



# **TREAD FIT / WATCH**

## **I4 STAGEGATE REVIEW**

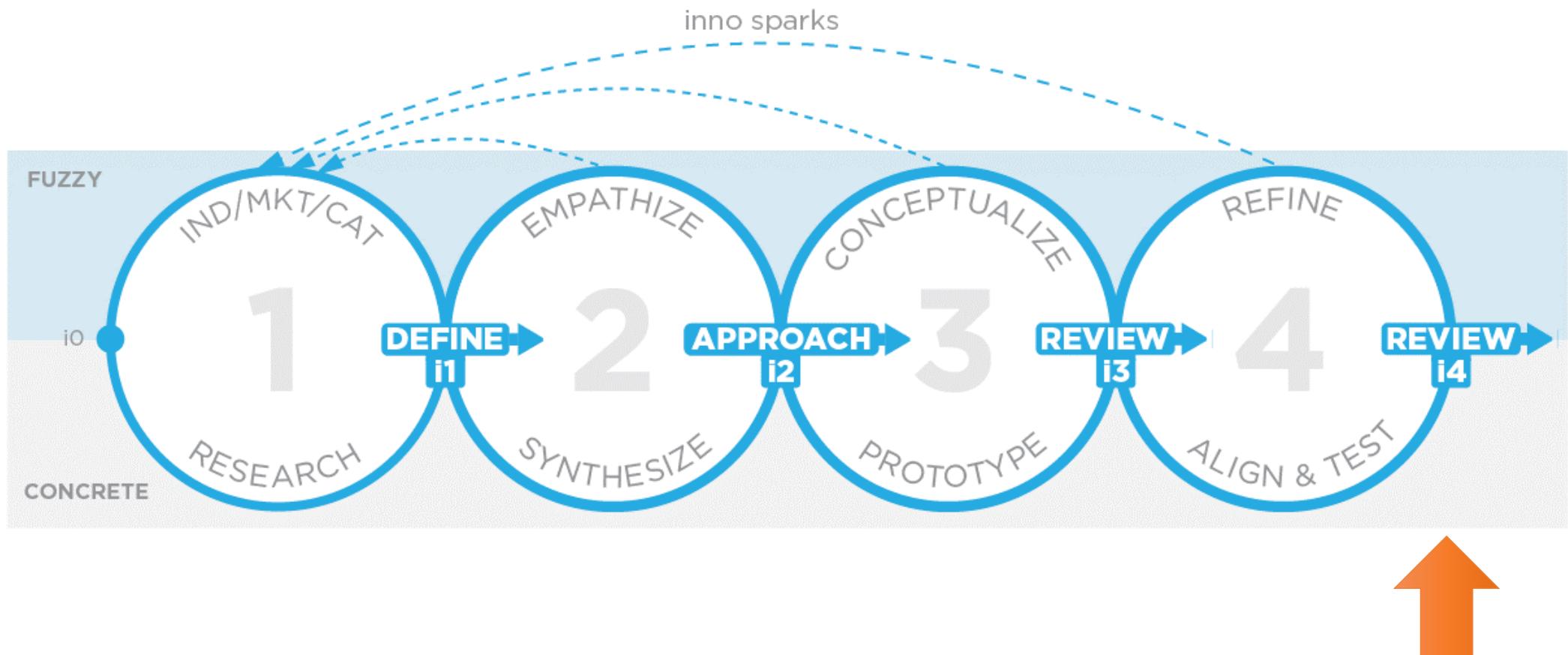
DATE: TBD



**LEATHERMAN®**

# INNOVATION PROCESS

## INNOVATION SPHERES



**PRODUCT VISION**  
i0 -- IND, CATEGORY & PRODUCT MGMT

**MARKET RESEARCH**

**PROBLEM/OPPORTUNITY  
IDENTIFICATION**

i1



UNDERSTANDING

i2



SYNTHESIZING

i3



CREATING

i4



TESTING

**SOLUTION SPACES**



**BRIEF/WHY  
KICKOFF  
APPROACH  
CONCEPT REVIEW  
SOLUTIONS REVIEW**



**(that is what we are here for today)**

**i4-GOAL: THE GOAL IS TO PRESENT SEVERAL DESIGN SOLUTION SPACES AND ALL KEY INFORMATION THAT ALLOWS TRANSITION TO THE ENGINEERING TEAM**

**TO REACH i4 WE TAKE i3 DIRECTION THEN  
ITERATE AND PROTOTYPE, ALIGN WITH  
BUSINESS NEEDS AND TEST (VALIDATION  
RESEARCH) IN ORDER TO GET TO A SOLUTION  
SPACE**

# DESIRABILITY - DESIGN

# THE PROBLEM STATEMENT

MAKE TREAD EVEN MORE USEFUL AND  
MORE RELEVANT.

HOW DO WE DESIGN A WATCH THAT  
APPEALS TO THE TREAD USER?

# CORE VALUES

DESIGN

**DESIGNING FOR EXPECTED AND UNEXPECTED  
INGENIOUS DESIGN  
SAVING THE DAY  
UNWAVERING PERSEVERANCE**

**DESIGN FOR CONSUMER**



**CREATING AN EMOTIONAL CONNECTION**

# TARGET CONSUMER DESIGN

## SITE MANAGER.

THE SITE BOSS HAS GROWN UP IN THE INDUSTRY, HIGHLY SKILLED BUT NOWADAYS MORE OF A MANAGERIAL & DIRECTOR ROLE. HE VALUES QUALITY, NEWNESS AND INDICATORS OF STATUS

# ASPIRATION





**PAUL | SITE MANAGER | FAMILY MAN | SPORTS FAN**

# CONSUMER DESIGN VALUES



## RATIONAL VALUE

FUNCTIONAL TOOLS  
BEING PREPARED/STD

RATIONAL ATTRIBUTES  
SMART  
INGENIOUS  
HONEST



## EMOTIONAL VALUE

STATUS  
UNIQUENESS

## EMOTIONAL ATTRIBUTES

FINISH  
SIZE  
BLING  
BRAND

# DESIGN APPROACH

- **DESIGN PREMISE:**

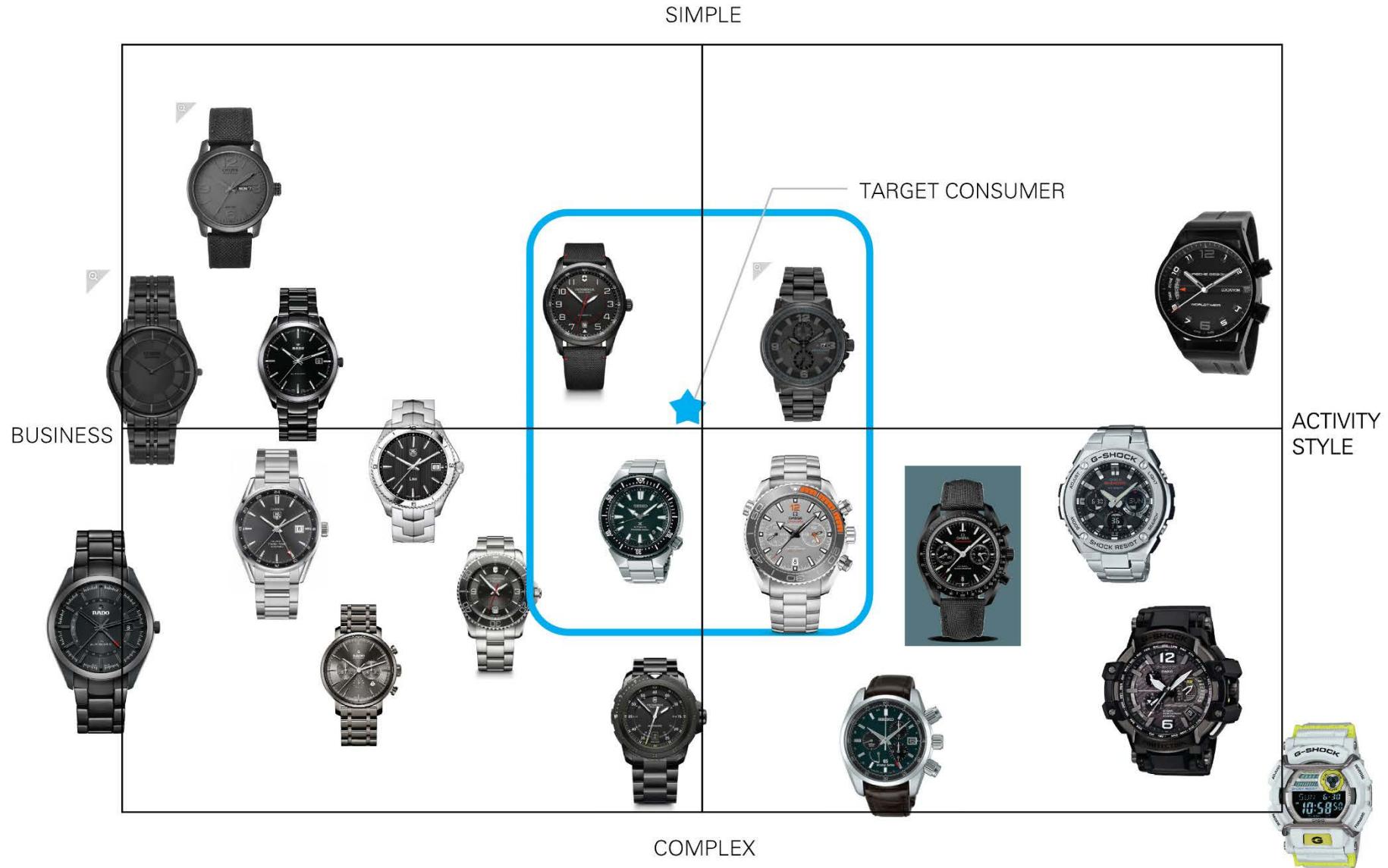
As a statement product for the TREAD platform and Leatherman brand. The product is going to appeal to a smaller amount of consumers. The TREAD looks purposeful and has additional functionality and purpose with the addition of the watch.

- **DESIGN APPROACH**

The Tread is a highly functioning item, a wearable tool. A natural expansion is adding a timepiece, both functional and meeting the style desires of the target consumer.

- The timepiece must be aesthetically congruent with the existing TREAD
- The adjustability solution must be of a design that meets users expectations which is more congruent with watch acumen vs jewelry. The opportunity is a solution that is easy to use, intuitive to adjust and fits the rugged appearance of tread.

# DESIGN: STYLE MAP



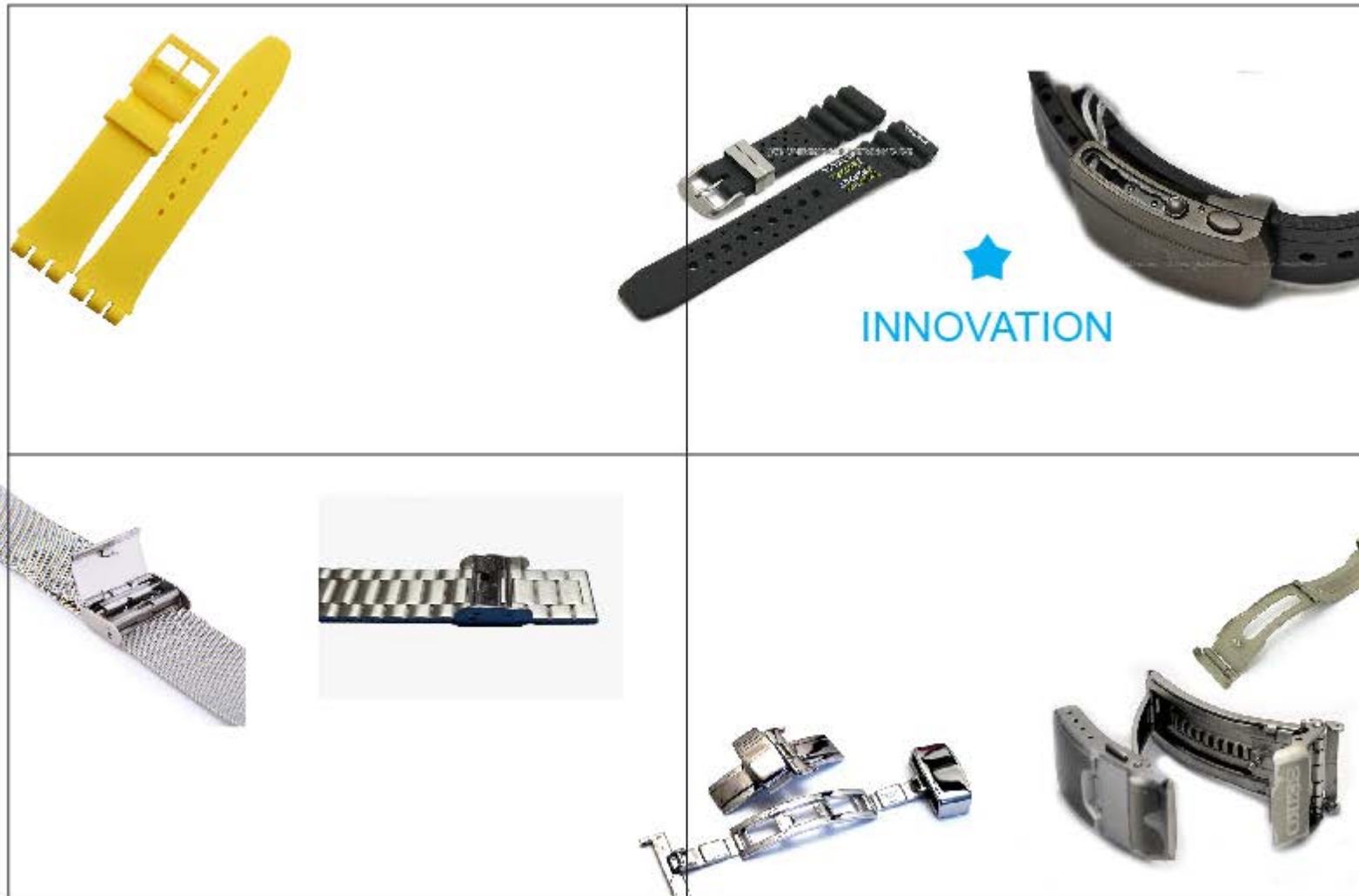
# DESIGN: COMPETITIVE LANDSCAPE I ADJUSTERS

EASY TO USE

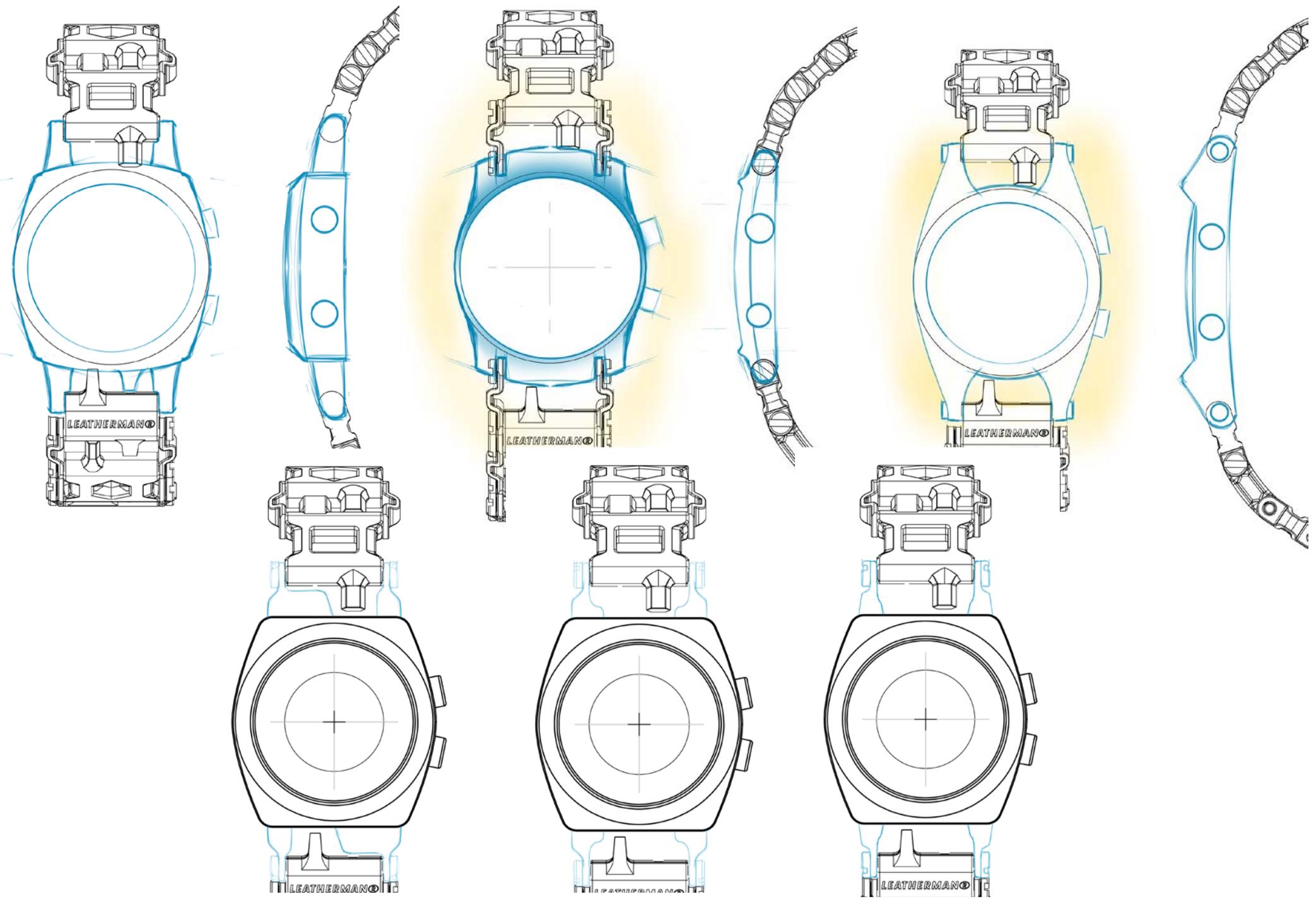
SLEEK

RUGGED

COMPLEX TO USE



# DESIGN: i3 CONCEPTS



# DESIGN: i3 CONCEPTS

## BACK 2 BASIC

SINGLE CROWN  
CURVED BODY  
TIMING RING



## LEGS ELEVEN

CUSTOM CONNECTORS  
ANALOG CHRONO  
TIMING RING



## NEW ADVENTURER

DIGITAL COMPASS  
FLAT BODY  
CLEAN APPERANCE



## SECONDS COUNT

ANALOG CHRONO  
CURVED BODY  
TIMING RING



## TRAVEL LITE

DIGITAL CHRONO / GMT  
FLAT BODY  
CLEAN APPERANCE

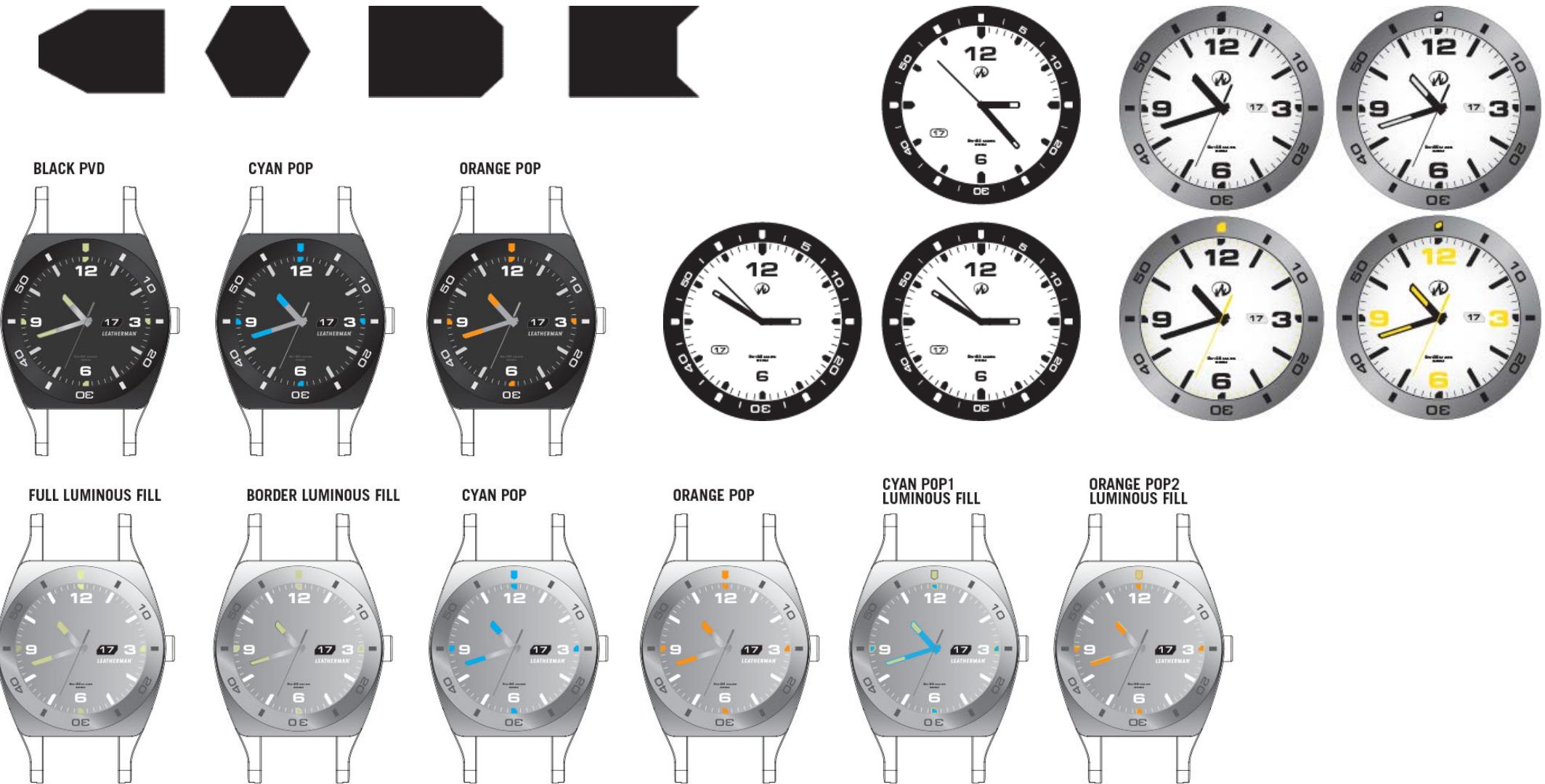


## WORLD TRAVELLER

DIGITAL CHRONO / GMT  
CURVED BODY  
TIMING RING



# DESIGN: GFX DEVELOPMENT



# DESIGN: DEVELOPMENT



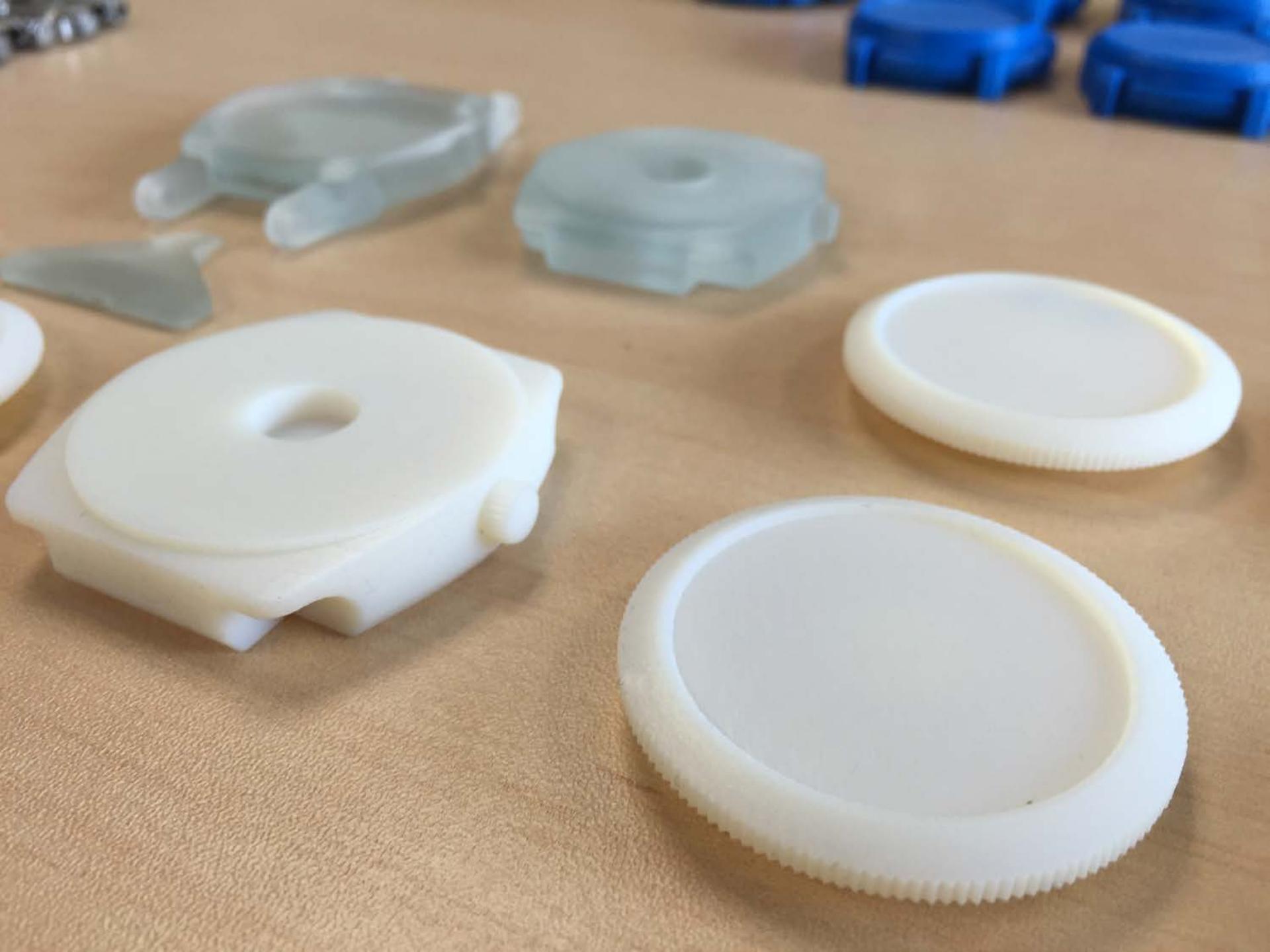
# DESIGN: DEVELOPMENT



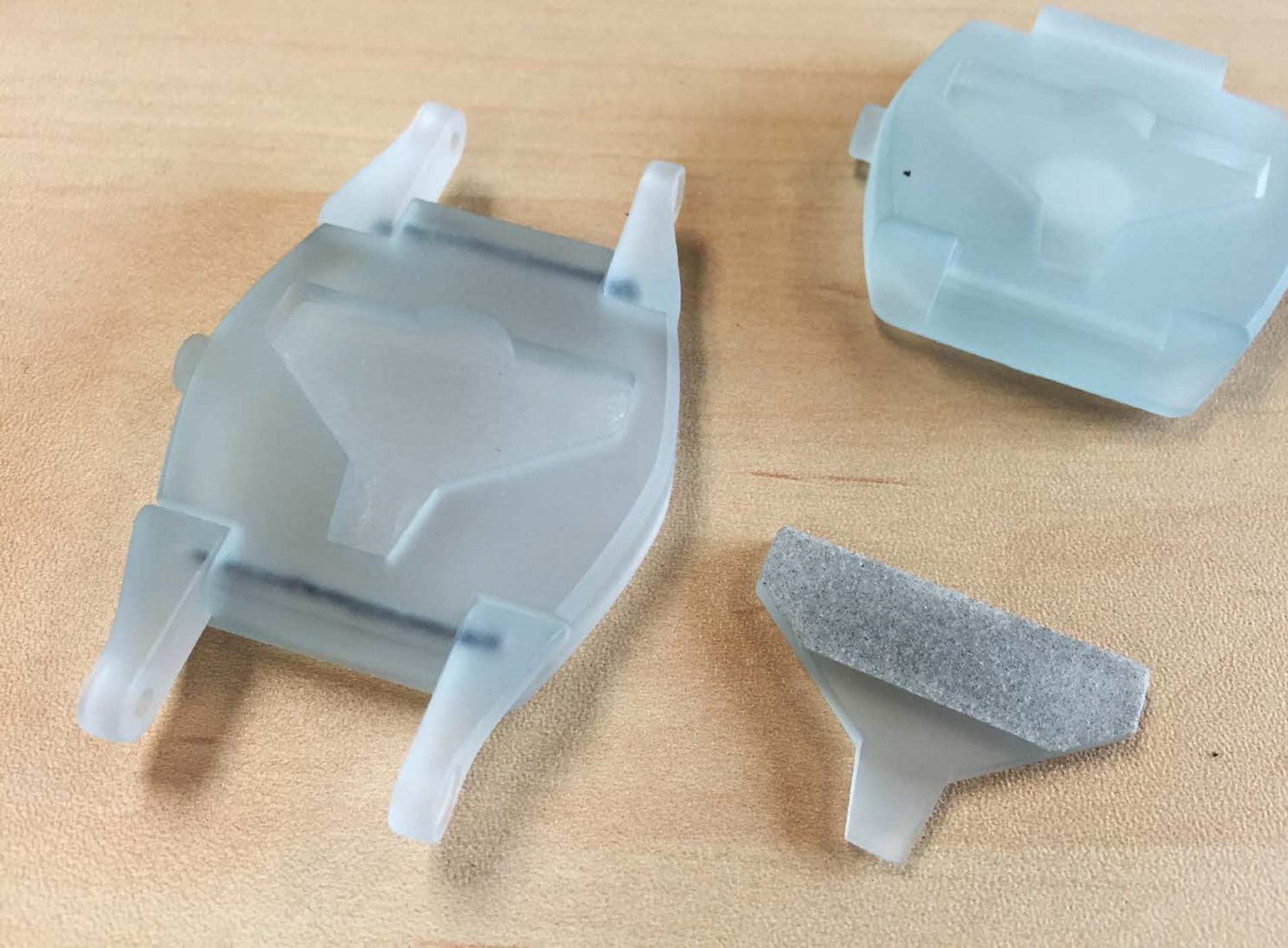
# DESIGN: DEVELOPMENT



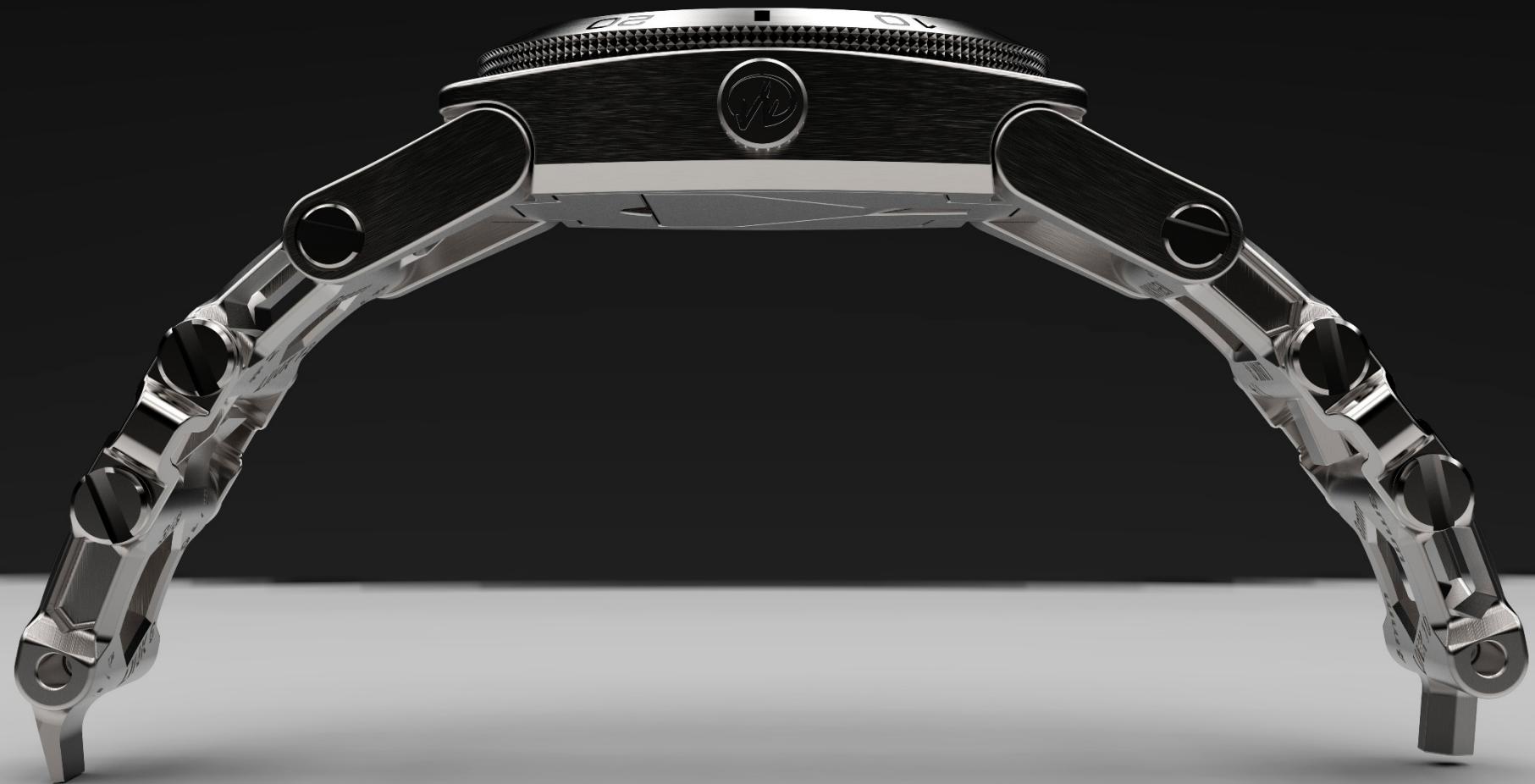
# DESIGN: DEVELOPMENT



# DESIGN: DEVELOPMENT



# FINAL DESIGN



**DESIGN: LUMINOUS**



**DESIGN: LUMINOUS**



# DESIGN: ORANGE POP



# DESIGN: ORANGE POP



# DESIGN: CYAN POP



# DESIGN: ORANGE POP



DESIGN: LUMINOUS



# DESIGN: ORANGE POP



**DESIGN: LUMINOUS**



**DESIGN: LUMINOUS**



# DESIGN: ORANGE POP



# DESIGN: EXTRA INGENIOUS

