

Reflection Questions:

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

Smart, connected wearable activity trackers were virtually nonexistent during the time FitBit launched their product. They manage to maintain their title because their product is unique, helpful, and compatible to more than 150 mobile devices.

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

Other companies can introduce a new function that FitBit does not have, or increase the internal memory to last for more than 1 week as FitBit currently has, or implement an app to more devices, not only on mobile phones.

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?

Maybe they can add music features, like linking to Spotify or YouTube so consumers can exercise with their choice of music within the app, and make playlists for their exercise regimen. Consumers will benefit because they can use music within the FitBit app, FitBit can benefit because they can partner with YouTube and Spotify, and their users will be happy.