



**MISFITBURST**  
FITNESS TRACKER + MUSIC



# MISFITBURST

FITNESS TRACKER + MUSIC



**Paperboard Packaging Alliance**

Student Design Challenge 2017

**R·I·T**

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#fitbit



MISFITBURST



MISFITBURST  
DANCE TRACKER + MUSIC



MISFITBURST  
FITNESS TRACKER



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# Objective

Design an interactive package for a fitness tracker that allows customers to try on the product in store. The package should also be reused to store the product after purchase.

## Package features:

- Product should sit or hang independently on a store shelf
- Be sturdy enough for trying on and re-storing the fitness tracker
- Security Features
- Minimum of 70% Paperboard
- Innovative and functional features that distinguish the package from other trackers

## Other Requirements

- Paperboard Point of Purchase display
- Plan to expand the brand with packaging for additional fitness gear

# Our Process

Fitness Wearable Research

Store Audits

Market Research

Workout Music Research

Competitive Analysis

Naming

Product Concept

Music and Spotify Marketing Integration

Branding

Structural Research

Innovative Packaging Creation

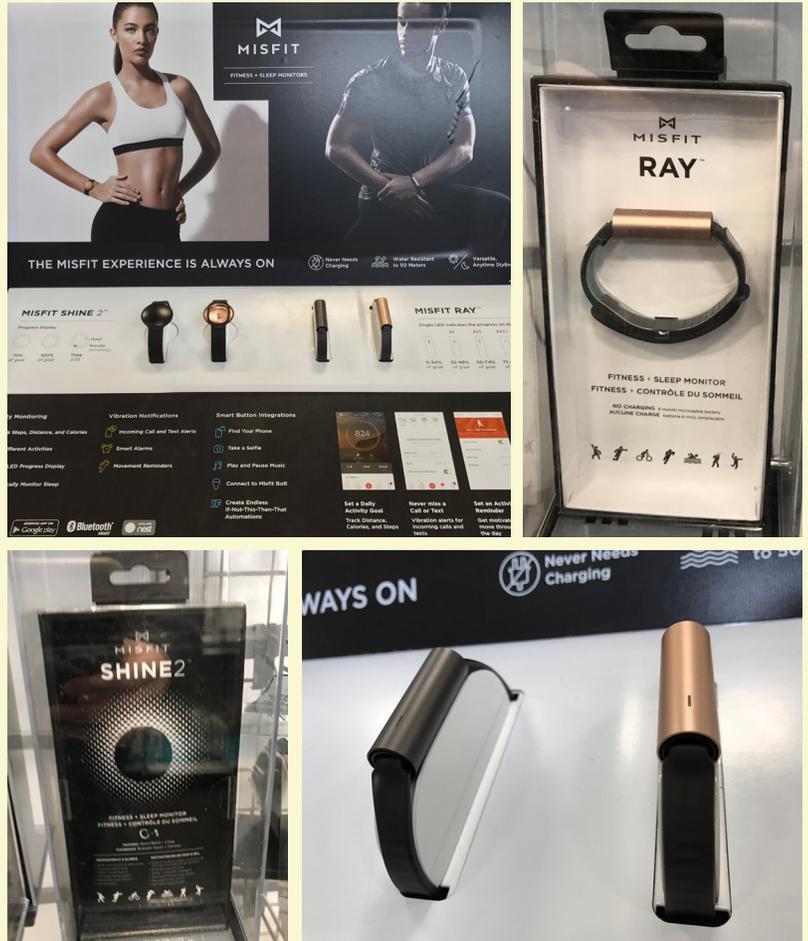
Structural Concepts

Die Lines

Final Package

Growth Opportunities

Point of Purchase



# Fitness Wearable Research

## PRICE

The main trackers on the market that were in the \$40-\$50 price range were the Garmin and the Misfit **Flash**. The cost for most of the trackers well exceeded \$90+.

## INTERACTIVITY

The most popular fitness tracker brands also have very extensive apps for the users to view the fitness data. Both Fitbit and Misfit had components where users battle their friends and family in competitions.

## INTEGRATIONS

There was no tracker on the market that has an integration with a music app, something the team wanted to explore.

## WHY MISFIT

The team picked Misfit to build our product line because of the sleek design of trackers – the design and current app functionality is very attractive to college students.

# Store Audit

## BEST BUY

Had the largest selection of fitness trackers of any of the stores we looked at. Most of the fitness trackers were priced higher than the target for this competition, but we found our brand inspiration (Misfit) in Best Buy.



## TARGET

Fitness trackers were stored behind extensive security devices. Target had a very small selection of different brands of fitness trackers. Target was used in our store audit as it is very popular among the target audience.



## PHOTO STORE

The RIT Photo Store is an on campus convenience store and is currently the only location on the Rochester Institute of Technology campus that sells fitness trackers (Fitbit), so we looked at the current display in our store audit.



# Market Research

## College Students

84% of college students are aged 18-24

Study by Dr. Heather Sanderson and Dr. Jason DeRousie

Nearly 50% of students participate in recreation less than once a week.

16.7% never participate in physical activities,

Only 1.4% of college students participate in physical activities at least five times a week.

Exercising regularly not only improves health, it also helps in school by improving concentration, stress, and energy levels.

The addition of a personal digital assistant and telephone coaching can enhance short-term weight loss in combination with an existing system of care. Mobile connective technology holds promise as a scalable mechanism for augmenting the effect of physician-directed weight loss treatment.



# Research - Music for Workouts

## College Students' Usage of Personal Music Players (PMP) During Exercise

by David Barney (Brigham Young University)  
Anita Gust and Gary Liguori (North Dakota State University)

### The most popular types of music

Hip hop (27.7%)  
Rock (24%)  
Pop (20.3%)  
Country (12.7%)  
Other (15.3%)

### The most common modes of exercise while listening to music:

Free weights (27.2%)  
Treadmill (26%)  
Machine weights (19.6%)  
Elliptical trainer (17.4%).

### The most common reasons to listen to music:

"To work out harder" (22.4%)  
"Make the exercise seem easier" (21.4%)  
"To work out longer" (20.2%)

### Would you work out more frequently if listening to music?

Yes (53.3%)  
No (26%)  
Unsure (21%)

## MisfitBurst Competitive Analysis

### Strengths

- Only fitness tracker with music component on the market.
- Package easily allows consumer to try on in the store.
- Fitness tracker has a sleek and modern design.

### Opportunities

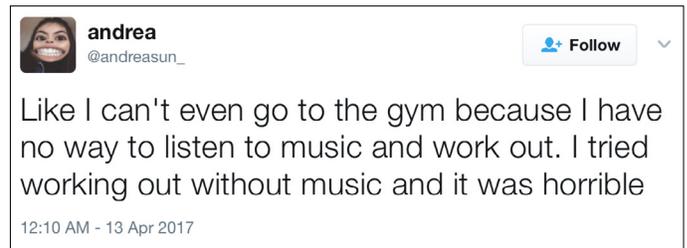
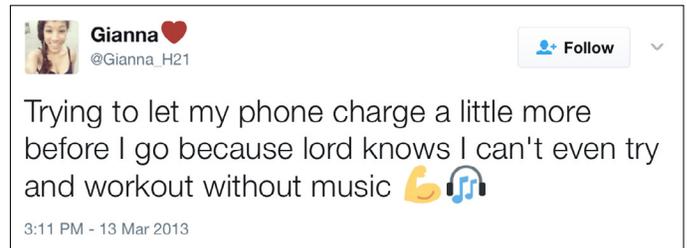
- There are a ton of opportunities for expansion with music related advertising and events.
- Music genres and singing packages could be branded on products outside of the tracker line.

### Weaknesses

- Misfit brand name lesser known than other brands like Fitbit and Garmin.
- D/deaf and Hard of Hearing consumers might not get the full extent and enjoyment of the product.

### Threats

- Fitness tracker competition.



### Research conclusions:

Music serves as a motivating factor for college students. It makes exercise more pleasant and makes the workout seem easier.

# Product Concept

Misfit**Burst** is a new, affordable fitness tracker targeted to college students. It was inspired by the Misfit**Flash**, an affordable circular fitness tracker.

Each **Burst** has its own color, associated to a type of music. College students can pick their favorite color and music and unlock curated playlists and more.

**POP**

**R&B / HIP-HOP**

**ROCK**

**COUNTRY**

# Naming

## Other Misfit Products

- Misfit**Ray**
- Misfit**Phase**
- Misfit**Shine**

All of the Misfit names relate to the sun in some way. Taking a more active and fun approach to music with this tracker, the team went with the name Misfit**Burst**.

## Definition

### Burst /bɜːst/

1. Feel a very strong or irrepressible emotion or impulse.
2. Suddenly begin doing something as an expression of a strong feeling.

Misfit**Burst** is reminiscent of a burst of light from the sun, or the burst of energy that music provides when one exercises.

# Growth Opportunities

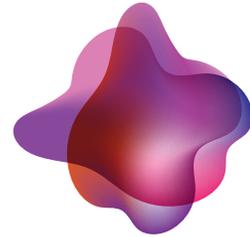
There are many opportunities to expand the Misfit**Burst** line to include other music and workout related items. Some examples could include:

- Headphones
- Water Bottles
- Athletic Shirts
- Socks
- Bluetooth Speakers
- Workout music accessories

# Visual Branding



**COUNTRY**



**POP**



**R&B / HIP-HOP**



**ROCK**

## The Inspiration

Colored and styled to be reminiscent of the feeling and styles of different types of music, our visual branding takes the form of an abstract nebulous. In several locations on our package, we take this design and mask it, providing a unique patterned effect.



# Spotify Partnership

## Why partner with Spotify?

College students love listening to music – especially while they are working out. By tying the fitness tracker to something they already enjoy, it will continue to promote and encourage healthy lifestyles.

## Music marketing opportunities:

- Misfit sponsored fitness classes with music.
- Free concerts hosted by Misfit.
- 3 Free months of Spotify Premium with the purchase of a Misfit – a coveted purchase for the target market.
- Spotify workout sequences, they have existing technology to pick music based on running pace.

# Friendly Competition

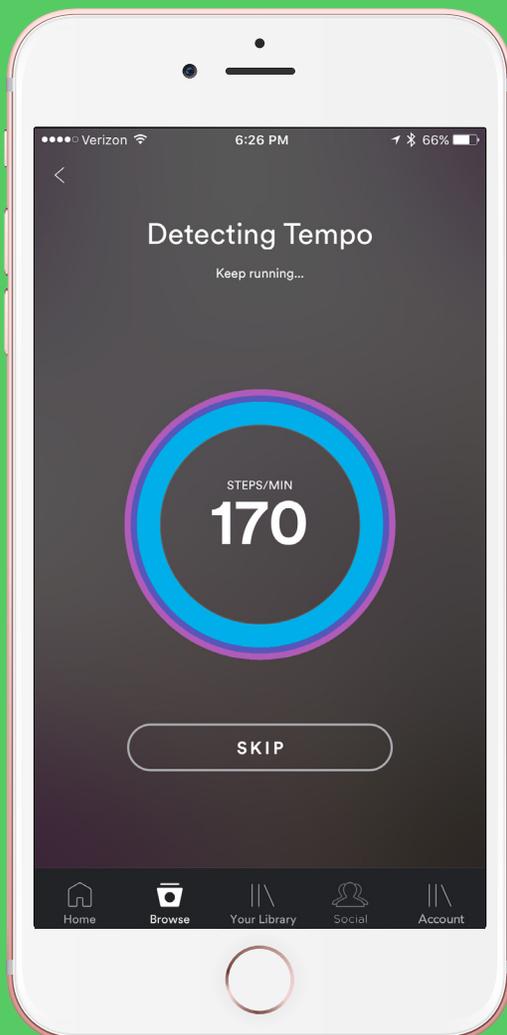
## Important App Features

- Look at sleep patterns.
- Track activity (steps, calories, workouts).
- Integrate with social media.
- Compete with friends, family, and themselves to meet certain fitness and activity goals.

## Interact with family and friends:

The Misfit app integrates to share music playlists with family and friends, as well as challenge them to fitness goals. Friends can compete to see who can complete the most steps in a week, track workouts, etc. This gets people moving and holding each other accountable.

## The Misfit App + Spotify



## Running

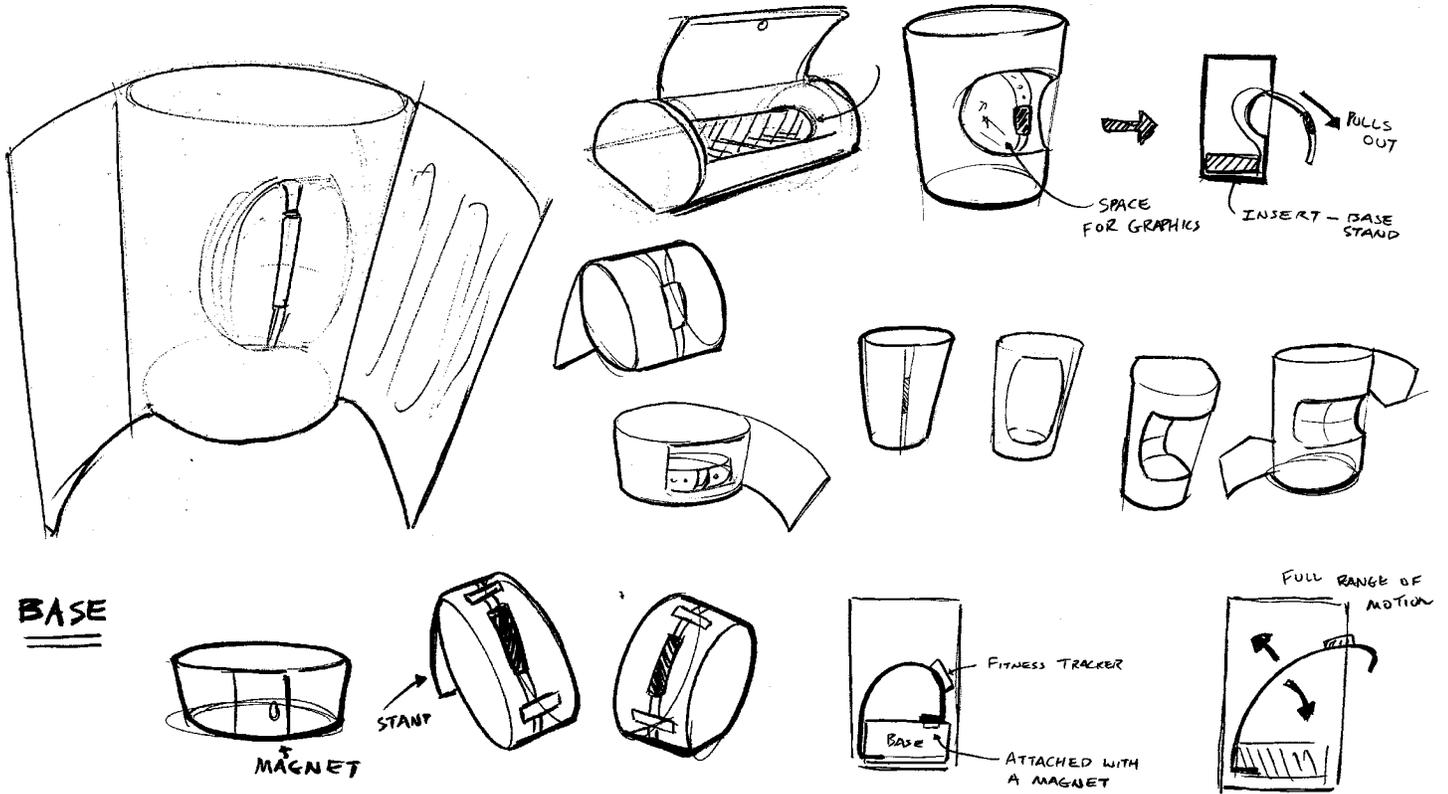
Spotify's current running feature would allow users to listen to their Misfit playlists at their running tempo.



## Tracking

Users can track their steps, activity, calories burned, sleep patterns, and miles traveled in the app.

# Initial Sketches

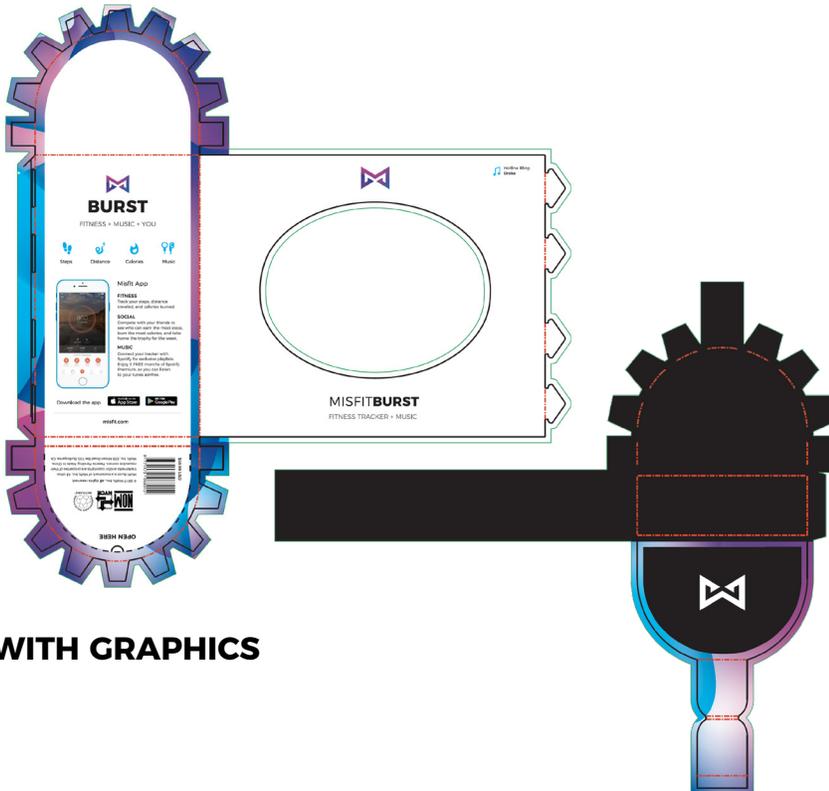
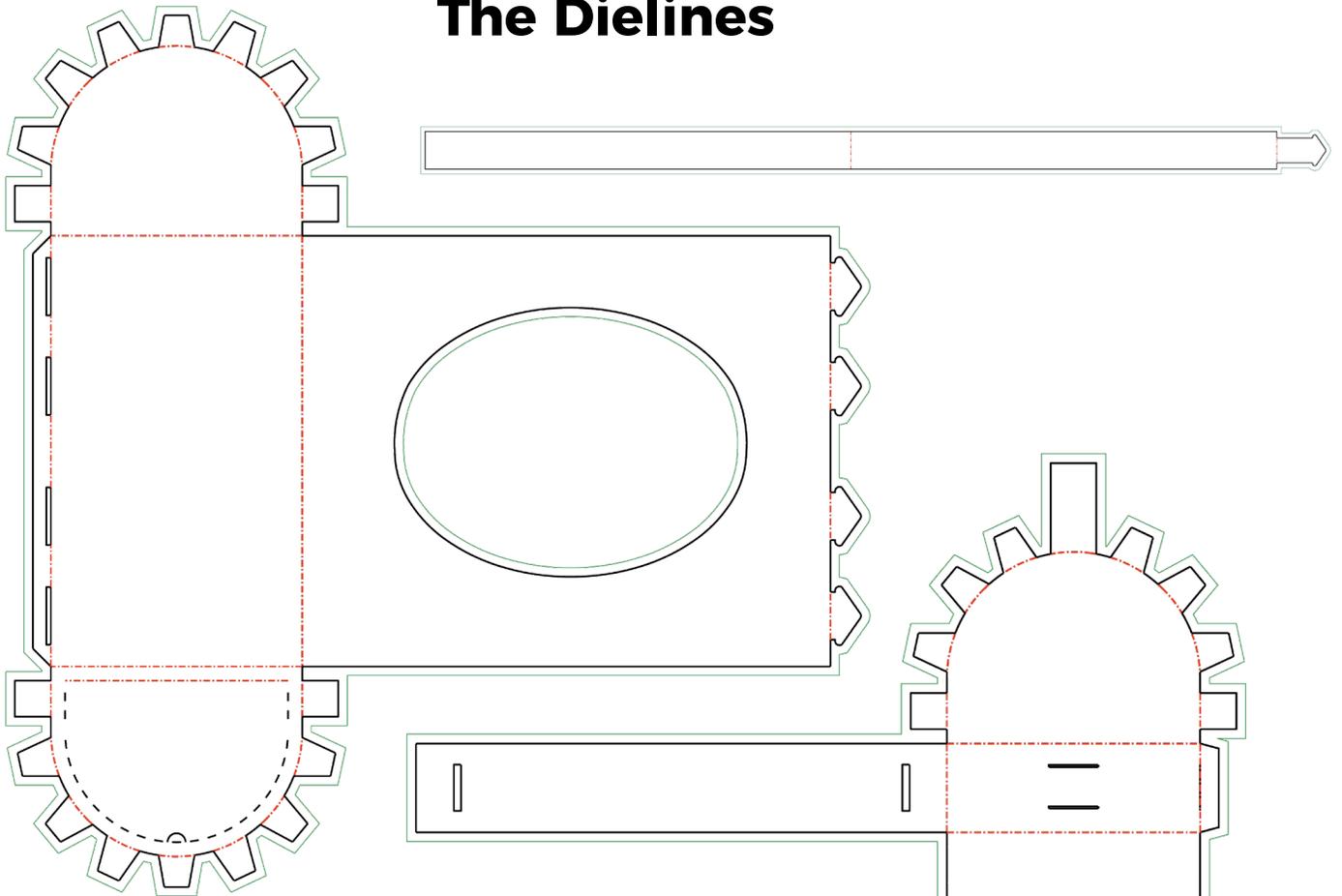


# The Structural Design Process

- Investigated a number of ways to secure the Misfit on the band.
- Found solutions for using the band during the in-store try on process.
- The insert needed to hold additional batteries, bands, and other accessories. It also needed to provide an easy way to store the tracker on the band at home.



# The Dielines



**WITH GRAPHICS**

The box is held together through tabs on the top and bottom flaps that attach and glue underneath the package.

The insert is folded and closes itself with magnets.

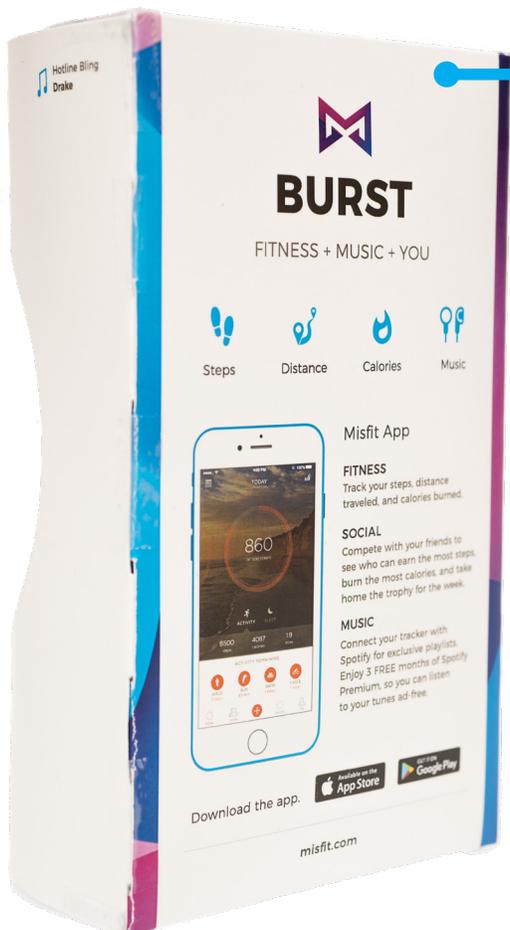
The insert is installed into the main package through the window. The tether connects to the back of the insert and has a locking mechanism so that the tether will not come lose during in-store try on.

# Product Features



## FOUR COLORS

The MisfitBurst packages are each branded in the color of the genre of music they contain. In some cases, the music crosses multiple genres and multiple colors will mix together on the packaging.



## TRACKER FEATURES

This tracker for college students tracks steps, distance, and calories. The music integration is centric to the tracker features.

## COLOR BURST

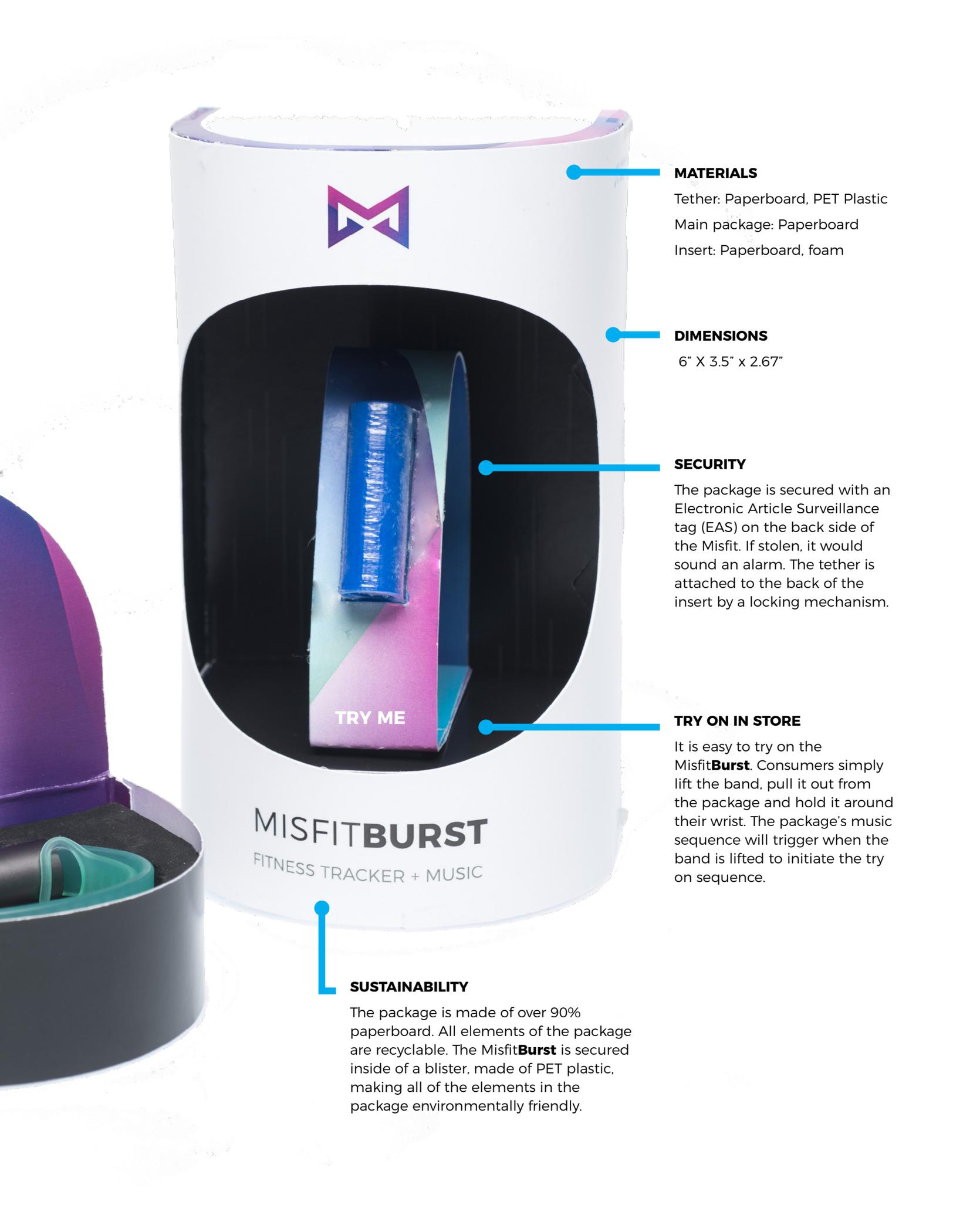
The package's design also features a "burst" of color in various locations. While this is a departure from Misfit's typical branding, the bursts of color go with the music and energy theme of this particular tracker, and for this target market.

## STORAGE CASE

This case that can be kept after purchase opens and closes with a magnet. It will store:

- Extra bands
- 3 spare batteries
- Full tracker on band





#### MATERIALS

Tether: Paperboard, PET Plastic  
Main package: Paperboard  
Insert: Paperboard, foam

#### DIMENSIONS

6" X 3.5" x 2.67"

#### SECURITY

The package is secured with an Electronic Article Surveillance tag (EAS) on the back side of the Misfit. If stolen, it would sound an alarm. The tether is attached to the back of the insert by a locking mechanism.

#### TRY ON IN STORE

It is easy to try on the MisfitBurst. Consumers simply lift the band, pull it out from the package and hold it around their wrist. The package's music sequence will trigger when the band is lifted to initiate the try on sequence.

#### SUSTAINABILITY

The package is made of over 90% paperboard. All elements of the package are recyclable. The MisfitBurst is secured inside of a blister, made of PET plastic, making all of the elements in the package environmentally friendly.

## Trying it on

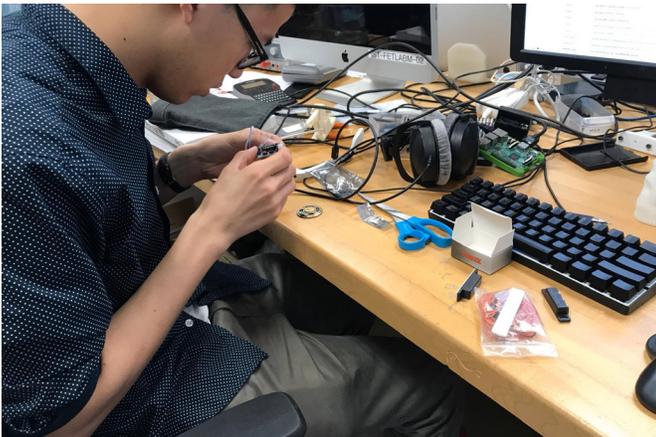
In line with the music theme of the MisfitBurst line of products, each package will play music while the user tries on the product.

The music on the package will play and connect to the Spotify playlist that pre-loads on the Misfit app that students will use to set up their device.

Watch a video of our package singing at:  
[bit.ly/MisfitBurst](https://bit.ly/MisfitBurst)

## Make it Sing! The Singing Package

We worked with an engineer to install speakers, music, and a triggering system for when the package is tried on. After a number of revisions, we ended up with the velcro solution – it limited the number of wires and kept the non-recyclable materials inside the insert that consumers keep.





TRY ME

**MISFITBURST**

FITNESS TRACKER + MUSIC

FITNESS TRACKER + MUSIC

MISFITBURST

# Package Mechanics

## In Store - Try On



Undo velcro close. Music will play. Lift tether away from package. Place wrist under band to see what tracker will look like. You can reclose the tether to get the entire feel of sizing of tracker around your wrist.

## Opening the Package



Once purchased, consumers open perforated bottom, push up, and remove insert and tether. Tether can be removed to take out the tracker, and the insert can be used as seen below.

## The Insert



Users have several options for storing the tracker. The Misfit**Burst** can sit on top of case for nightly storage, or it can sit inside with the spare batteries.

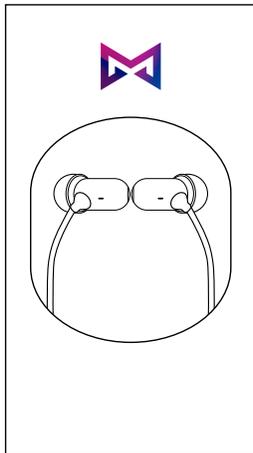


## On Shelf

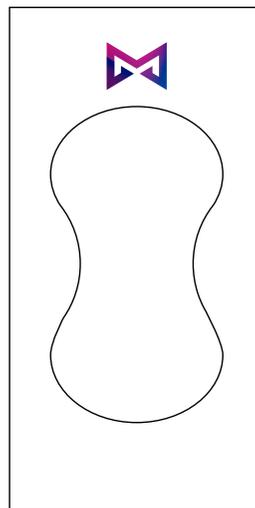
Since the trackers will be sold on college campuses in convenience stores, we took our mockups at the RIT Photo Store. This RIT store has grab and go electronics, including earbuds, audio cables, fitness trackers, speakers, USB drives, and more.



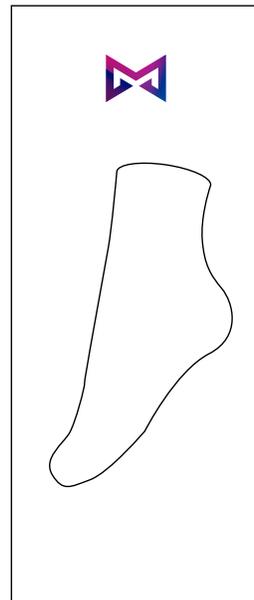
## Expansion Opportunities



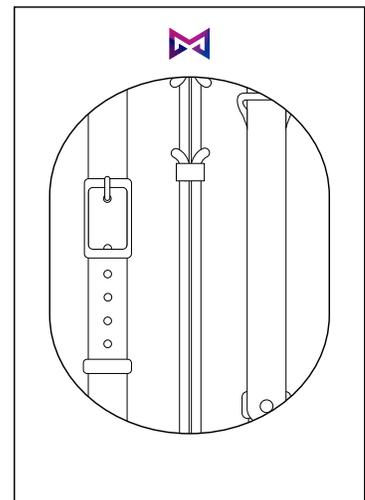
**Headphones**



**Athletic Shirts**



**Socks**



**Bands**

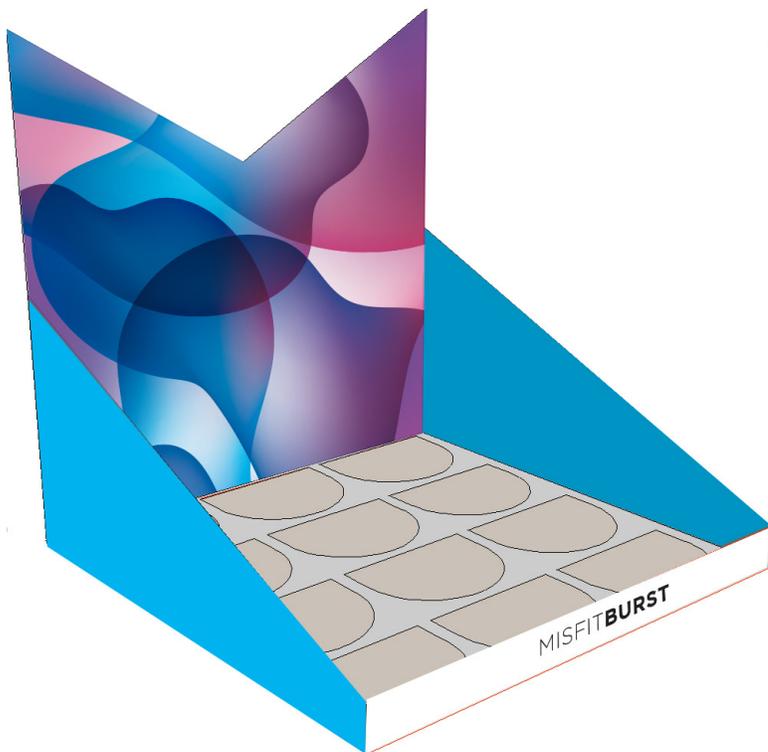
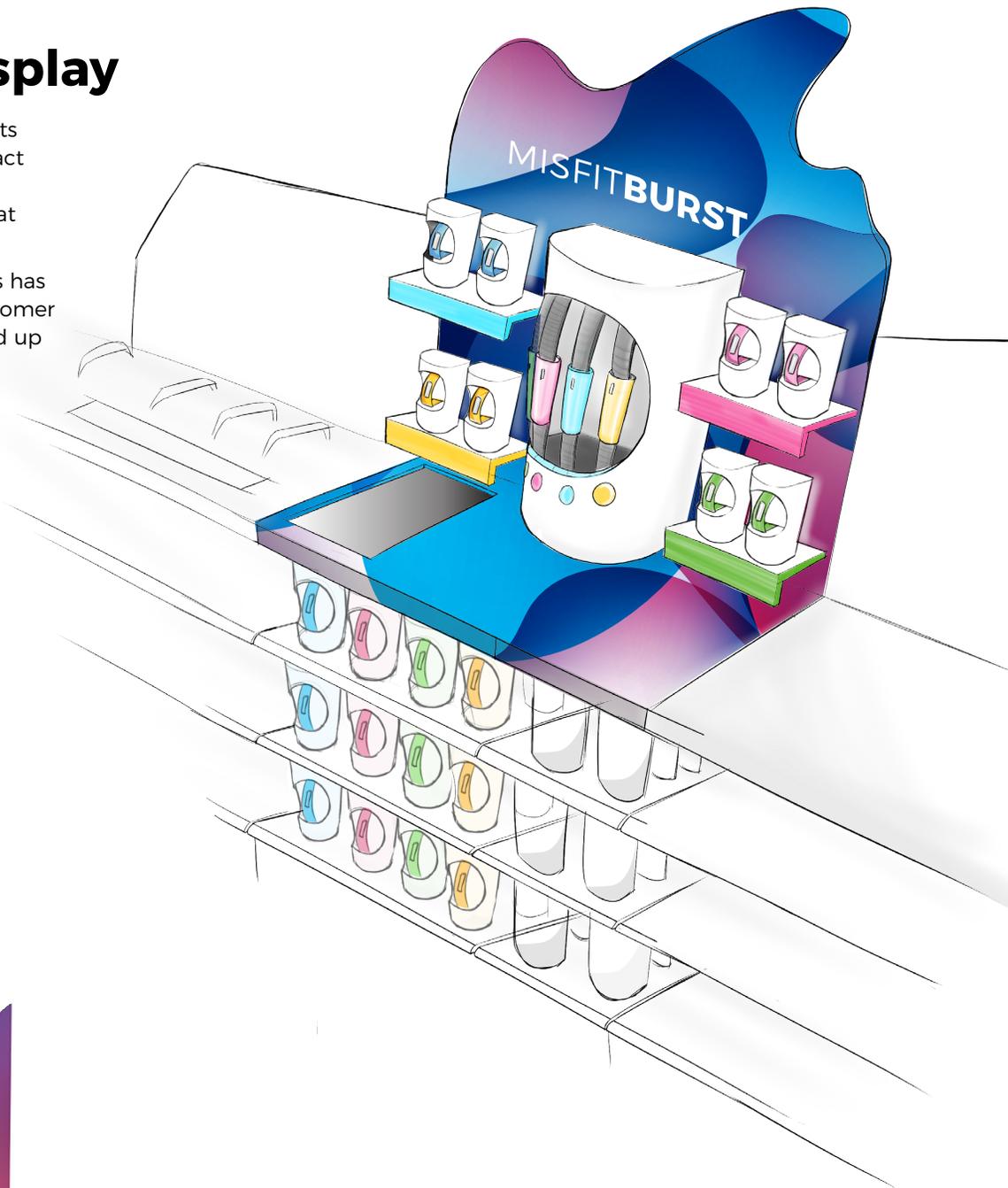
Using the unique window design from the main MisfitBurst package, the Misfit line targeting college students could easily expand. Misfit can sell product expansions like bands,

and athletic products like water bottles, athletic shirts, and socks. Along with the music theme, bluetooth speakers, headphones, and other workout music accessories could be sold.

## Large POP Display

The interactive display features lots of lights and bright colors to attract college students. We wanted to emphasize the nebula shapes that were inspired by the music.

Each of the four music categories has its own section, so that each customer can find the tracker that is loaded up with their favorite type of music.



## Small POP Display

Designed to fit twelve Misfit Bursts product packaging into one (12"x12"x12") box that is easy to store, ship and then perforated in retail stores into a product display. There are slots on the bottom of the package which reveal a pop of color when the product is lifted from the POP and graphics are maximized on all sides of the POP.

Mimi

Andrea

Stacey

Diana



**Thank you!**

Credits: Some images of Misfit from Misfit website, used for educational use only

