

Assignment 4

Reflection Questions:

1. How did FitBit manage to take the title of biggest selling manufacturer of wearable technology tech and sustain it?

FitBit managed to take the title of biggest selling manufacturer of wearable technology because at the time they launched their product, they had little to no competitors. There were exercise plans and gimmick around, but no one had a smart, connected wearable activity trackers product like FitBit. FitBit was able to maintain their standing in the business world by further improving their product, always being one step ahead from its competitors.

2. What could other companies who produce fitness trackers challenge FitBit in the marketplace?

If other companies want to challenge FitBit, they should focus more on what consumers of FitBit wants to add to the current FitBit. Offering something similar to FitBit is good, but offering something similar with more features than FitBit is better.

3. What other features do you think consumers would like Fit-Bit to incorporate into its fitness tracker to further improve it? How would consumers and FitBit benefit from these improvements?

In the present day, the popularity of online games is at its peak. If FitBit can make it like their fitness app not only serves as a tracker, but also has a few games related to fitness, and scoring points to be compared with their friends, like calories burned, or numbers of push-ups, it may add entertainment and friendly competitiveness to its current design as a fitness app.