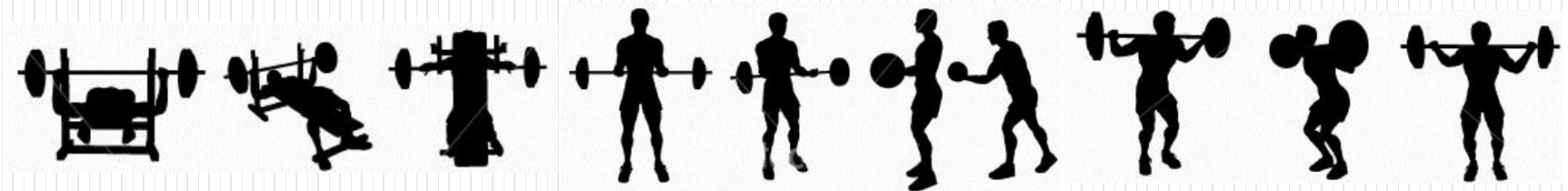


# Hercubita

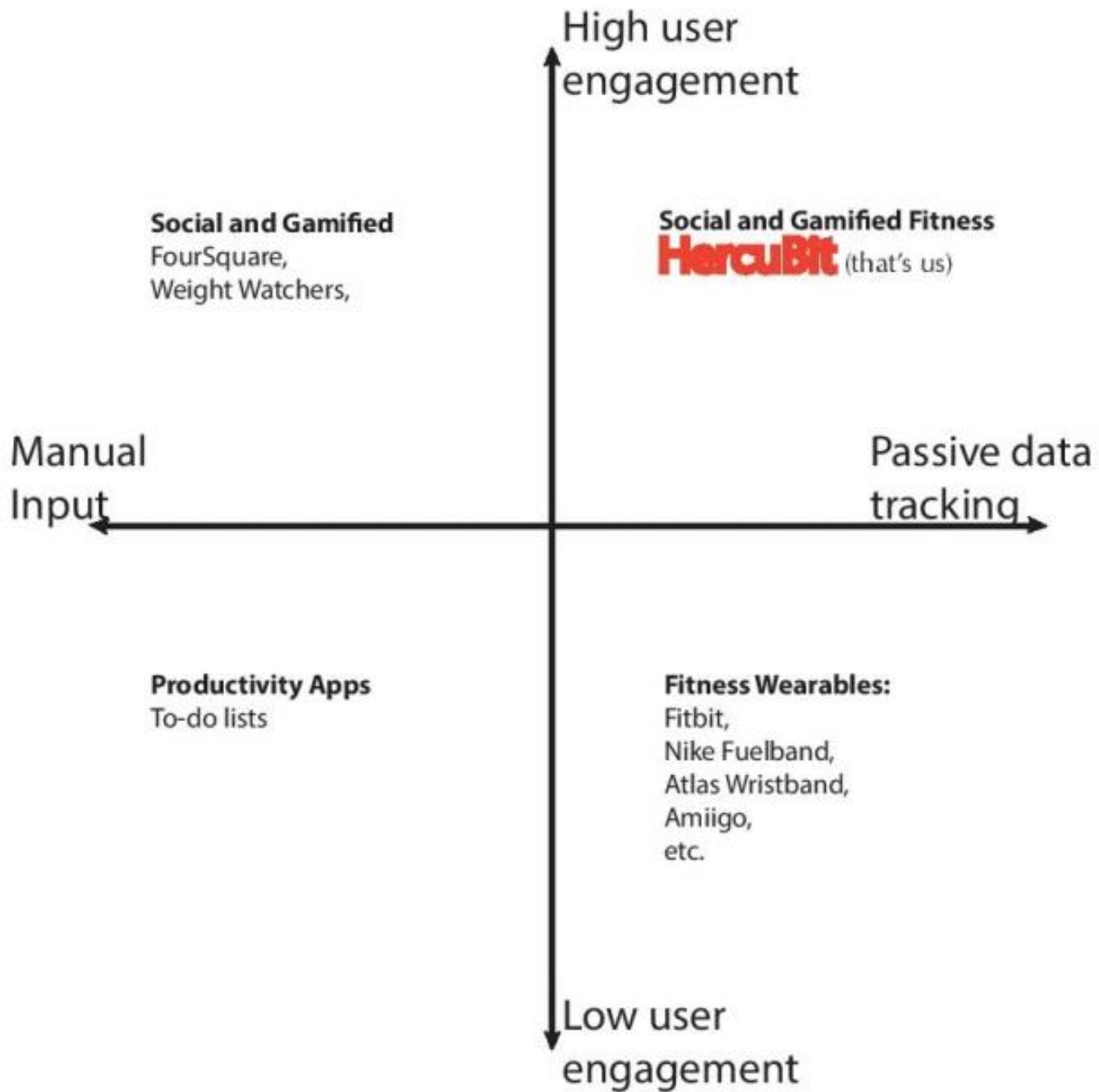
Smart Fitness Tracking and Social Platform



Morgan Wallace, Charles Wang, Kate Hsiao, Shaohan Chen  
Adviser: Prof. Kimiko Ryokai

# Problems and Scope

- Fitness tracking sensors (e.g. Fitbit) often have limitations of:
  - 1) Good for walking/jogging but not really applicable to gym-based exercises (Free Weights + Machines)
  - 2) Lack interesting/fun social interactions from peer competition
- The scope of this project includes:
  - 1) Integrates iSchool skills: web/mobile development, social and organizational research, usability assessment, visualization, data analysis, Tangible User Interface (TUI)...
  - 2) Aligns with the popular interest of *Internet of Things* (IoT), quantified-self wearable devices...



# Approaches

<b>Competitive Analysis</b>	<b>Customer/User Needs Interview</b>
<ul style="list-style-type: none"><li>• Businesses reviewed: FitBit flex/ Nike Fuelband/ Run Keeper...</li><li>• Motivation: build a behavior-changing wearable device that gives users social enjoyment and better health</li></ul>	<ul style="list-style-type: none"><li>• Fitness professionals: RSF trainer</li><li>• Potential customers: paper + 1<sup>st</sup> prototype user interviews</li></ul>
<b>Tangible Interface Prototyping</b>	<b>Web/Mobile Development</b>
<ul style="list-style-type: none"><li>• TUI: Arduino/ accelerometer/ Bluetooth</li><li>• Mechanical product design</li></ul>	<ul style="list-style-type: none"><li>• Mobile: iOS/ Android</li><li>• Web: Front-end/ Back-end</li><li>• Others: machine learning/ statistical analysis</li></ul>

# Deliverables

