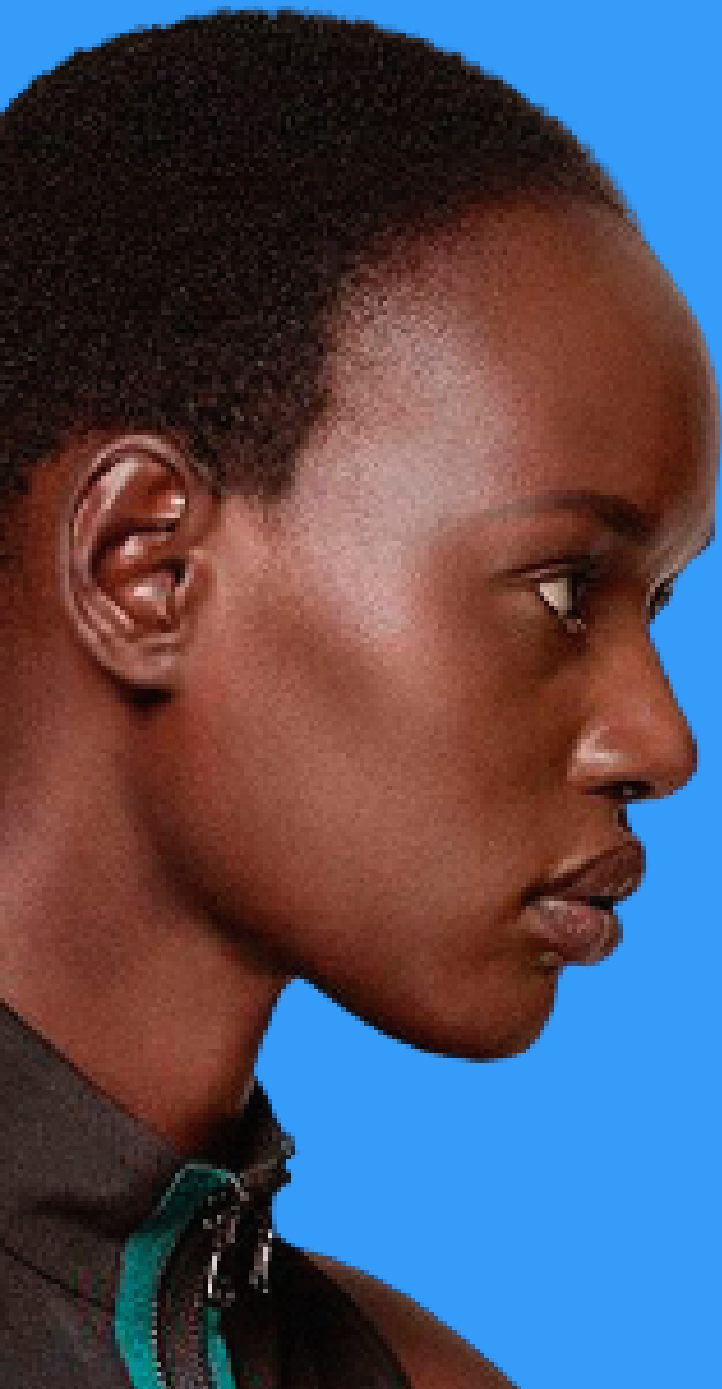


A Journey Through

WEARABLE TECHNOLOGY

GARMIN X OURA



Nasim Ali



Samyukta Santhakumar



Helena Eharand

Konsta Mäenpää



Wearable Technology Industry



GARMIN™



OURA



The Design Ladder

- 1) **Non** - Design
- 2) Design as **form giving**
- 3) Design as **process**

1)

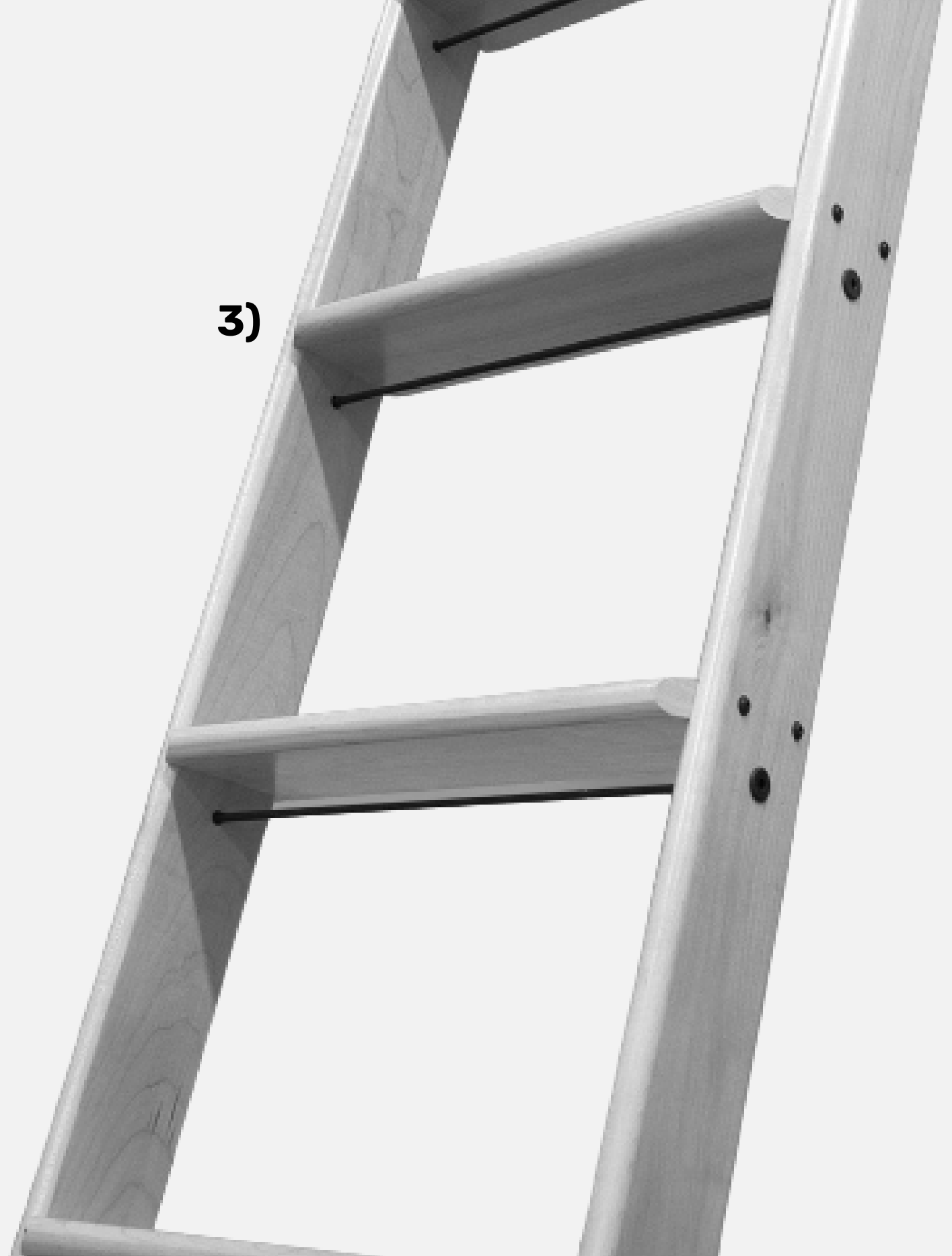
2)

3)

The Design Ladder

- ~~1) Non – Design~~
- ~~2) Design as form giving~~
- 3) Design as **process**

3)

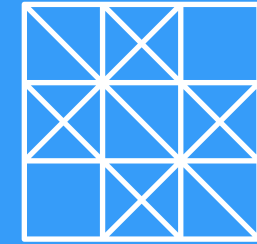


The Effectuation Theory



BIRD IN HAND

What are Garmin's available assets?



CRAZY QUILT

What are Garmin's available assets?



AFFORDABLE LOSS

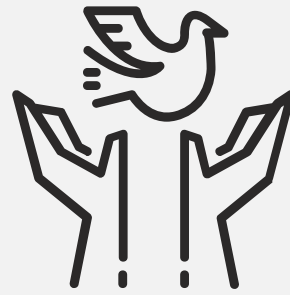
What should Garmin invest in, taking into account what they are willing to lose?



LEMONADE PRINCIPLE

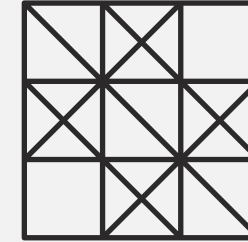
How could Garmin leverage the inevitable mistakes and surprises?

The Effectuation Theory



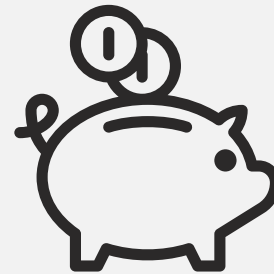
BIRD IN HAND

What are Oura's available assets?



CRAZY QUILT

What are Oura's available assets?



AFFORDABLE LOSS

What should Oura invest in,
taking into account what they are willing to lose?



LEMONADE PRINCIPLE

How could Oura leverage the
inevitable mistakes and surprises?

The Effectuation Theory



Megatrend /ˈmɛɡətrend/

NOUN

The driving force that defines the world today and tomorrow

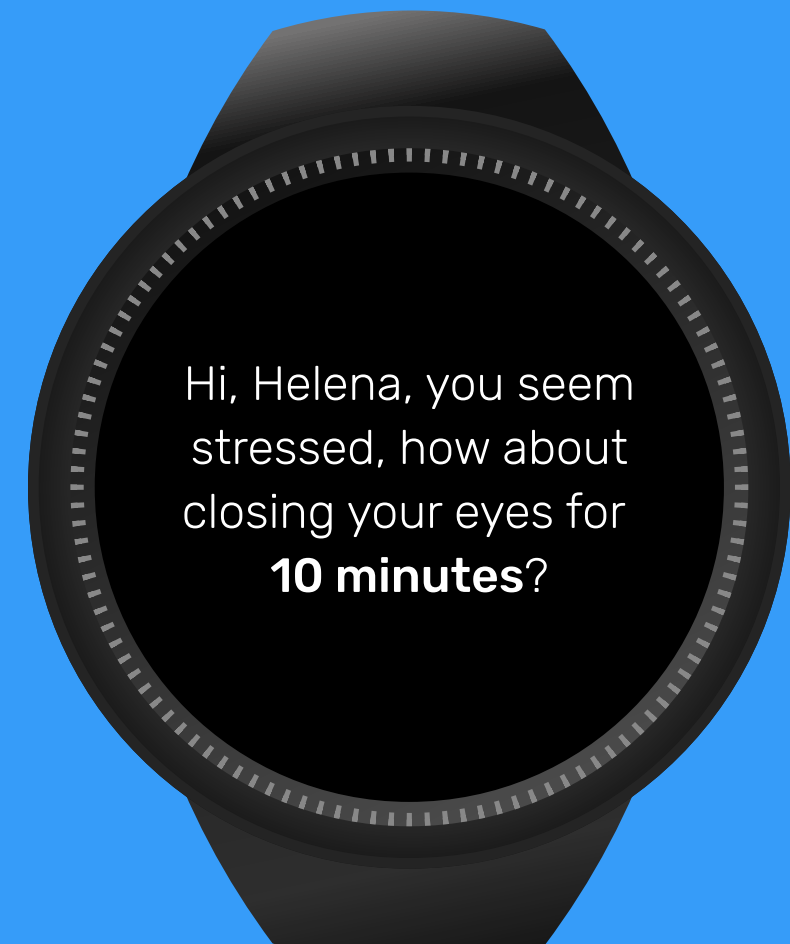
- 1) Longer Life Expectance
- 2) Ageing population
- 3) Growth of health technology



Garmin Futures

“Hey, how are you? The indicators show your body has been in stressful state lately. Do you want to take action? ”

-GARMIN AI

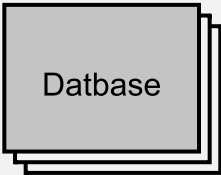
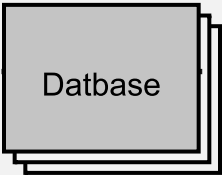


Oura Futures

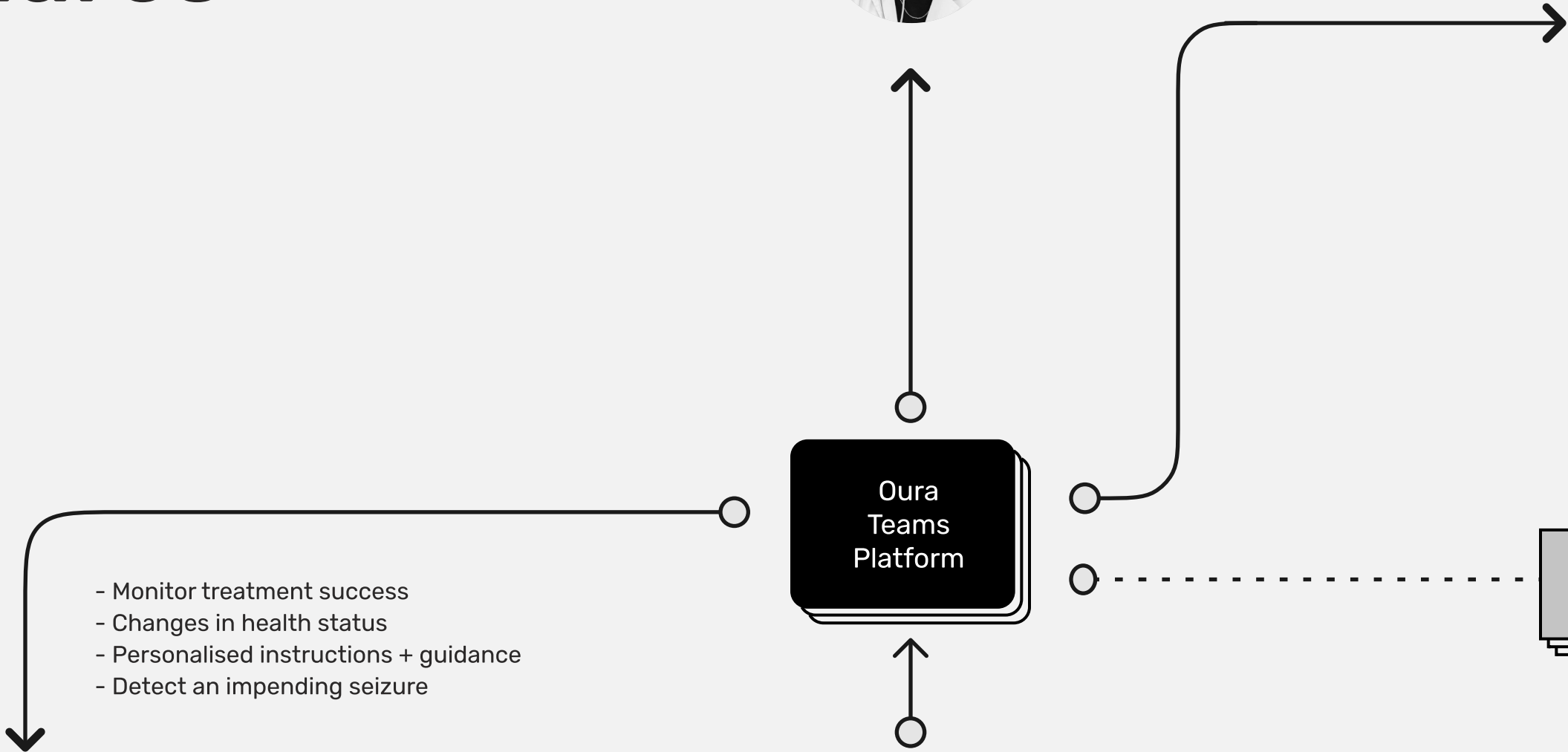
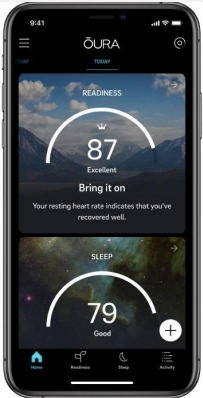
- Diagnostics
- Follow post-op recovery
- Provide personalised guidance
- Assess the suitability of various dugs

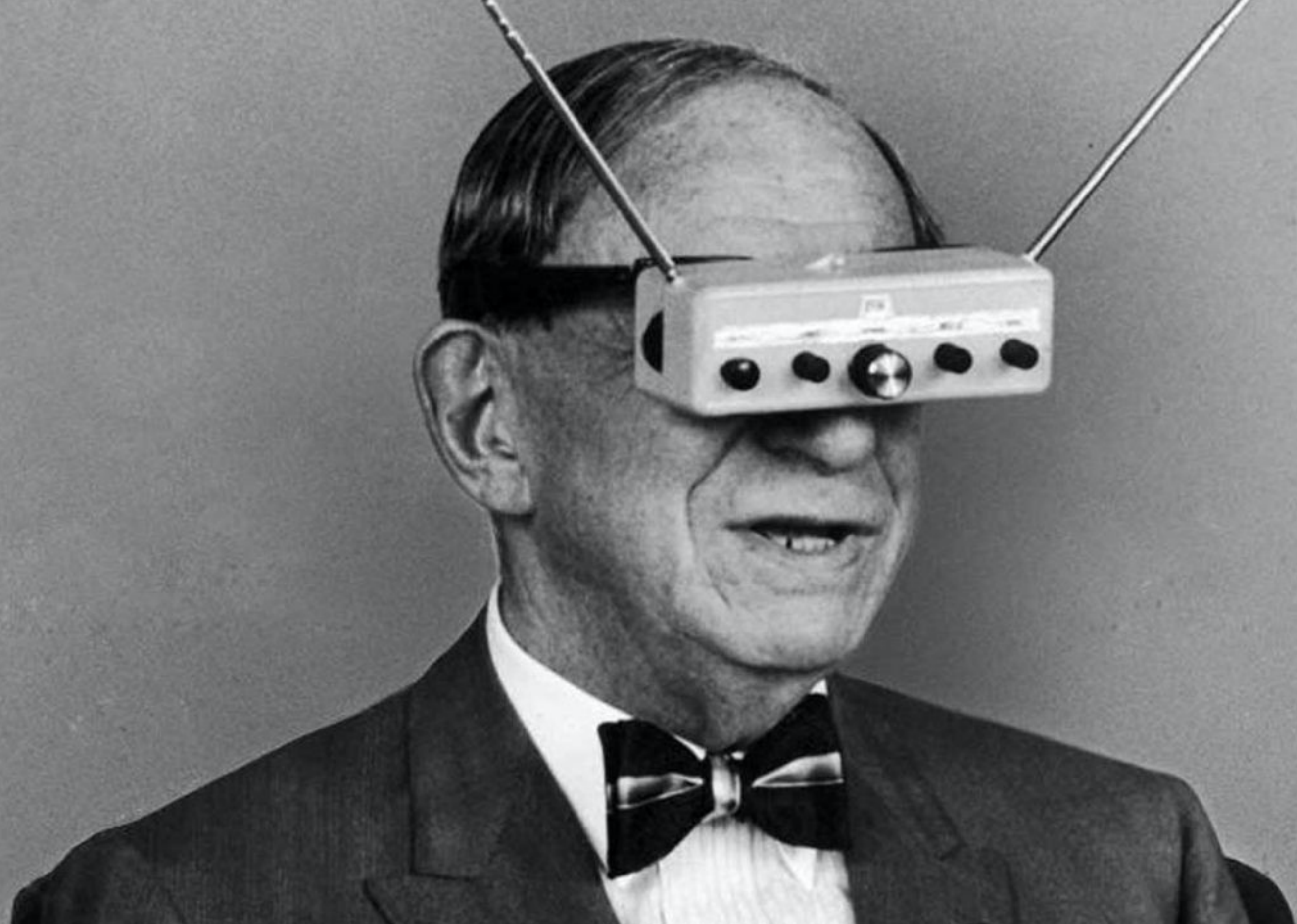


- Support
- Participation
- Taking preventive actions



- Monitor treatment success
- Changes in health status
- Personalised instructions + guidance
- Detect an impending seizure







“Comparing the Oura Ring versus Garmin is like
comparing slippers to running shoes.

Like slippers, the Oura Ring is designed for resting.
And like running shoes, the Garmin is designed for activity.”





yukta Santhakumar



ta Mäenpää



Nasim Ali

**Thank
You!**