calls, Conductor will learn what's truly important to you in greater and greater detail, and automatically create new rules and filters that are unique to just you.

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# Tech insights

"To make a computer do anything, you have to write a computer program. To write a computer program, you have to tell the computer, step by step, exactly what you want it to do. The computer then 'executes' the program, following each step mechanically, to accomplish the end goal. When you are telling the computer what to do, you also get to choose how it's going to do it. That's where computer algorithms come in. The algorithm is the basic technique used to get the job done."

Machine learning isn't replacing people." Part of the problem is that most machine learning systems don't combine reasoning with calculations. They simply spit out correlations whether they make sense or not.

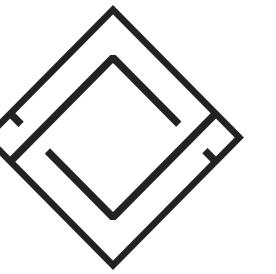
By adding reasoning to machine learning systems correlations and insights become much more useful.

Product Goals:

**To Create Learning Systems – The systems which exhibit intelligent behaviour, learn, demonstrate, explain, and advise its users. In our case it has to be able to make recommendations based on past information and current user interaction.**

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—Conductor.—



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