

# WHAT DOES IT MEAN TO WEAR A WATCH?



## Common Features

- Time (hr/min/sec)
- Stop Watch/Timer
- Alarm Clock
- Date
- Compass

• Glow in the dark

Information is gathered by interviews with Robert Hunter and Barbara Nanas, previous watch users.

## \* The human-watch relationship \*

### • The TIME KEEPER

- ↳ keeps you on-track
- ↳ convenience
- ↳ organized
- ↳ reminder

- Status symbol - "fancy" "expensive" "bling" "sophisticated"
- ↳ who am I?
- ↳ what's my style? "coolness" "ability to" "flexible" "grow-up"

Keywords:

## STYLE

- helps define your style

- Personal → family watches get passed down.
- ↳ something you wear all the time.
- ↳ something you use a lot

- "No practical reason" - phone

↳ aesthetic/functional ← "growing up"

- Watches through the ages → monkey mouse eighth grade → race car 15/collage

## \* Watch vs. Phone - PRACTICALITY

## \* The watch-human relationship \*

- Maintenance → getting it fixed/repair
- Winding a watch (recharging)
- "Form vs. Functionality"
- Comfortable

## KEY TAKE AWAY

### LOOKS

- Gotta look GOOD
- Clean body, nice straps
- Will use COGS Parts

### FUNCTION

- Low maintenance
  - ↳ no charging (solar charging)
- Improved Functionality
  - ↳ Easy to interact with (shake + gesture swipes)
  - ↳ Calendar/Schedule Sync (will elaborate more in specification sheet)



NEW IDEA