GAP ANALYSIS ON SAMRTWATCH

Product features	Curent state	GAP	Future state	Action plan
Innovation and Design	Innovation: Integrate advanced health monitoring features such as continuous blood glucose monitoring, stress level tracking, and skin temperature measurement. Design Improvement: Incorporate these features seamlessly into the smartwatch design without compromising comfort.	Current State: Many smartwatches struggle with limited battery life, typically requiring daily charging. Desired State: Innovate battery technology or optimize power consumption to extend battery life, meeting user expectations for longer device autonomy.	Expanding the variety of workout categories could cater to a broader audience with different fitness preferences and levels.	Explore and integrate cutting-edge sensors (e.g., health monitoring, environmental sensors) to enhance health and activity tracking capabilities. Consider partnerships with health tech companies for sensor technology advancements.
Software update and support	Current State: Software updates are irregular and infrequent, leading to delayed access to new features, security patches, and bug fixes. Potential Improvement: Establish a regular and predictable update schedule, such as monthly or quarterly releases.	Gap: The current software updates are irregular and infrequent, leading to delayed access to new features, security patches, and bug fixes.	Future State: Implement a seamless and regular update schedule, ensuring users receive timely improvements, security patches, and new features	Define a regular release schedule for software updates, ensuring timely improvements and bug fixes. Communicate the update schedule to users through in-app notifications and marketing channels.
User Interface(UI)and User Experience(UX)	Smartwatches aim for simple and intuitive interfaces with touch gestures, swipes, and taps for navigation. Streamlined menu structures and easy access to key features enhance user experience.	Gap: Current smartwatches offer limited customization options for watch faces, widgets, and overall appearance.	Seamless Interaction and Navigation: Future Improvement: Implement intuitive gesture controls, voice commands, and enhanced touch responsiveness for effortless and seamless interaction	Objective: Understand user demographics, behaviors, and preferences. Action Steps: Conduct user surveys and interviews. Develop user personas to guide design decisions