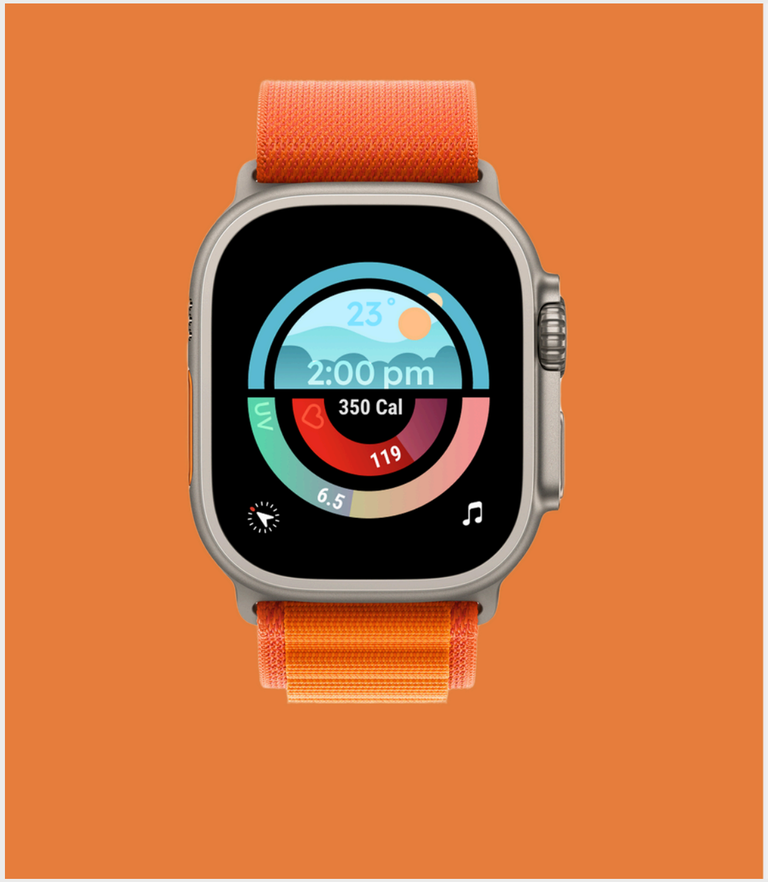
Product Design ...

Designing Watch Faces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Problem Statement

Smartwatch users struggle with cluttered, non-customizable watch faces that make it difficult to access essential information quickly and efficiently.

Project Overview

The Watch Face Design project focused on creating a customizable, user-friendly smartwatch face for Apple Watch OS and Google Pixel Wear OS. It integrates key features like **time, weather, health metrics, and sunset information**.

My Role

As part of Team,
I contributed to research on smartwatch user behavior, ideation, prototyping, refining layouts, ensuring usability and accessibility, and collaborating on testing and feedback implementation.

Tools Used

- Figma (for UI/UX design and prototyping)
- Adobe Photoshop & Illustrator (for creating icons and visual assets)
- Sketching Tools (for initial ideation and conceptualization)

Executive Summary

01 The design process focused on user needs for Apple Watch OS and Google Pixel Wear OS, ensuring a balance between aesthetics and functionality through research and iterative feedback.

02 The watch face combines time, real-time weather updates, health metrics, and sunset tracking while allowing users to personalize colors, layouts, and display preferences.

03 The final design evolved through sketching, wireframing, mood boards, and multiple prototypes, ensuring improved readability, accessibility, and an intuitive user experience.

The Problem

01

Cluttered UI & Readability

Many smartwatch faces present too much information in a complex, cluttered layout, making it difficult for users to access essential data quickly in different lighting conditions.

02

Limited Customization

Users have different needs some prefer detailed metrics, while others want a minimalist design but most existing watch faces lack flexible customization options.

03

Unstructured Data & Navigation

Without a clear visual hierarchy, key features like time, weather, and health data are not well-organized, reducing usability and making navigation inefficient.

Solution

01

Minimalist & Data-Centric Layout

A structured design ensures that time, weather, health stats, and sunset info are displayed in a clear and organized manner, reducing clutter.

02

Customizable Display Options

Users can modify colors, fonts, and choose between different layout styles (Data-Centric, Aesthetic, Minimalistic) to match their preferences.

03

Improved Readability with Contrast

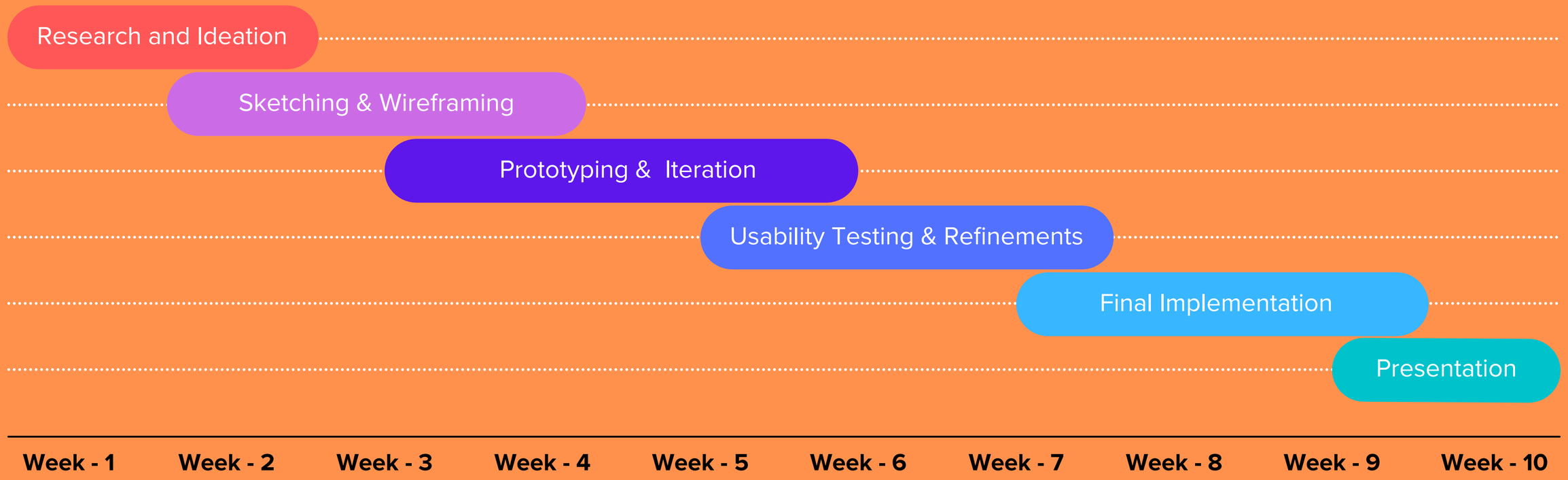
The use of Roboto Condensed font, high-contrast colors, and scalable icons ensures easy readability in all lighting conditions.

04

User Testing & Refinements

Multiple iterations, sketches, and prototypes refined the final watch face, ensuring a smooth, user-friendly, and visually appealing experience.

Timeline


Research and Ideation
Sketching & Wireframing
Prototyping & Iteration
Usability Testing & Refinements
Final Implementation
Presentation
Week - 1
Week - 2
Week - 3
Week - 4
Week - 5
Week - 6
Week - 7
Week - 8
Week - 9
Week - 10

Visual Design (Features)

01

Time Display

The watch face will display the current time in both analog and digital formats, allowing users to choose their preferred style. Ensuring ease of use in various lighting conditions

02

Weather Information

Real-time weather updates will be prominently displayed, including current temperature, weather conditions, and forecasts.

03

Health Data

The watch face will show essential health metrics such as heart rate, step count, and daily caloric burn. These metrics will be displayed in a way that is easy to understand and access.

04

Sunset Information

Users will be able to see the current sun position and sunset times, helping them plan their day better.

Design language

The design language for this watch face revolves around minimalism, clarity, and user engagement. Key aspects include:

Simplicity

The interface will avoid clutter, focusing on essential information presented in a clean and organized manner.

Readability

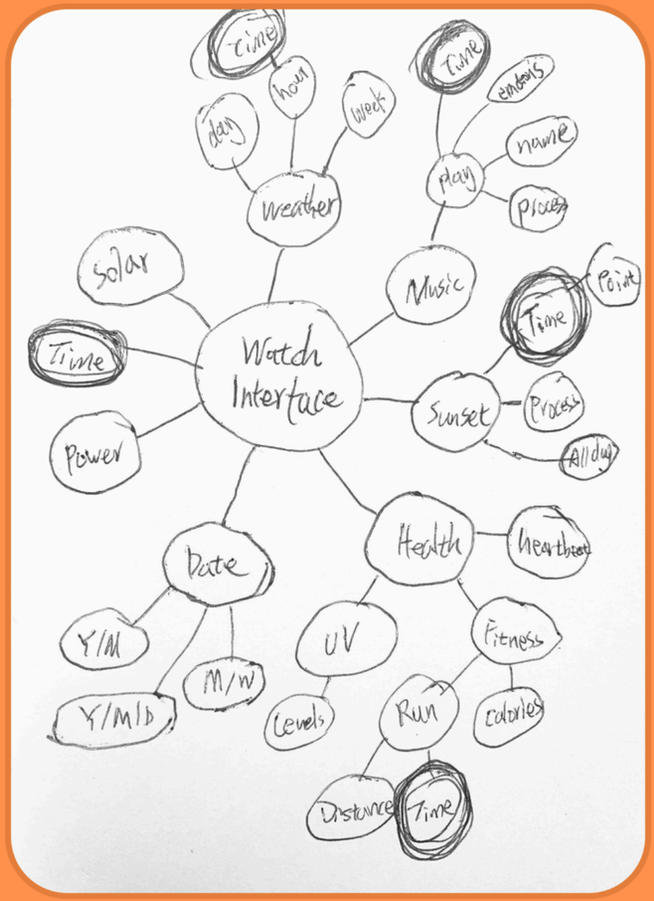
Font choices, sizes, and colors will ensure that all information is easily readable in various lighting conditions.

Customization

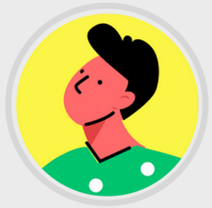
Users will have the ability to personalize the watch face by selecting different color schemes and complications that match their preferences.

Interface Complications:

Weather , **Health (heartbeat)**, Music (playing), **Sunset (time)**, **UV (level)**, Date , Power



Personas

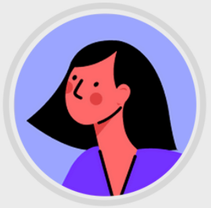


Persona 1: Data-Centric User

Name: Alex
Age: 35
Occupation: Data Analyst

Goals:
- Comprehensive data overview
- Monitor health metrics
- Real-time weather updates
- Track daily activities

Features Desired:
- Detailed health metrics
- Weather information
- Activity tracking
- Customizable display

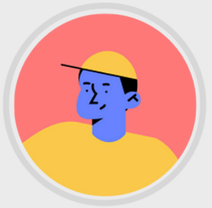


Persona 2: Aesthetic User

Name: Olivia
Age: 28
Occupation: Graphic Designer

Goals:
- Visually appealing watch face
- Essential info displayed elegantly
- Customizable look

Features Desired:
- Stylish design
- Artistic weather icons
- Simplified health data
- Customization options



Persona 3: Minimalistic User

Name: Ethan
Age: 40
Occupation: Software Developer

Goals:
- Simple, easy navigation
- Quick access to essential info
- Clean interface

Features Desired:
- Essential information only
- Clear, uncluttered layout
- Minimal interaction
- Basic customization

Design 1:

Smartwatch Mockup 1: Clean and Data-Focused Design

Essential data at a glance, no clutter!

This design prioritizes clarity and efficiency, displaying sunset time, weather updates, heart rate, and destination details in a structured layout. The minimalist approach ensures quick readability and easy access to essential data without clutter.

01 Sunset & Weather

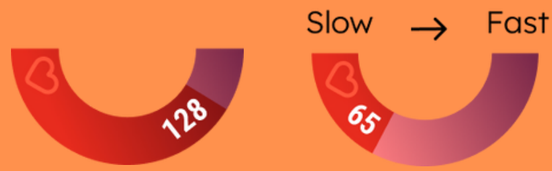
Display the sun's positions throughout the day, and utilize the background to show current weather information.

02 Set Destination

Once a destination has been set up, the user may simply follow its present condition by seeing the percentage of the task done.

03 Heart Beats

Display the current heart rate and a number to tell users of their health status.



Design 1:

Smartwatch Mockup 2: Functional and Readable Design

Effortless readability with smart data display!

Focusing on usability and accessibility, this mockup presents temperature, sleep quality, and UV level in a well-organized and highly readable format. The layout enhances visibility, ensuring users can easily track important metrics.

01 Temperature

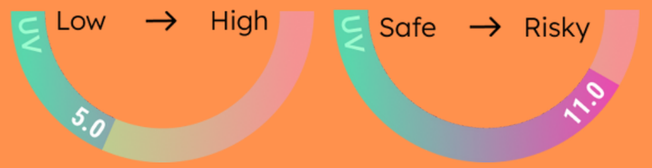
Display the current outdoor temperature on the screen and apply an overlay color style to the typography.

02 Sleeping Quality

When the app detects that the user has gone to bed, it will show the user's current sleeping quality. The results will remain there for a time after the user wakes up.

03 UV Levels

Display UV levels and a number to notify users about the outdoor safety level.



Design 2:

Smartwatch Mockup 1: Aesthetic and Customizable Interface

Personalized style meets seamless functionality!

Designed for style and flexibility, this mockup integrates sunset time, weather updates, shortcuts to music and compass, and UV levels. The customizable interface allows users to adjust colors, fonts, and displayed data to match their preferences.

01 Sunset & Weather

Display the sun's positions throughout the day, and utilize the background to show current weather information.

02 Shortcuts to other applications

Buttons for music shortcuts and a compass

03 UV Levels

Display UV levels to notify users about the outdoor safety level.

Design 2:

Smartwatch Mockup 2: Personalization and Adaptive Display

Smartwatch display that adapts to you!

This design emphasizes adaptive functionality, featuring temperature, time, and heart rate in a dynamic layout. The interface adjusts based on user preferences and environmental factors, ensuring an optimized day and night mode experience.

01 Temperature

Display the current outdoor temperature on the screen and apply an overlay color style to the typography.

02 Time

Display the current time in classic format and apply an overlay color style to the hands.

03 Heart Beats

Display the current heart rate to tell users of their health status.

The Conclusion

01

User-Centered & Versatile Design

The project balances functionality and aesthetics, catering to data-centric, aesthetic, and minimalistic users.

02

Customizable Features

It combines health metrics, weather updates, and time data in a clear, customizable interface for better user experience.

03

Refined Through Iterative Testing

Extensive user feedback and prototyping ensured high usability and visual appeal, setting a new smartwatch UI standard

Thank You