



AEGIS

IoT Project Proposal
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Project Overview

Concept Brief

The `Aegis` is a smart device to help the goalkeeper can train autonomously. The 180-degree camera predicts the ball's direction and gives a signal to the player's gloves which direction the player jumps or dives. With this `Aegis,` the player can improve the concentration, judgment of the situation, and quick reaction. Also, the player can check their stance and get feedback about each case of posture.

Problem Statement

- The players can't check their posture by oneself.
- The amateur goalkeeper can't train quick reaction efficiently.

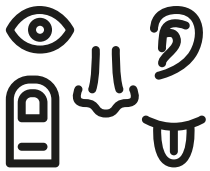
Solution

- The players can check their ability and posture individually.
- The goalkeeper players improve the concentration, judgment of the situation, and quickness.



Research

MANY amateur goalkeepers
don't have a specialized coach.



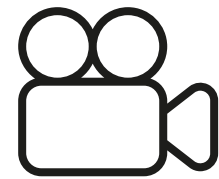
Amateur Goalkeepers play to
rely on their sense.



Amateur Goalkeepers don't
have professional knowledge.



Amateur Goalkeepers ask
friends to review the position.



Amateur Goalkeepers use a
camera to check their posture.

Competitive Analysis



Adidas miCoach - Smart Ball

Adidas miCoach's Smart Ball is the soccer training app with IoT product; it focuses on the kick training. Their product's primary function is showing to a user which part of the ball is kicked, and ball speed, spin, trajectory. The other feature is showing videos about kicking posture. They have a smartphone app to connect with the ball. The limit of this product is focused on the striker's ability and kick postures.



AlpineReplay - Trace

AlpineReplay's Trace combines sensors, video, and app to trace players. With the data from the video record, team coach can take notes, so every player has an equal chance to get feedback from their coach. This competitor requires the coach, and they are focused on the team formation. Right now, this competitor has only a prototype demo system.



Target Market

User Target

Amateur Team Goalkeeper Player

Age



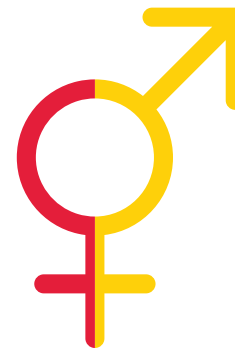
Income State

The Middle Class

Area



Gender



50% Male

50% Female



Persona



Jack An
Age : 23

He is a goalkeeper of college soccer club team based in San Francisco. He didn't have any experience to learn how to play goalkeeper. He always watches YouTube for learning how to play goalkeeper, but he feels that it's limited.



Sungsik Park
Age : 29

He is a coach of soccer team based in San Francisco. As a coach of the team, he tries to coach the goalkeeper, but he doesn't know how to coach. He thinks that he needs an assistant to take care the team goalkeeper players with him.



Mood-Board





Word-List

Spy

Observer

Heimdall

Prophet

Oracle

Prophecy

Counter

Taker

Fortune

Soothsayer

Diviner

Keeper

Guarder

Guardian

Prometheus

Prognosticator

Protector

Aegis



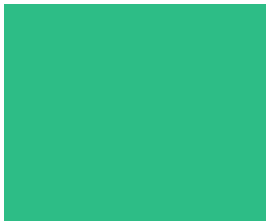
Color & Type



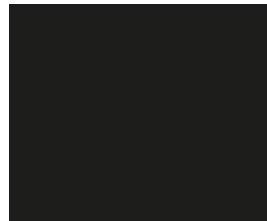
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#E41E3A



#2DBD86



#1D1D1B



#0079BC

Aa Zz

Futura Std Medium

Aa Zz

Oswald Regular

Aa Zz

Oswald Medium



Logo Explorations





Logo Usage

Usages Rules



Clear Space





Logo Final Design

Black & White Logo



Minimum Size

Width 35 px



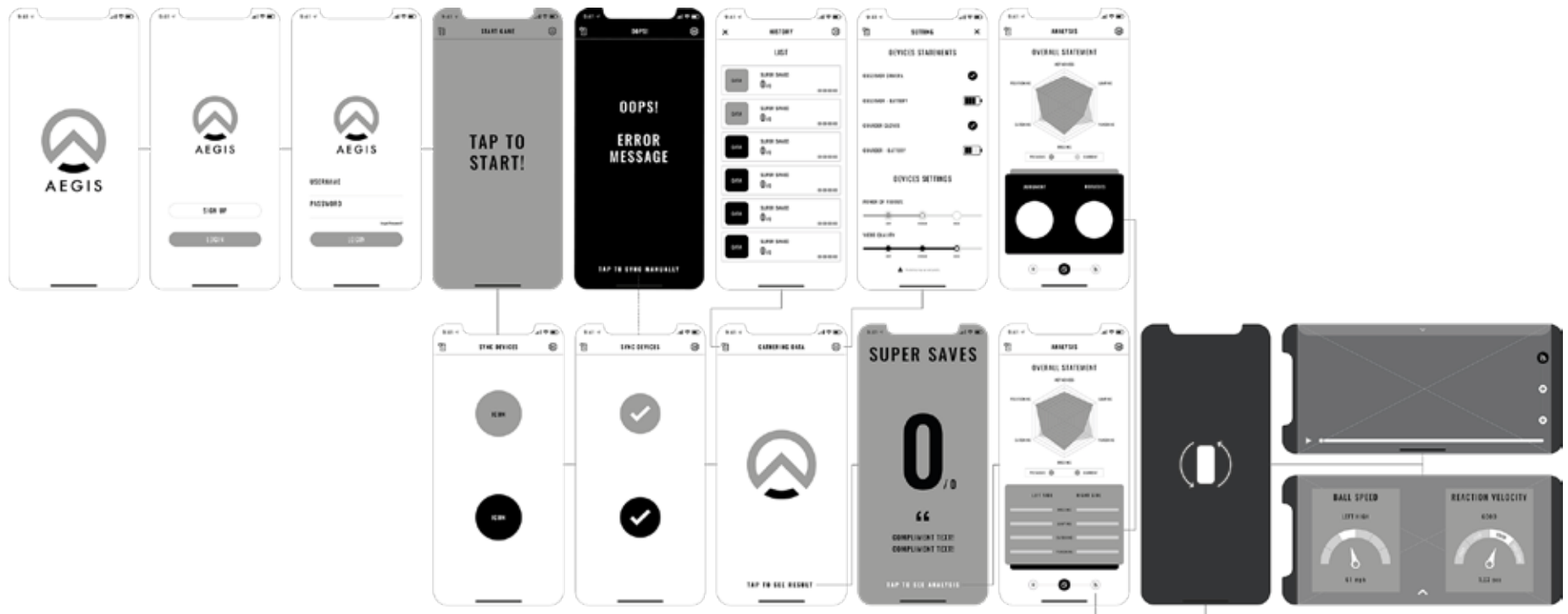


IoT Product





Wireframe





App Design





App Design





App Design





App Design



App Design

