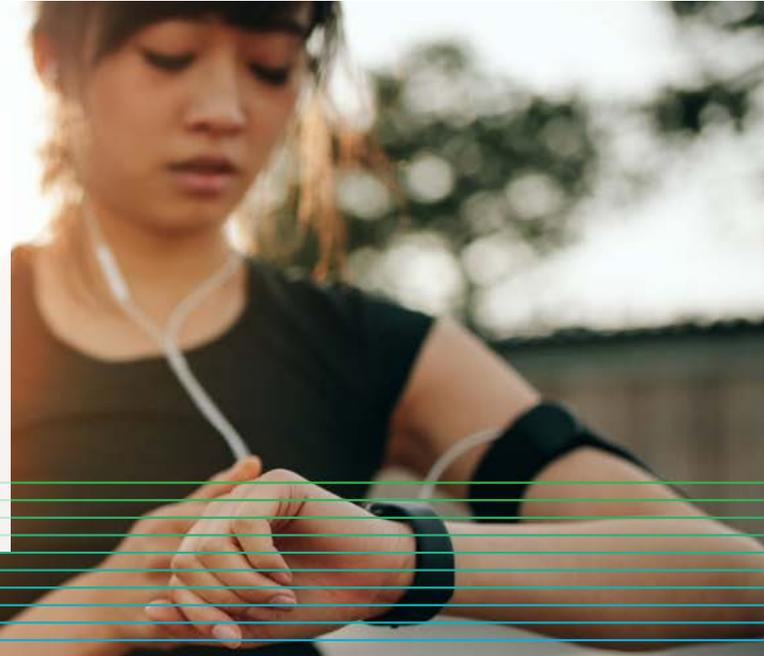


# Developing the Next Generation of Wearable Technology



How we partnered with a technology and home electronics leader to ensure its wearable products have real-life value and functionality.

In technology and home electronics, it is essential to stay on the forefront of technological change. In recent years, wearable technology has surged in popularity, with products designed for multiple industries at multiple price points.

One of the world's leading technology and home electronics companies was conducting a strategy exercise, and it made a new commitment to wearables. Specifically, it wanted to remain a leader in wearable technology, with world-class hardware and software design.

To maintain and grow its market position, the company wanted to fully understand the consumer and the market trends, while gaining expertise in artificial intelligence, bio-medical engineering, emerging interaction technologies, fashion and material science.

The company engaged Idea Couture, our digital innovation, strategy and design firm, to design forward-thinking product concepts that would add to its core product portfolio in the healthcare, fashion and entertainment sectors. The result was three unique product concepts that are now central to its wearables strategy.

## AT A GLANCE

A leading technology and electronics company needed new concepts for wearable technology products. The company selected our Idea Couture for its proven ability to produce prototypes with the end user in mind.

## OUTCOMES

- We created concepts that have been developed into core products for the fashion, healthcare and entertainment sectors.
- We developed a pipeline of "low-fidelity" prototypes that can be developed into future products.

## FROM SPORADIC THOUGHTS TO CLEAR CONCEPTS

The overall goal of the project was to create product concepts that aligned with what consumers really want from the products they buy. Through interviews and market scanning, we were able to design concepts that fit consumer insights into the realistic limitations of today's available technology.

We used this understanding to design limited functionality, "low-fidelity" prototypes, which were then used in our co-creation sessions with early

adopters of wearable technology. These sessions helped us refine the concepts into mid-fidelity frameworks. After further collaboration with 35 sophisticated users of wearable technology, we narrowed the concepts down to the four top ideas.

To test the concepts, we built working prototypes for the client's executive team. Our iterative approach to the design of product concepts helped drive the company's wearables product strategy, based on genuine consumer and technological insight.

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### ABOUT COGNIZANT

Cognizant (Nasdaq-100: CTSI) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 195 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at [www.cognizant.com](http://www.cognizant.com) or follow us @Cognizant.



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