TECH460 Module 2

Organization Profile and Problem Statement

Rubric

Criteria	Total
Selection of Organization	30
Identification of products and services	40
Analysis of potential improvements	40
Problem statement	40
Total	150

The Organization

- Fitbit, Inc.
- Builds and distributes wearable products that wirelessly track activity of users to monitor health and fitness
- Main competitors: Apple, Xiaomi, Huawei, Samsung
- Public company established 2007
- 1,684 employees
- Revenue has nearly doubled in last 5 years to $1.4B
- Net income has gone from +$132M in 2014 to -$321M in 2019
- Share of wearable device market declined from 34% (2015Q1) to 2.6% (2020Q3)
- Acquisition by Alphabet Inc. (Google parent co.) announced 2019 but not yet completed

Sources: Plunkett Research, 2020; Statista, 2020.

Products and Services

Products

- Connected health and fitness tracking devices
  - Smartwatches: Sense, Versa
  - Trackers: Inspire, Charge, Ace
  - Smart scale: Aria Air
- Other products
  - Accessories
  - Gear

Services

- Web portal / Fitbit mobile app
  - Health and fitness statistics
  - Stress management score
  - Basic insights about activity, weight, sleep and nutrition
- Premium membership
  - Guided programs
  - Premium challenges
  - Health metrics dashboard
  - Advanced (personalized) insights
  - Workouts
  - Mindfulness
- Health coaching
  - Personal action plan
  - Unlimited in-app messaging
  - Data-driven guidance
  - 1-on-1 coaching

Source: Fitbit Inc., 2020.

Areas for Improvement with Technology

- Broaden smartwatch features to better compete with Apple, Samsung
  - Wider range of non-fitness apps
  - Better iOS, Android integration
  - Better Google Assistant, Alexa support (compete with Apple Siri)
  - Music storage
  - Fall detection
- Add advanced health monitoring
  - Blood pressure ← Project focus
  - Air quality
- Improve connectivity
  - Offer standalone LTE option (connect without phone)
- Enter new wearables markets
  - Hearables (smart headphones)
  - Smart glasses

Sources: Baxter, 2020; Curry, 2020; Savvides, 2020; Sawh, 2020.

Problem Statement

- Support Fitbit's addition of a blood pressure monitoring capability through design of a web and mobile app user interface with the following features:
    - Display blood pressure readings numerically and graphically
    - Track changes over time
    - Identify low/high readings and trends that may indicate health concerns