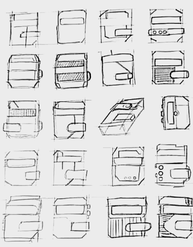
Design Brief

Create a unisex, sporty watch that captures retro industrial nostalgia while fitting the existing PCB and working within its form limitations.*

It blends rugged vintage engineering with refined modern elegance, adding a minimal, functional, boxy look for a timeless aesthetic that feels both crafted and iconic.

Attributes:
Minimal, functional, boxy

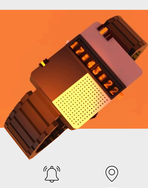
Ideations



Introducing

H-CUBE

Hooked on Classic Beats

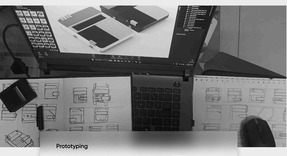


Step Counter

Stop Watch

Alarm

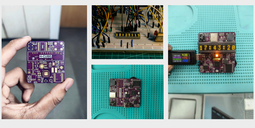
GPS



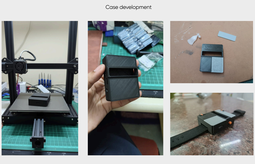
Prototyping

In the process of prototyping, we first design the PCB, then the case around it, and finally build the prototype.

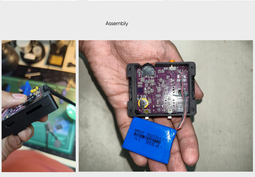
PCB Development



Case development



Assembly



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