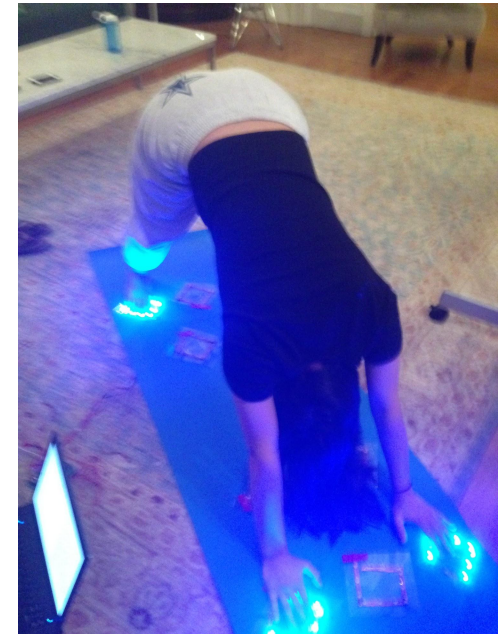
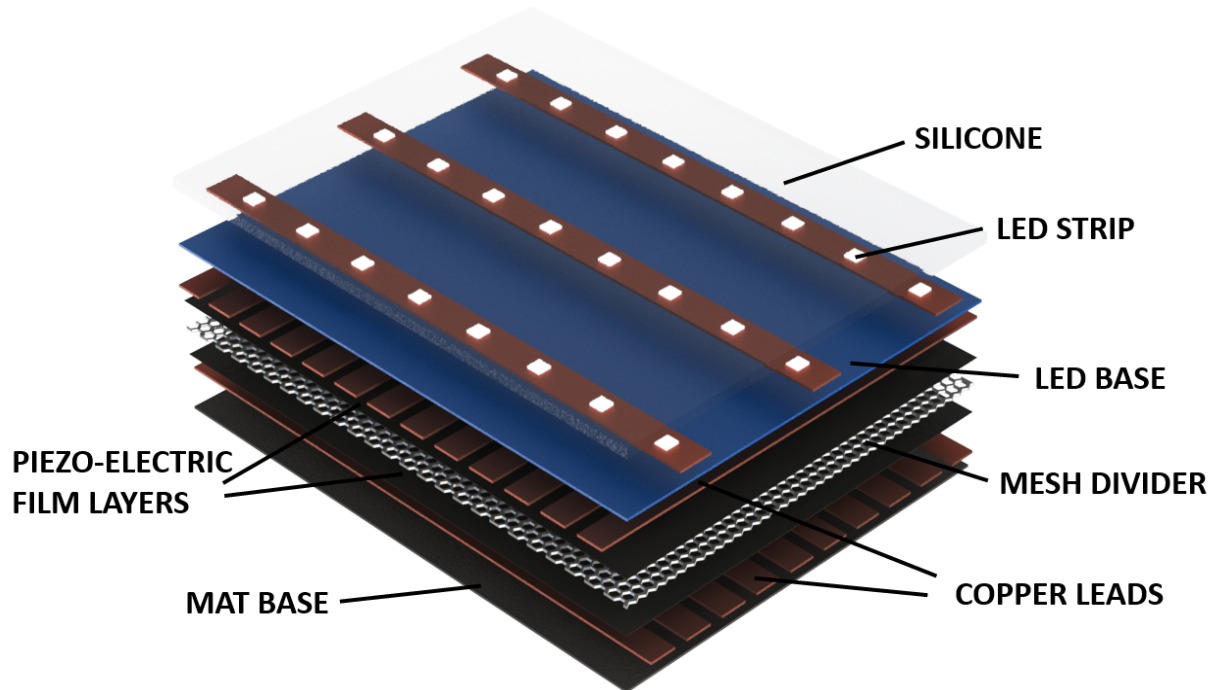




light your way to a balanced life

YELLOW A | 2.009 Mockup Review

product concept



An interactive yoga mat with visual guidance and balance feedback

key needs

“How do you think a yoga mat could help you learn yoga?”

other 9%

upper body guidance 16%

balance feedback **36%**

hand/foot placement help **38%**

1

Hand/foot Placement

Cover basic yoga poses

Adjust to different body proportions

2

Balance Feedback

Sense weight distribution

Offer real-time feedback

product contract

CUSTOMERS: **beginner to intermediate yogis**

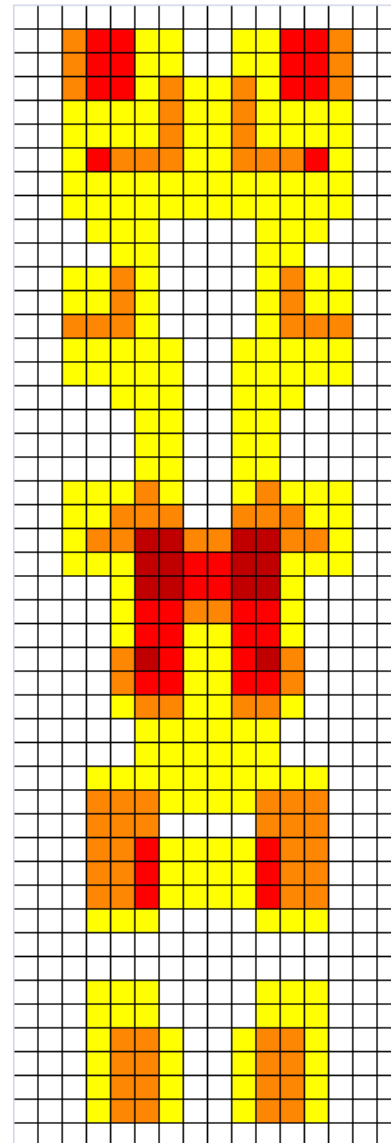
MARKET: **yoga market**

CUSTOMER NEED	PRODUCT ATTRIBUTE	ENGINEERING SPECS
Fits customers of different heights	Adjustable lights	Usable for people from 5 th to 95 th % in height
Balance feedback	Accurate balance sensing	Sensor contact spacing, less than 2" apart
Portability	Size Flexibility	24" x 72" x 0.25" Radius of roll?

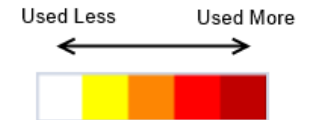
key findings: lights

Determined where to put lights on the mat

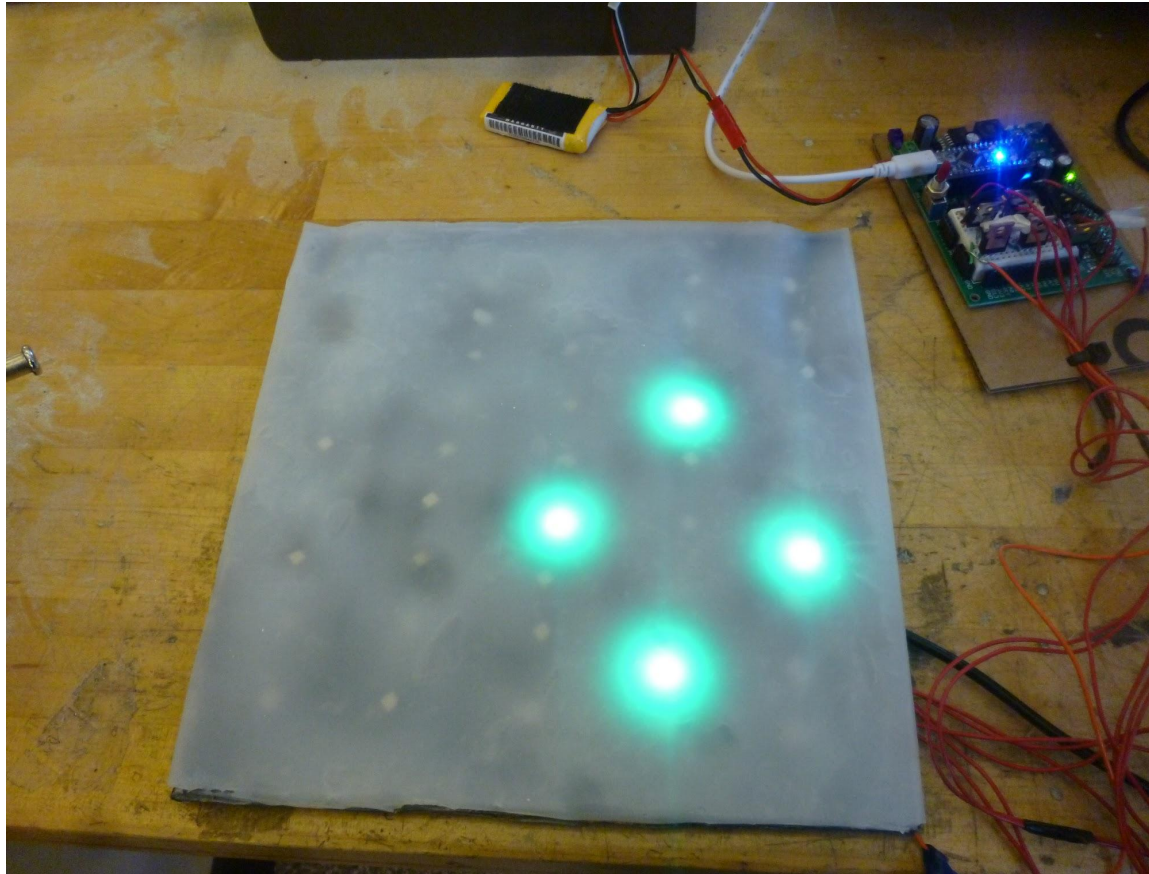
Found the optimal spacing for individual LEDs



Mountain Pose
Downward Dog
Warrior
Tree Pose
Bridge Pose
Triangle Pose
Seated Twist
Cobra/Upward Dog
Pigeon Pose
Crow Pose

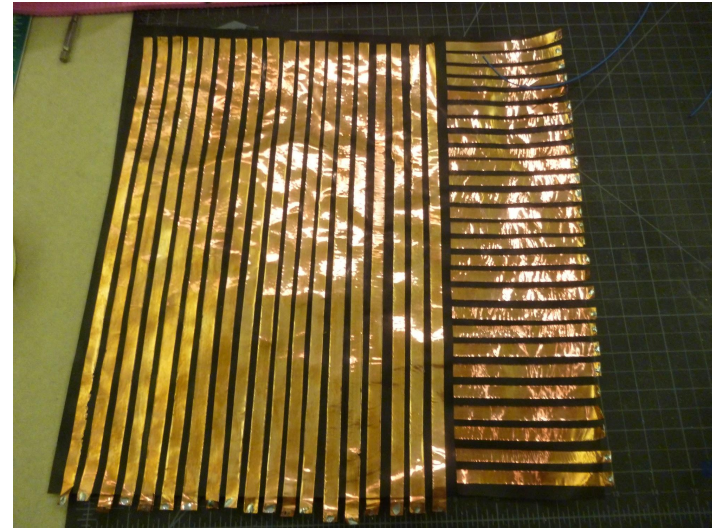
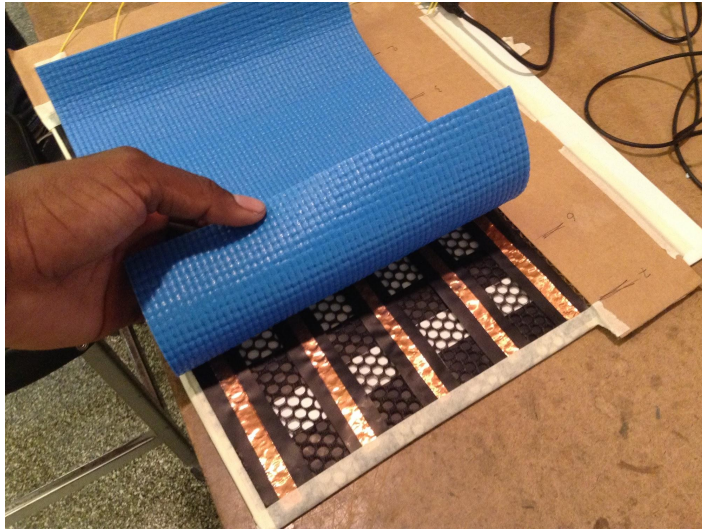


key findings: lights



LED strips embedded in a grid are most effective

key findings: balance feedback



\$

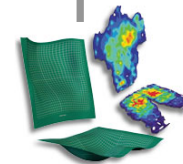
our pressure sensing system



FlexiForce®
by Tekscan



CONFORMat®
by Tekscan



\$\$\$

key findings: balance feedback



weight distribution within a hand/foot

key findings: balance feedback



weight distribution within a hand/foot

remaining concerns

- + combining lights and pressure sensors
- + scaling up
- + user comfort
 - material of the mat
 - brightness/color of lights
- + power
- + costs (aiming for \$150-\$200)



 glow

light your way to a balanced life