



日常創意有限公司
Rehavior Design Lab

TOPIC

我行科技+日常創意
三鐵GPS錶方向展開



Triathlon

游泳/自行車/跑步

Design Requirements



- 平日上班配戴的運動錶
- 主要使用族群以中高年齡為主
- 造型強調GPS的機能
- 與一般手錶做出區隔
- 配戴的舒適性
- 可以提供給其他廠商做貼牌

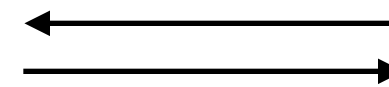
User



Office

Smart / Profession / Elegant

滿足兩種不同穿戴風格與運動模式



Sport

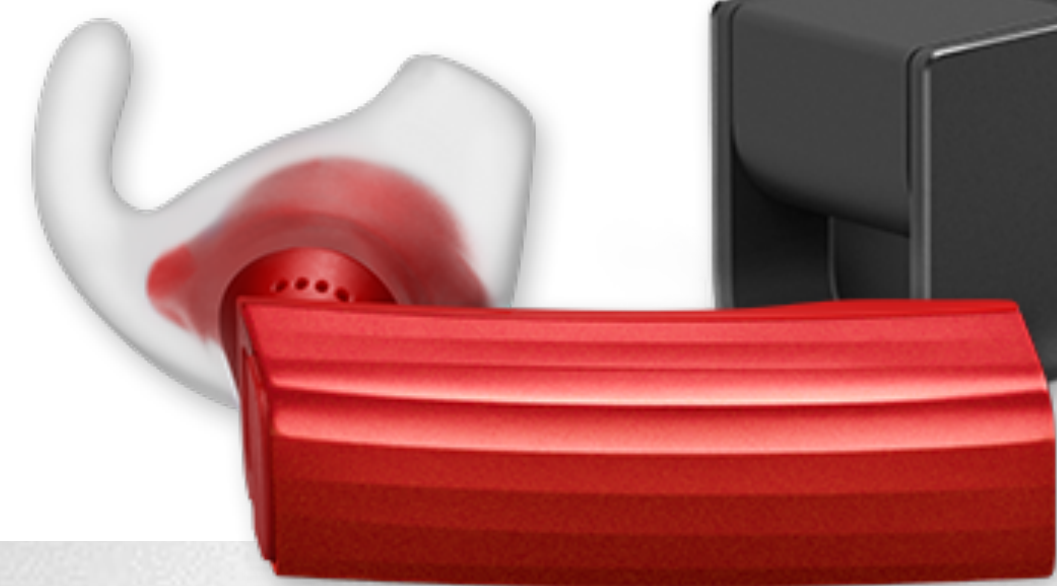
Vitality / Determination / Challenge

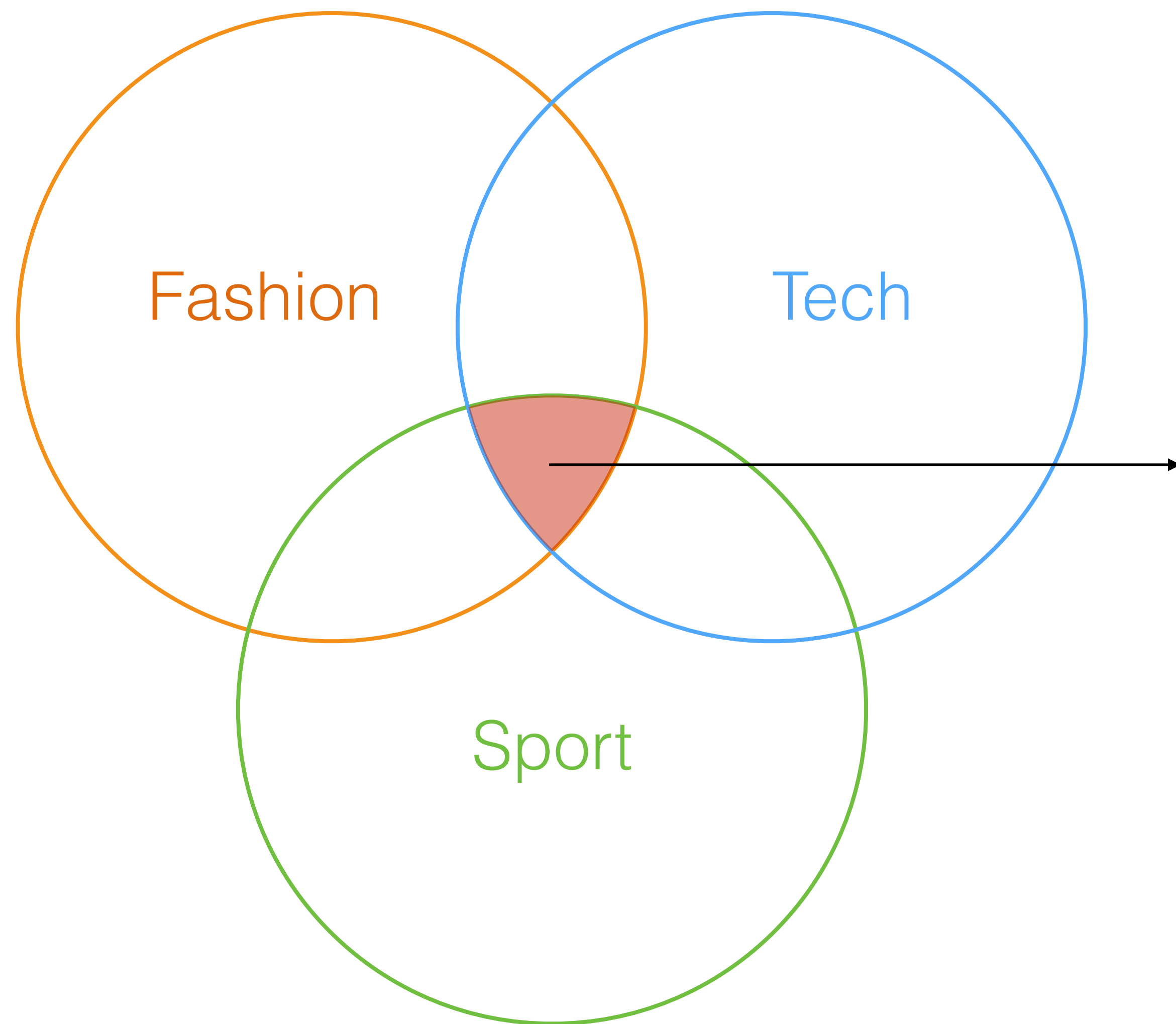
Wearable Device

“從穿戴裝置表現出使用者的個性”



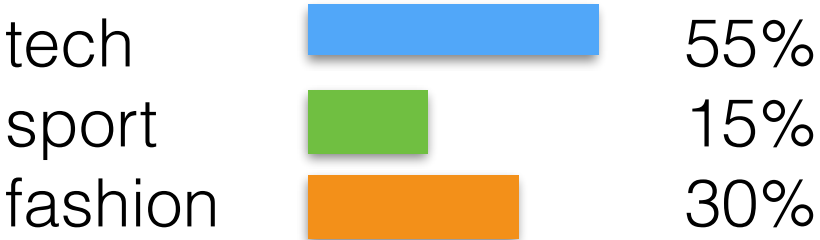
消費者透過不同風格
的產品建立
族群認同





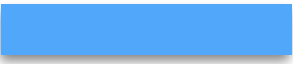
以不同意象元素搭配
創造出適用於不同環
境與族群的穿戴風格

Concept A



URBAN

Concept A

tech		55%
sport		15%
fashion		30%

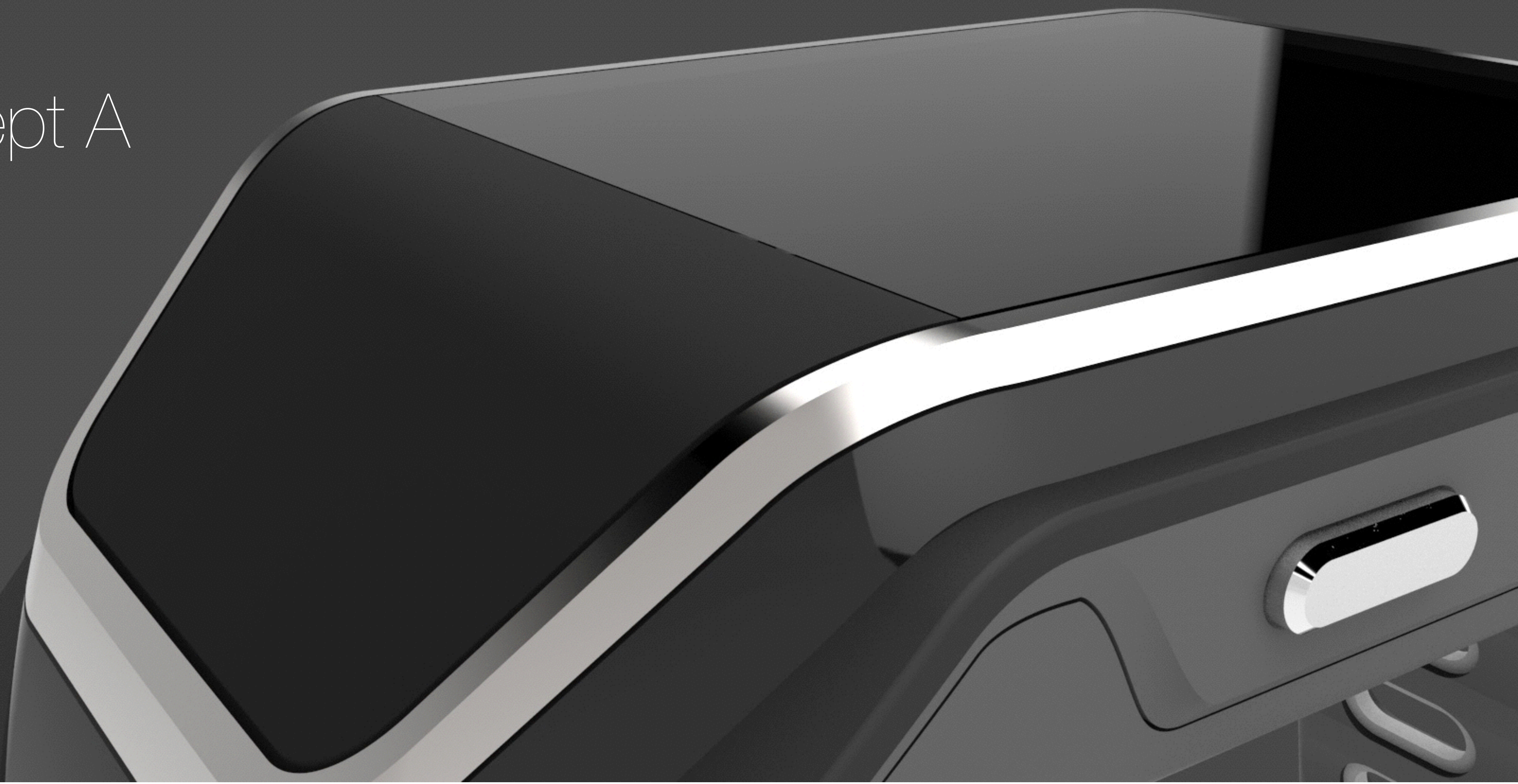
以科技感與專業感為概念主軸，
整體造型簡潔，並搭配金屬質感
為裝飾，為使用者創造適用於都
會生活與專業運動兩種不同環境
氛圍的產品。



產品意象區間定義



Concept A



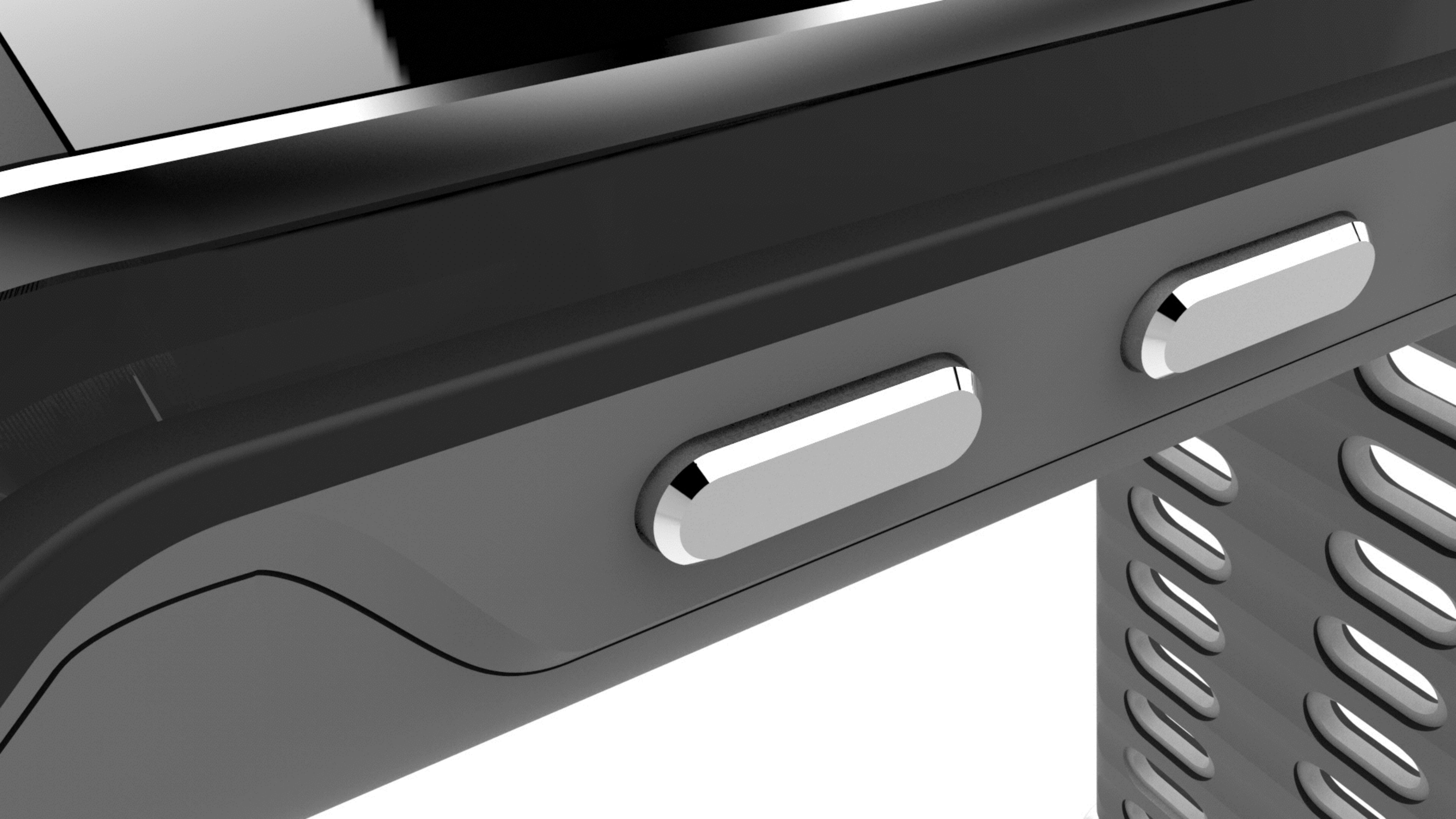
















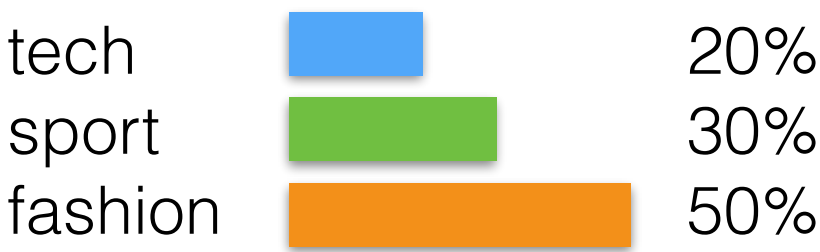








Concept B



FASHION SPORT

Concept B

tech		20%
sport		30%
fashion		50%

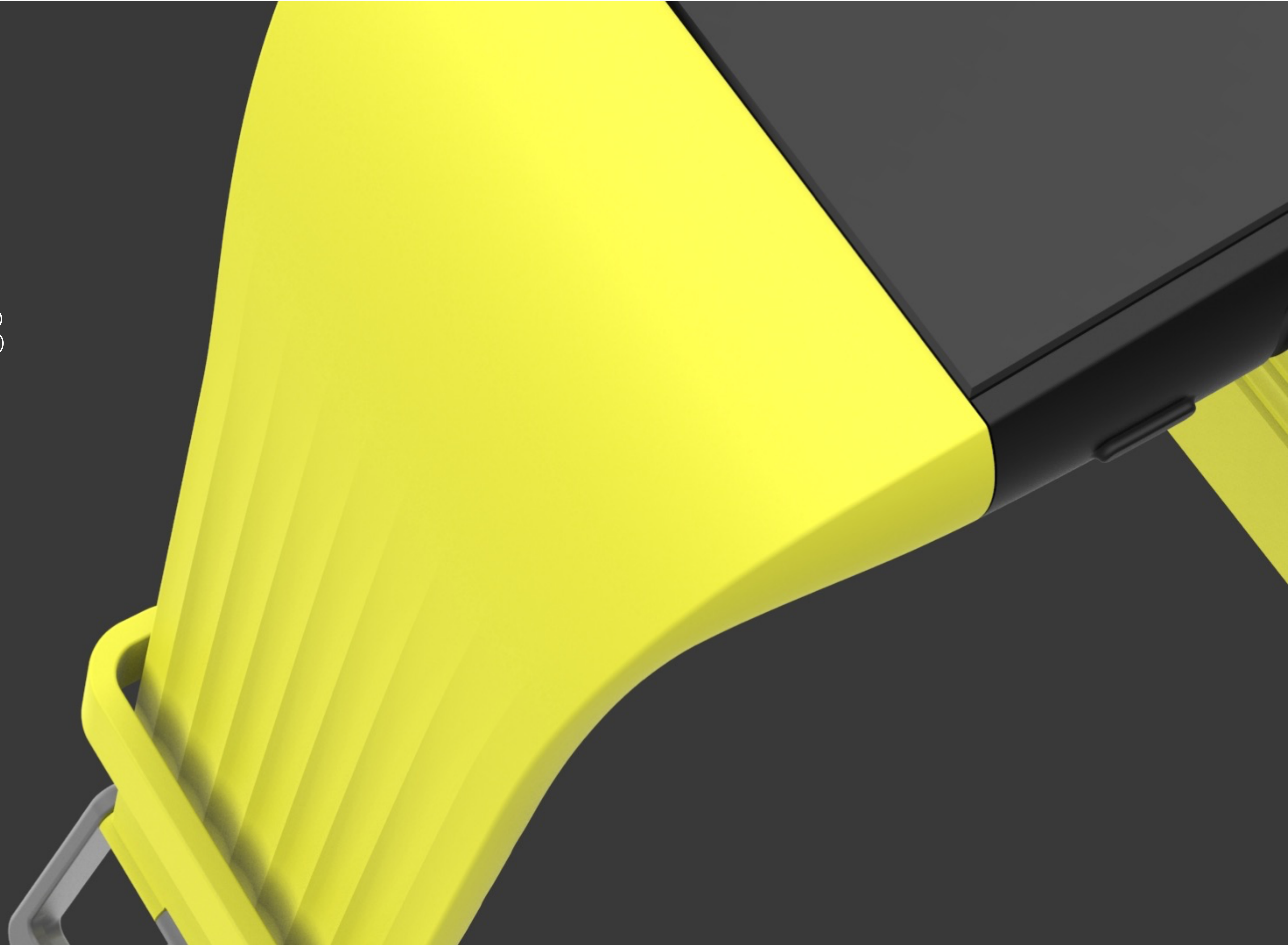
以運動時尚為設計主軸，將圖騰等獨特的視覺元素與配色運用在錶身或局部裝飾，彰顯個人風格與特色。



產品意象區間定義



Concept B

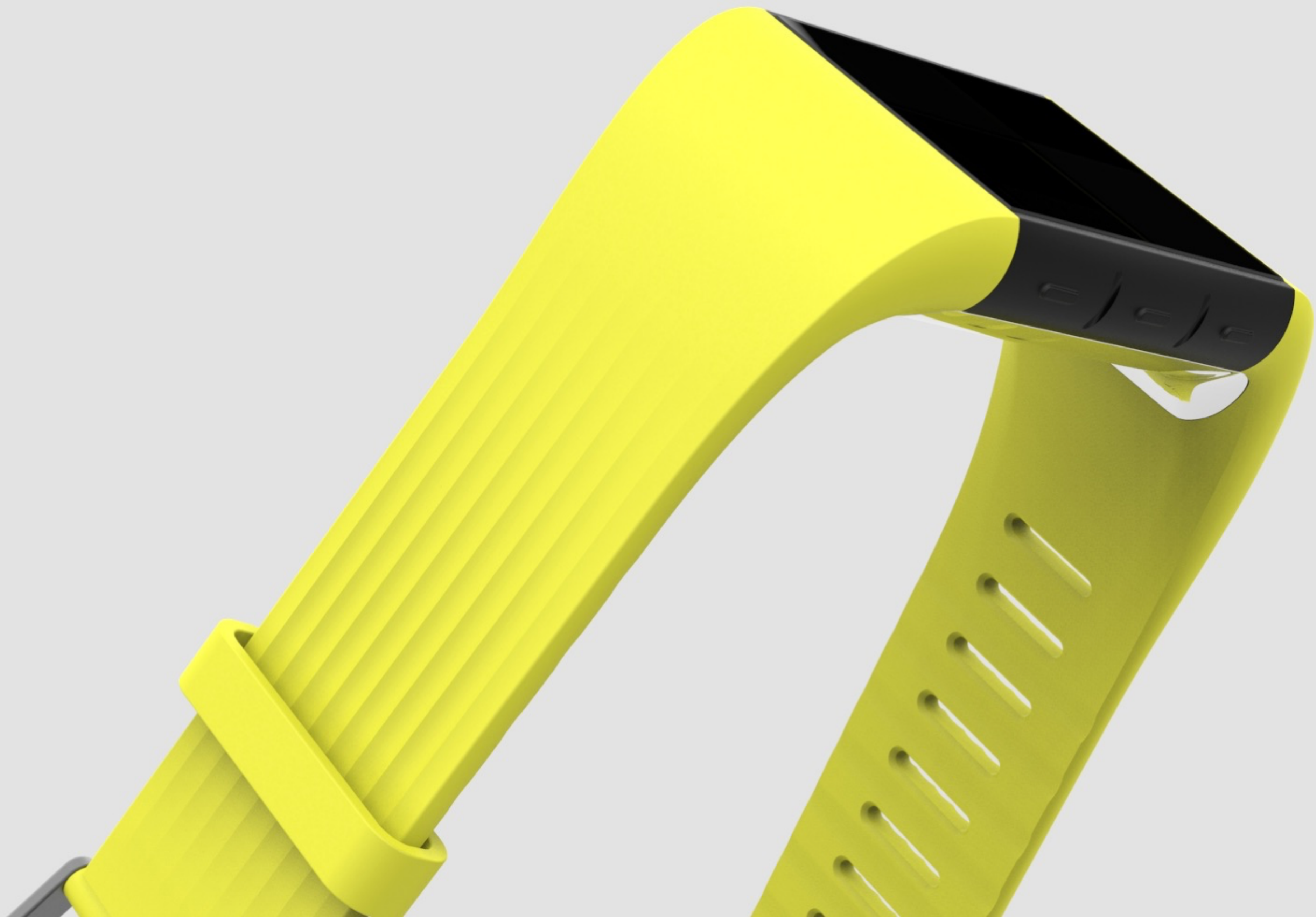




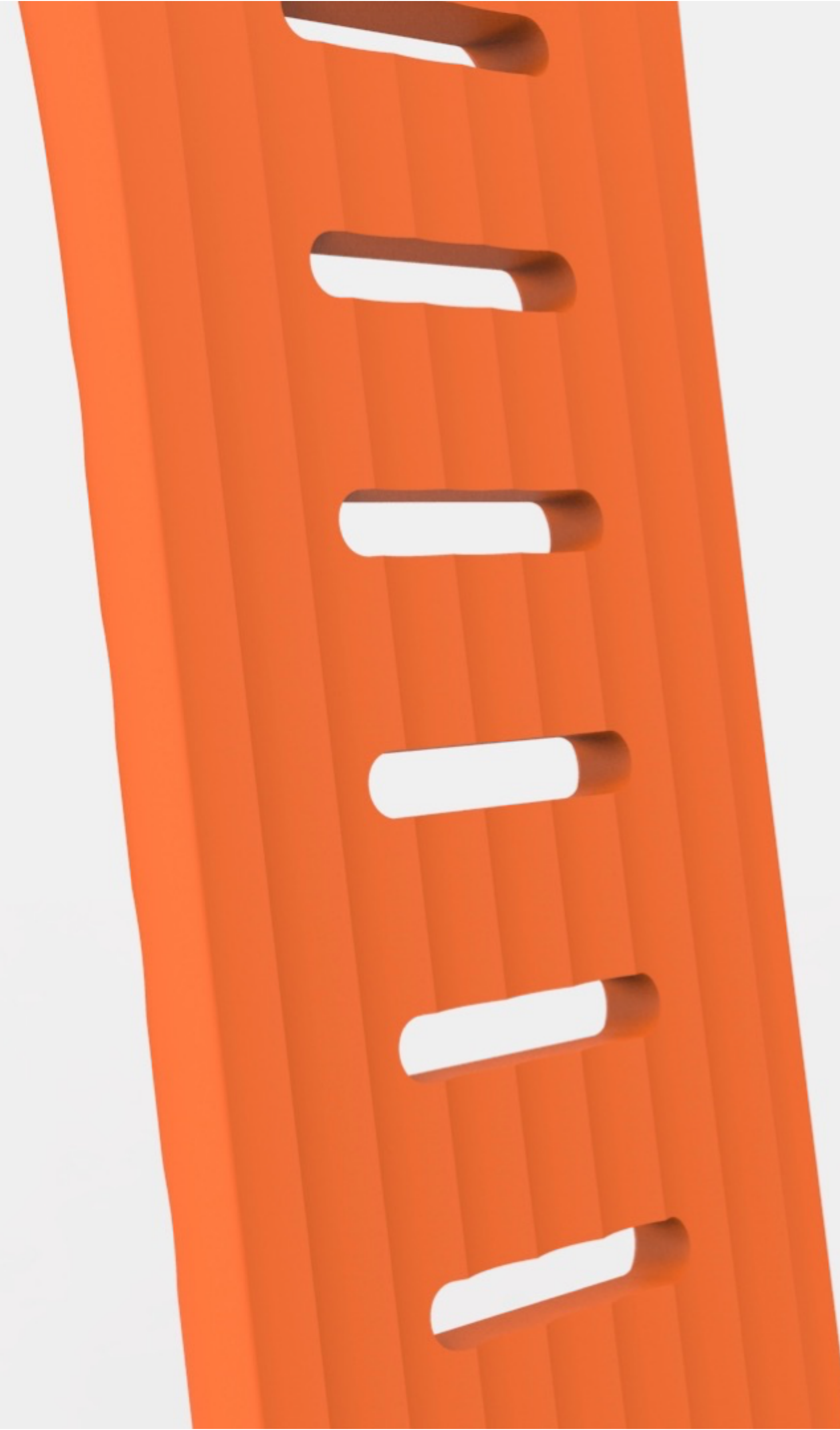
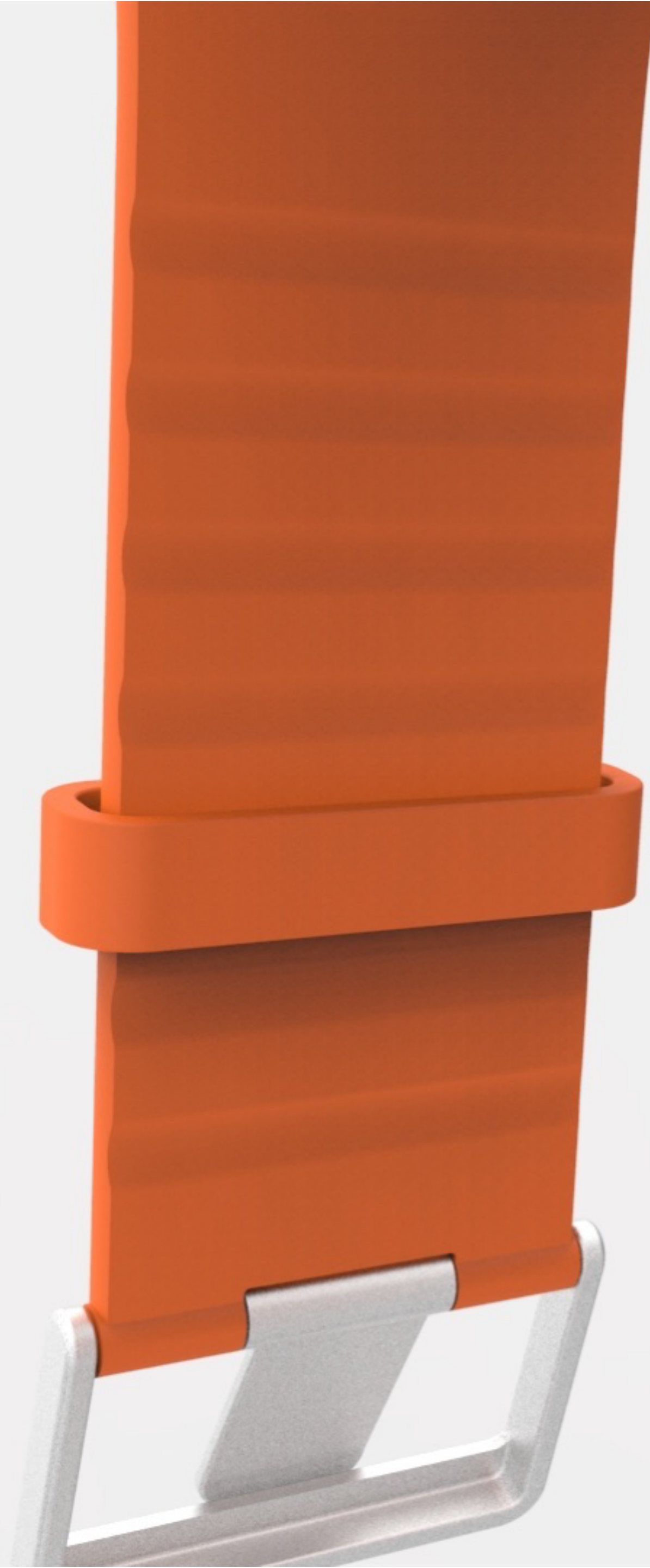


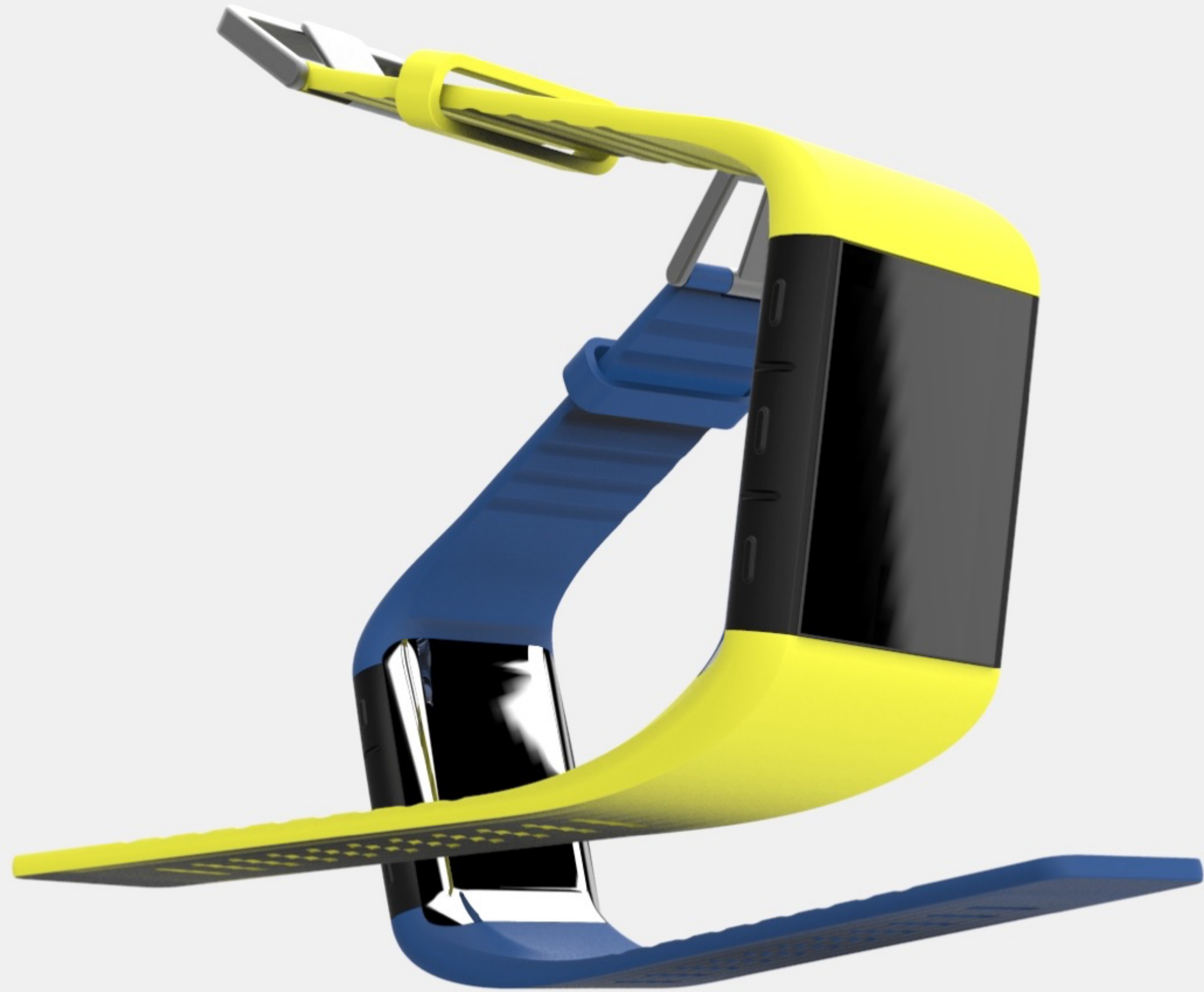










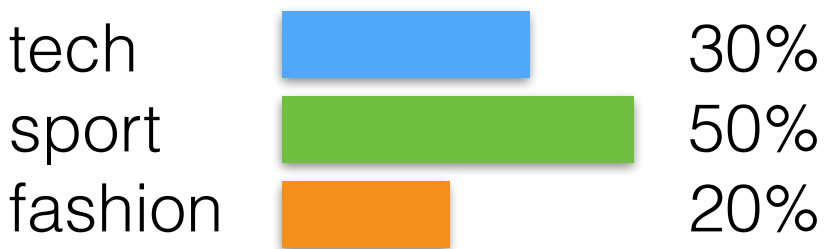






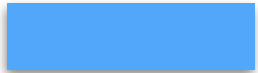


Concept C



POWER

Concept C

tech		30%
sport		50%
fashion		20%

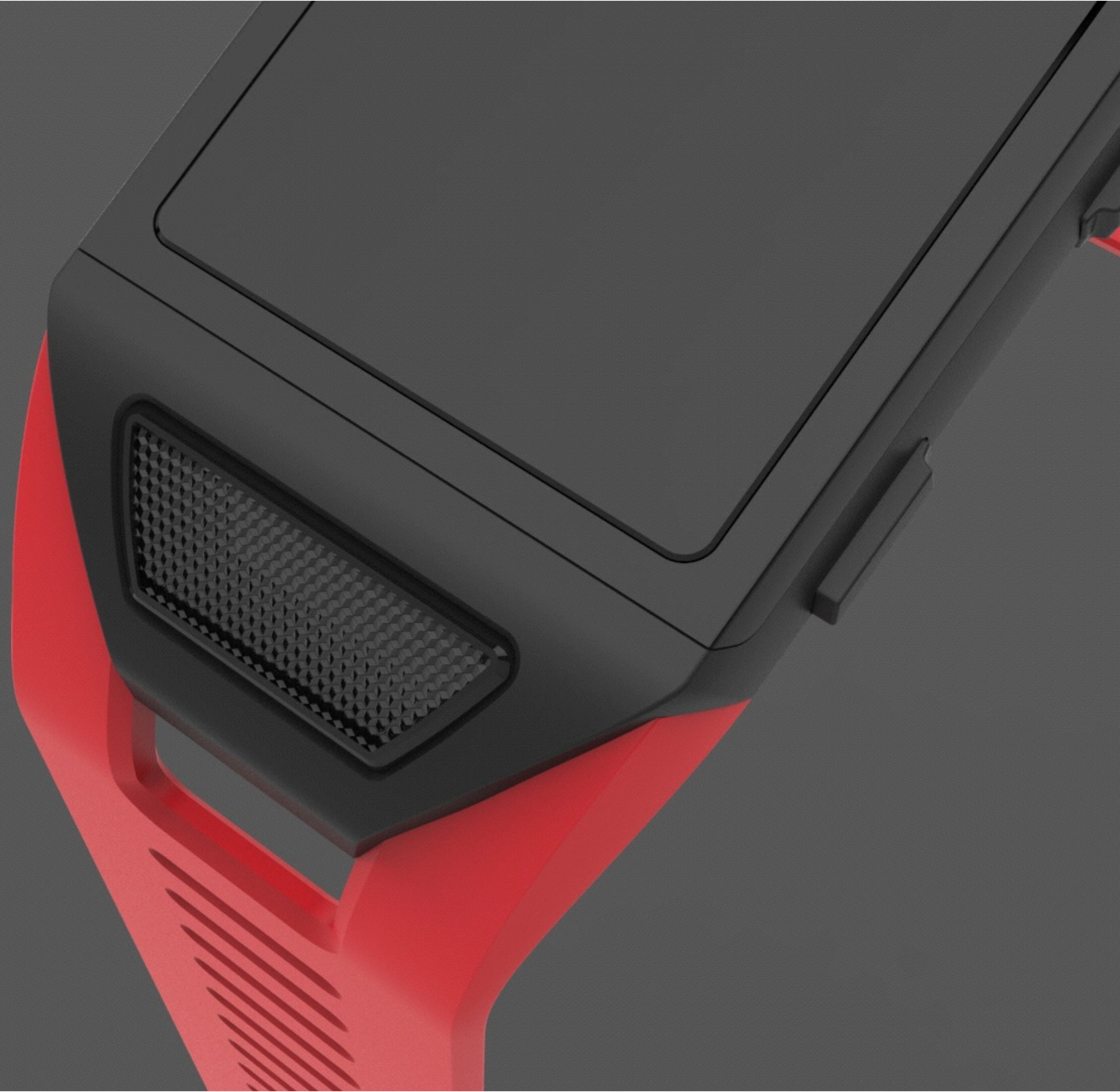
將運動的速度感與力量帶入造型元素中，以銳利的稜線與機能感表現出獨特的個性。



產品意象區間定義



Concept C



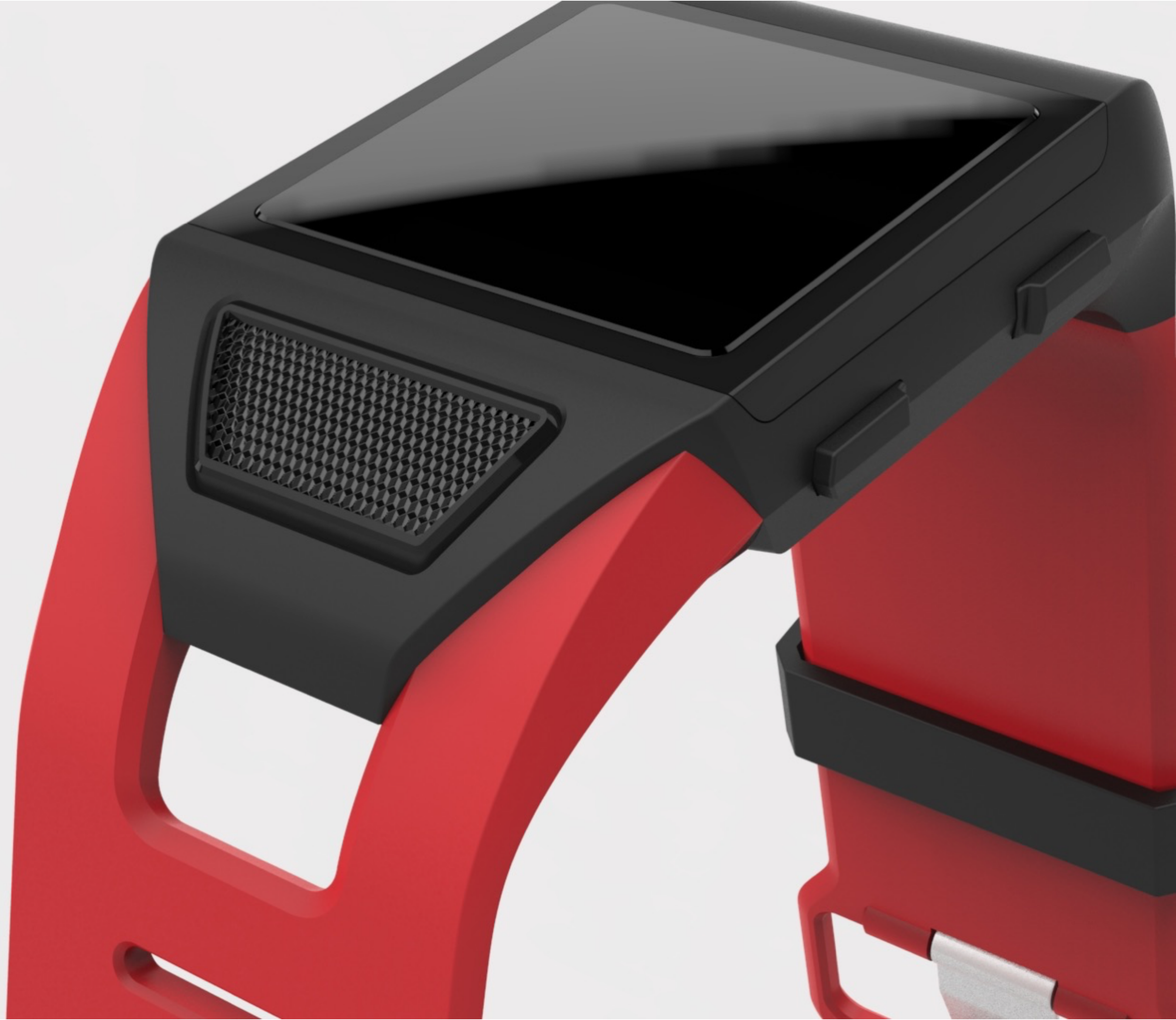


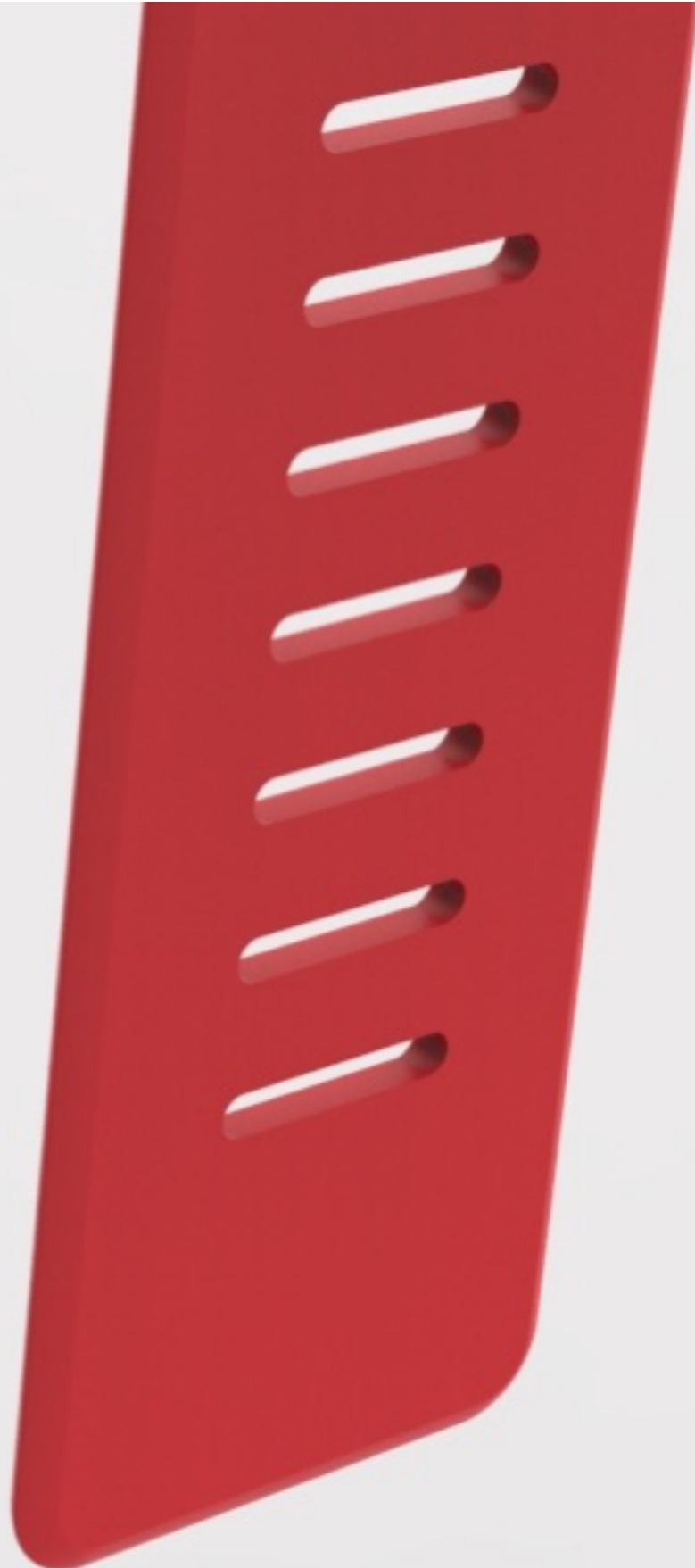






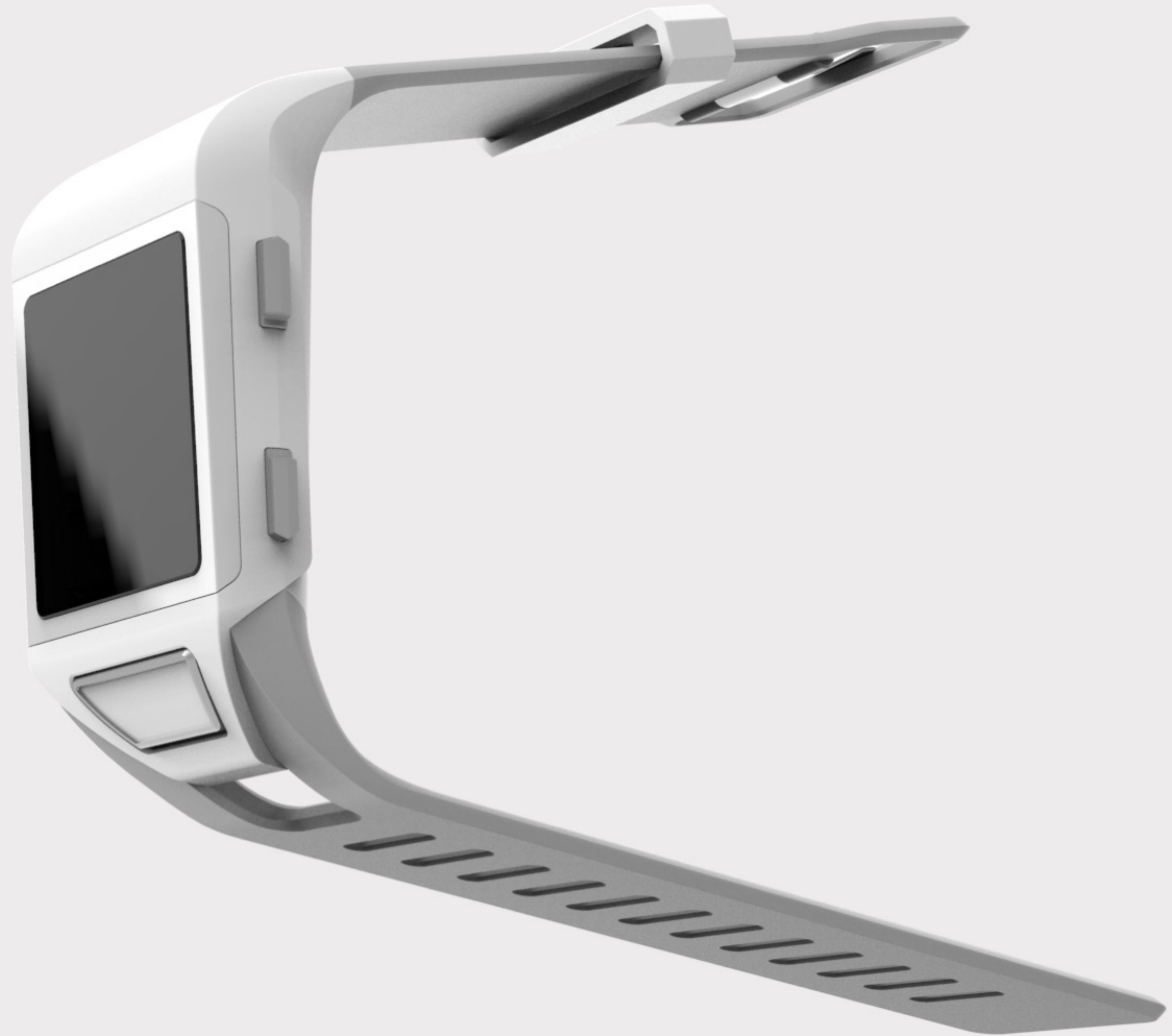














THANK YOU
