

# **Analysis and Exploration of innovative Design Trend of traditional watches under the background of intelligent Era**

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**Abstract:** This paper mainly analyzes the innovative design trend of traditional watches in the era of intelligence, including intelligent function design, the inheritance of historical value, to meet the needs of users in the new era and Internet thinking innovation, hoping to provide an effective reference for relevant people.

Keywords: Intelligent age; Traditional watches; Innovative design

**Introduction:** With the development of science and technology, the birth of various smartwatches further innovates the definition of time management and adds the life management tool property. The innovation of consumption concept and the change of user demand has led to the gradual increase of people's attention to a variety of high-tech new smart products, but at the same time cannot ignore the cultural connotation and technological value of traditional watches.

## **I. Intelligent function design**

The development trend of computer miniaturization provides technical support for the smooth communication between the environment, things, and people, making the working mode and life mode of human more intelligent and convenient. People's desire for high-tech products is gradually increasing, and the acceptance of various emerging products is also higher. The rapid launch of smartwatches has been partly welcomed. At the same time, with the improvement of the material standard of living,

people have a stronger pursuit of cultural value and aesthetic value when buying watches. But because people can usually only wear one watch on their arm, the choice between traditional watches and smartwatches is confusing. Traditional watches need to maintain the basic noble characteristics based on appropriate intelligent direction design. For example, SWATCH's new BELLAMY smartwatch, launched in 2016, has an NFC chip that helps people solve problems such as swiping CARDS in transit and making mobile payments.

Integrating various intelligent elements does not mean filling traditional watches with various intelligent functions. Due to the limitations of power storage and screen, traditional watches cannot meet all functional requirements of people like smartwatches. But it is what makes the value of traditional watches keep its good characteristics, basic timing structure is mainly to combine the realistic requirement of the target population and traditional watches the subject and the corresponding application scenarios, proper increase of various functional components, to achieve a specific function, such as traditional watch if it is a sports theme, you can add a gyroscope, GPS chip equipment joint smartphone functions such as display, mountain to help staff know that mountain track and height and other factors.

## **II. Inheritance of historical value**

At the end of the 20th century, traditional watches were first impacted by quartz watches and Japanese electronic watches, but they still maintain good sales benefits under their exquisite craftsmanship and scientific design.

The overall consumption concept and quality of life have been effectively improved, and people have also paid more attention to the cultural value and decorative function of watches. Consumers appreciate the watch movement ingenious mechanical design,

delicate dial, and fine movement, as the pursuit of luxury goods and works of art, constantly express their love for watches.

In the smart age, watch consumers do not give up the pursuit of watch design beauty and artistic features because of the added functions. Traditional watches in the manufacturing and design process need to continue to inherit and carry forward hundreds of years of cultural value.

First, pay attention to watch art value, traditional watches dial decoration, machine core grinding as well as the mechanical design and other content in the spirit of craftsman in explaining the producer gives a watch with extremely high artistic value, is widely admired, like Cartier jewelry decoration features and Vacheron Constantin ultra-high tabulation process, so that it is widely welcomed by people.

The second is to value the beauty of the watch design. Different people have various needs to watch material, color collocation, and other aspects, and the external beauty of the watch is also an important basis for people to choose a watch. The DW watch, for example, is popular for its thin body and colorful nylon ribbons.

The third is to attach importance to the brand story of watches. Brands can stimulate consumers' spiritual identity, thus forming a very deep brand loyalty.

Through a reasonable brand, positioning can promote the stable development of watch products, effective and sustainable accumulation of consumer groups. For example, the fashion positioning of watches designed by Swatch is widely welcomed by young people [1].

### **III. To meet the needs of users in the new era**

Watch product design in the smart era needs to meet consumers' psychological demands, fully combine consumers' psychological needs and practical needs to design

watch products, grasp consumers' psychological preferences, and meet their psychological expectations.

Traditional watch design is mainly affected by the upper will, market environment, and corporate strategy. There are some differences between product design and market pattern changes, which are usually slow in response, and the relevant design ideas do not keep up with the trend of The Times.

As a result, watches from the production to sales of the whole link all divorced from consumers, not fully considering the actual needs of users. The final design product cannot meet the needs of users. So that the overall sales of the market down. Especially those positioned at the middle and low end of the watch, in the face of the public, because of the price restrictions, resulting in its inability to over-pursue the process and material group, production, and design with the will of the designer, ignore the power of consumers.

Under the background of the smart age, traditional watches take users as the core and plan to deeply explore various potential users, to meet various needs of users based on constantly exploring variously hidden and explicit needs.

Through a comprehensive market research master user requirements, or to provide consumers with a can participate in the watch in the design of channels, timely receiving evaluation feedback of user demand, tracking user application habit, promote the product design and realize the goal of iterative development, better adapt to the development trend of the new period, fully grasp the user habit.

#### **IV. Internet thinking innovation**

According to the report "luxury market research in China" released by Bain, about 70 percent of luxury consumers use new media, such as mobile apps, Weibo,

WeChat, news websites, and the official website of brands, to learn various luxury information and finally decide to buy products.

In the Internet era, it can also effectively solve the problem of information asymmetry, thus providing more opportunities for product promotion and marketing. Traditional watches need to further break the traditional counter-marketing model, more use of the Internet platform to transmit information, marketing, promotion, and sharing products.

In the process of using the Internet platform for marketing, traditional watches are mainly operated through online and offline combination and new media technology. The offline way is to digitize the store decoration and watch products. Through virtualization technology, users who come to the store can freely try on and customize the watch products.

The watch production process is preserved and stored through multimedia imaging technology. Online means include WeChat and mobile marketing terminals such as Weibo. Online marketing communities such as forums and Tieba experience this marketing model through crowdfunding, reviews, group-buying, and other forms. Domestic independent DESIGN brands of CIGA DESIGN watches are sold on JD. With the good popularity and great influence of JD crowdfunding, independent DESIGN watches can successfully enter the market and get real feedback in the market [2].

**Conclusion:** To sum up, with the advent of the era of intelligence, a variety of traditional products are gradually labeled as intelligent, watches also add entertainment management, social management, and health management functions so that people's lifestyle has a fundamental change, widely welcomed by the public.

References:

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