2019 Princeton Start-Up Immersion Program
Applicant Challenge

Internship Description

What you’ll work on
We’re looking for a User Experience Design Intern to join our team in NYC this summer and assist with the development of new features for the Kinetic wearable and software products. You’ll be an integral member of our Product team and will participate in the full scope of the product development process, including user research, UX/UI design, testing, and making data-driven product insights.

Who you are
Your area of study may be in Design, Computer Science, Engineering, or other fields. As long as you care deeply about solving challenging and multi-faceted problems and building products that delight users we’ll be excited to hear from you.

About Kinetic
KINETIC is building the future of the connected industrial workforce. We use wearable technology and machine learning algorithms to make industrial workers safer and more productive. We’re backed by top VCs and insurance companies, and are growing fast, with some of the largest industrial companies in the world currently using our product.

Our main product is a wearable device that can automatically detects unsafe postures, and provides immediate feedback to workers when a high-risk motion occurs.

Challenge Prompt
As a part of the application process, we ask that you complete the following challenge. It should take approximately 3 hours and should be delivered in the form of a PPT or PDF.

Background:
Kinetic makes a wearable device called REFLEX that is worn by industrial workers (think warehousing, manufacturing and distribution industries - these are the people that make the products you buy and ship them to you when you order them online). The REFLEX wearable is worn on workers’ belts and detects the risky motions that can lead to injuries such as strains and sprains over time (think risky, twists and reaches made while lifting boxes and industrial goods). REFLEX notifies workers in real time when these motions occur so that they can improve their behaviour and reduce their risk of injury.
Prompt:
REFLEX collects data on the risky lifting motions made by each worker and when throughout the day they occurred. Imagine you are working on improving the KINETIC user experience and you hear from workers that they feel the biggest shortcoming is that they cannot see comprehensive visualizations of their data (such as trends for their risk levels over the course of a month or a year). You know that the display on the wearable device is too small to convey this information, and so you must design another solution:

1. **(1 hour) Develop user profiles**
   - Research industrial workers online.
   - Based on research develop 2 - 3 distinct user profiles for industrial workers. Keep this simple and stick to bullet points or short sentences. Here are some examples of items you can focus on:
     - Where do they live?
     - What company do they work for?
     - How old are they?
     - How tech savvy are they?
     - What is their attitude towards safety at work?
     - What other brands or products do they like?
     - How do they spend their free time?

2. **(2 hours) Create a 2 - 3 page wireframe for a mobile app that shares safety data with workers.**
   - Each worker should be able to use the app to see the following information:
     - A safety score of some kind
     - A trend chart that shows risk levels over time.
     - A helpful safety tip.
     - Any other data you think would be useful / engaging based on your research.
   - Bonus: Identify 1-2 lean ways you could prototype and validate your assumptions about workers and the design of your app prior to handing off your designs to the software engineering team.