

I'M SMART WATCH

UX AND TECHNICAL CONSULTING ON SMART WATCHES



The I'M smart watch was one of the first smart watches to be released onto the market. Carter were thrilled to be asked by Visone to assist in what proved to be a very complex journey.

Power requirements, hardware constraints, space restrictions and user requirements were just some of these challenges.

Working with the I'M team and their manufacturers Jabil, we worked on the balance between user driven functionality and how to maximise the experience inside the limitations we were faced with.

BRIEF

To provide insight into what the Android platform has to offer at this stage and how this can be aligned with power and space limitations. To work with the manufacturers to discuss the extent of what could be achieved to maximise the consumer experience.

STRATEGY

On a piece of work such this there are three main strategies. To research and develop commercially focused models maximising avenues and minimising risk. To listen and then listen some more. To remain open minded to all views.

IMPACT

The I'M Smart Watch 2 was realised and taken to market. Sadly, once Apple and Samsung arrived, prices were driven down and I'M switched to another market.

PROTOTYPE WATCH DESIGNS



MANUFACTURING CONSTRAINTS



SOFTWARE ARCHITECTURE

