The Brief : Performance training technology meets a minimalist sport.
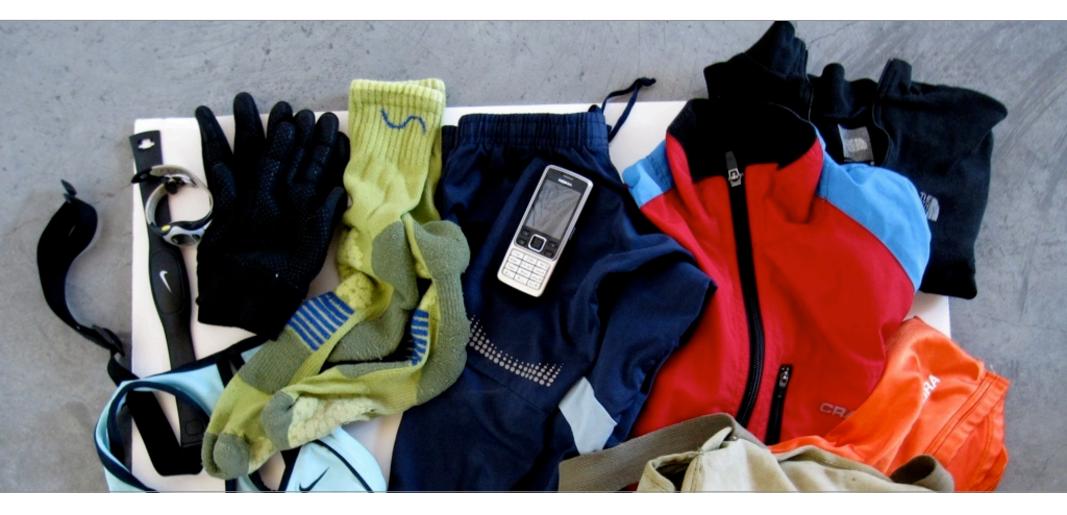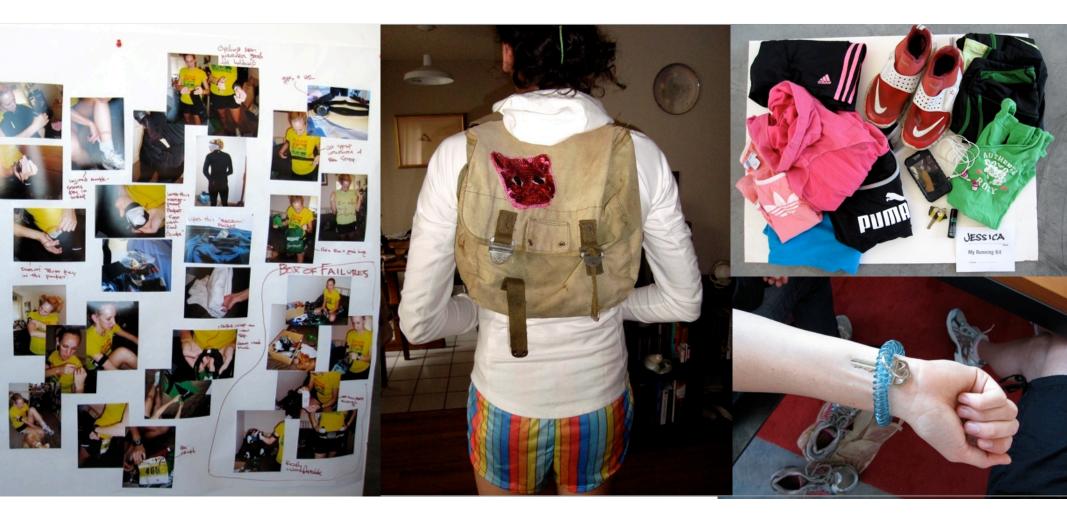
Tinder delved into the lives of runners for a leading sport performance company to develop a line of accessories that seamlessly mesh a new digital training technology with the existing workout routines of athletes. The primary question: "What, how and why do runners carry things when they run?" The planned accessory line would have to include short term hits, as well as longer-term solutions that leverage a newly acquired e-textile division.

Process : **What's in your bag, your drawers and your pockets?**

To get the best mix of inputs, Tinder recruited a range of male and female runners with various levels of experience. A series of "What's in your bag?" group sessions were conducted at Tinder to explore the carrying needs of runners. Followup in-home interviews with a subset of the group provided a deeper survey of the runner's life. An immersive photo gallery later allowed the whole team to deeply engage with the real world of their users.

Findings : Learning what they're doing let us imagine where they're going.

Analysis of the raw data led to powerful user profiles, item audits, activity analyses and competitive benchmarking which provided a rigorous, rich and inspiring perspective on the design challenge. These tools enabled the team to create clear strategic targets for design exploration.

Outcome : Hundreds of concepts and a multi-season pipeline of products.

The project culminated in a multi-day cross-disciplinary creative workshop at the client's R&D facility where findings were mined and turned into hundreds of new product ideas. The frameworks developed during analysis continue to drive product exploration and many of the concepts are currently being developed for release.