

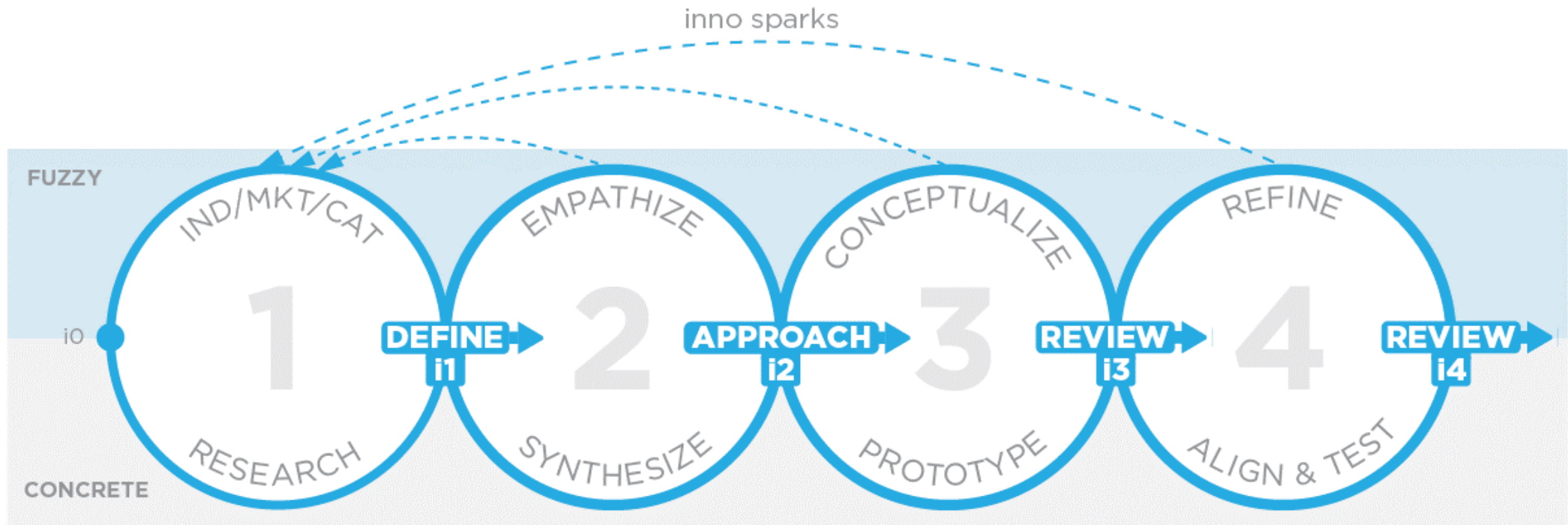
# TREAD FIT / WATCH

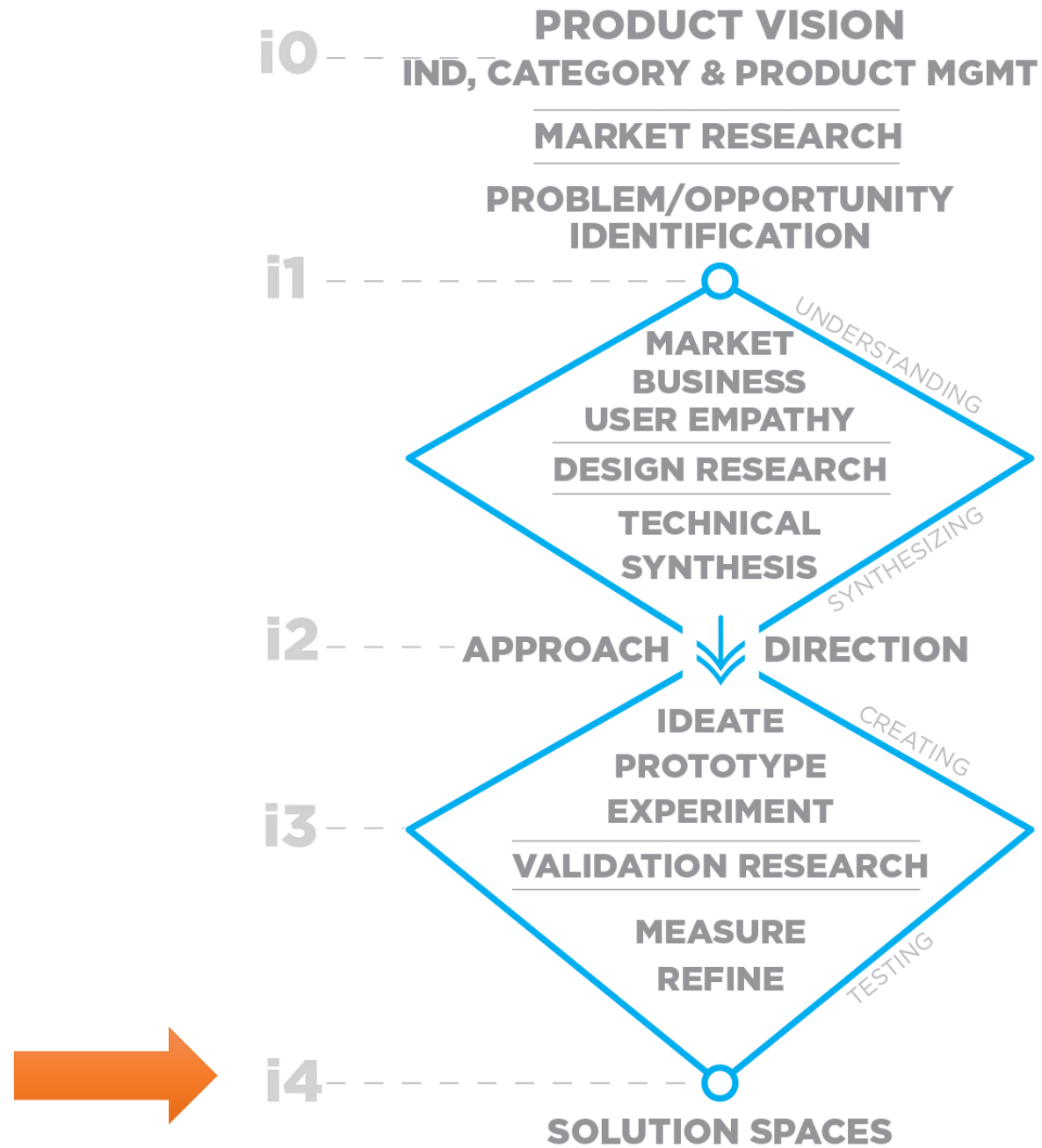
## I4 STAGEGATE REVIEW

DATE: TBD

# INNOVATION PROCESS

## INNOVATION SPHERES





**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:**

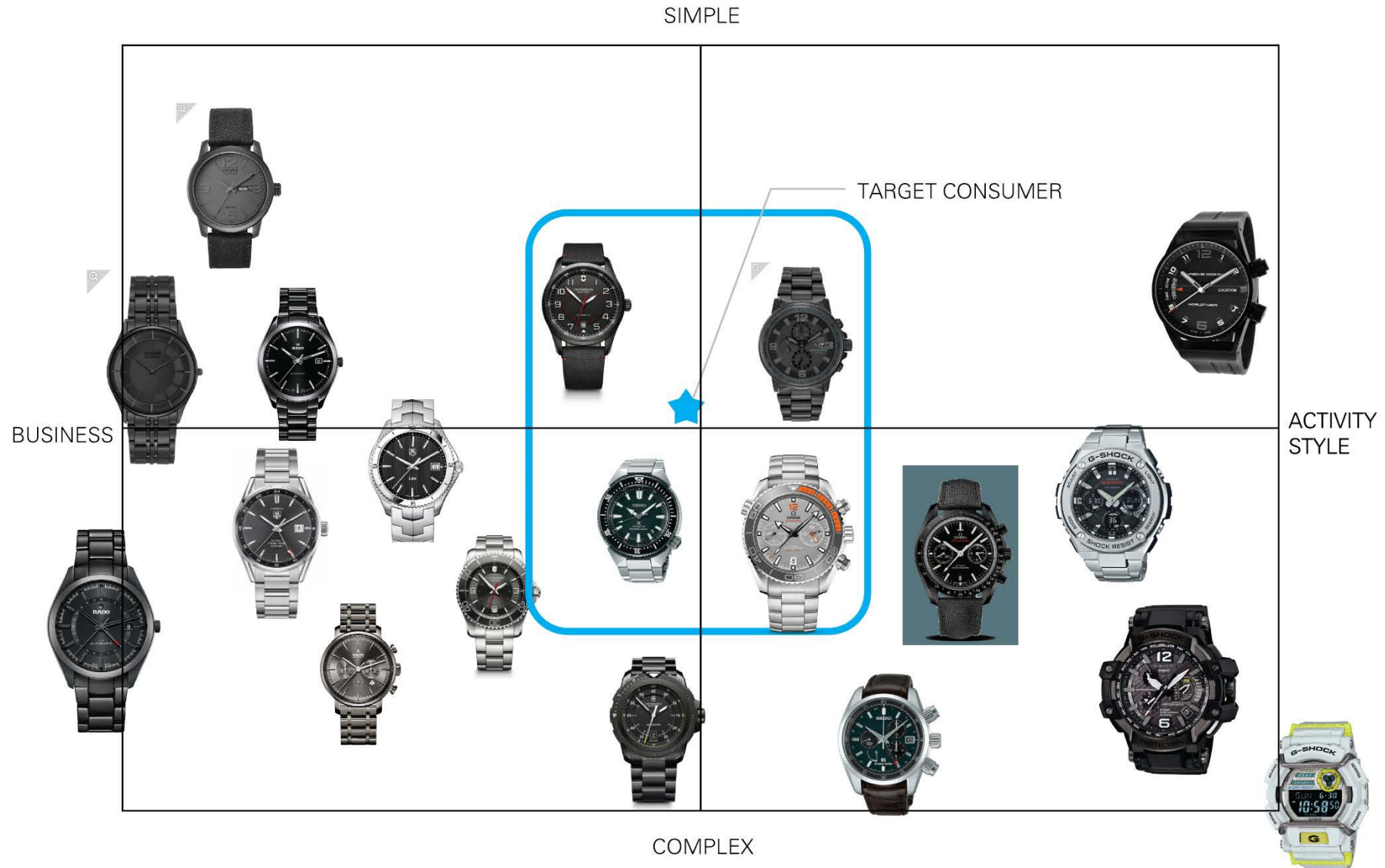
As a statement product for the TREAD platform and Leatherman brand. The product is going to appeal to a smaller amount of consumers. The TREAD looks purposeful and has additional functionality and purpose with the addition of the watch.

- **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.

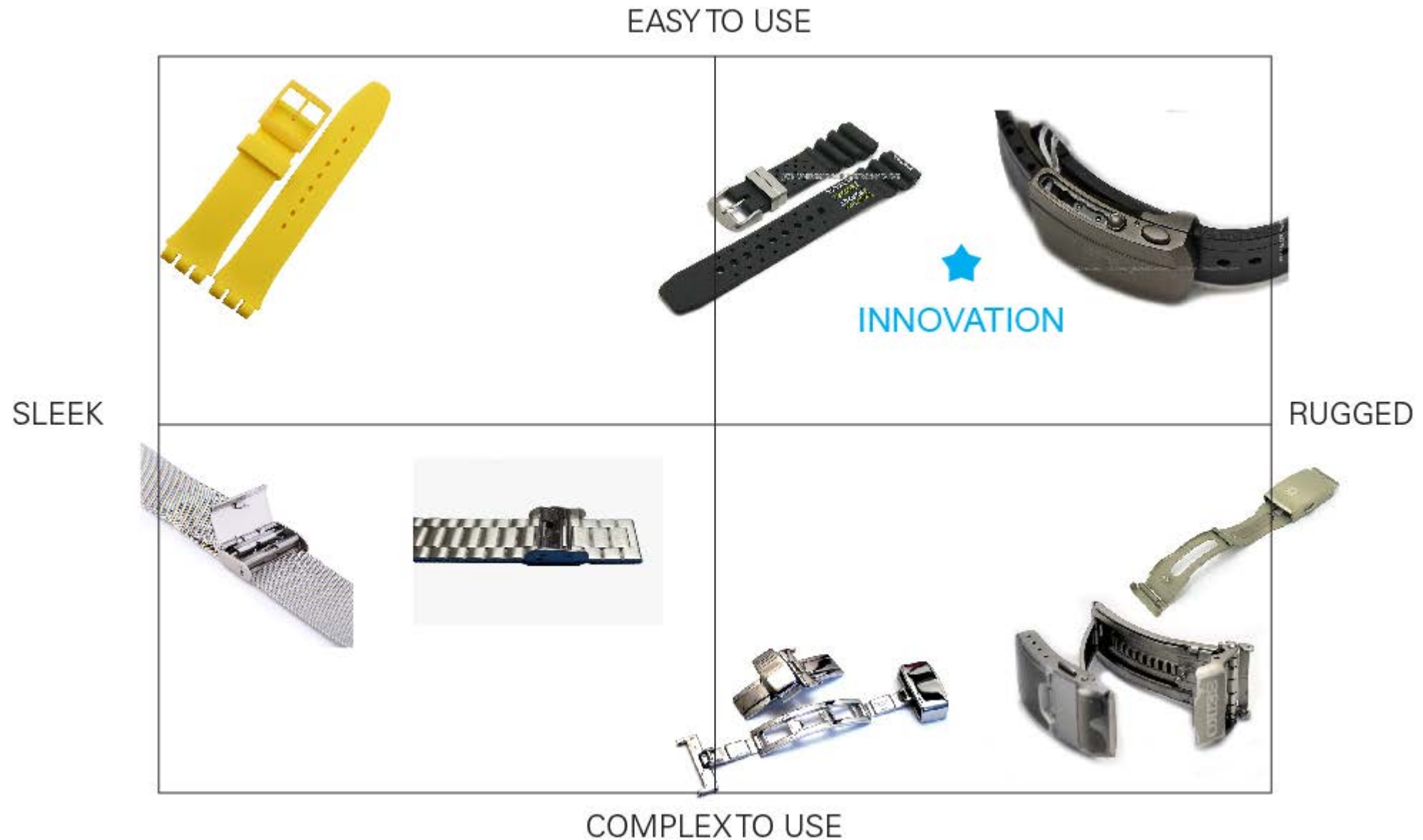
- The timepiece must be aesthetically congruent with the existing TREAD
- The adjustability solution must be of a design that meets users expectations which is more congruent with watch acumen vs jewelry. The opportunity is a solution that is easy to use, intuitive to adjust and fits the rugged appearance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

# DESIGN: STYLE MAP

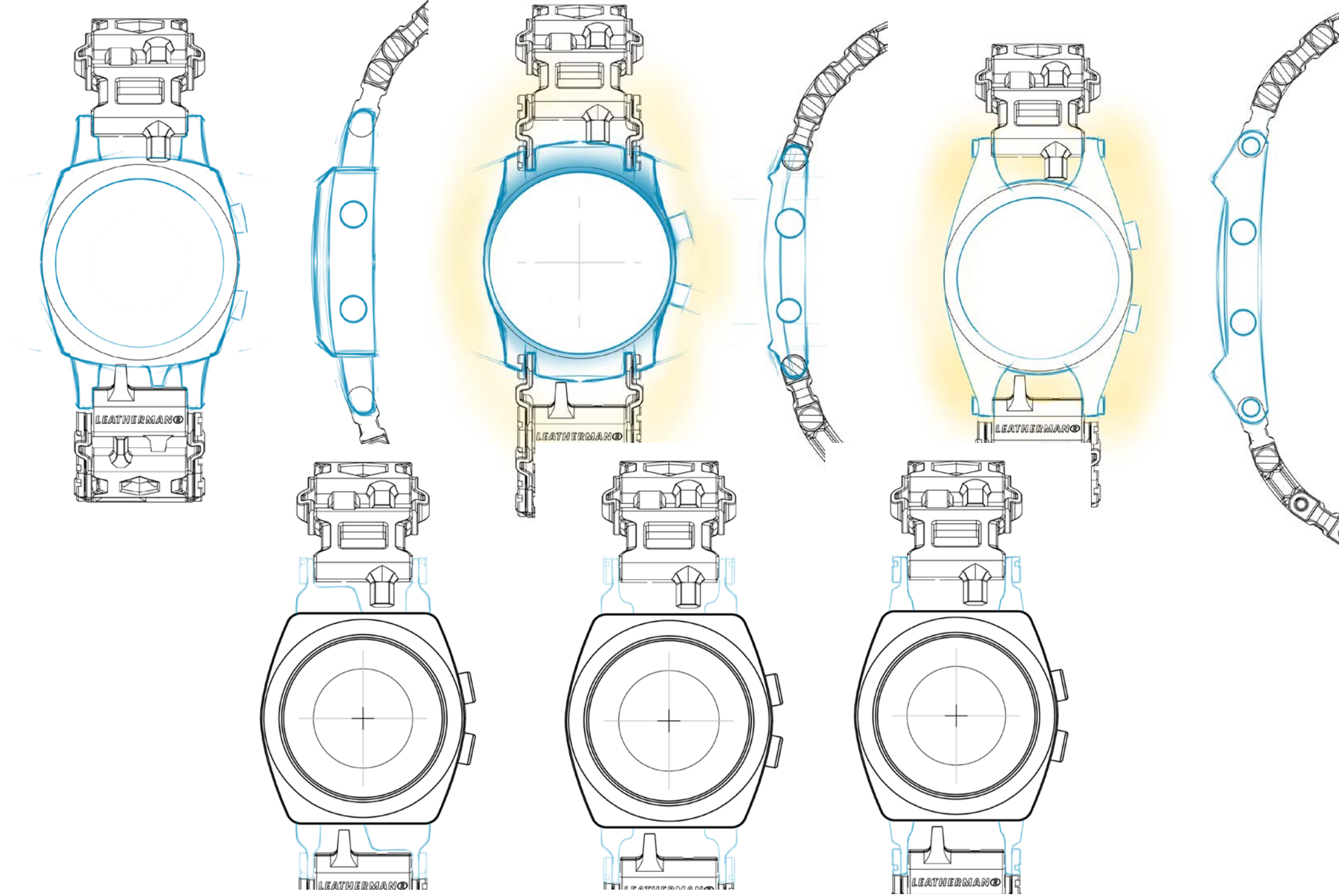




# DESIGN: COMPETITIVE LANDSCAPE | ADJUSTERS



# 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 APPEARANCE



## SECONDS COUNT

ANALOG CHRONO  
CURVED BODY  
TIMING RING



## TRAVEL LITE

DIGITAL CHRONO / GMT  
FLAT BODY  
CLEAN APPEARANCE



## WORLD TRAVELLER

DIGITAL CHRONO / GMT  
CURVED BODY  
TIMING RING





# DESIGN: GFX DEVELOPMENT



BLACK PVD



CYAN POP



ORANGE POP



FULL LUMINOUS FILL



BORDER LUMINOUS FILL



CYAN POP



ORANGE POP



CYAN POP1  
LUMINOUS FILL



ORANGE POP2  
LUMINOUS FILL



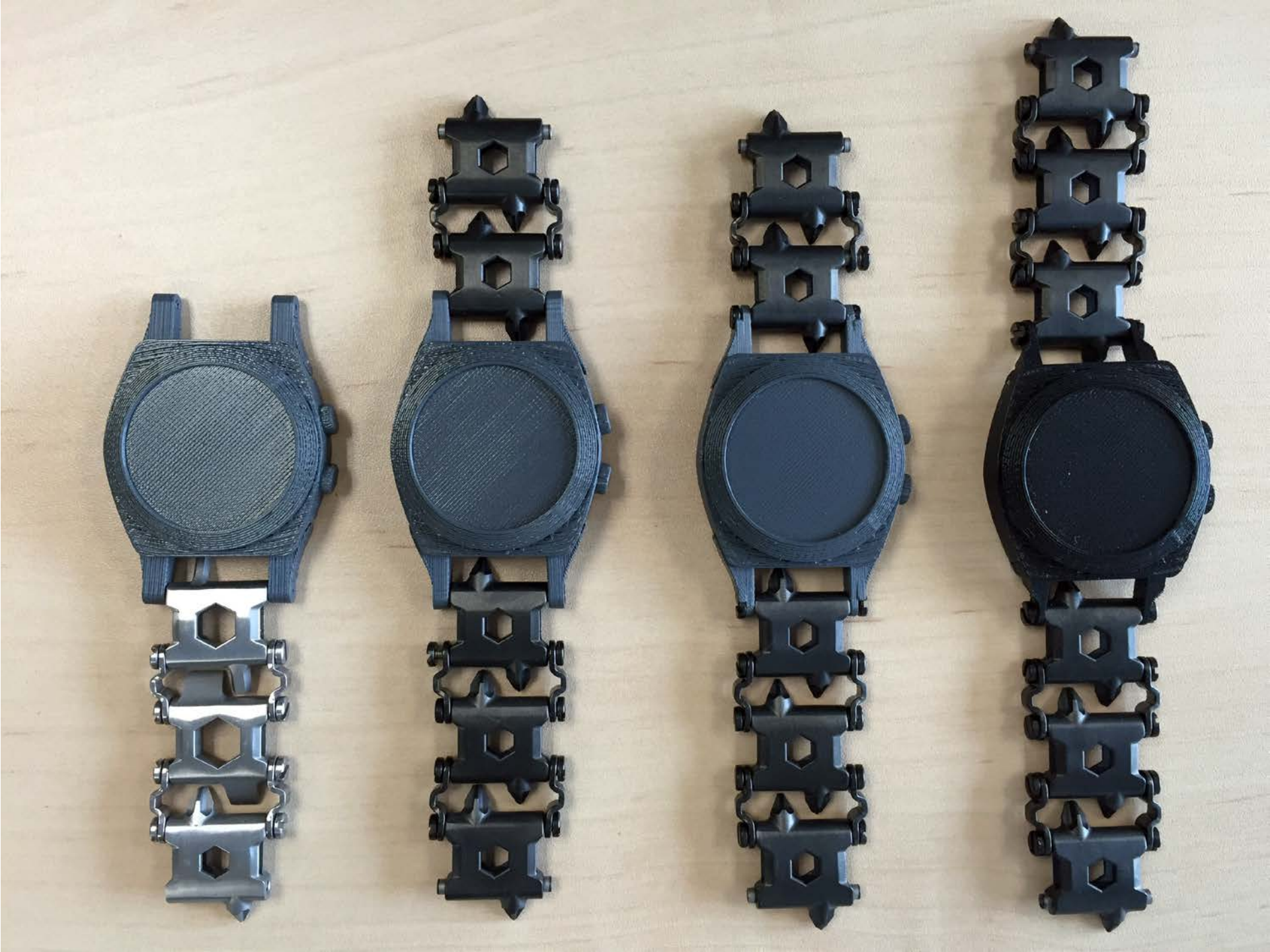


# DESIGN: DEVELOPMENT



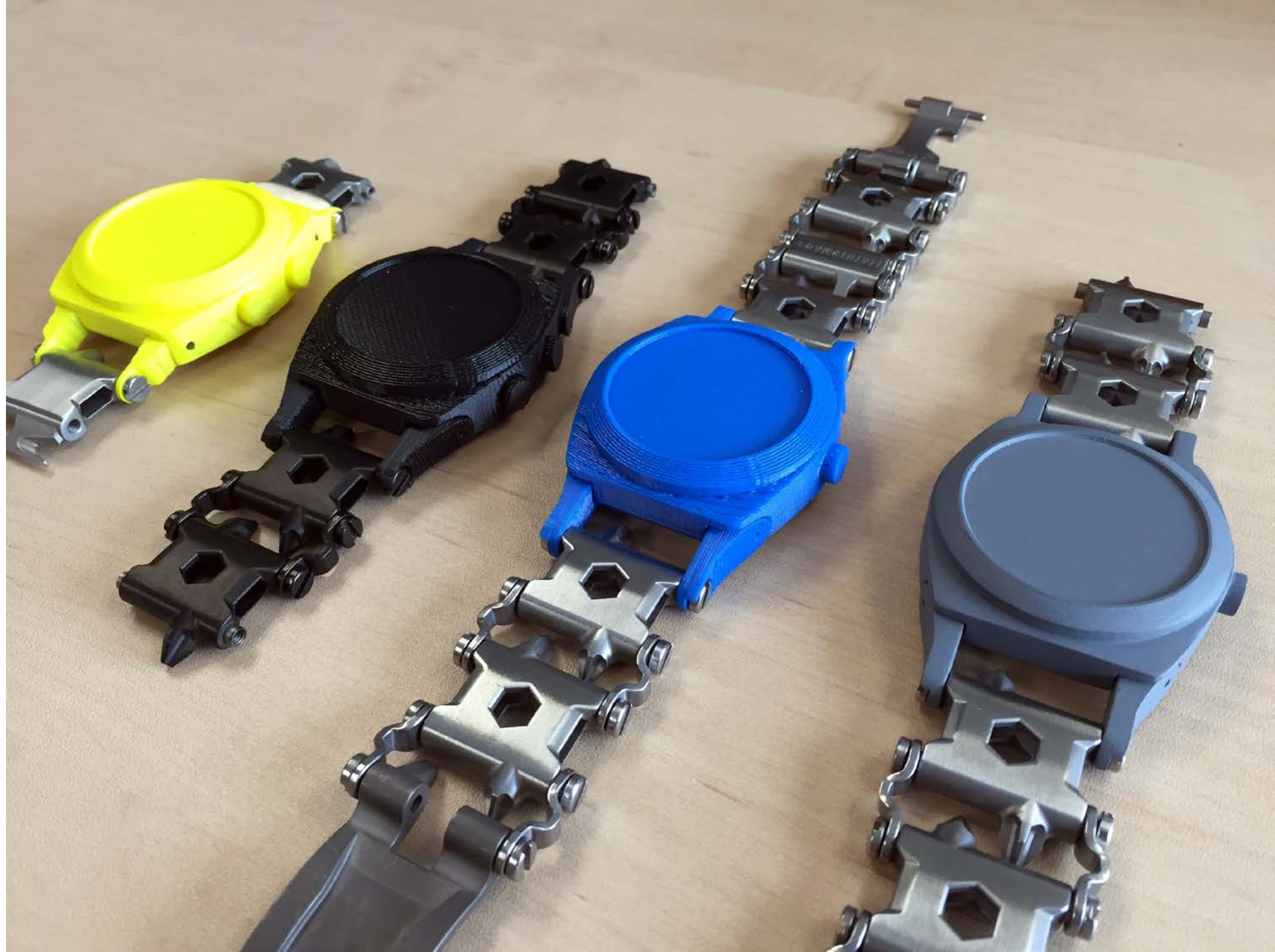


# DESIGN: DEVELOPMENT

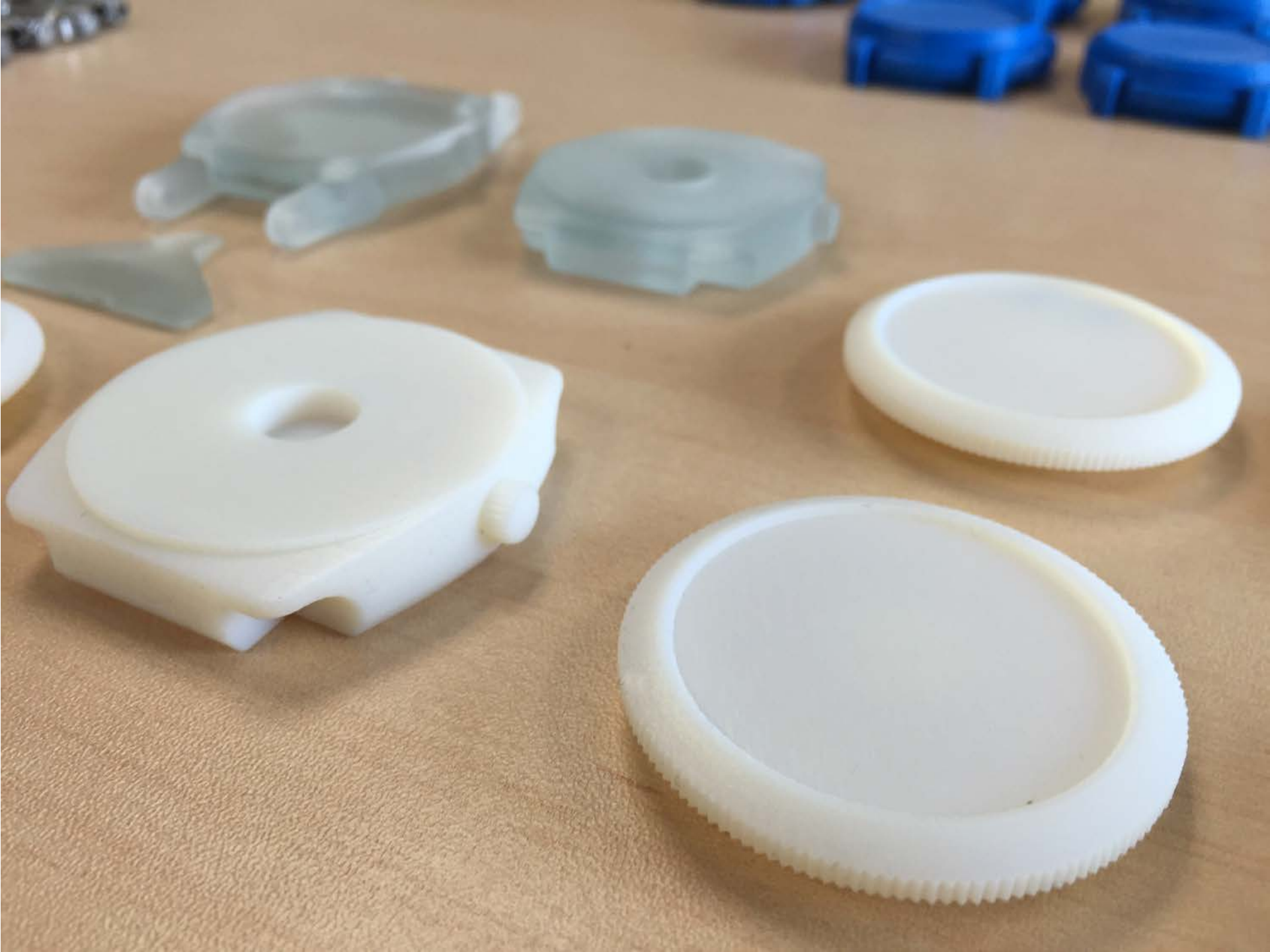




# DESIGN: DEVELOPMENT

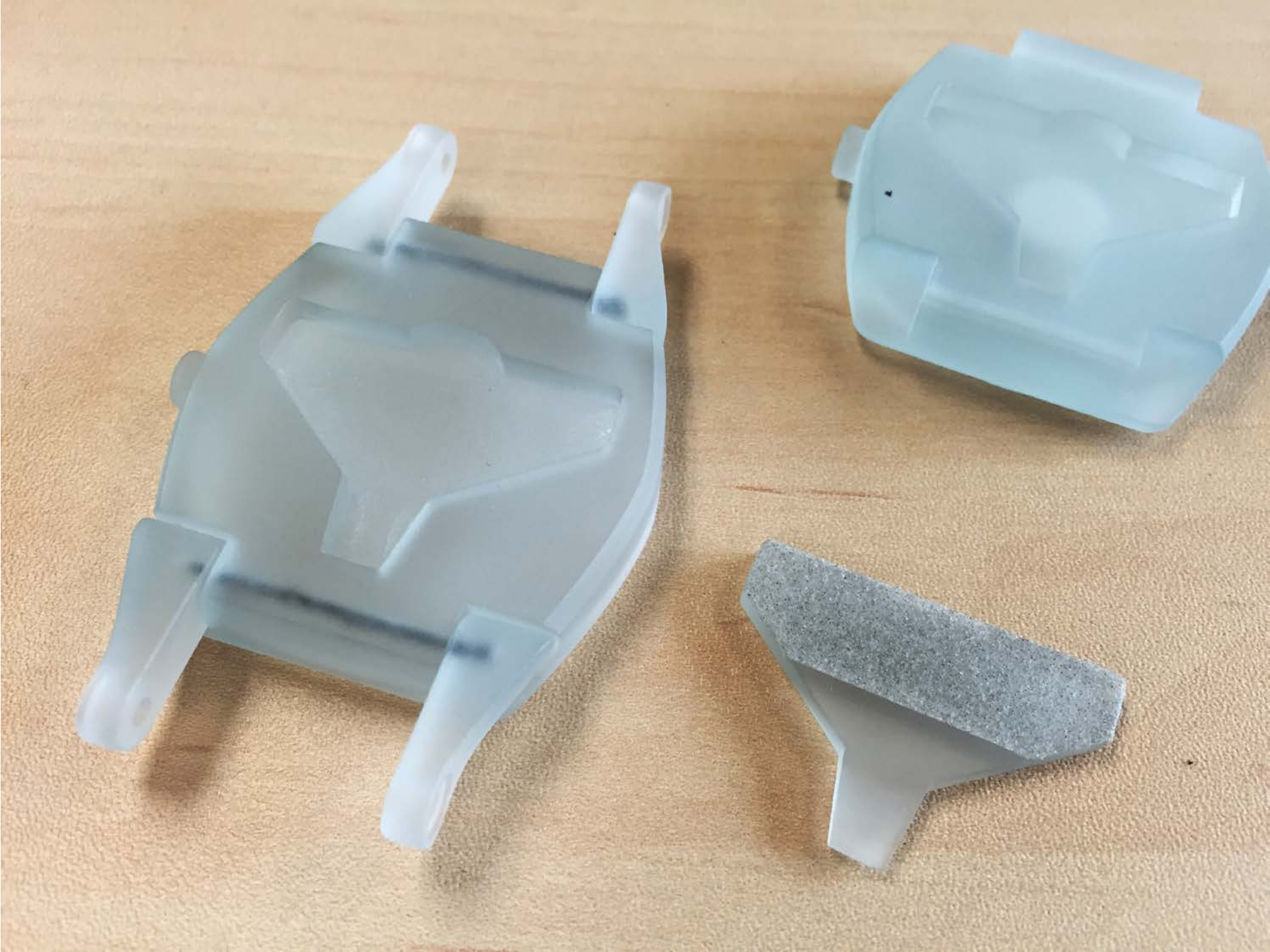


# DESIGN: DEVELOPMENT

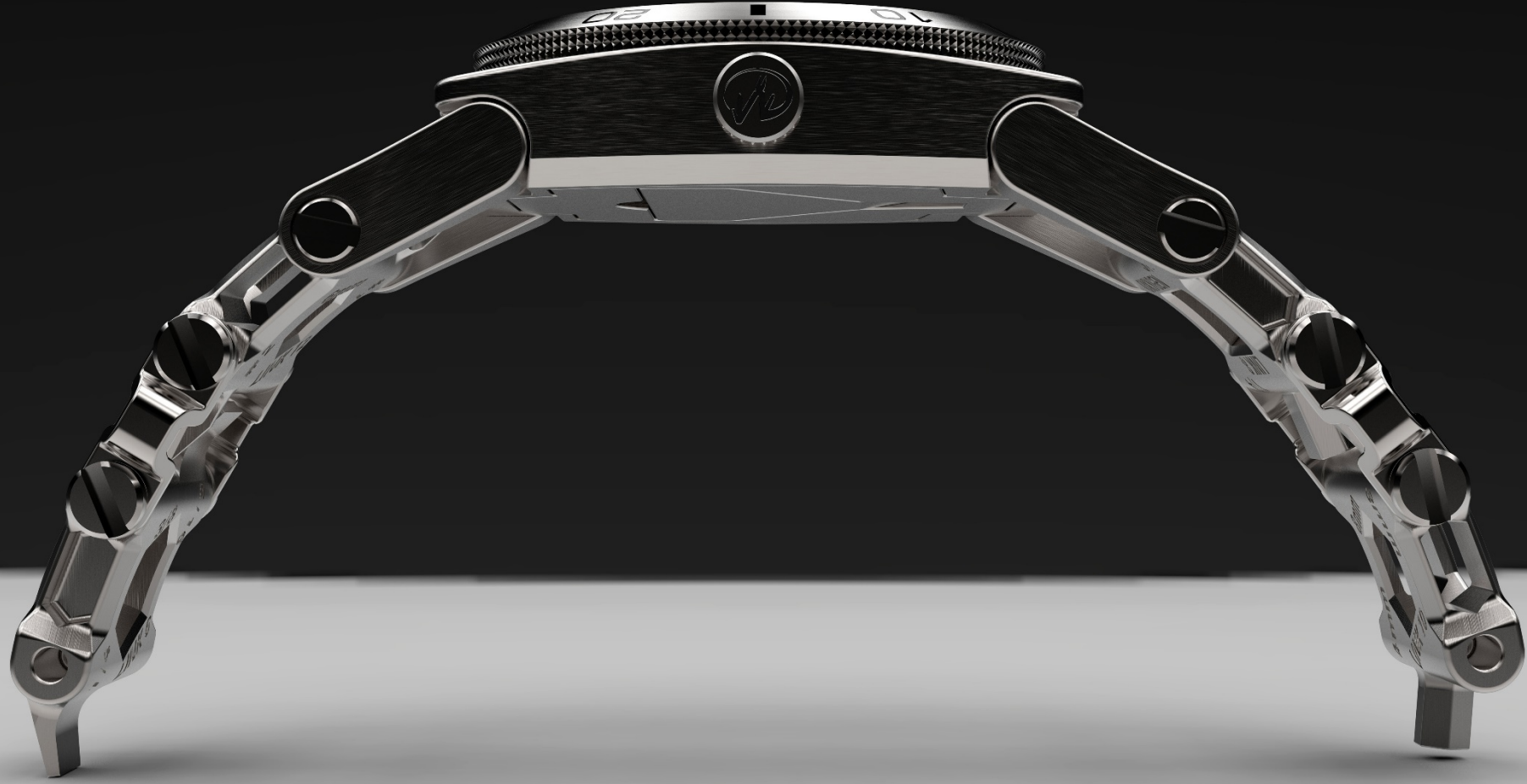




# DESIGN: DEVELOPMENT



# 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 INGENUOUS

