Team 10: BioBit

Senior Design Oral Presentation I
The Team

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Problem

- Over saturation of personal fitness trackers in market
- No market-ready team-oriented fitness tracker
- Need to find a better way to gauge the intensity and effectiveness of workouts
Solution Concept

- Wearable tracking device
- Centralized hub
- Partnering app
- Provide real-time data
- Multiple devices on one network
Target Customer

• Coaches
• Fitness Trainers
• Athletes
Christian Faith

Design Norms

- Stewardship – conservation of human resources
- Integrity – harmony of form and function
- Caring – accounting for individuals physically
Progress to Date

• Market research
  • Consumer survey
  • Meetings with potential customers
• Communication and hardware research
• Website posted
Sources

- http://soccerfornoobs.files.wordpress.com/2013/10/willferrell_8-13444886751.jpg
Questions?