

MINI PROJECT BRIEF

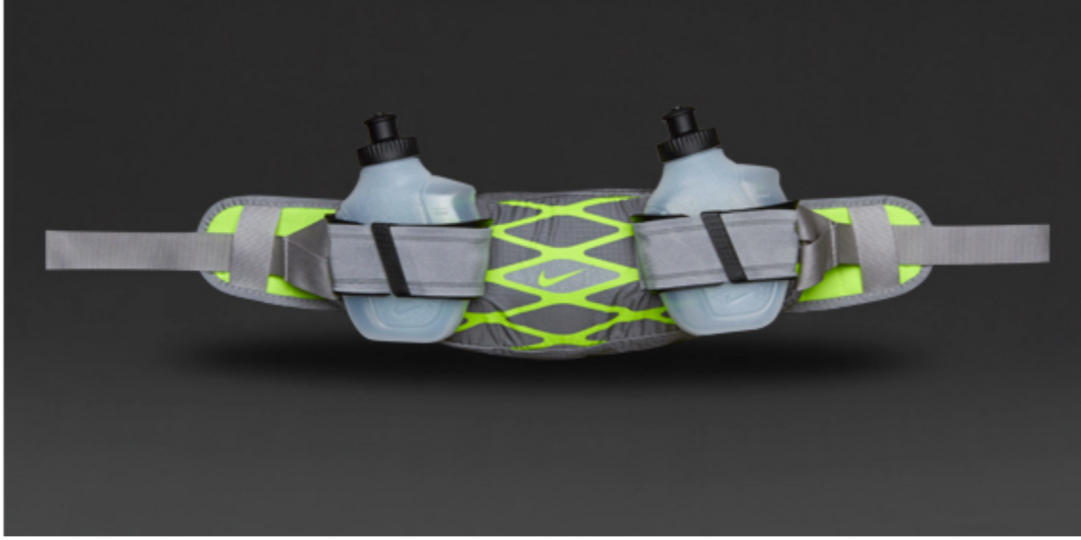
BRIEF

Nike Alarm Clock

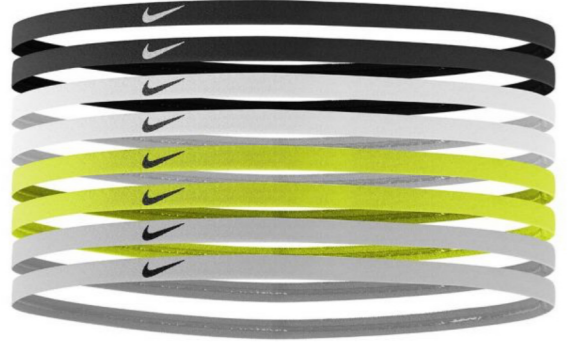
- Innovative wake up method
- Emphasis On Waking User Up For Training
- Doubles As A Training Interval Timer
- Wearable
- Kickstand
- Easy Charging
- Simple To Use
- Bright Innovative Display
- Visually Appealing UX/UI
- Hard Wearing/Water Resistant
- High-end, Low-Tech
- Non Internet Of Things
- Viewable From Distance

Functions

- Alarm
- Timer
- Interval Timer
- Sound/Vibrate/Visual Notifications
- Large Buttons/Large Touchscreen
- Wireless Charging
- User Customisable Programmes



TENNIS TRAINING TOOLS
By Nike



ABOUT NIKE

Our mission is what drives us to do everything possible to expand human potential. We do that by creating groundbreaking sport innovations, by making our products more sustainably, by building a creative and diverse global team and by making a positive impact in communities where we live and work.

Based in Beaverton, Oregon, NIKE, Inc. includes the Nike, Converse, and Jordan brands.





ALARM CLOCK AND DOCK. REMOVE FROM THE DOCK TO CREATE A PORTABLE DEVICE.

DOCK COULD HAVE WIRELESS CHARGING.

KICKSTAND KNOWS FOR BETTER VIEWING ANGLE.

STAND CAN HOLD ALARM MAGNETICALLY WHILE CHARGING.

360° SPEAKER TO PROVIDE CLEAR ALERTS

BIGGER SCREEN CAN BE VIEWED FROM FURTHER AWAY IN ROOM

SIMPLE KICKSTAND CLASSIC CLOCK SHAPE

CLIP ON BACK TO ALLOW EASY WEARIN

QI WIRELESS DOCK ALLOWS QUICK AND EASY REMOVAL

RING DOUBLES AS A STAND AND A BELL CLIP.

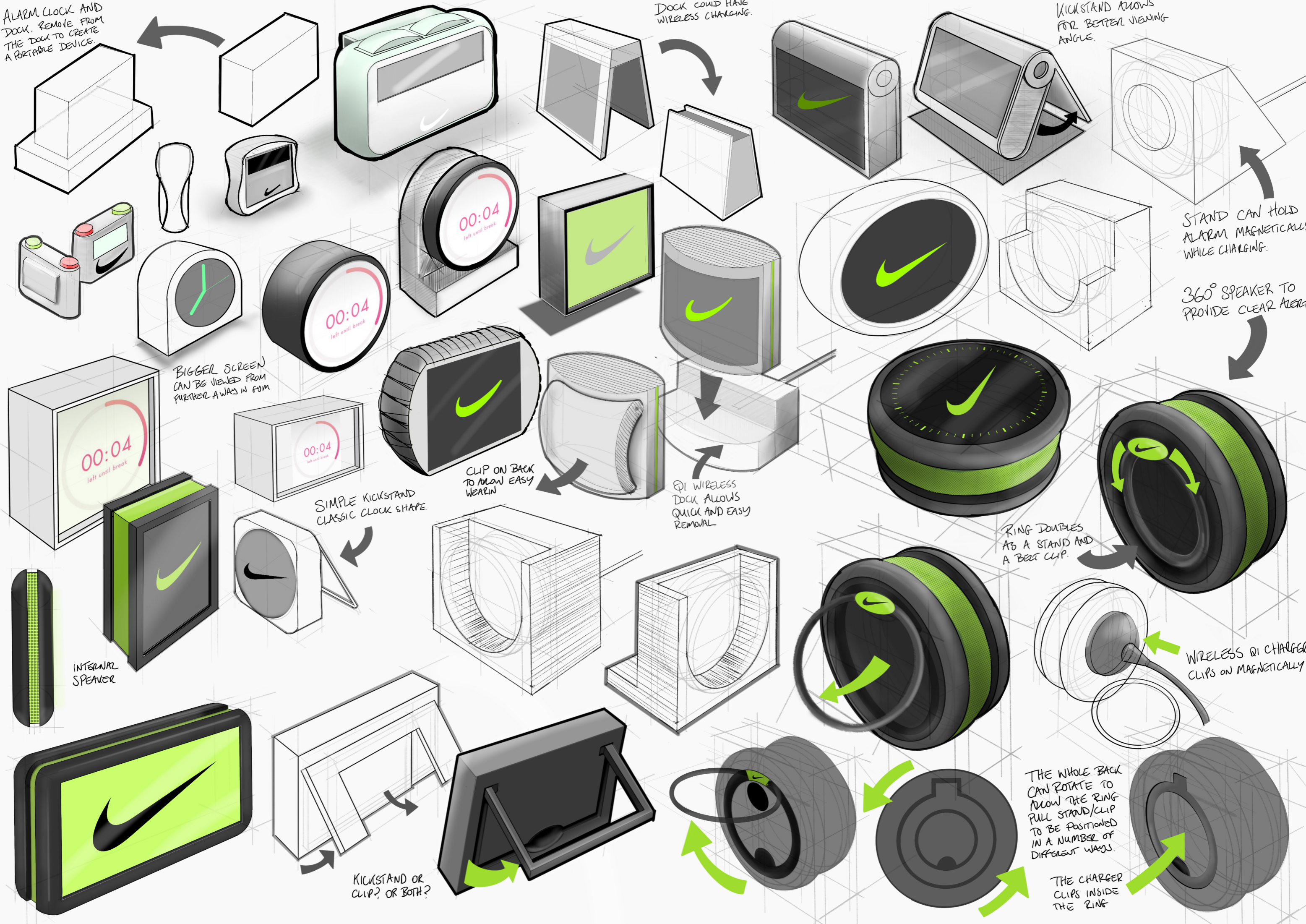
WIRELESS QI CHARGER CLIPS ON MAGNETICALLY

INTERNAL SPEAKER

THE WHOLE BACK CAN ROTATE TO ALLOW THE RING FULL STAND/CLIP TO BE POSITIONED IN A NUMBER OF DIFFERENT WAYS.

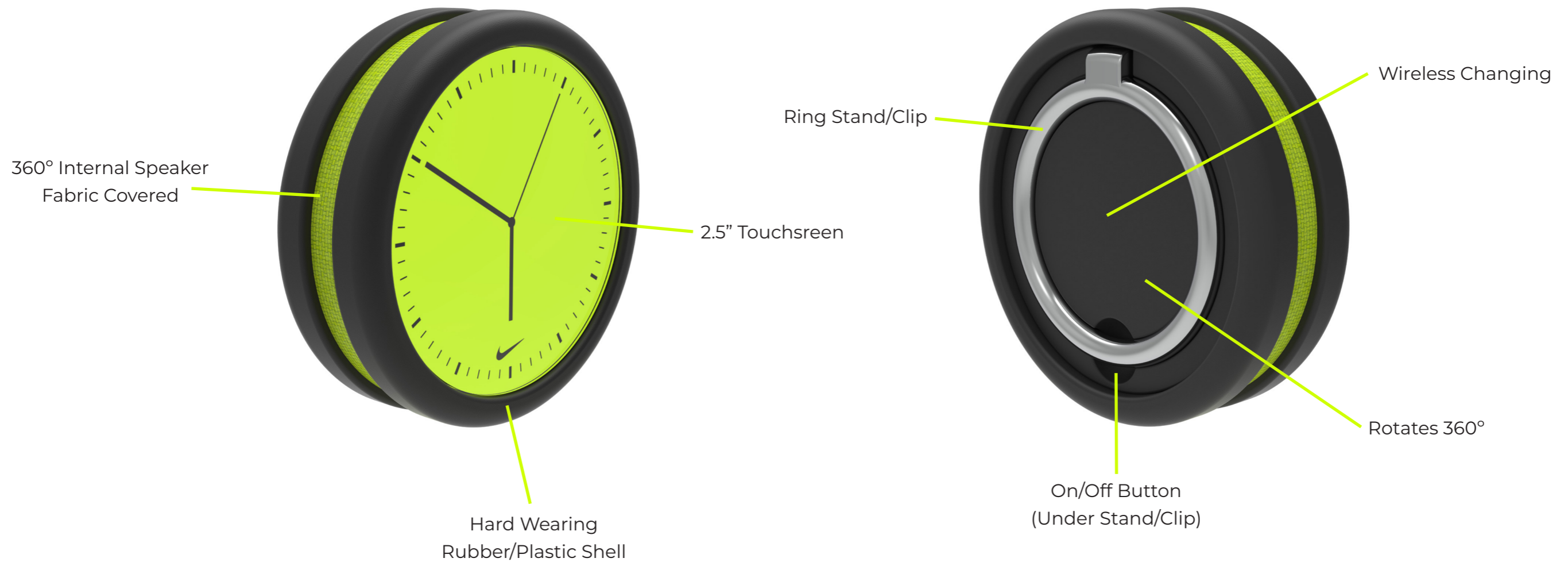
THE CHARGER CLIPS INSIDE THE RING

KICKSTAND OR CLIP? OR BOTH?



NIKE PT

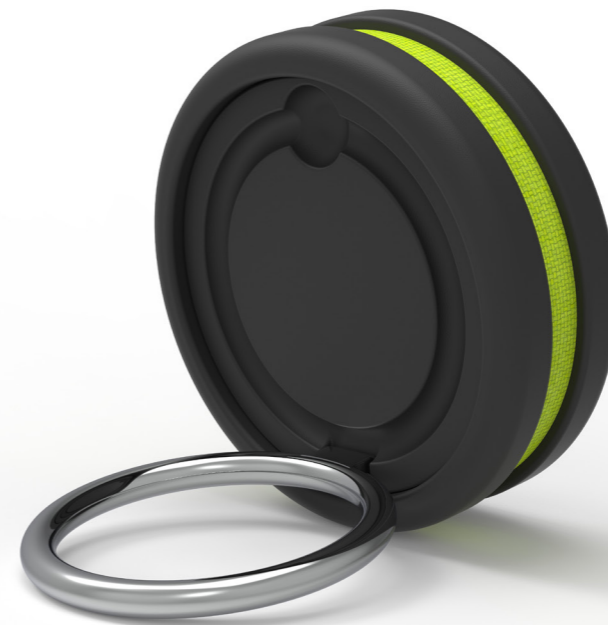
Nike PT is an alarm and interval training timer. It has several early morning alarm settings to get even the weariest head out of bed. It is a fully customisable interval training timer that can be worn on the shorts waistband or placed on the floor using the built in clip stand. It has a bright 2.5" touchscreen, wireless charging and provides user notifications through its powerful 360° internal speaker, internal vibration and large on screen visuals.



PT

NIKE PT

The Nike PT can be used either on hip while exercising or on a gym mat, treadmill, bike or even sat on the floor. The metal ring can be rotated 360° to allow for multiple viewing angles when exercising. Wireless charging allows for simple portability from the bedside table to the gym.



NIKE PT

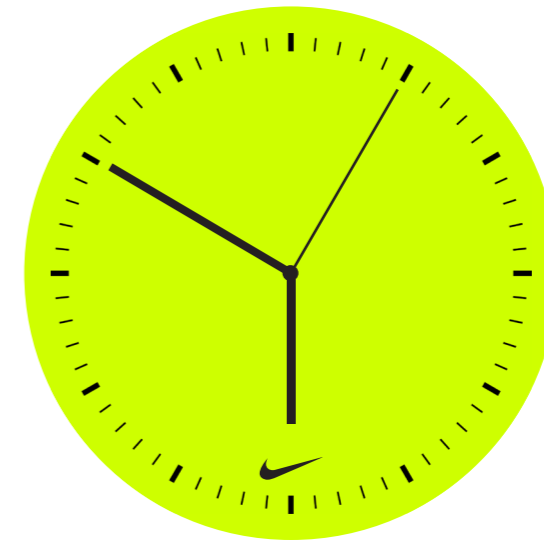
The UI of the Nike PT is very simple and easy to use. Large clear graphics and basic menus makes it easy for the user to navigate and programme. This allows the displayed information to be easily understood while exercising and allows the user to interact with the Nike PT without exercise interruptions. The menus and timers have a modern yet low tech feel without being outdated. The UI aims to put the user at the heart of the training in a non connected way. There are no sensors measuring performance or sleep quality. It is a simple alarm clock that allows the user to wake and train effectively.



WAKE



TRAIN



REPEAT



PT



PT