

# How Fitbits are made!





fitbit®

# STEM NOLA x Fitbit Welcome!

07/17/2021

# Workshop Leads



**Tracy Giest**  
Research Manager  
Major: Biomechanics  
Favorite HS Subject:  
Physiology



**Alicia  
Kokoszka**  
Research Scientist  
Major: Biomechanics  
Favorite HS Subject:  
Biology, Anatomy &  
Photography



**David  
Gutschick**  
*Algorithm Research  
Scientist*  
Major: Mechanical  
Engineering and  
Materials  
Favorite HS  
Subject: English &  
Physics



**Naghmeh  
Rezaei**  
*Research Data  
Scientist*  
Major: Physics,  
Protein Folding  
Favorite HS  
Subject: Art,  
Physics, Calculus



**Dan Howe**  
*Research Scientist,  
Sensor Tech Lead*  
Major: Electrical  
Engineering  
Favorite HS Subject:  
Physics and  
Electronics



**Nathan  
Fritter**  
*Capacity Engineer*  
Major: Applied  
Statistics  
Favorite HS Subject:  
Chemistry



# Workshop Leads



**Herschel  
Watkins**

*Staff Research  
Scientist*  
**Major:** Biochemical  
Engineering  
**Favorite HS Subject:**  
Chemistry



**Scott  
Gilroy**

*Software Engineer*  
**Major:** Computer  
Engineering  
**Favorite HS  
Subject:** Physics



**Shiva  
Rajagopal**

*Senior Embedded  
Software Engineer*  
**Studied:** Computer  
Engineering  
**Favorite HS  
Subject:** Chemistry



**Ehsan  
Nourbakhsh**

*Systems Engineer*  
**Studied:**  
Computer  
Science  
**Favorite HS  
Subject:** Algebra



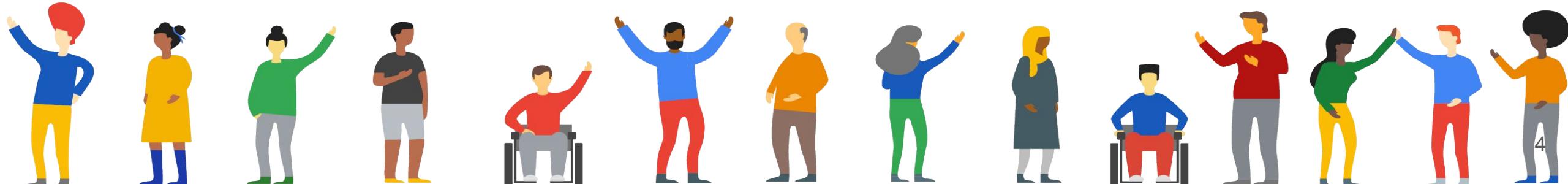
**Mahya  
Shahbazi**

*Senior R&D Engineer*  
**Studied:** Electrical  
Engineering  
**Favorite HS Subject:**  
Art, Physics, Math



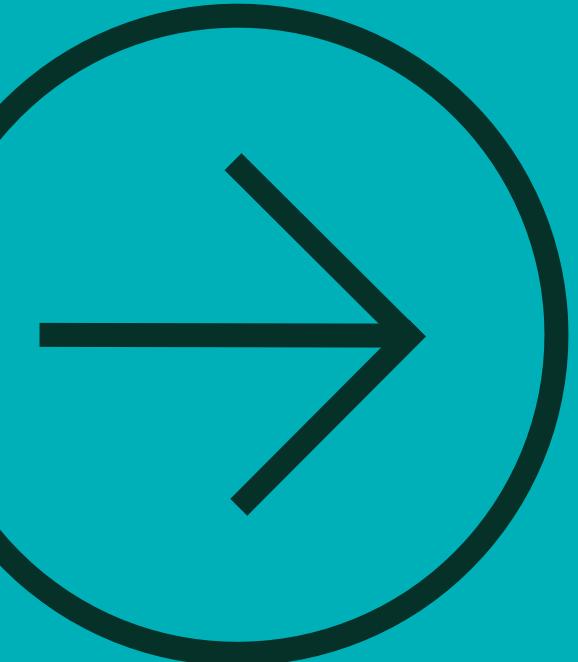
**Aniket  
Deshpande**

*Research Associate*  
**Major:** Biomedical  
Engineering  
**Favorite HS  
Subject:** Physics,  
Biology, Art



# Agenda

- What is Fitbit
- Module 1: Using Sensors (45 min)  
[Short Break]
- Module 2: Working with Algorithms (1 hour)  
[Short Break]
- Module 3: Develop your own Product (25 min)
- Demos & Wrap-up (10 min)

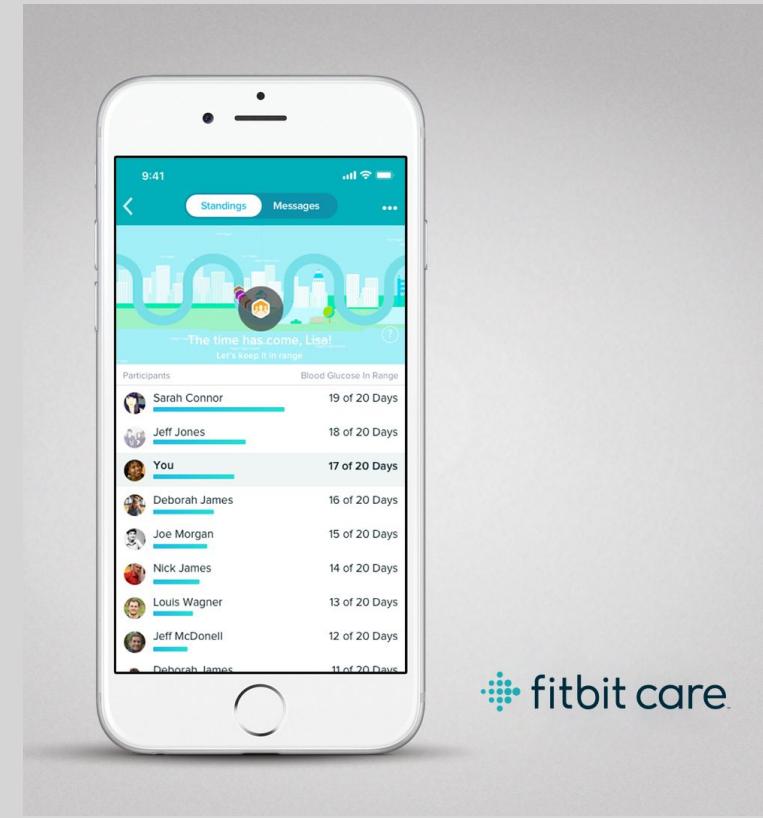


Our mission is to help people lead healthier, more active lives by empowering them with data, inspiration and guidance to reach their goals.



## DEVICES

# User Experience



**Health & Wellness  
Solutions**



# Questions

- Ask questions: Raise your hand to speak up or ask questions
- Use the chat option when prompted
- When in breakouts, ask questions often: we're here to learn



# Module 1: Sensors



# Have you ever wondered?

Pitch Perfect

*How does your phone know how you are holding it?*

*How can a car drive itself?*

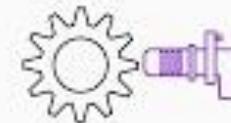
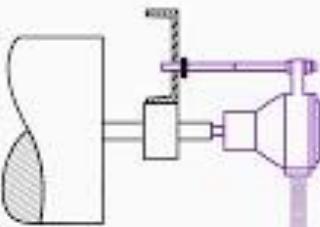
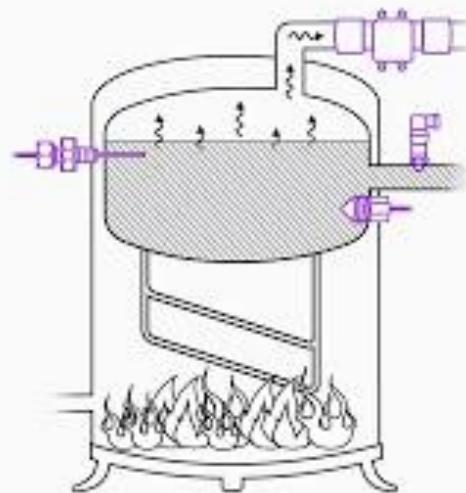
*How does a Fitbit count your steps?*

# What is a sensor?

A sensor is a device that senses something...

... it converts a physical quantity into an electrical signal.

## Types of Sensors



<https://www.electronicshub.org/different-types-sensors/>



# How to count steps?

Option 1

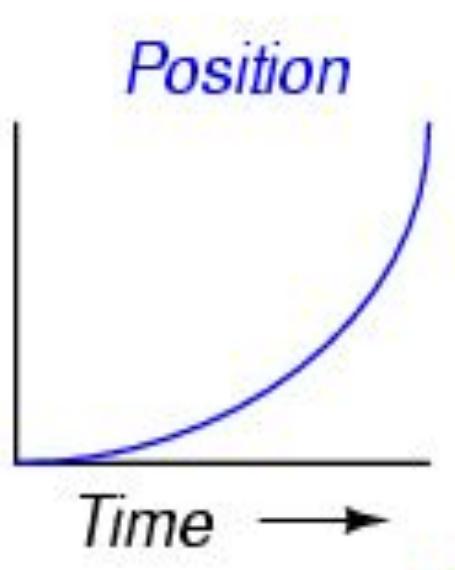
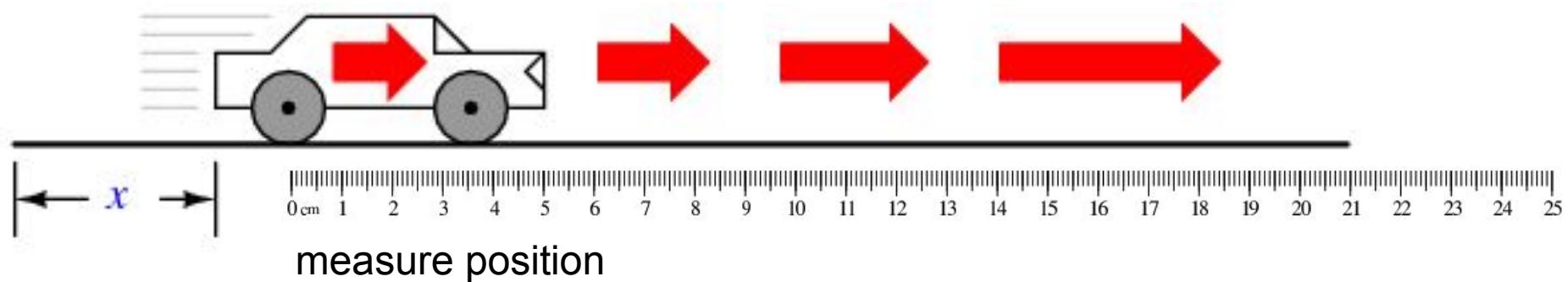
Manually count them



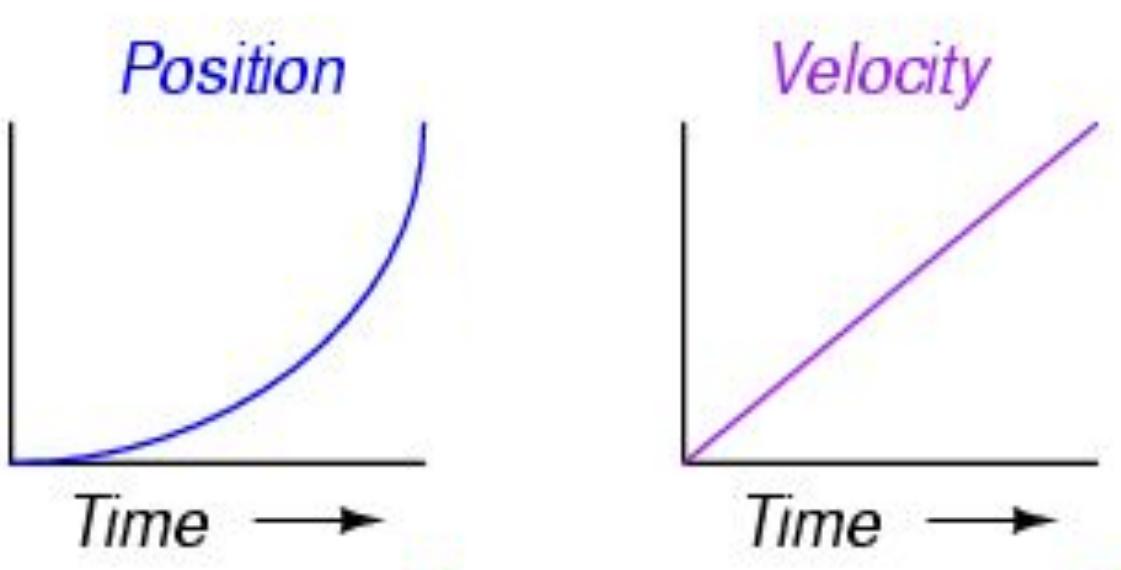
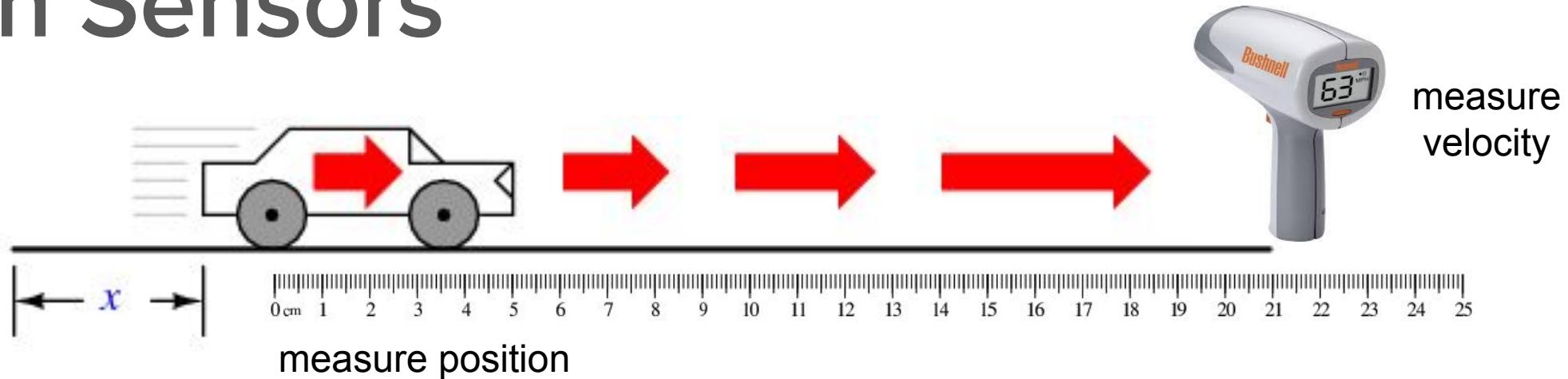
Option 2

Use a motion sensor!

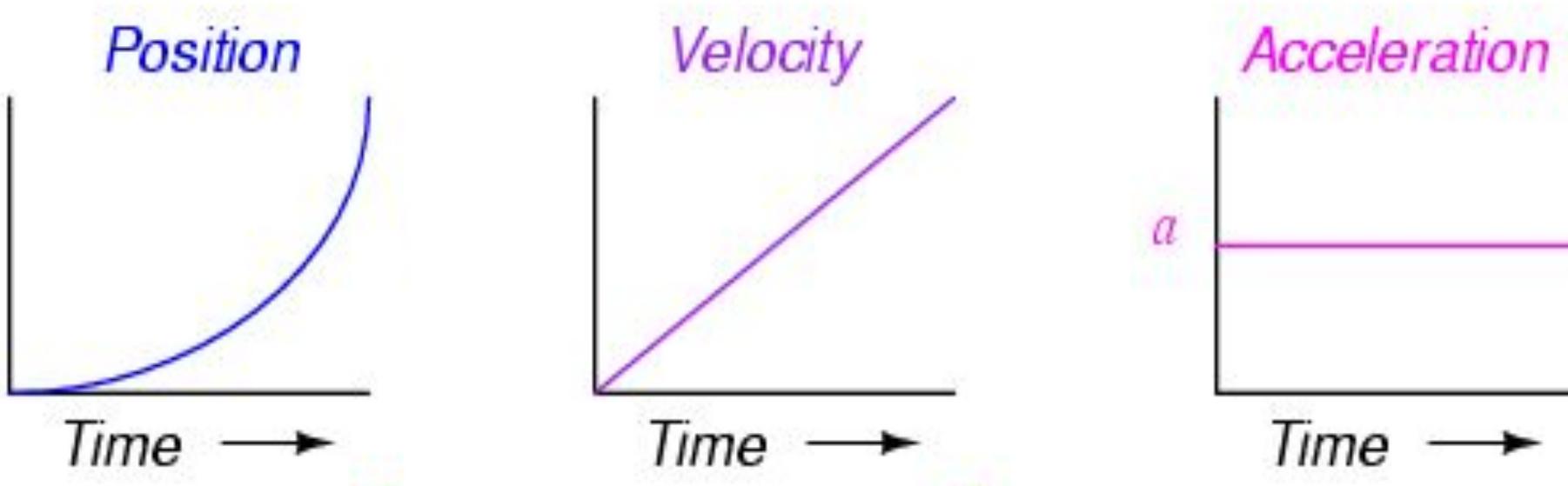
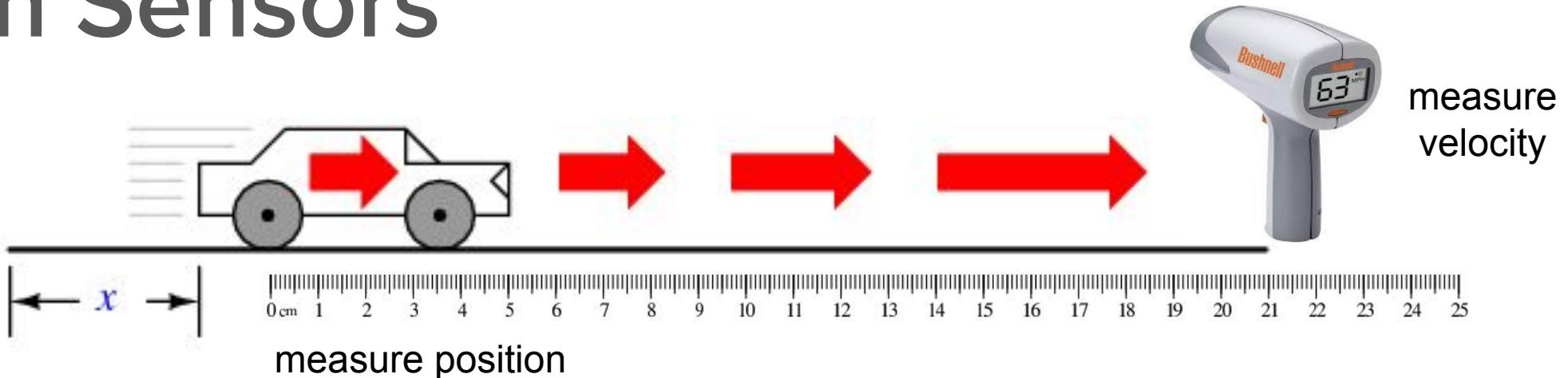
# Motion Sensors



# Motion Sensors



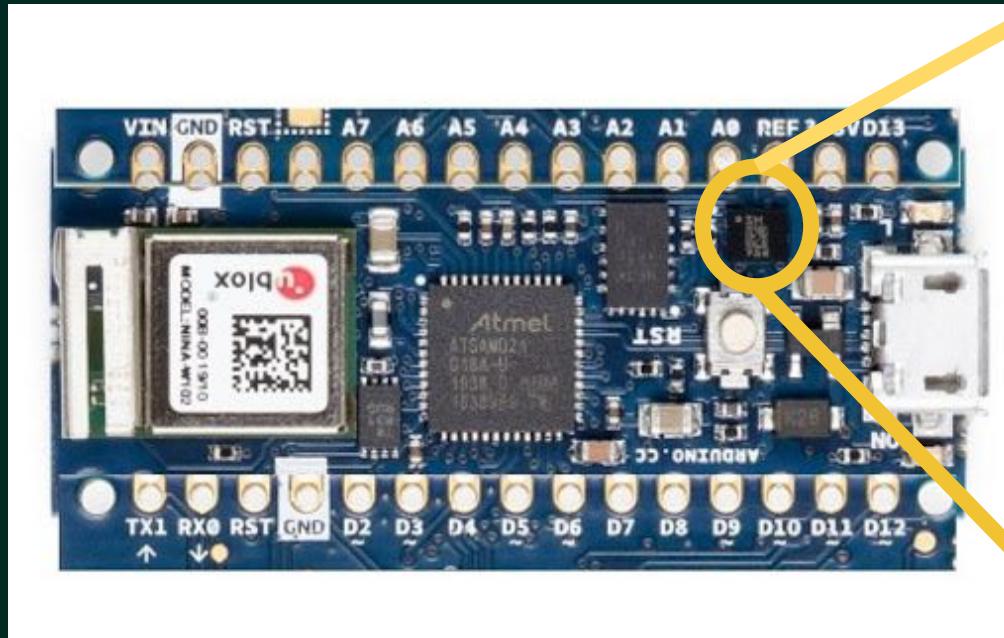
# Motion Sensors



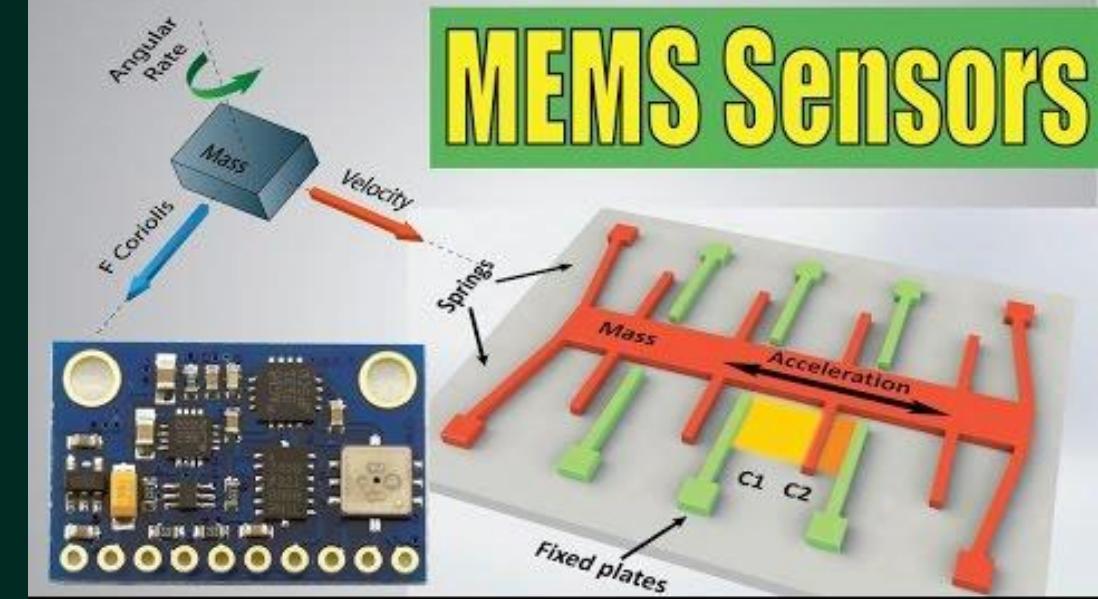
# Accelerometer Motion Sensor

Convert acceleration (physical quantity) to electronic capacitance value (electrical signal).

Arduino



Micro Electro Mechanical System (MEMS) Sensor



## Physics equations:

**Weight:** Force = mass \* acceleration (**Newton's 2nd Law**)

**Spring:** Force = - k \* distance

$$A = (-k \cdot x)/m$$

<https://howtomechatronics.com/how-it-works/electrical-engineering/mems-accelerometer-gyroscope-magnetometer-arduino/>

# The Code in a Jupyter Notebook

Jupyter notebooks run using a coding language called [Python](#)

**Fun Fact:** Python isn't named for a snake. It's named after Monty Python, a comedy group that happens to have Python in their name.

We'll guide you through the steps today, but you can always [learn more!](#)

Example Python Code:

```
trial_name = 'test_trial'  
data_folder = 'test_data/'  
num_samples = 100 # -10-15 seconds  
expected_cols = ['t','x','y','z']  
  
# Note on collecting data:  
# unplug / plug in arduino, or press reset button to reset buffer for each  
# is there a better way?? otherwise the already queued data gets read rather  
port = Serial(port=arduino_port, baudrate=arduino_baudrate)  
port.flushInput()  
port.flushOutput()  
  
# Read data  
t0 = time.time()  
data = []  
for n in range(num_samples):  
    entries = unpack_serial_line(port.readline(), expected_cols)  
    if entries:  
        data.append(entries)  
print(f"Finished: {trial_name}\n"  
      f"Collected {len(data)} samples in {time.time() - t0} seconds.")
```



**HOT TIP:** Adding a `#` before a line of text allows you to make comments in your code. Great for adding notes and directions.



## **BREAKOUT 1!**

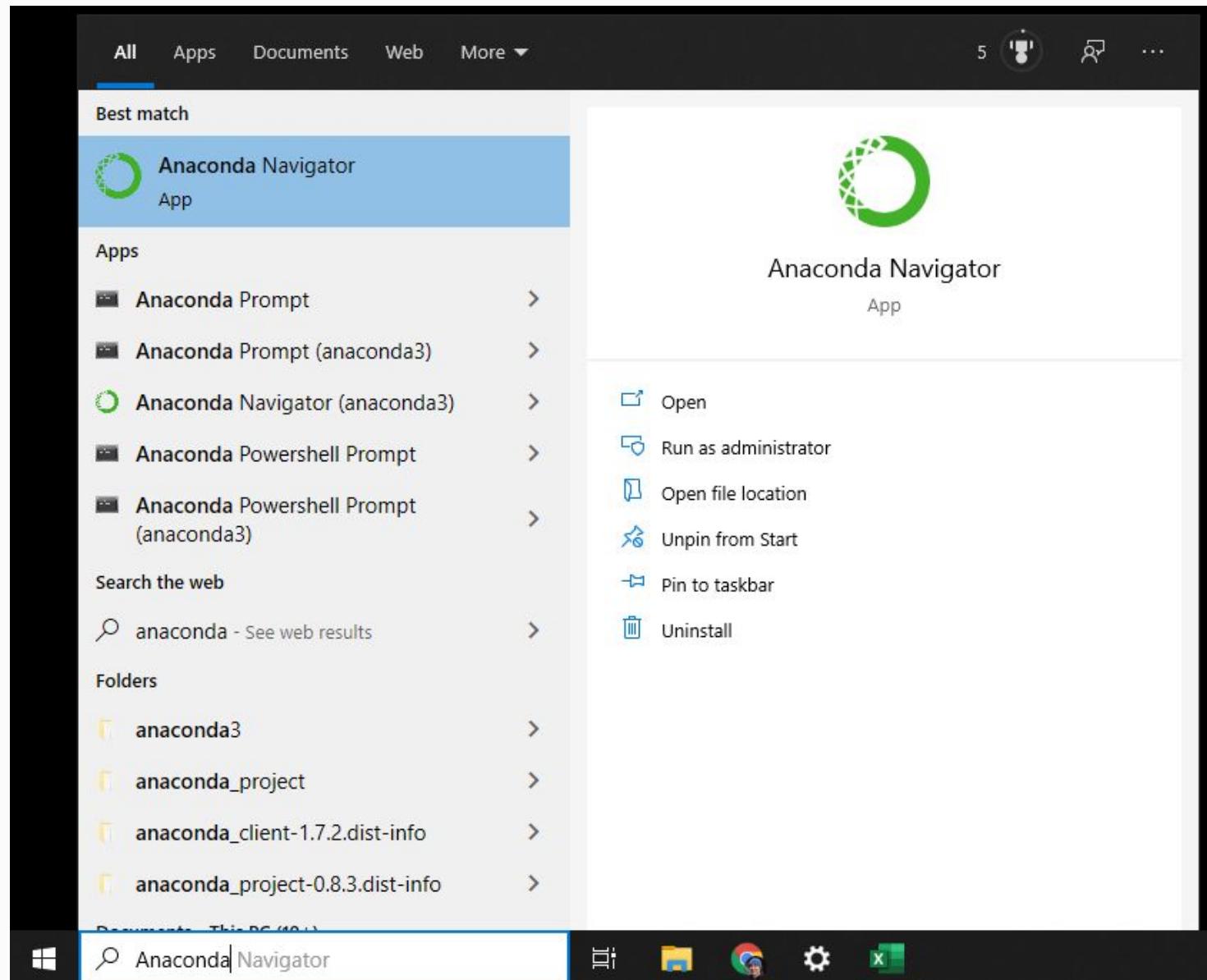
**Set up Arduino &  
Measure accelerations**

**35 minutes**

- Break Out Instructions-**
1. Set Up Anaconda
  2. Download folder from git
  3. Set Up Arduino
  4. Launch Jupyter Notebook
- 

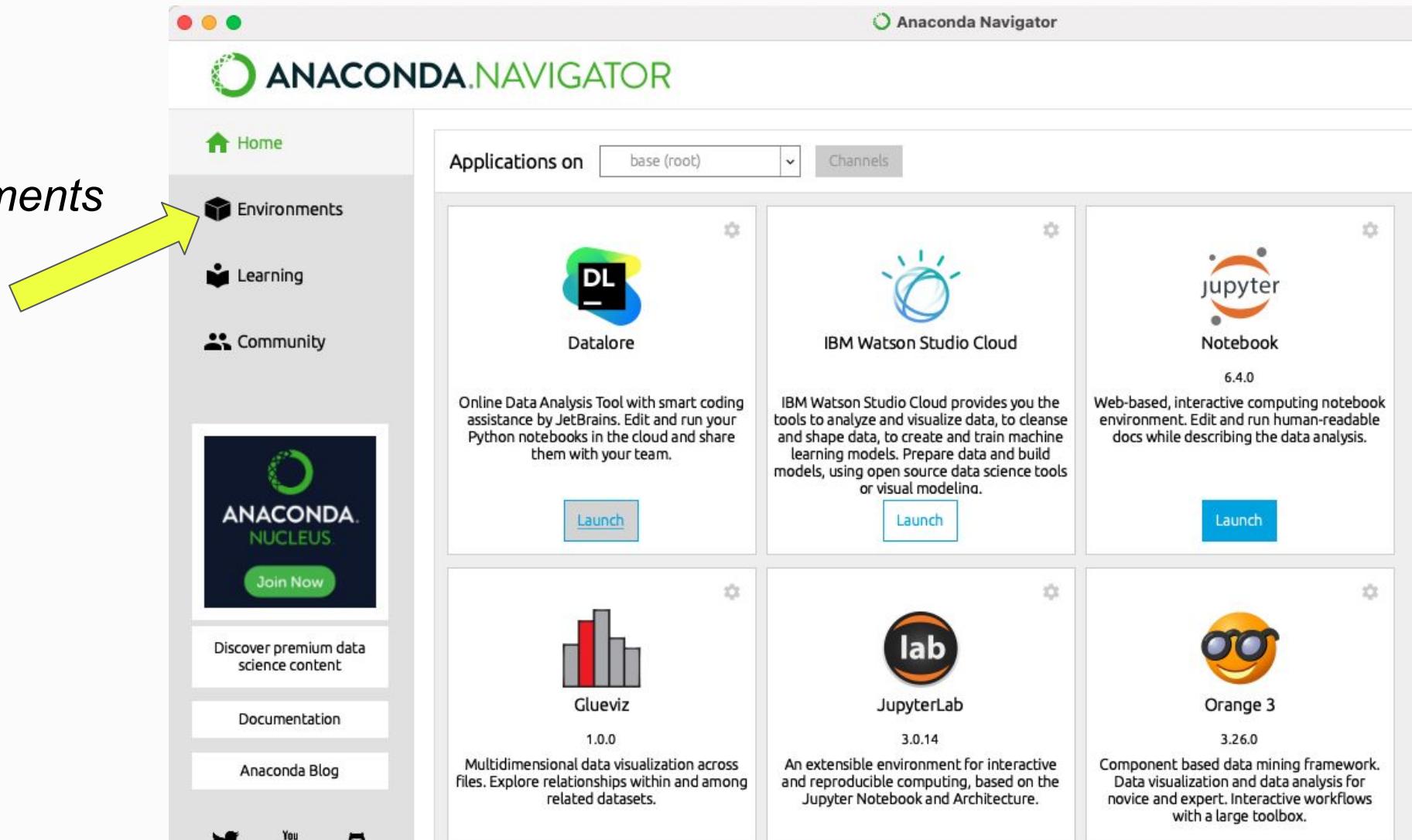
# Break Out Instructions- Set Up Anaconda

1. Open *Anaconda Navigator* from the start menu



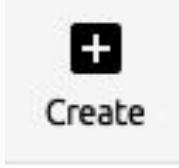
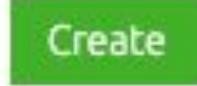
# Break Out Instructions- Set Up Anaconda

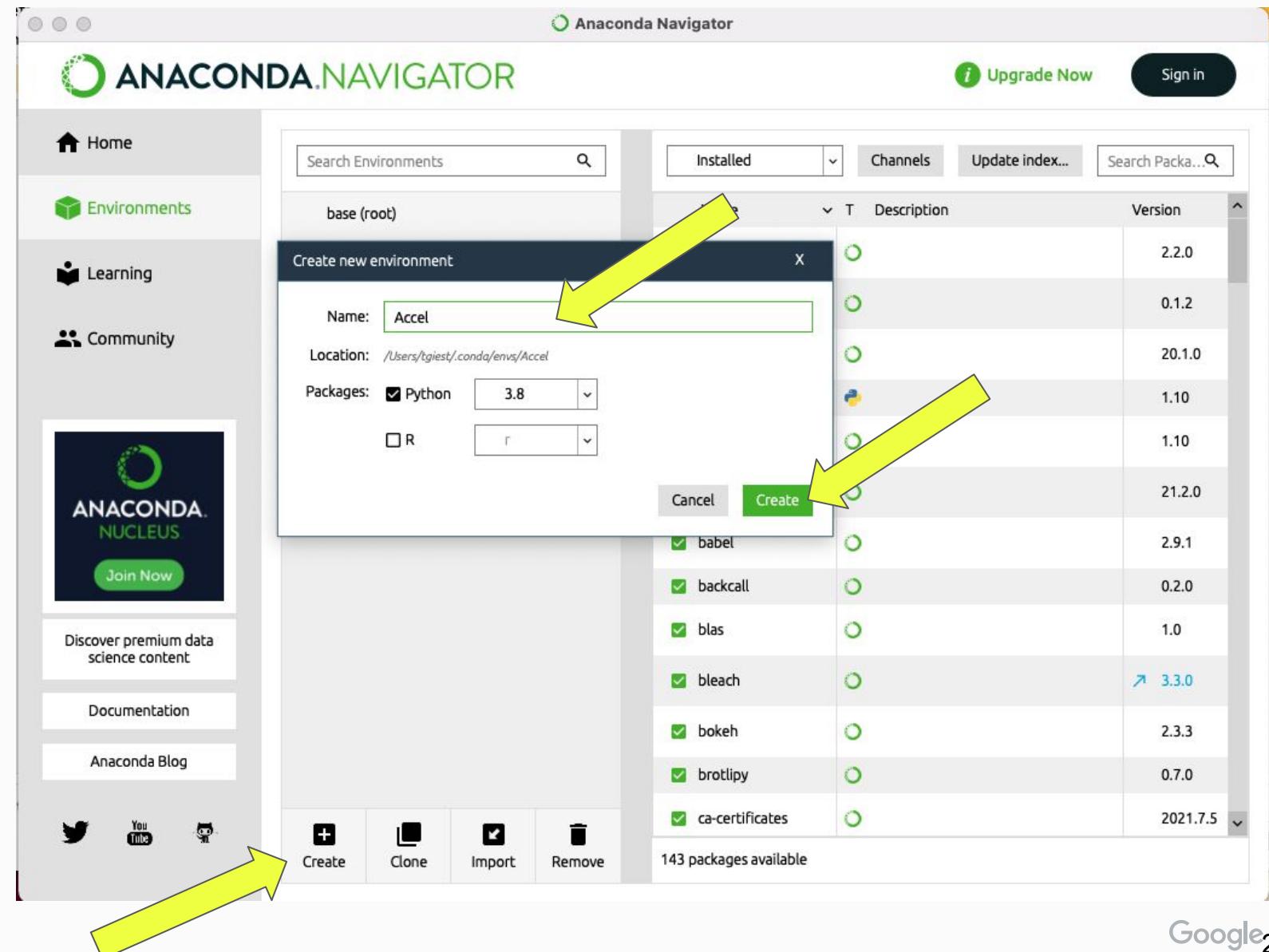
2. Click on *Environments* on the left panel



# Break Out Instructions- Set Up Anaconda

3.

- Click on 
- Type in a name  
Name: **Accel**
- Click on 



# Break Out Instructions- Set Up Anaconda

4.

- Select “All” from the drop down



- Search for “seaborn”

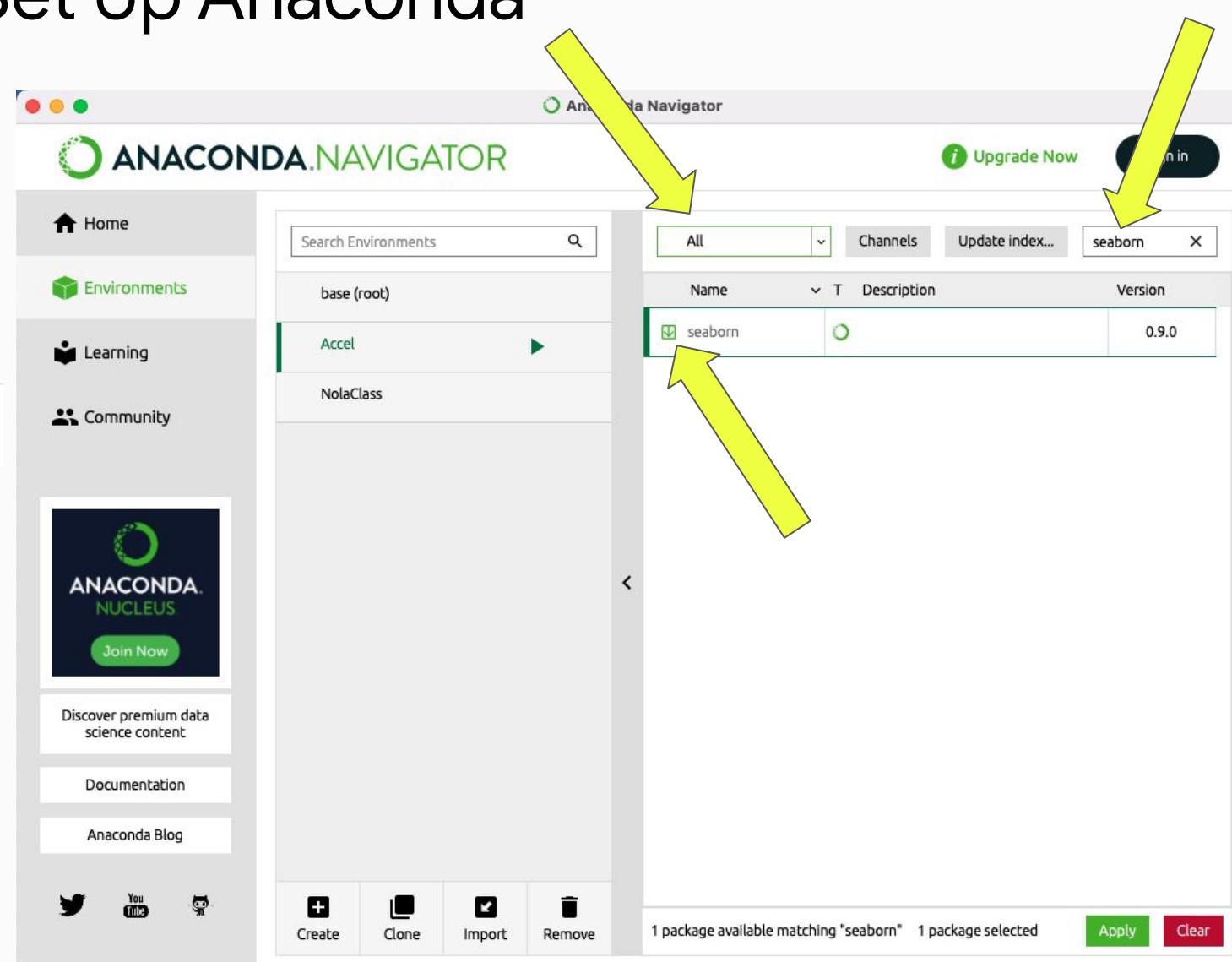


- Click the box



- Repeat this for:

- streamz
- pyserial
- hvplot



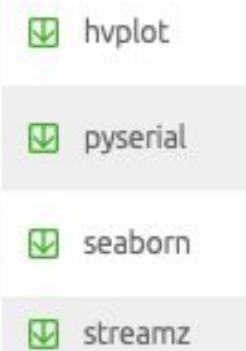
# Break Out Instructions- Set Up Anaconda

5.

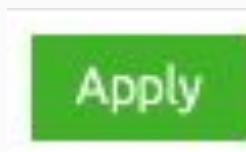
- Select “Selected” from the drop down



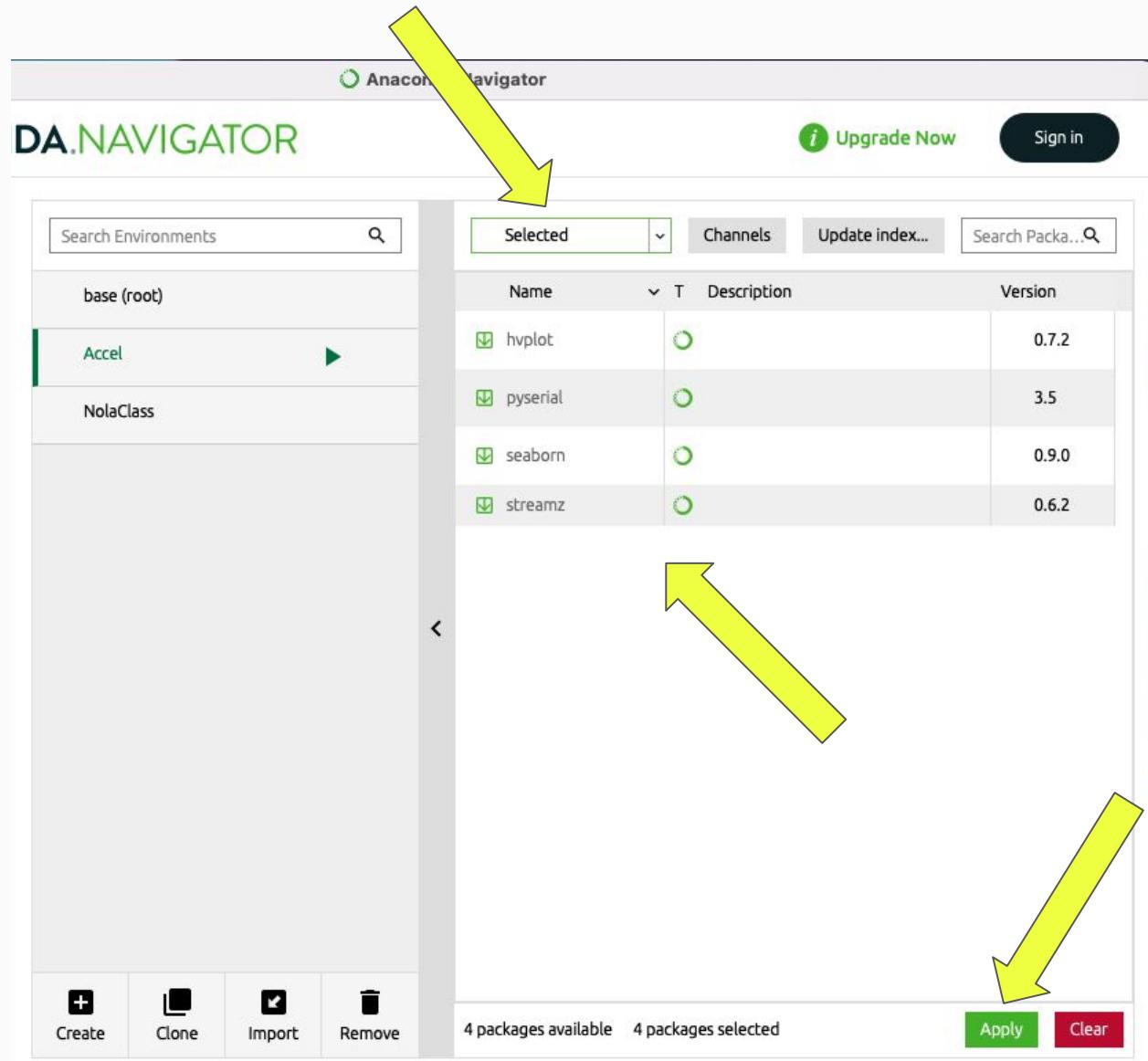
\*Make sure nothing is in the search bar\*



- Check that all 4 are selected



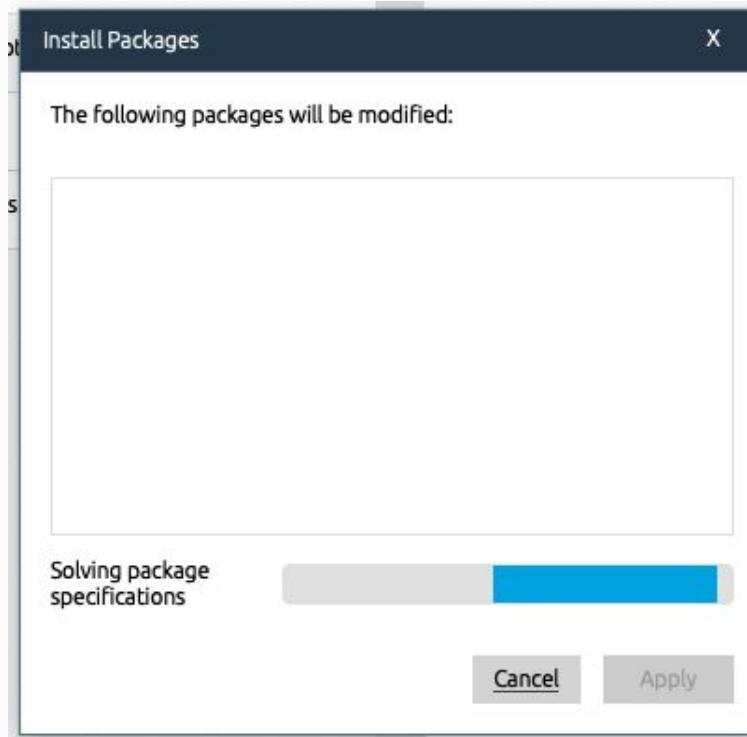
- Click



# Break Out Instructions- Set Up Anaconda

6.

Install packages will pop up



Click **Apply** once it appears

The screenshot shows a 'Install Packages' dialog box with a table of packages. The table has columns: Name, Unlink, Link, Channel, and Action. The 'Action' column shows 'Installed' for all packages. A note at the bottom states: '\* indicates the package is a dependency of a selected packages'.

	Name	Unlink	Link	Channel	Action	▼
1	*zstd	-	1.4.9	pkgs/main	Installed	^
2	*zipp	-	3.5.0	pkgs/main	Installed	
3	*zict	-	2.0.0	pkgs/main	Installed	
4	*zeromq	-	4.3.4	pkgs/main	Installed	
5	*yaml	-	0.2.5	pkgs/main	Installed	
6	*webencodings	-	0.5.1	pkgs/main	Installed	

\* indicates the package is a dependency of a selected packages

Cancel Apply

- Break Out Instructions-**
1. Set Up Anaconda
  2. Download folder from git
  3. Set Up Arduino
  4. Launch Jupyter Notebook



# Break Out Instructions- Download from git

- Go to: <https://github.com/akokopuff/accel>

- Click on



- Click on

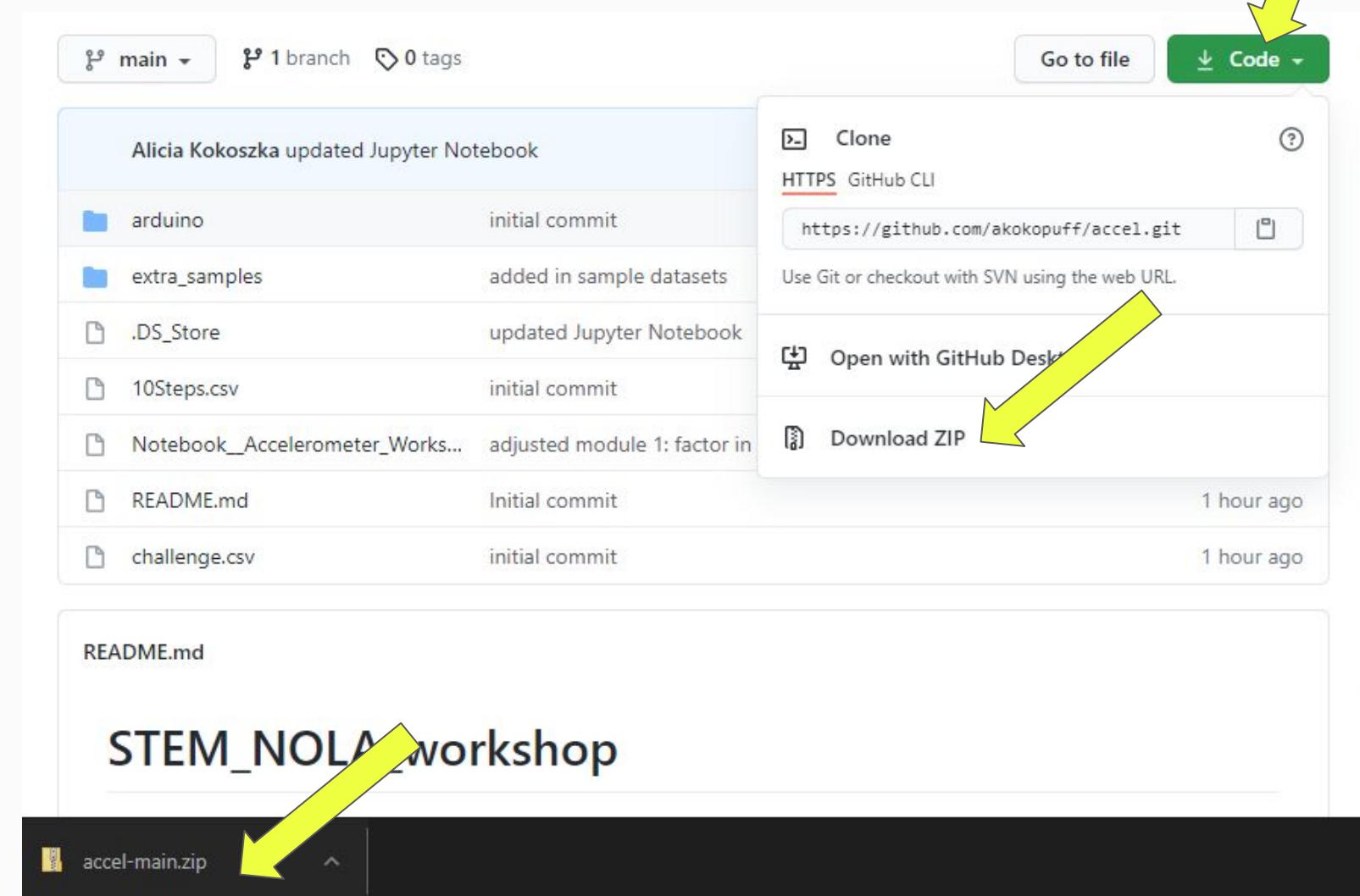


- Double Click on:



to unzip the folder

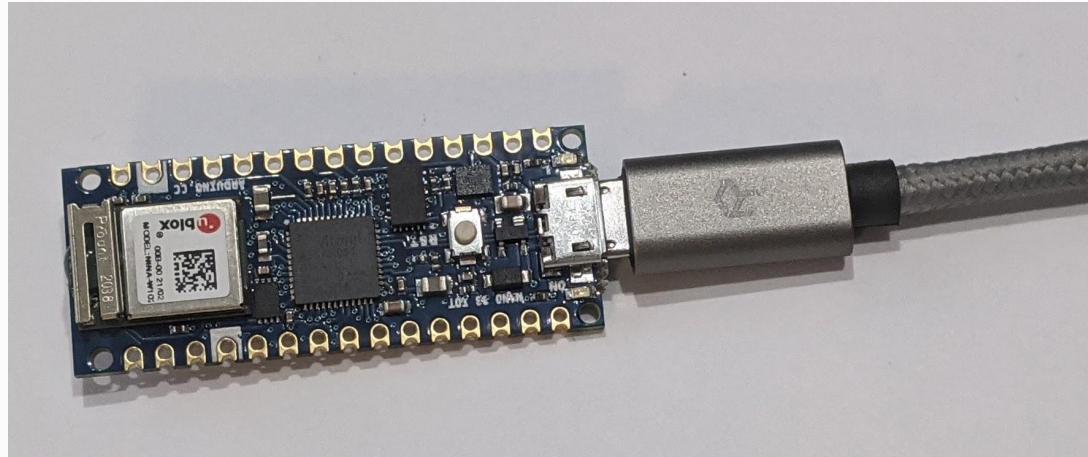
**\*\*BONUS:** Move the folder  
to your desktop to easily  
find it



- Break Out Instructions-**
1. Set Up Anaconda
  2. Download folder from git
  - 3. Set Up Arduino** 
  4. Launch Jupyter Notebook

# Break Out Instructions- Set Up Arduino

1.



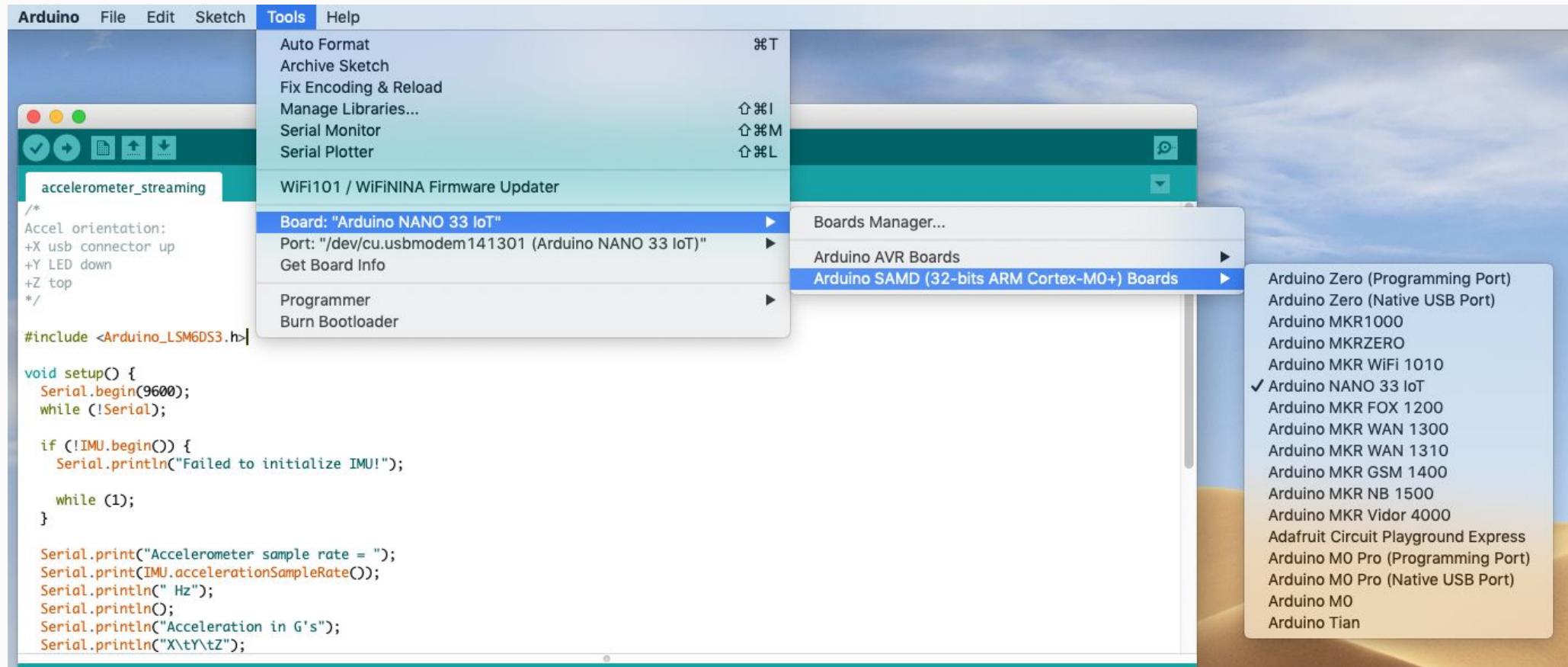
Plug the Arduino device  
into your computer

and open Arduino  
software from the  
Start menu



# Break Out Instructions- Set Up Arduino

2.



Select Tools > Board > Arduino SAMD (32-bits ARM Cortex-MO+)  
 Boards > Arduino NANO 33 IoT

# Break Out Instructions- Set Up Arduino



Select Tools > Board > Port > [select the port your device is connected to]

# Break Out Instructions- Set Up Arduino

4.



[CHECK] Tools > Get Board Info

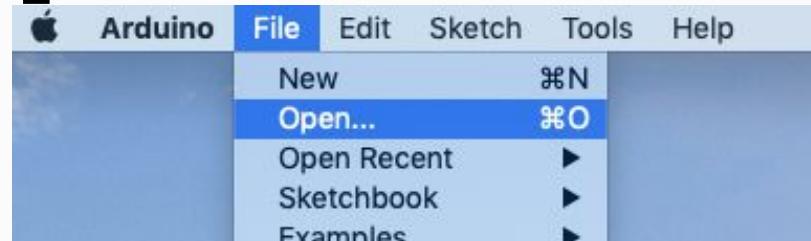
# Break Out Instructions- Set Up Arduino

## 5. Compile + Run Sketch

1

In Arduino IDE:

*File>Open...*



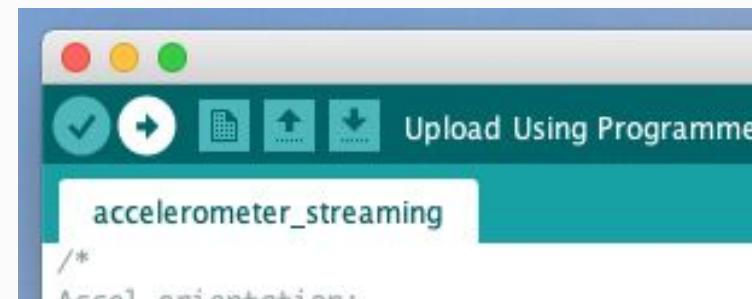
In the “accel-main” folder,

Open “accelerometer\_streaming.ino”

*“Accel” folder> arduino > accelerometer\_streaming.ino*

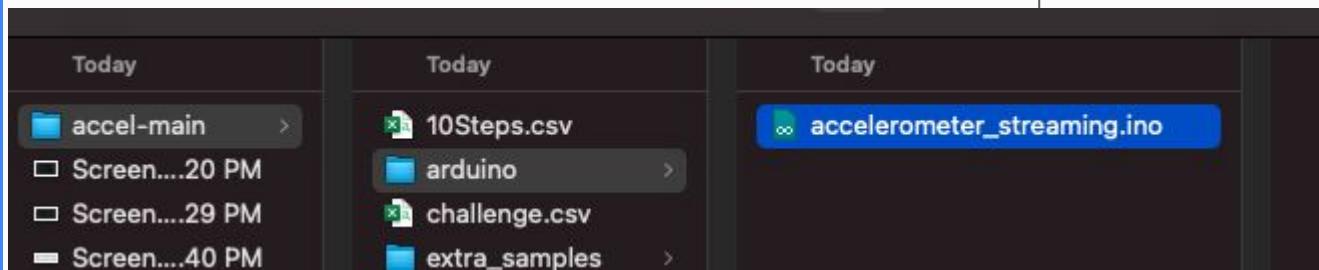
2

Click the arrow  
to upload



3

Click the  
magnifying glass  
to view data

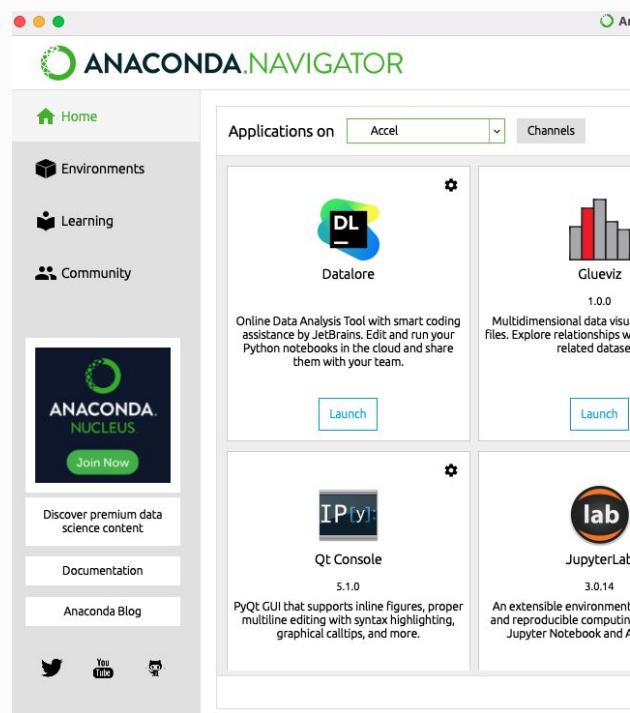


## **Break Out Instructions-**

- 1. Set Up Anaconda**
- 2. Download folder from git**
- 3. Set Up Arduino**
- 4. Launch Jupyter Notebook** 

# Break Out Instructions- Launch Jupyter Notebook

**1** Go to the Anaconda Navigator Home



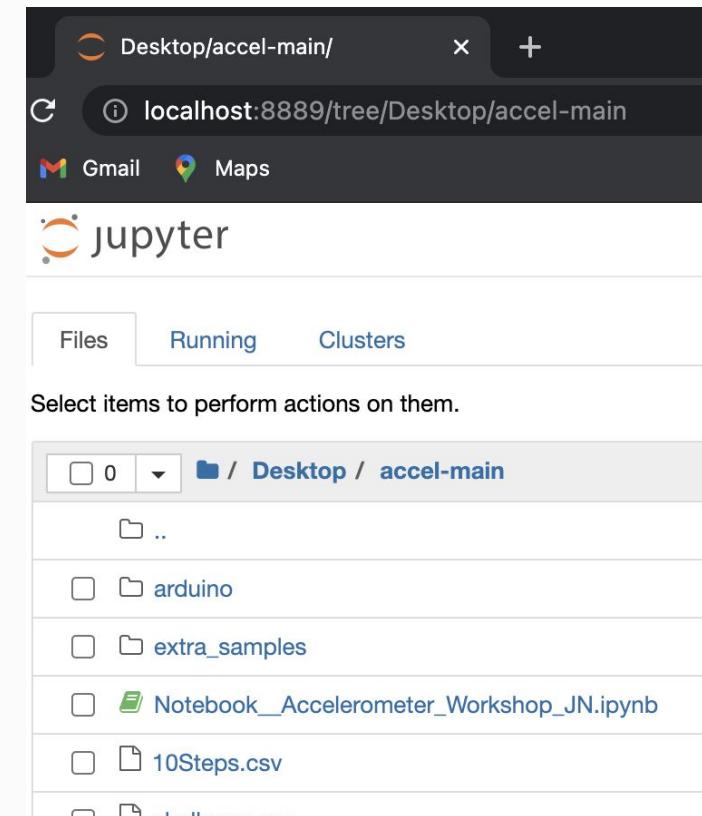
**TIP:** Make sure the environment you made is selected in the “Applications on” drop down (the example was called “Accel”)

**2** Install/Launch Jupyter Notebook



**3** In Jupyter, navigate to the accel-main folder. Open:

["Notebook\\_Accelerometer\\_Workshop\\_JN.ipynb"](#)



**CONGRATULATIONS!** You are all set up!  
This is half the battle with new hardware!

Now work through Module 1 in your Jupyter Notebook with your groups

## Module 2: Algorithms



# **BREAK TIME**

**Be back @**

## Module 2: Algorithms



# What is an algorithm?

An algorithm is a set of mathematical steps (or other detailed instructions) for going from **a set of inputs** to **a set of desired outputs**.

Inputs



Outputs

**Recipe**  
**Mix eggs with milk,  
flour & sugar.  
Bake 30 min.**

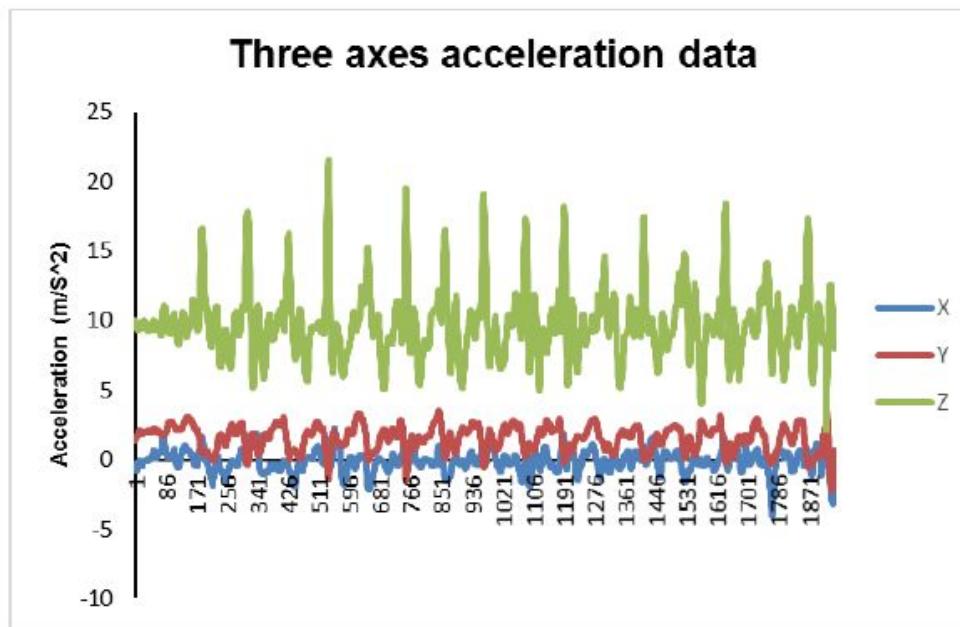


# An Algorithm for Counting Steps

Inputs



Outputs



Algorithm to  
Count Steps???

16 steps

Fig. 1 Acceleration on three axes

# An Algorithm for Counting Steps

Inputs



Outputs

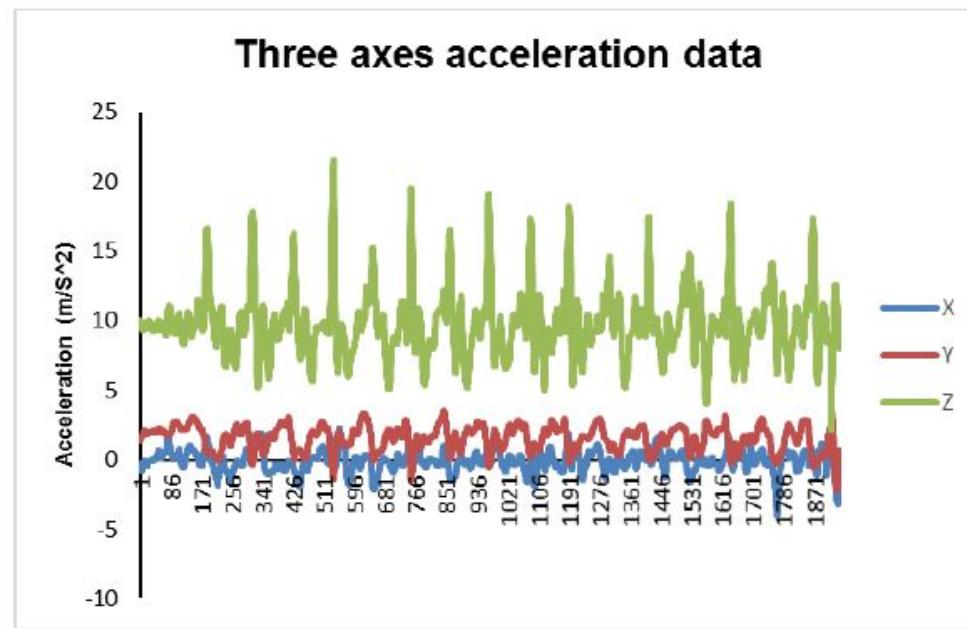
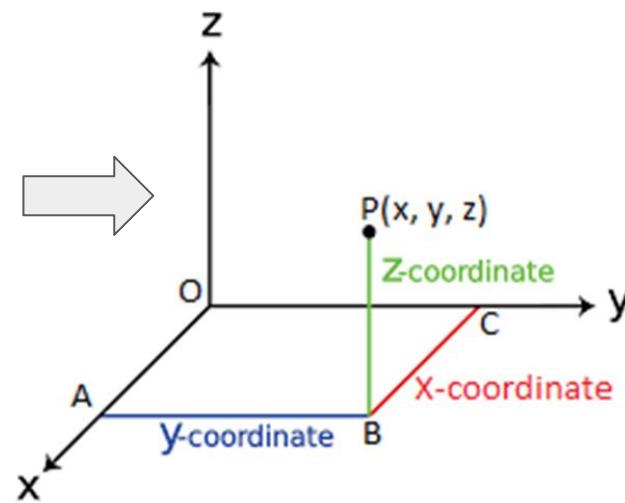


Fig. 1 Acceleration on three axes

Algorithm to  
Count Steps???

16 steps



# Step 1: Convert the 3-axes information into single “magnitude”

Three axes acceleration data

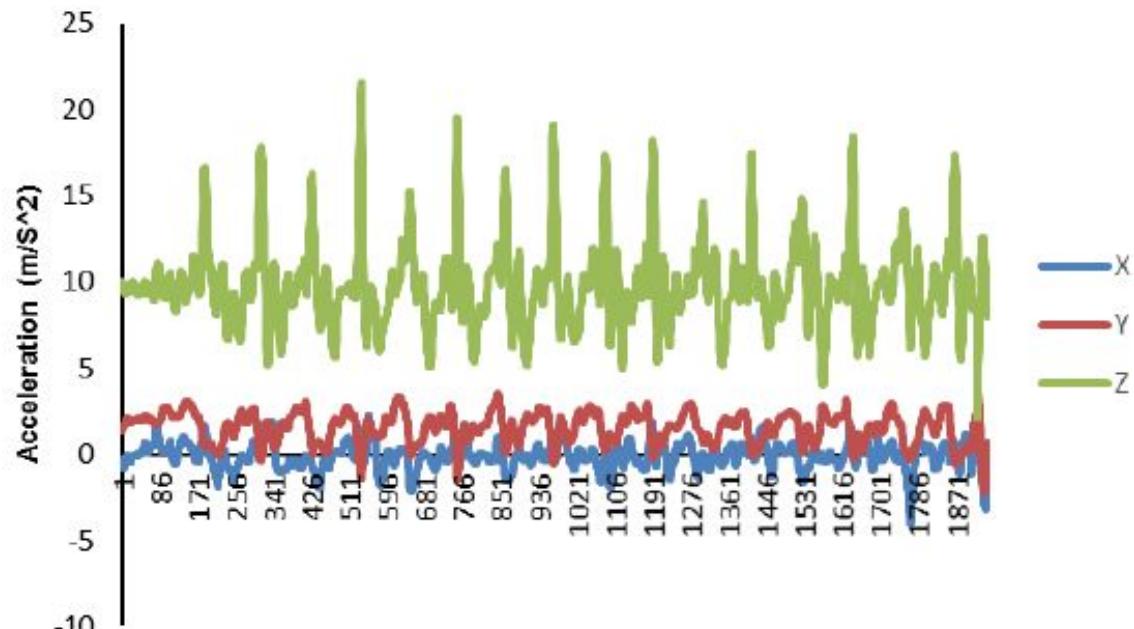


Fig. 1 Acceleration on three axes

Magnitude values

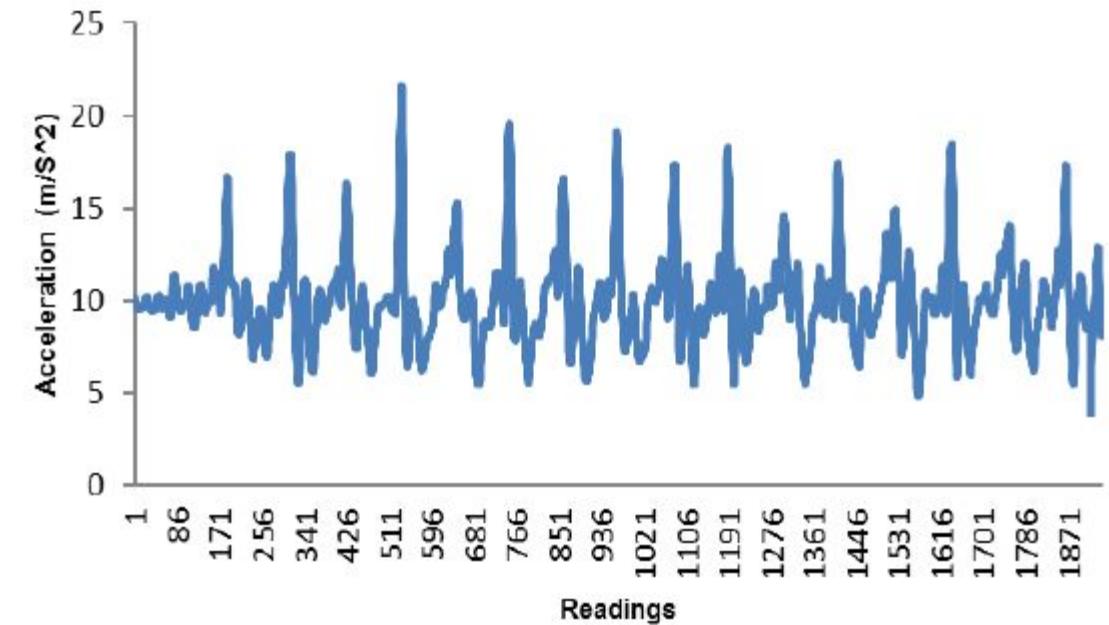


Fig. 2 Magnitude values

$$d = \sqrt{x^2 + y^2 + z^2}$$

## Step 2: Find the peaks in the signal

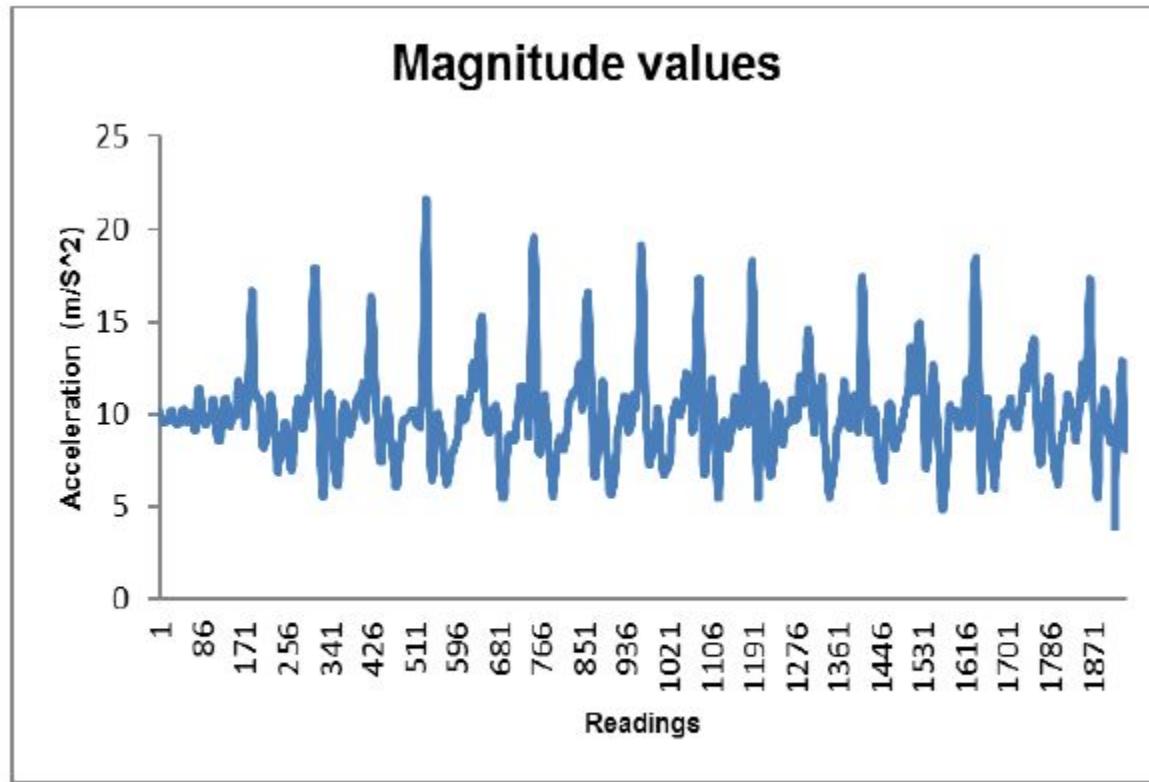


Fig. 2 Magnitude values

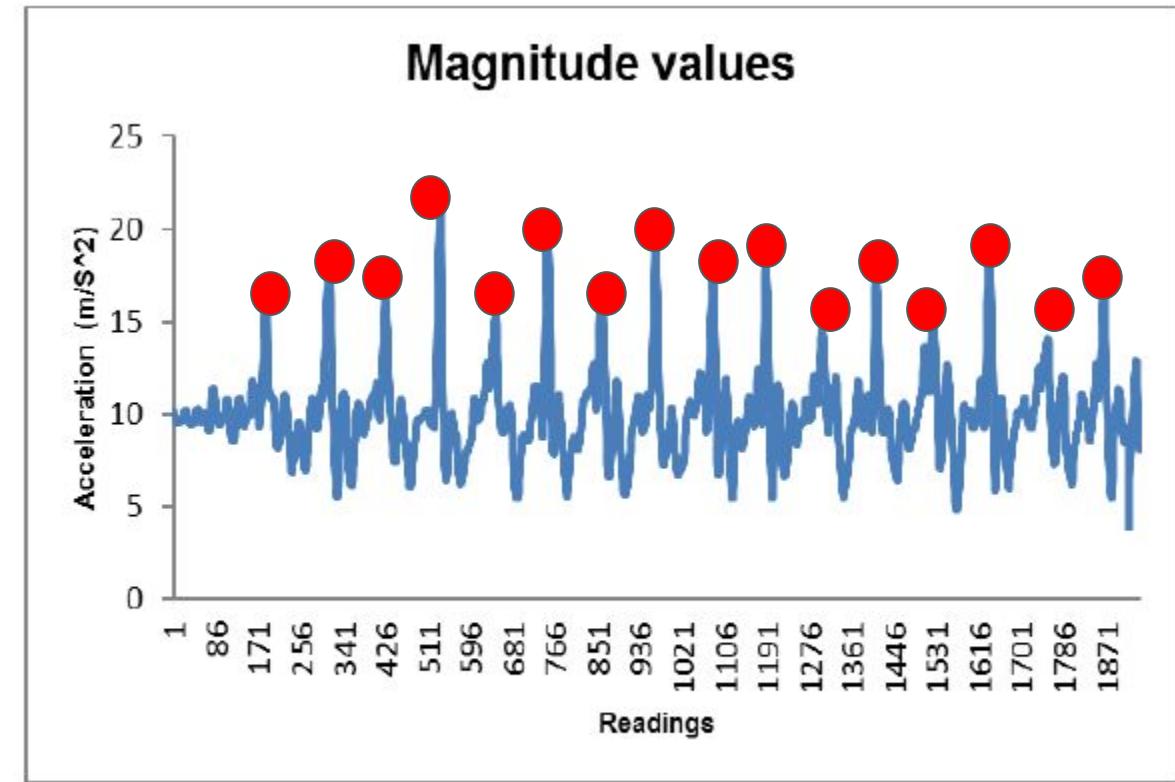


Fig. 2 Magnitude values

**PEAK FINDING**  
↓  
**STEP DETECTION**



# What's the mathematical way to find a peak?

A list of 15 imaginary accelerometer values

d[i]	7	7	8	9	9	8	8	7	17	15	12	10	9	8	7
i	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14

## Python Code

```
d =[7,7,8,9,9,8,8,7,17,15,12,10,9,8,7]

for i in range(1,15): # first i = 1, final i = 14
    if d[i-1] < d[i] and d[i] > d[i+1]:
        print("PEAK FOUND")
    else:
        continue
```

# What can go wrong with algorithms?

Misleading peak

d[i]	7	7	8	9	8	8	8	7	17	15	12	10	9	8	7
i	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14

Python code

```
d = [7, 7, 8, 9, 9, 8, 8, 7, 17, 15, 12, 10, 9, 8, 7]

for i in range(1,15): # first i = 1, final i = 14
    if d[i-1] < d[i] and d[i] > d[i+1] and d[i] > 12:
        print("PEAK FOUND")
```



## **BREAKOUT #2**

**Use an algorithm to  
count steps**

**45 minutes**

# Module 3: Develop your own Product



# **BREAK TIME**

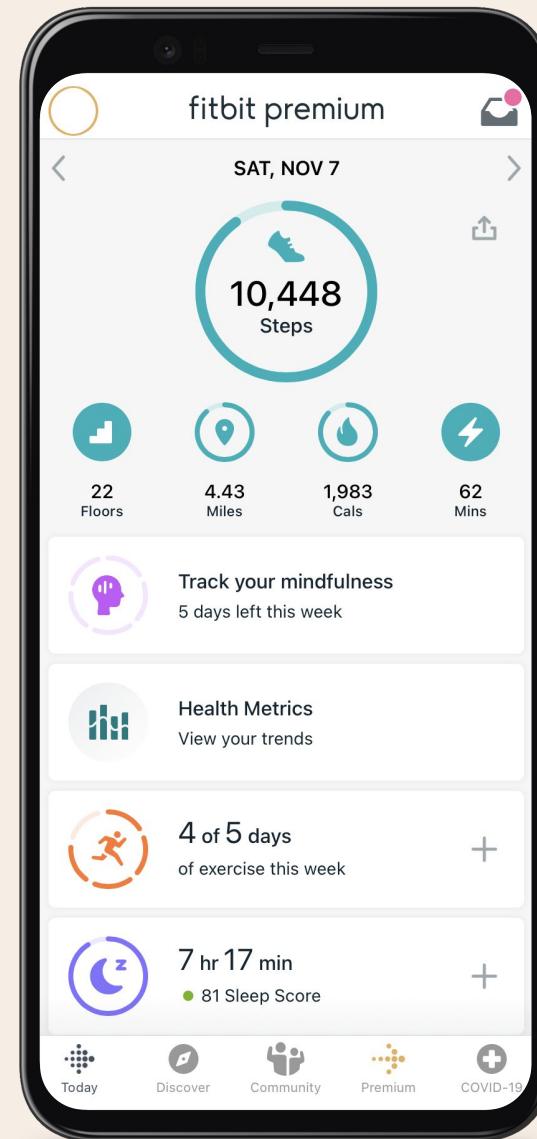
**Be back @**

# Module 3: Develop your own Product

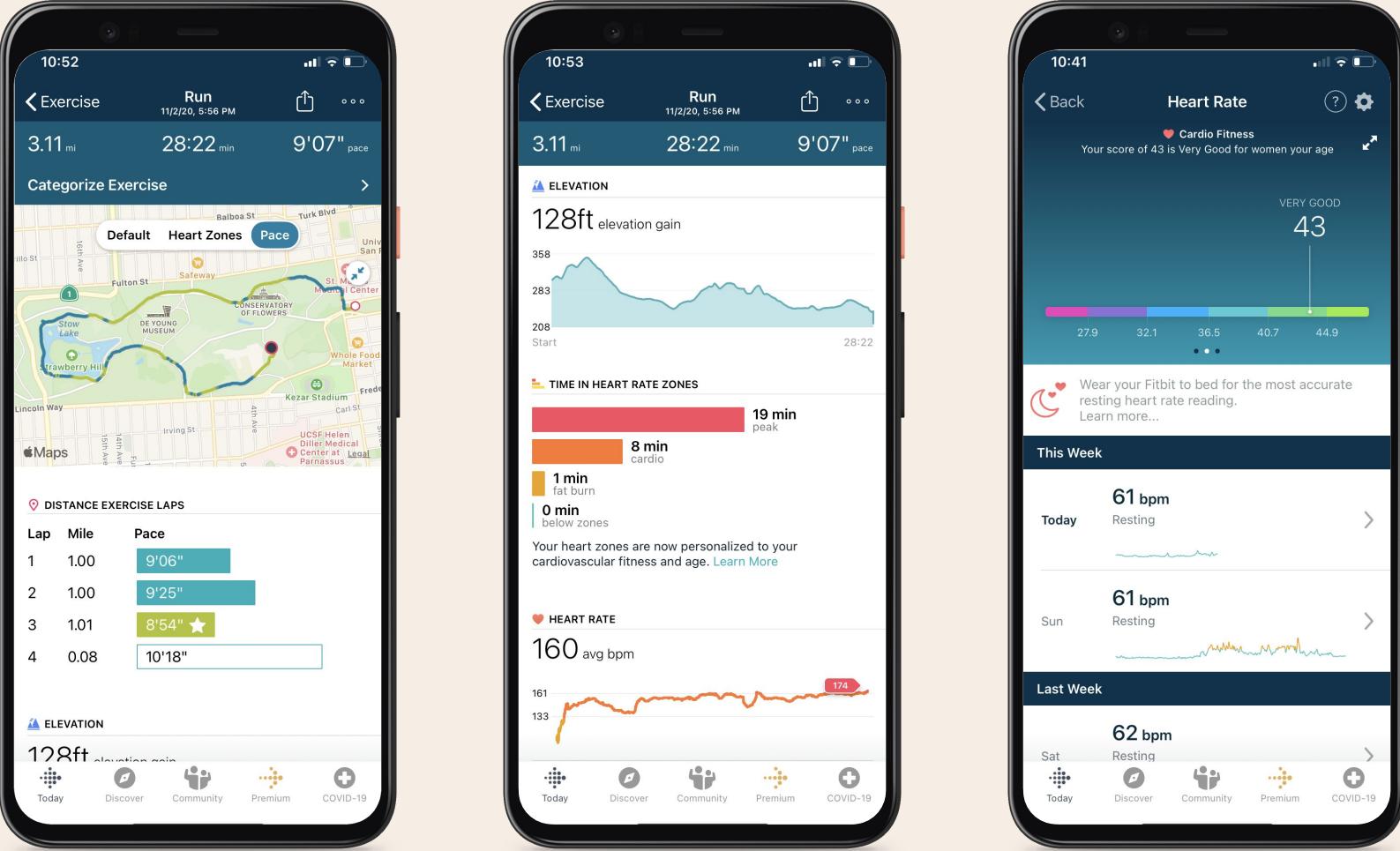


## Goal of Fitbit Apps:

- Convert sensor data into digestible content
- Be interactive, informative and motivational
- Can either be on a wrist-based device or mobile device.

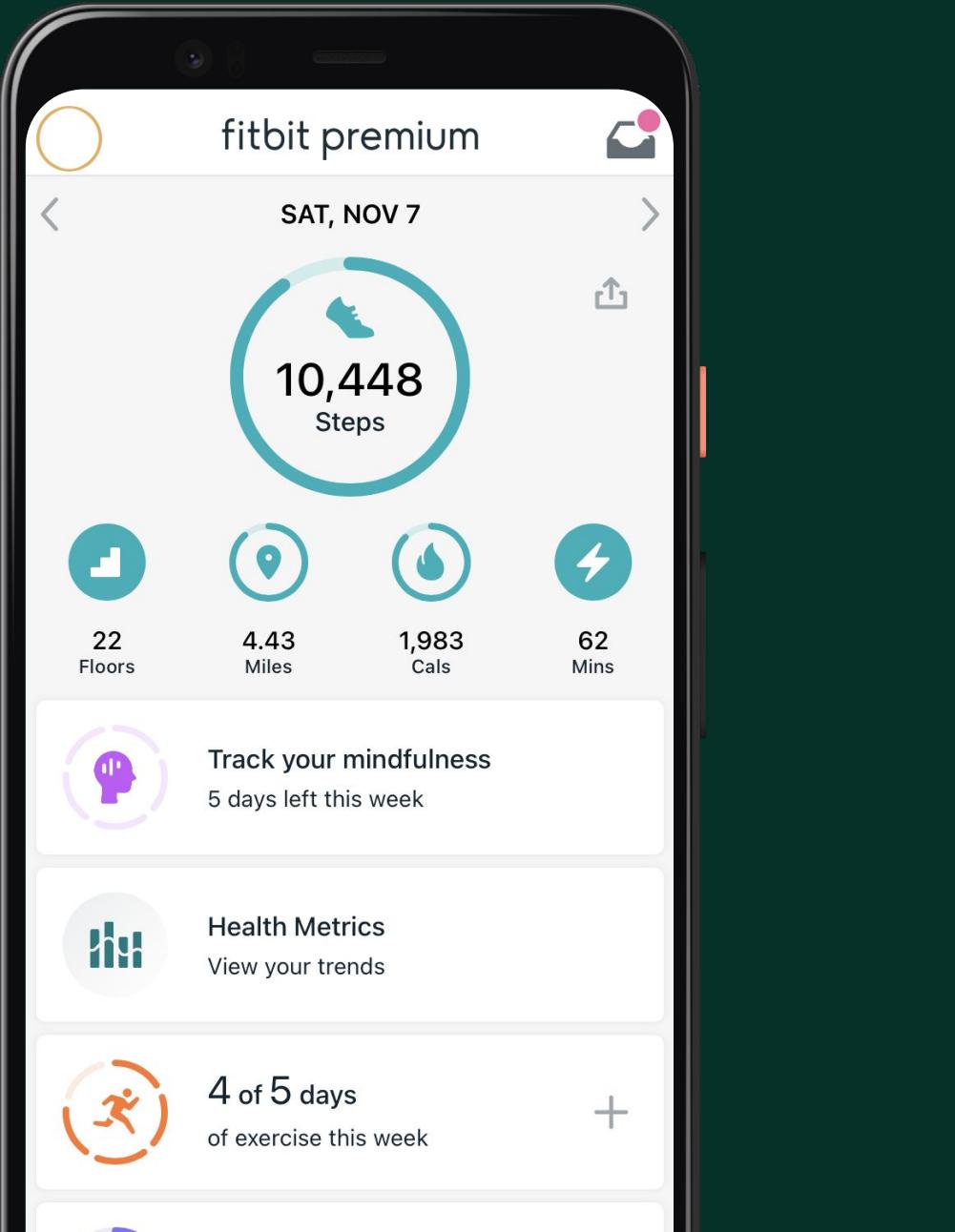


Quick  
easy-to-understand  
content: high-level  
view of steps  
counts, heart rate  
and sleep



# Heart Health

Giving a user information in the moment about their run: heart rate, pace and use this in combination with daily information to give them an estimate of their heart health.



## Getting these data to the user is a team effort:

- 1) **Market Research:** Creating content and products that are relevant
- 2) **UX design:** Creating content that is easy to navigate and user-friendly
- 3) **Design:** Content that is visually appealing
- 4) **Research:** Exploring new sensors, new data streams and ensuring the data is trustworthy

# Choose your own Adventure

## Create your own product!

- Write an algorithm using peak finding
- Pitch a new product & create a launch plan

# Product Launch



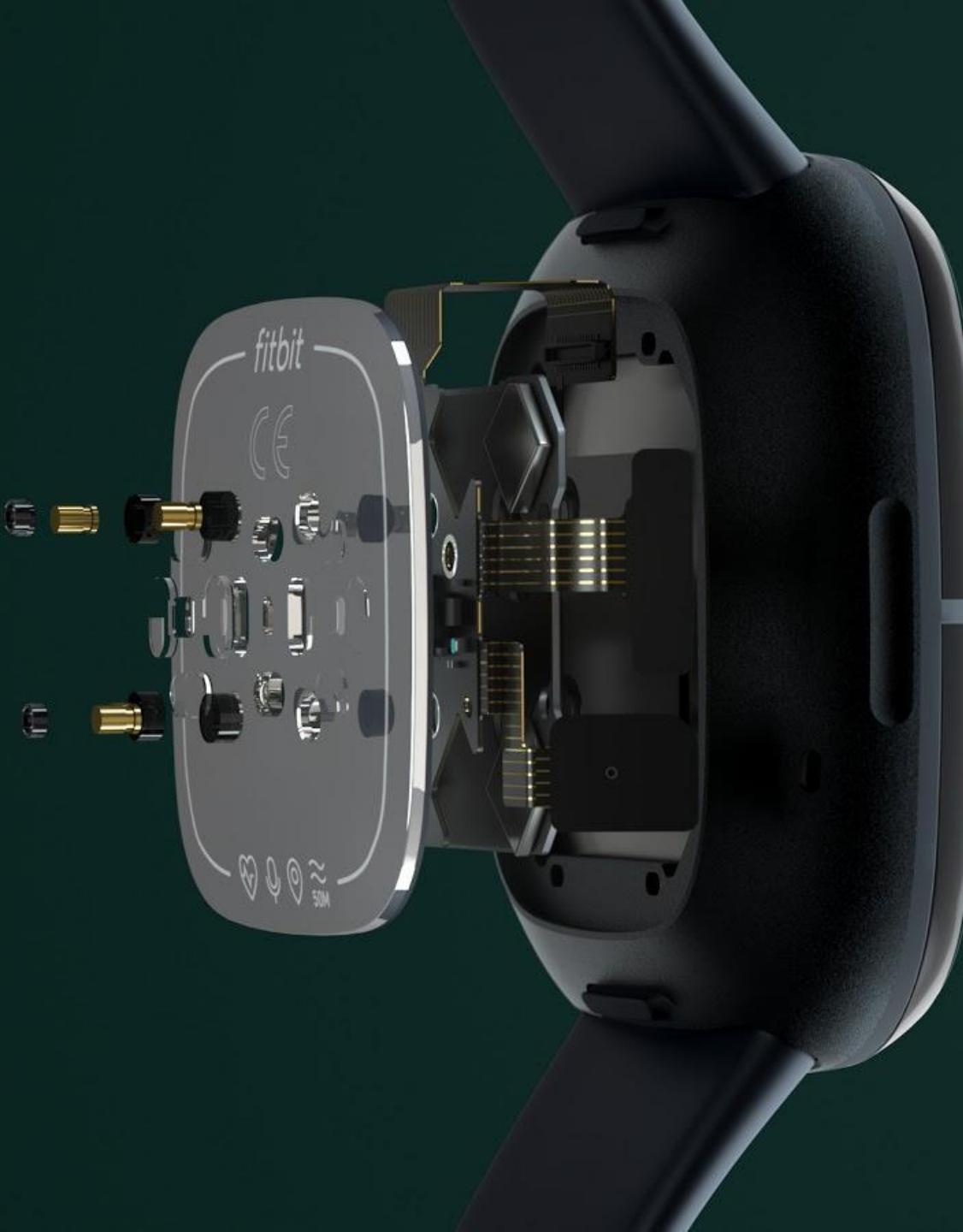
**Come up with an accelerometer based product to help count, identify or improve.**

## Directions:

Clearly explain what your product does and what gap it fills in the market. You can integrate it with others products already available in the market.

How this product will address a specific need?  
Who are you targeting?  
What will you build?

**Ideation > Presentation > Impact > Design**





## **BREAKOUT #3**

**Develop your  
own product**

**20 minutes**



# 1 Ideation

## ➡️ Brainstorm

Come up with all the possible things you can build! Simple ideas to things that are way out there!

Be original and innovative!

# 2 Narrow it Down

## ➡️ Final Idea

What are we building?  
Who is our customer?  
What is unique?  
What is the impact?  
What is the product name?

# 3 Pitch it!

## ➡️ Refine your message

Get your product pitch together for share out.

What's important to include?  
How is your product different?  
What is the impact your product will have on the market?



# 1 Ideation

## ➡️ Brainstorm

Think of an activity you want to detect that's *not* steps. Even with a 3-foot cord, there are a lot of motions you can do!

Where should the accelerometer be to detect the activity?

# 2 Do the activity

## ➡️ Gather accel data

Put the accelerometer in the appropriate location and record data while you do the activity.

How well does the original peak-finding algorithm work?

# 3 Make a better algorithm!

## ➡️ Tune parameters

Change peak-finding parameters to make it work for your activity, then share your results

Which parameters are important for your activity?  
How well can you detect your activity with just peak finding?  
Would another algorithm work better?



## Share back:

- Did anything surprise you?
- What was the most challenging?
- What would you do next time?

# Thank you

If you have any questions, please  
reach out to [namehere@fitbit.com](mailto:namehere@fitbit.com)

# APPENDIX





Using apps on the wrist  
allows us to provide  
similar information but  
bite-size.

For example:

Reminders to Move

