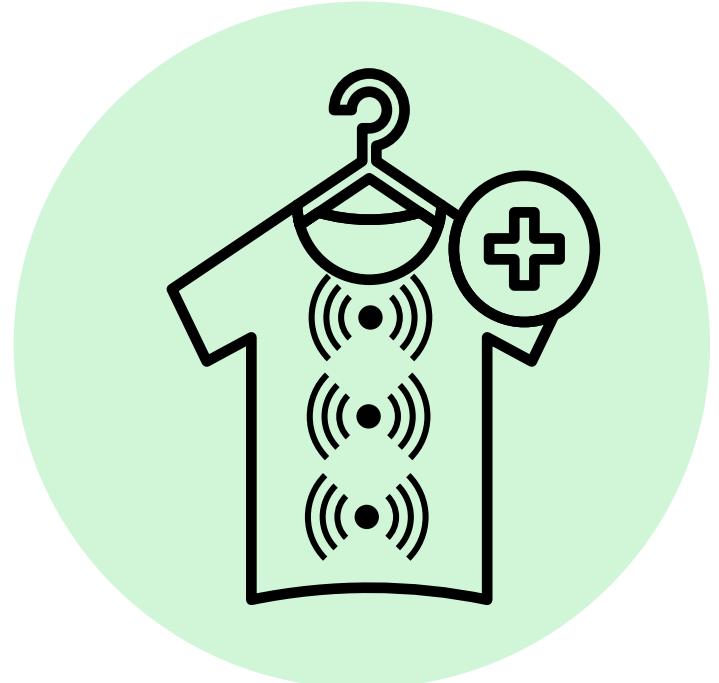


# BackTrack

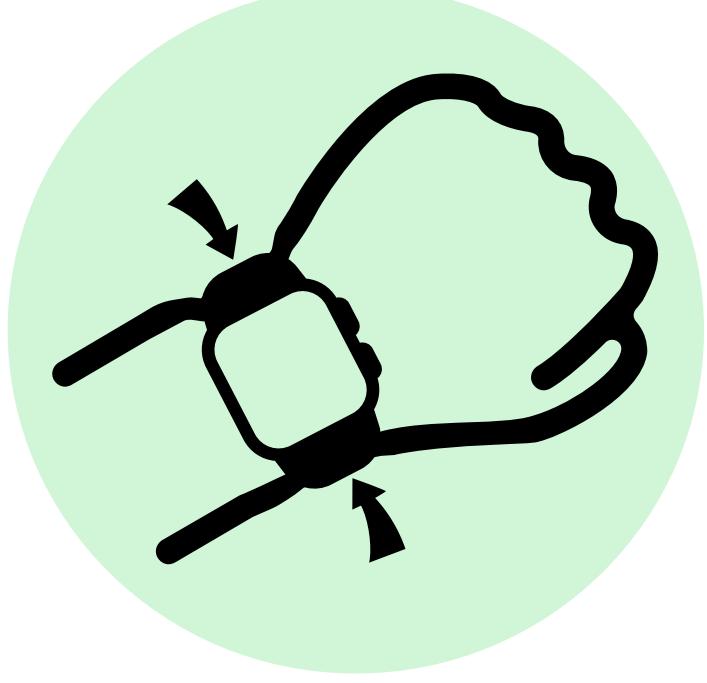
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## The Problem

Bad posture can have lasting negative effects on a person's life, including back and neck pain, trouble sleeping, and low self-esteem. However, because we don't consciously think about our posture, it can be difficult to correct.



**Sensors** that easily and unobtrusively attach to a user's clothes



A **watch band** for existing smart watches which provides a squeeze as posture feedback based on sensor data

## Our Solution

BackTrack is a posture tracking application that integrates with a smart watch and smart phone to help users monitor and track their posture.



A **smart watch application** for users to monitor and calibrate their posture



A **smart phone application** for users to track and reflect on their progress



### Real-Time Feedback

Users can check a visualization of their posture at any time. This visual cue helps them better understand how to fix their posture.



### Creating Awareness

Watch screen uses color to reflect the current posture, allowing users to keep an eye on how they're doing.



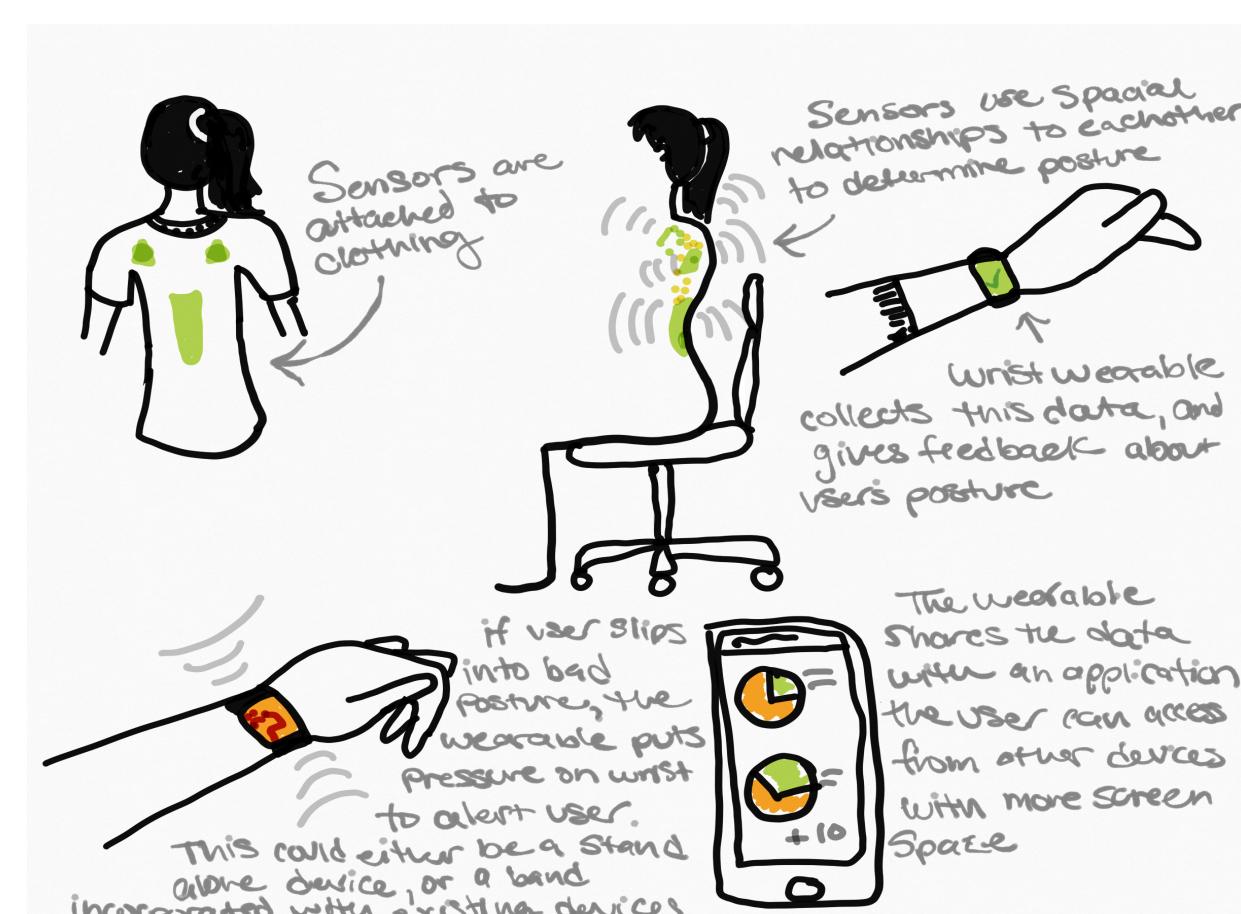
### Learning From Data

BackTrack provides analytics to help users track how they are doing and identify when and where they are struggling.

## Design Process



### User Research



### Sketching & Storyboarding



### Paper Prototyping



### Video Prototyping