INSCENTIVE

THE NEXT LEVEL IN EXERCISE

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INSCENTIVE

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THE NEXT LEVEL IN EXERCISE - CONCEPT

PROJECT CONCEPT:

When we are faced with the idea of working out we are either willing to go to the gym or just barely working up the will power to get out the door. What happens when working out goes from being a chore to one of the most relaxing part of your day?

Inscentive aims to eliminate any lack of desire to work up your cardio. Inscentive is more than a treadmill, it is an escape from reality that will combine the meditative state of mind of exercise such as yoga, with the advantages of basic exercise.

THE TECHNOLOGY:

The Inscentive treadmill is comprised of a treadmill that runs flush with the platform it rests upon. The platform is responsible for picking up any feed back from the user. Such as footing, speed, pressure, and averages in endurance and speed. The treadmill will contain all the features of standard treadmills today. You will be able to adjust incline, speed, minutes for a set workout time, and a readout of calories burned. This will all be displayed on a touch screen in front of the user. The user will also be able to connect to other to other Inscentive users from their treadmill. This will allow users to compare their stats, race other users, or voice/video call while they work out.

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In addition to these features that work for the local functions of the treadmill, the user will be able to control the visuals that are surrounding them. Each Inscentive treadmill comes with a full 360 degree screen panel assembly. You will be able to chose your visuals as well as upload any music you want to hear through a USB drive on the treadmill. The visuals will be specially catered to how fast or slow you are running. The environment in which you are running in will react in the same way it would if you ran through a real park. All the sounds you would hear as you pass a stream or a run past a baseball field.

This combination of visuals, sound, and tailored user interface makes for the best workout one can ever hope to have on a treadmill. With this atmosphere of nature surrounding you, you can make a workout session an escape from the stressful day and stay healthy without even trying.

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THE NEXT LEVEL IN EXERCISE - PROJECT GOALS

PROJECT GOALS:

The main goal of this exercise device is that motivates those who would rather not work out due to a lack of motivation or incentive. We all want to be healthy but for some going to the local gym or working out at home is just something that one tends to lose interest with after a certain period of time.

The Inscentive treadmill will not only motivate the user to work out, but it will also enrich their workout experience. With the aid of visuals and sounds, users will be able to experience new destinations that they have never seen before and can be explored inside of their own home!

USERS CAN EXPERIENCE NEW DESTINATIONS FROM THEIR OWN HOME OR OFFICE!

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THE NEXT LEVEL iN EXERCiSE - PERSONAS

PRiMARY AUDiENCE:

The primary target audience for this product would be the regular gym goer. This person visits the gym each day and their local gym could provides access to a room with Inscentive installed.

SECONDARY AUDiENCE:

A secondary audience for this product would be major corporations such as hotels or corporate headquarters. This product would only ever be targeted at someone who is more likely to invest in it. With the cost and overall space needed to install this product, it is less likely that a regular citizen would request something like this for a home work out.

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THE NEXT LEVEL IN EXERCISE - PERSONAS CONT.

SAMNTHA:

Samantha is an accountant by day at a major law firm. She has a company gym that she visits during the day but she wishes that there was room in which she could escape the hustle and bustle of the office without leaving it completely.

AGE: 24
OCCUPATION: ACCOUTANT
INTERESTS: FITNESS, SOCCER

MIKE

Mike is a doctor at a large hospital. He is almost always on call. Since he can't go home Mike works out at the gym very late at night. His local gym provides the Inscentive service for a fee and he uses it to escape the stress of the day.

AGE: 36
OCCUPATION: DOCTOR
INTERESTS: MEDICAL PRACTICE, FITNESS

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THE NEXT LEVEL IN EXERCISE - SKETCH

INITIAL SKETCH:

Here is an initial sketch for the Inscentive treadmill showing the basic layout of how the treadmill will look in relation to the screen set-up.
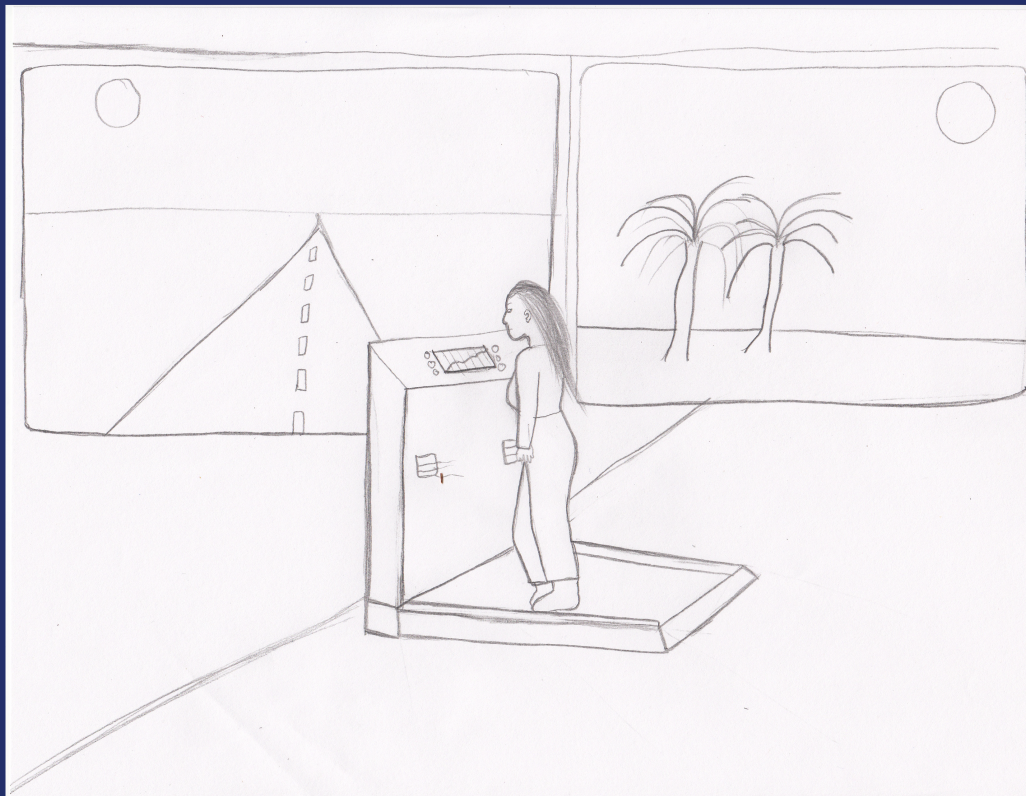
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THE NEXT LEVEL IN EXERCISE - FLOW CHART

FLOW CHART:

Here is the basic input/response for the Inscentive Treadmill.

Start

User Starts Machine → **Choose Preset** / **Start Quick Workout**

Choose Music

Choose Video

Relaxing Setting → **Moderate Setting** → **Intense Setting** → **End Workout**
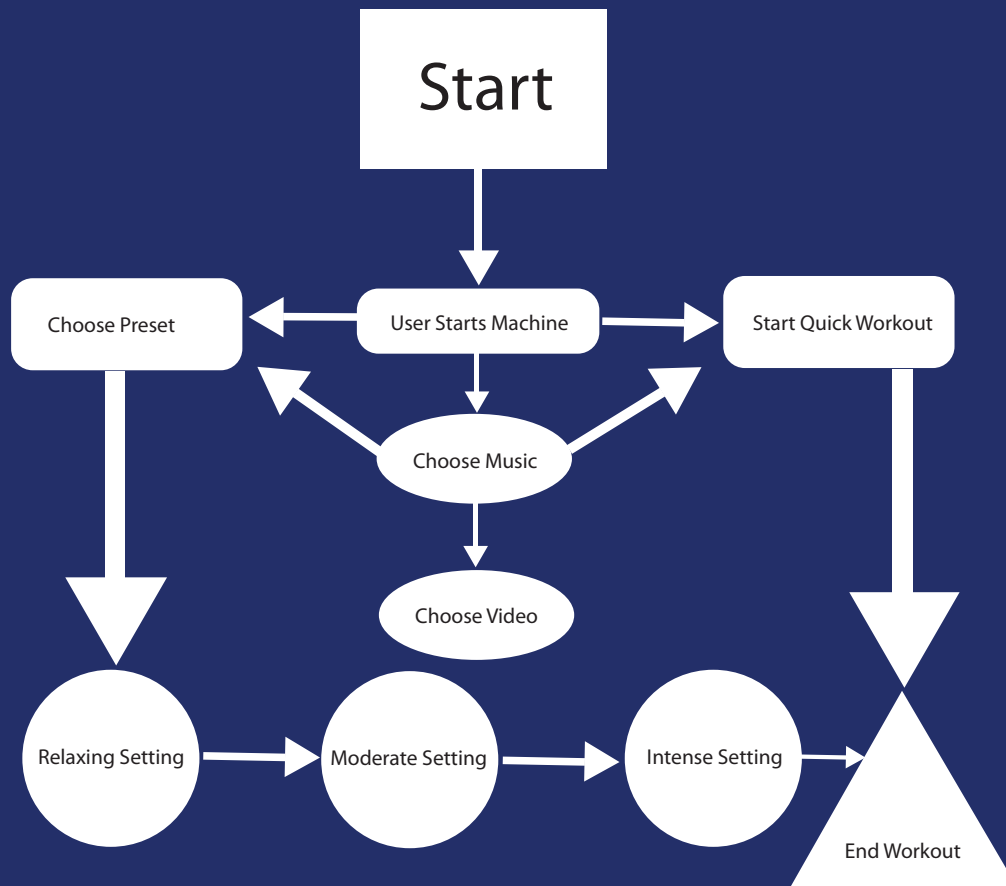
Opening Page
There are three navigation items that can be selected upon entry to the treadmill.

Quick Workout

Here you can choose to set the time, incline, speed, or video for your workout, although you don't have to make a selection if you don't want to. If you want to make a preset you can do that as well, and then click Start Workout.

Quick Workout

Here you can choose to set the time, incline, speed, or video for your workout, although you don't have to make a selection if you don't want to. If you want to make a preset you can do that as well, and then click Start Workout.

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Quick Workout   Workout Presets   Multimedia

Quick Workout

Video   Random

Start Workout!

Add Preset

Workout Presets

Choose from the three given presets that come with your Inscentive machine or add a new one.

Workout Presets

Choose from the three given presets that come with your Inscentive machine or add a new one.

Multimedia

From here you can add music, video, or make a call, as well as add video, music, and go to your contact list.
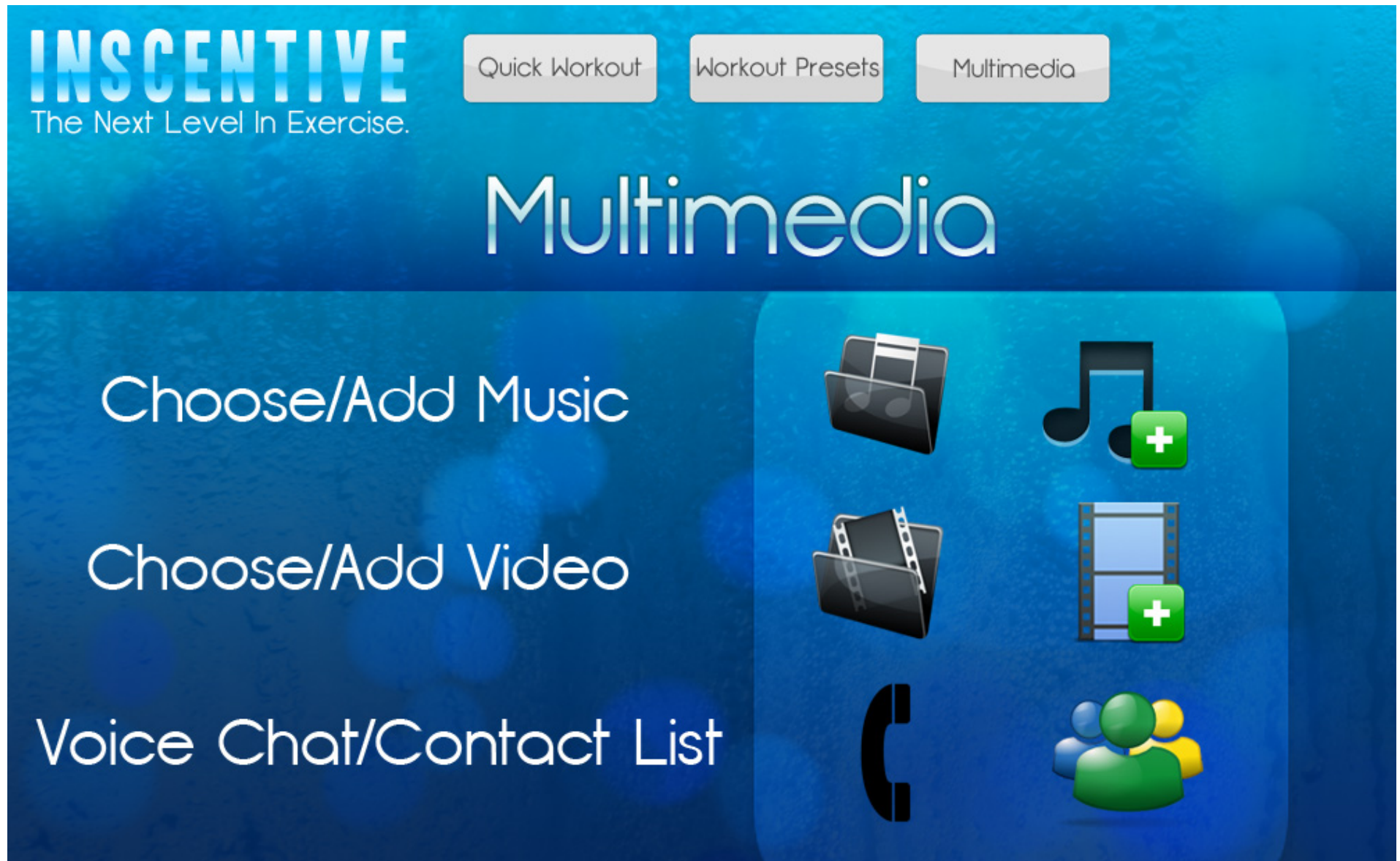
Music Library

This is the music library where you can browse artists, songs, and albums from A-Z. When the genre title is tapped a scroll wheel will be revealed to show all genres available in your machine. You can also make a playlist as well as shuffle all songs in your library.

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Quick Workout   Workout Presets   Multimedia

Music Library

Rock
✓Trance
Electro
Hip-Hop

Artists ⌄	Songs ⌄	Album ⌄	Genre ⌄
m83	This Bright Flash	Hurry Up, We're Dreaming	Rock
Arty	Around The World	Anjunabeats Collection	Trance
Deadmau5	Where Are My Keys?	Where Are My Keys EP	Electro
Sebastien L.	Talisman	Talisman EP	Electro

Create New Playlist

Once you click on the new playlist button you will be taken to this page where you will be asked to name your playlist and then save it.
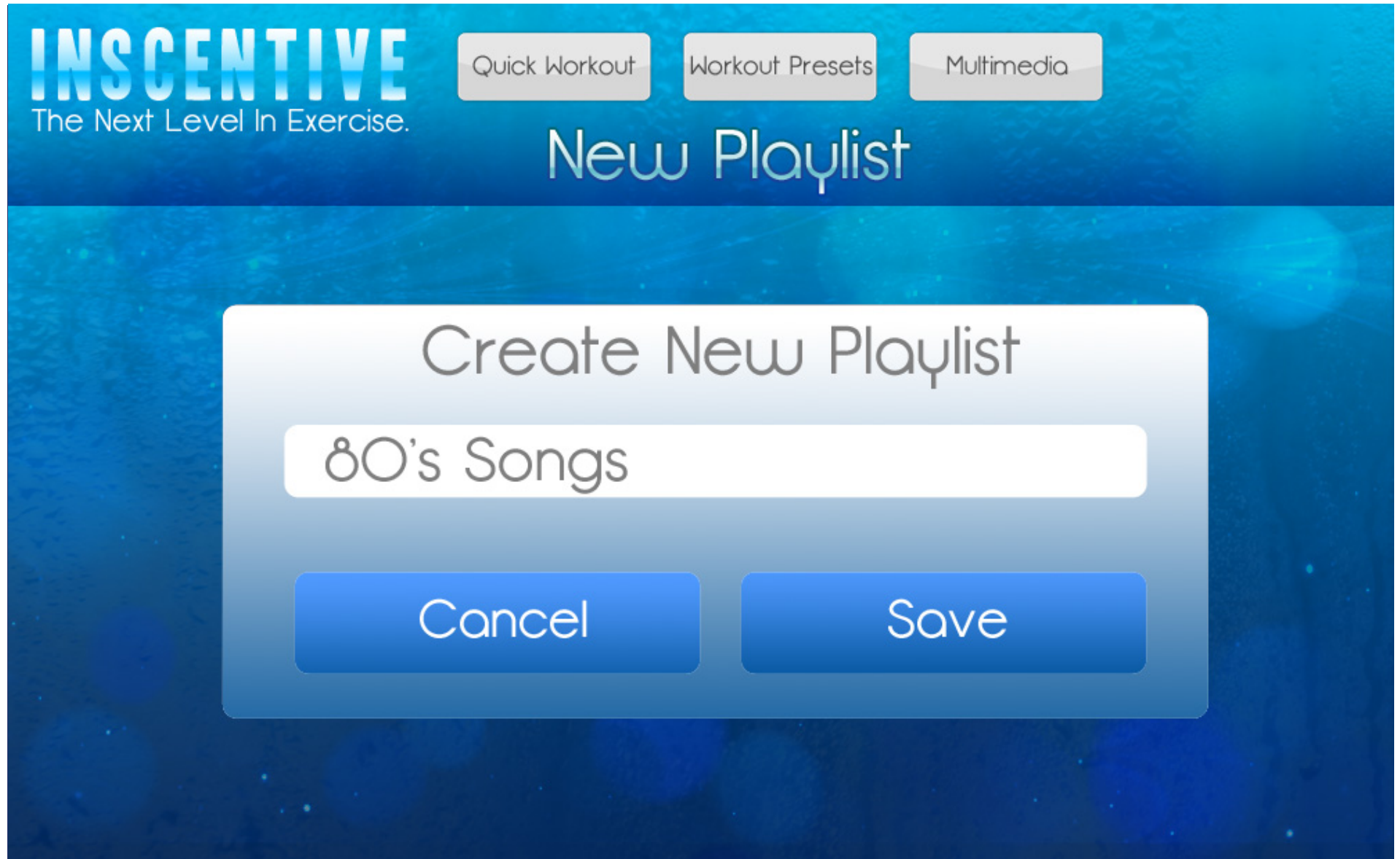
Music Library – Playlist Mode

Once your playlist name is saved, you will be able to select a song, artist, or album.

Once a whole row is selected all add buttons will become grayed out. When your finished, press done.

Add Music
Here you can add music to Inscentive by dragging a file to the hard drive.

Video Library

Here you can select a video to have playing while you work out. You may also preview each video before using it.

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Quick Workout   Workout Presets   Multimedia

Video Library

Video Artist ⌄	Title ⌄	Landscapes ⌄	
313 Industries	Niagra Falls		Preview
Global Horizons	Grand Canyon		Preview
Fordza Productions	Colorado Rockies		Preview
New Horizons	Ibiza		Preview

Video Preview

This is where you can preview a video for your selected video. Once you press stop or the video ends, you will be promptly taken back to the library.
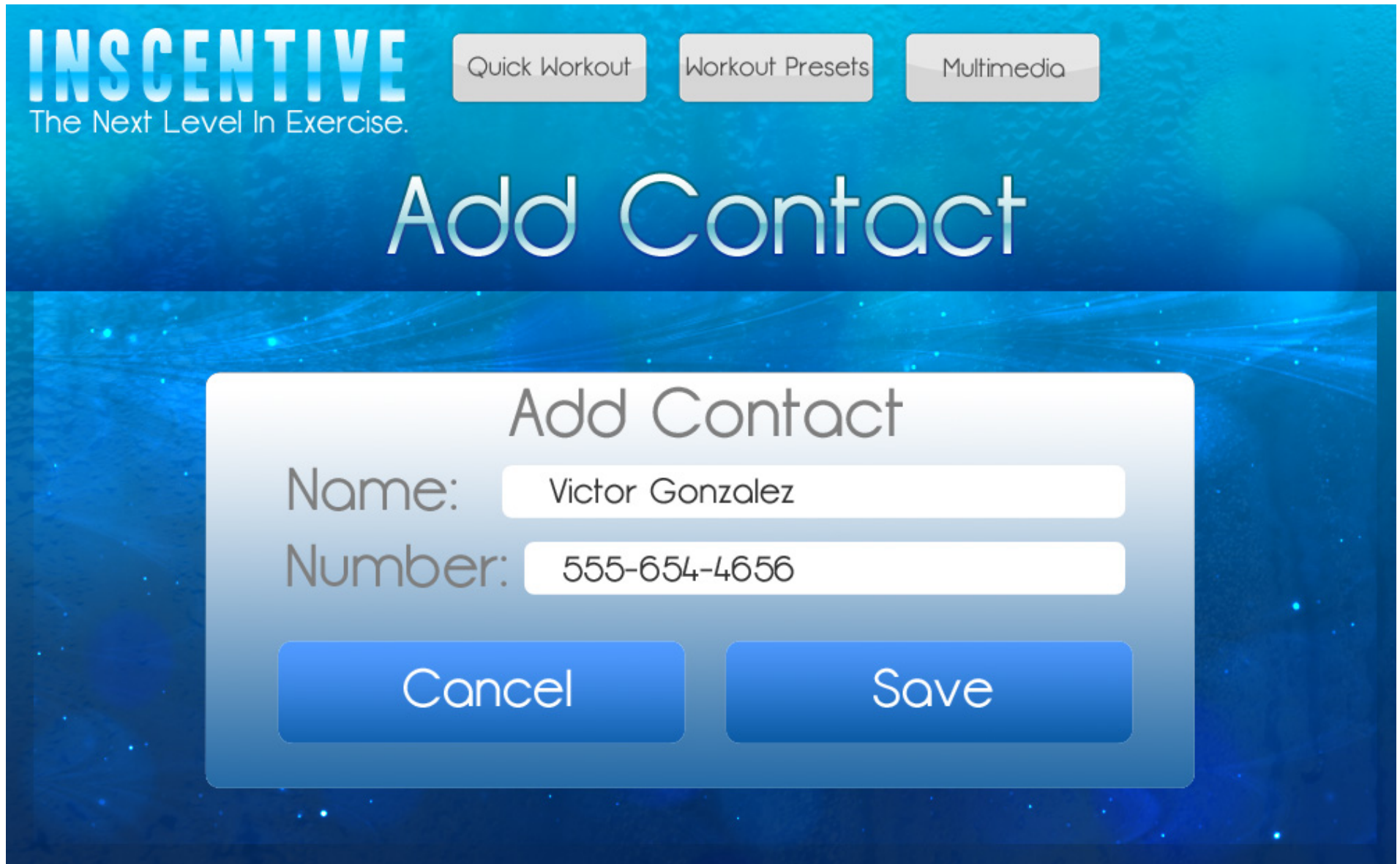
Voice Call

This is where you can make a call from your machine. You can also access the contact list or add a current number to your contacts.
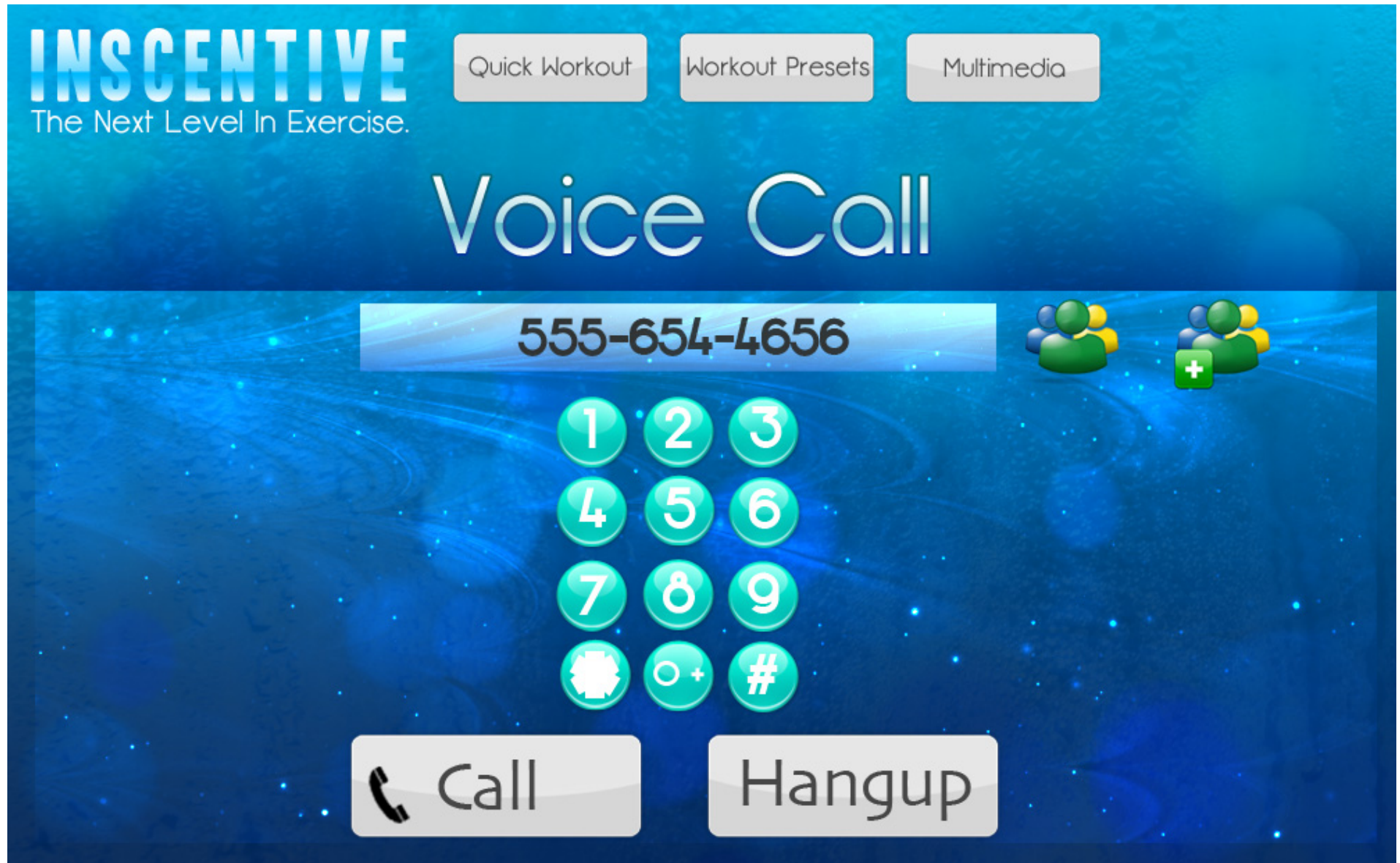
Add Contact

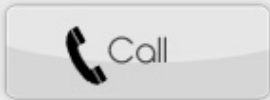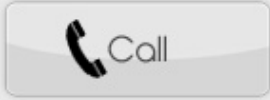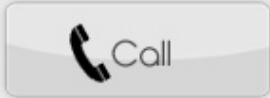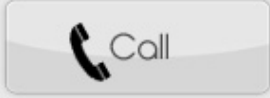Here you can add a contact to your contact list. After you save you will be taken back to the voice call page.

Contacts

Here is your contact list where all numbers and names that you have on your machine can be found. You can also choose to make a call to any of your contacts from here as well.

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Quick Workout   Workout Presets   Multimedia

Contacts

Name ⌄	Number ⌄	Call ⌄
Frank Williams	555-555-555	📞 Call
Vincent Salerno	555-555-555	📞 Call
Heather Hawks	555-555-555	📞 Call
Gideon Holtz	555-555-555	📞 Call

Composite Image

Here is an idea of what Inscentive would look like all set up. This composite also demonstrates that the interface designed is only for the treadmill touch screen.