



Global Design Studio

CELEBRATING THE DAILY

LITTLE JOYS OF EVERYDAY LIFE

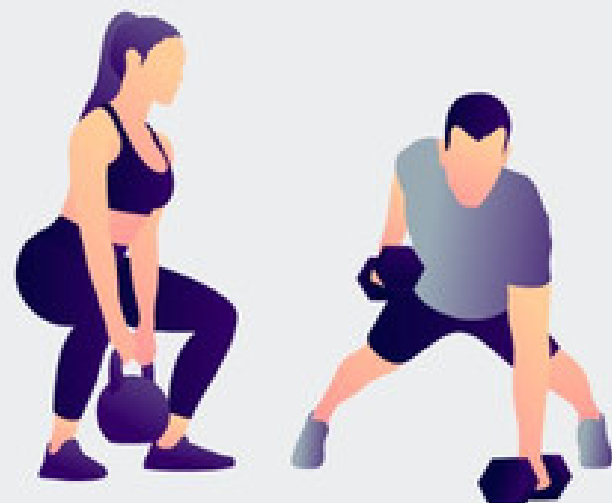
Team 7

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PROJECT BRIEF

A design that will give motivation to workout for people who do not have enough time and space. The design should overlap with the culture and be affordable.



WORKOUT MOTIVATION



PROBLEM

Most people do not have enough motivation, time, money or opportunities to workout.



TARGET GROUP

Middle-aged people
People with not enough time



INSIGHT

Turkish people deal with social and economic drawbacks. These are mostly solved by new options rather than fighting against the problem.



OBJECTIVE

Increase motivation to exercise.
Make it cheap, accessible, timesaving.
Inform the users.

THE CULTURE

Working out, which is not a part of daily life and some cultures, is not preferred by some people due to lack of time, money, energy, motivation, or inability to move freely in the environment where others are present because of age and culture. Although its importance and necessity for health are known, the inconvenience of modern life and environment reduces the motivation.



RESEARCH INSIGHTS

In Turkey, private gyms are expensive, and public sports areas are not very developed and accessible. Even if otherwise, public opinion matters to a point where it prevents people from using such areas. Instead, people will most likely try working out at home. Turkish people mainly live in apartments of approximately 115 square meters.

ENVIRONMENTAL EFFECTS

Ecological: Weather conditions.
Social/Cultural: Some people don't feel comfortable doing sports in public.
Psychological: Lack of motivation.
Economical: Going to gym and eating healthy is very expensive.

GOALS

- Starting small.
- Having the right people around.
- Tracking your process.
- Setting fitness goals.

THE GUIDELINE

WHAT SHOULD THIS DESIGN CHANGE?

It should have a place in people's daily routines. It must make people want to use it, bring them together, change or prevent what is holding them back.



WHAT SHOULD IT INCLUDE

- Easy-to-use and portable parts
- Long-lasting and non-hazardous
- Traditional look with a modern twist



COMBINE IT WITH CULTURE

Be compatible with the culture enough to become a part of it, modern enough to be permanent



ACCESSIBLE PRODUCT, SUSTAINABLE MATERIAL

It should be a cost-effective product that everyone can access and it is important that it contains sustainable materials.



DESIGN IDEAS

The idea is to make exercise more comfortable and private. So that people don't feel embarrassed to play sports outside. The design is designed so that people who are on the playground can see what's going on outside, and passers-by can't watch the people who are working out.

AREA FENCE

This is a section of the fence

Jewelry that reminds you of water balance, training, motivation, etc . 1. Ring, with a special panel that displays a hologram with important messages. The most simple design and modern technologies will easily enter a person's life. 2. Smartphone-like number pad pendant also displays all important workout reminders on the screen with vibration. It can be hung even on a chain, even on a special pendant.

Motivational Ball

Functional

The ball has an ordinary outer shell, it cannot be distinguished from an ordinary ball. It has a built-in voice recognition function and artificial intelligence that will select a training program based on a person's requests and look for a suitable place (where there are not many people and a convenient location)

ELABORATED IDEA FINAL

Ring

For what: to motivate sports

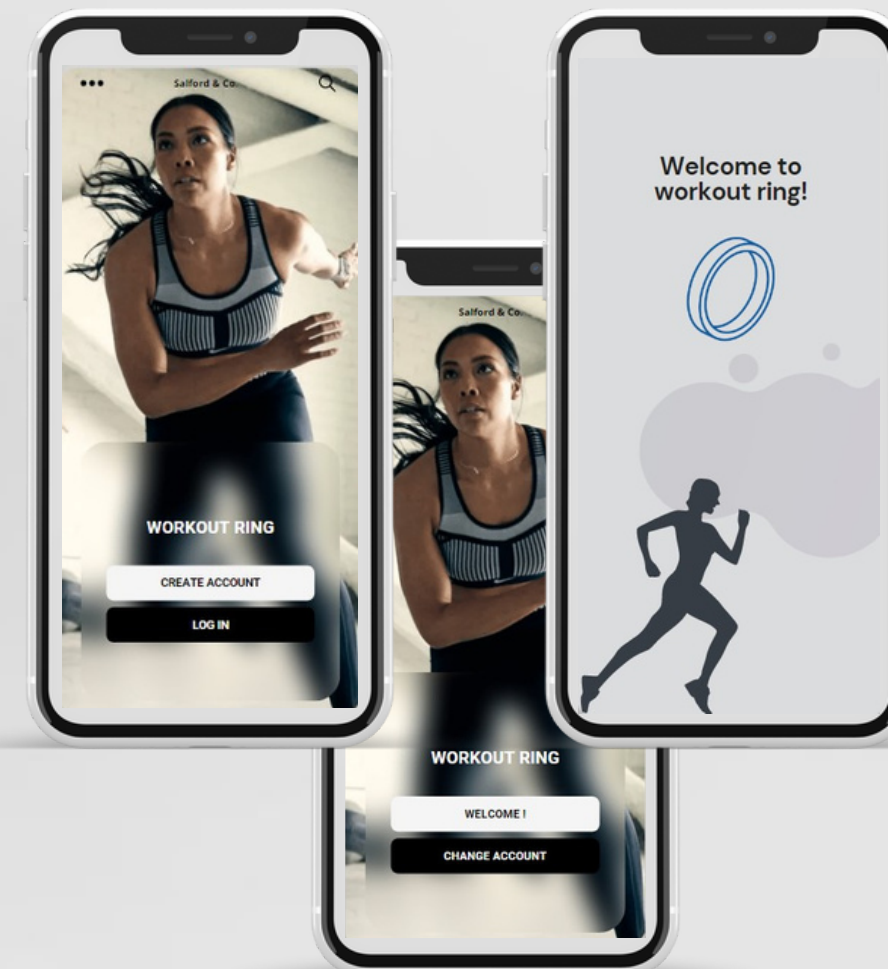
Functions: With the help of a hologram, the ring shows exercises, training schedule and nutrition

Description: Suitable for people of all ages and any physique. Material - metal, glass
There is a charging in the form of a finger (this is a separate station on which a charging ring is put on)

Interface: there is a small screen on the ring for playing a hologram; the hologram is displayed in the size of 23*27 cm. It is necessary to make a frame for a hologram with a modern interface for sports (to your taste)

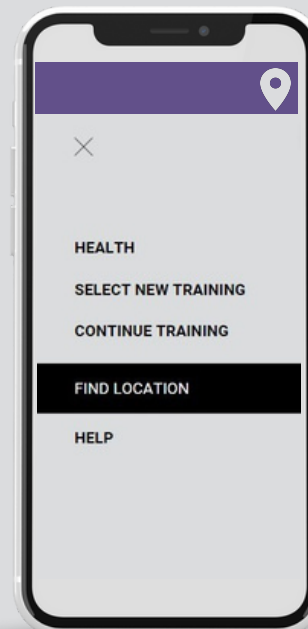
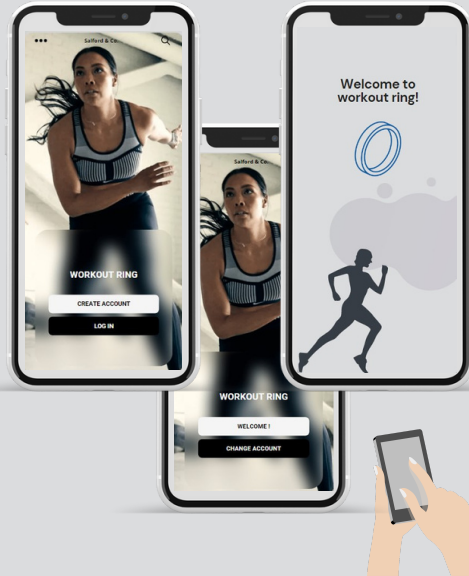


WORKOUT RING

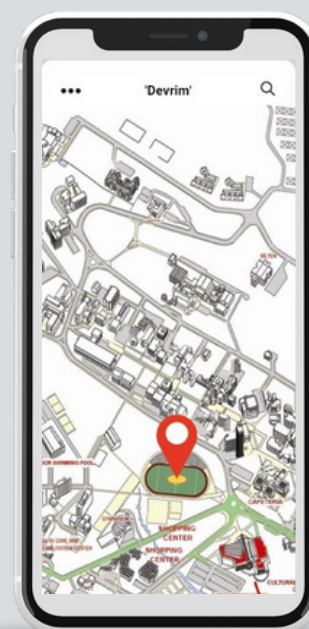


APPLICATION INTERFACE

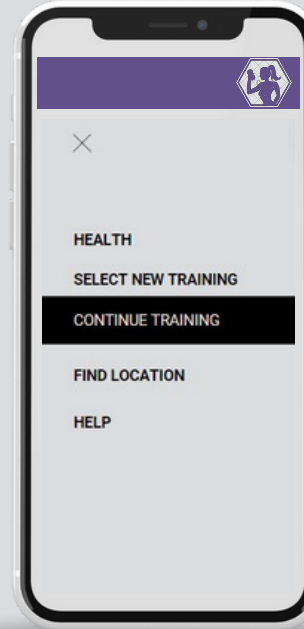
An application providing everything you need.



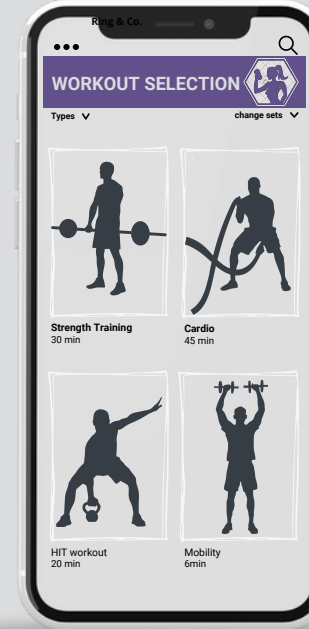
Featured with a map providing you suggested areas suitable for different types of workouts.



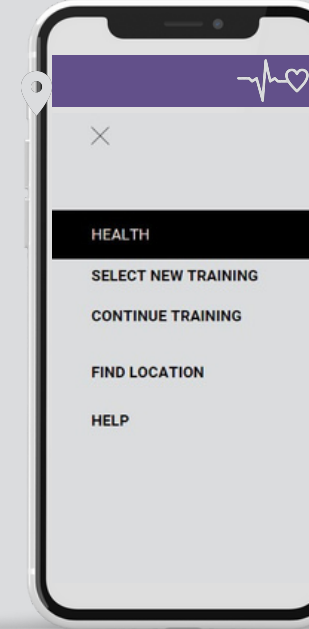
- Selected location
- Favorite spots
- Ratings
- Suggested spots



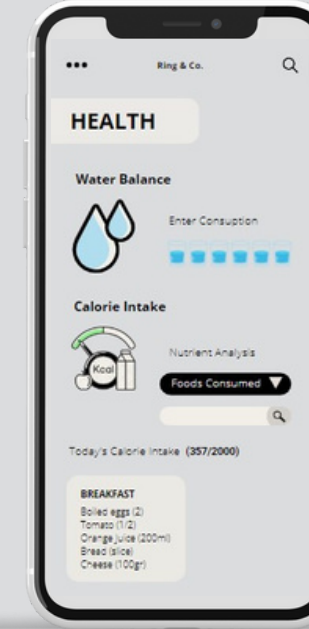
It provides different workout routines, and suggests you the best ones to hit your goals.



- Cardio
- Mobility
- Strength
- HIT workout

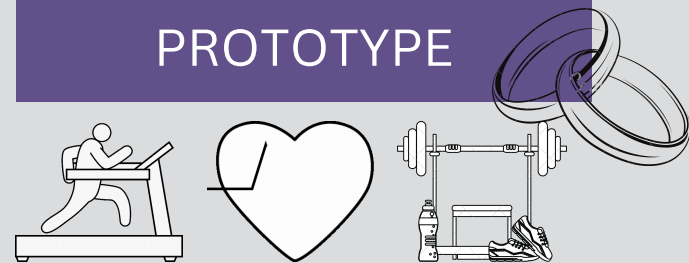


Providing nutritional information of the food, counts your calories, and regularly tracks your hydration and heart beat.



- Hydration
- Calorie intake
- Food plans
- Heart rate

DESIGN PROTOTYPE



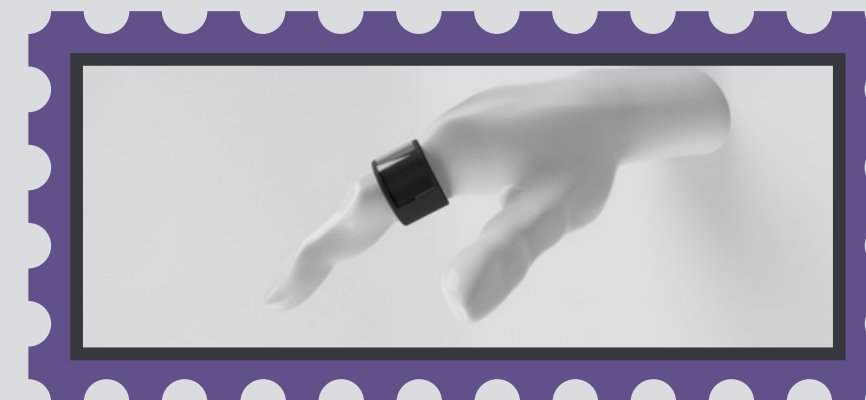
Touch screen



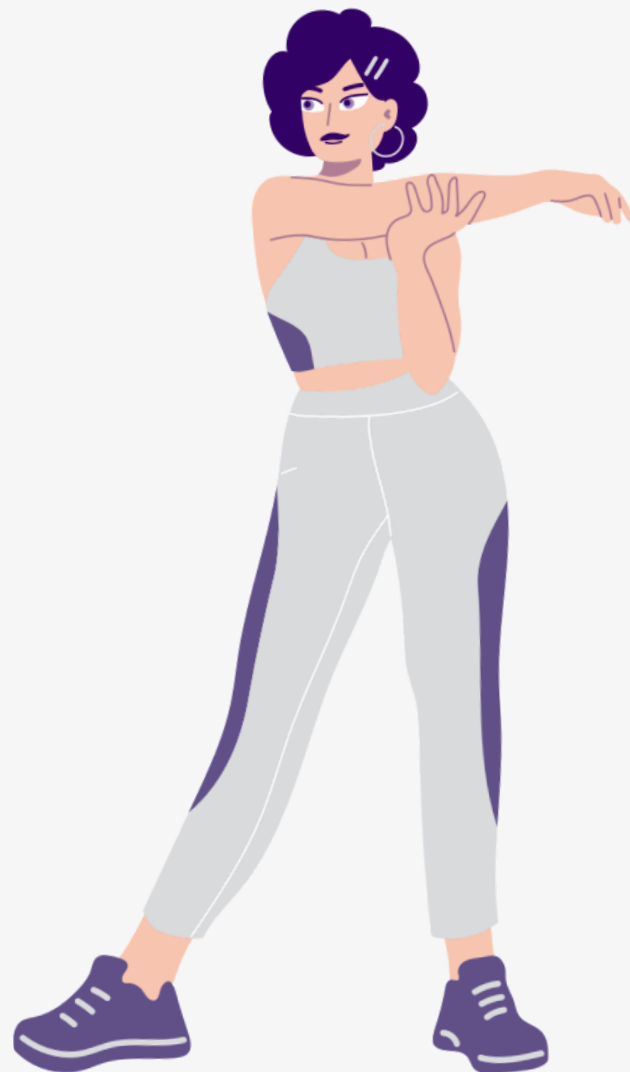
Heart rate detector



Program selection



It can track your heart rate throughout the day by detecting blood flow through your index finger.







EVALUATION



COMMUNICATION

★ 5/5

They always responded well and were cooperative.

TIME MANAGEMENT

★ 4/5

Although both parties had issues with time management due to hectic pace of our departments, they put effort into responding.

DESIGN PROCESS

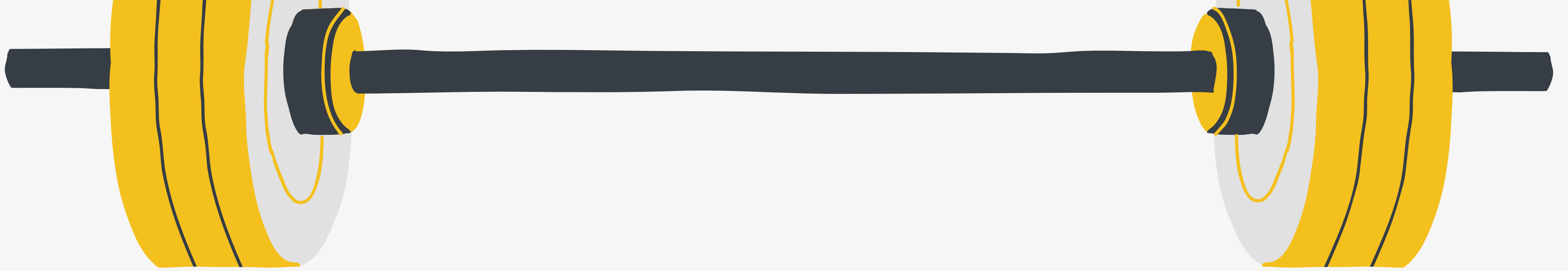
★ 3.5/5

Despite being in different departments, they responded well to the design requirements. Very small problems occurred.

OVERALL EXPERIENCE

★ 4.5/5

They were cooperative and understanding. Easy to communicate with. We enjoyed their ideas and our differences.



THANKS TO,

Our teacher Dalsu for guiding and supporting us throughout the process,



Team 25 we work with for being kind and willing,



The entire global studio team for their efforts and contributions.

