Analysis of Wearables Comfort Survey
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Mission: To determine if a barrier exists between some individuals and the desire to consistently wear wearables

Initial Hypothesis: A barrier exists toward individuals buying and consistently wearing a wearable device.
Expanded Hypothesis: A barrier exists between individuals due to habit with wearing a device consistently.

Specifically excluded questions:

Questions about age, sex, religion, and sexual orientation were excluded from the initial study as to not influence the participants with conforming with preconceptions about their age group. (Older individuals wearing a wedding ring, younger groups without wearables) However, this information is accessible upon request from individuals who have shared their email addresses at the end of the survey for purposes of completing more analysis later.

Number of respondents (n) = 33

Platforms used gather respondents:

Personal Facebook Page n = 5
bloc.io Slack Channel n = 3
Amazon Mechanical Turk n = 25

General Demographics of solicited surveys:

Males ages 21 - 75
Females aged 21 - 75
Non-binary Gender Individuals aged 18 - 35
Location = United States including Alaska and Hawaii and Minor Outlying Island

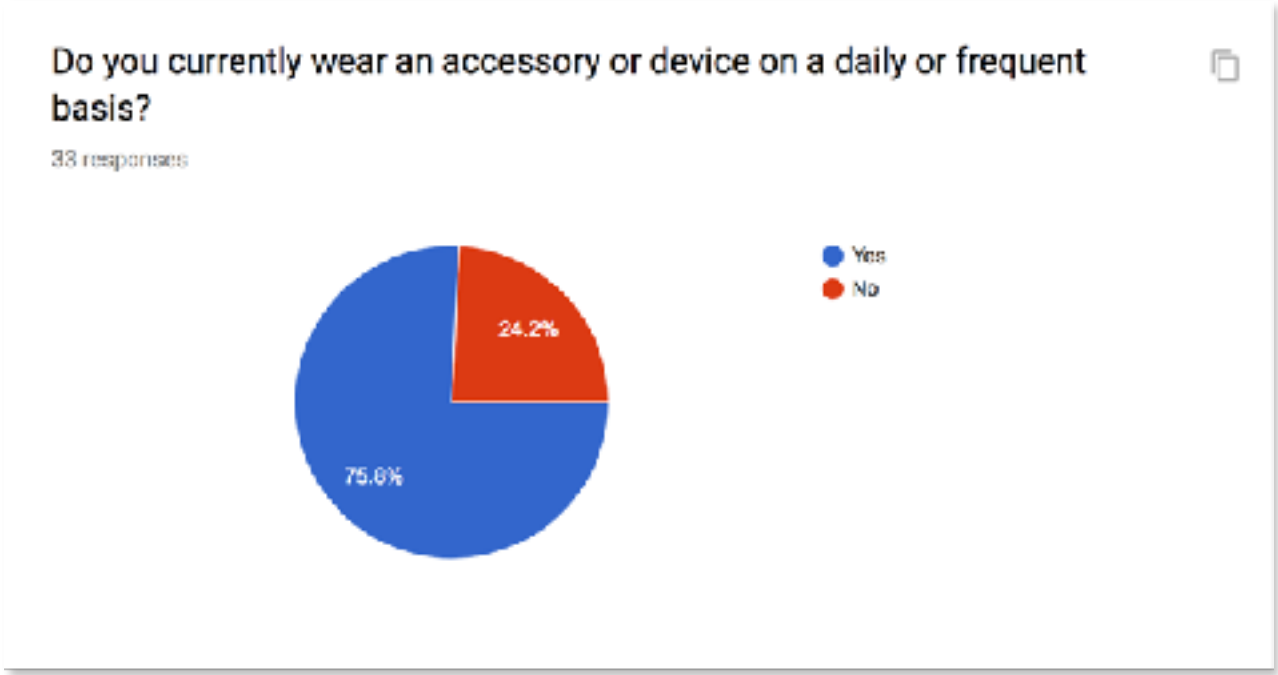
Survey Design

I already has an idea of how I wanted to structure this survey because as a person who has purchased and returned countless wearable devices I knew some of my personal pitfalls on using these devices.

While I took care as to not make any assumptions as to why people will have a disconnect, I chose to focus much more heavily on the actual habit of wearing a device or accessory rather than any particular brand of wearable. I knew from talking to people earlier about a Fitbit device, there was some discomfort with the material of the original Fitbit Aria. I also knew that the charging device for another Fitbit device had been difficult to remove according to an informal conducted interview. I was even alerted as to the charger not giving any feedback that the device had been inserted at all. This lead me to test and design a study to see if this routine and comfort with wearing the device was the issue or if I am completely wrong with my hypothesis and my participants can share some more insight.

Survey Results

The first question on the survey establishes the bifurcation between individuals who do currently wear any device (electronic or non electronic) such as a wedding ring in order to filter out individuals who do not like to wear anything regularly. The purpose of this is to find out why those who do not like to wear anything feel about adopting a wearable. This will give us insight into the market of never-adopters for a product.

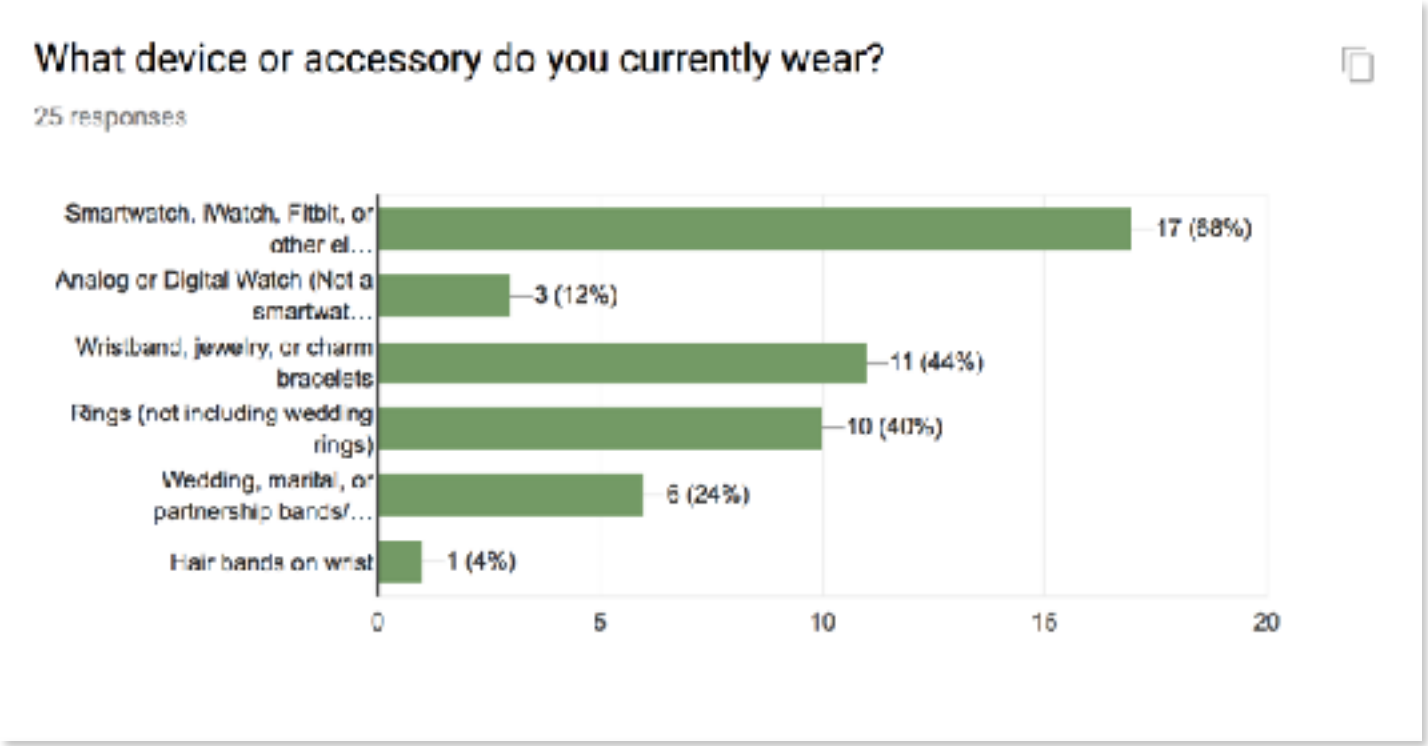


Of the people who want to wear a device or who do wear a device, there is a large number of people who are wearing or excited to wear a smartwatch. Digital or analog watches are on the way out, possibly indicating that people are expecting their wearables to be fully electronic and smart or not electronic at all.

Also interesting from this study is the number of people who wear items around their wrist. This can indicate that there is great attention to a style for non-electronic devices. This can indicate that if wearables are going to be worn, the must be stylish.

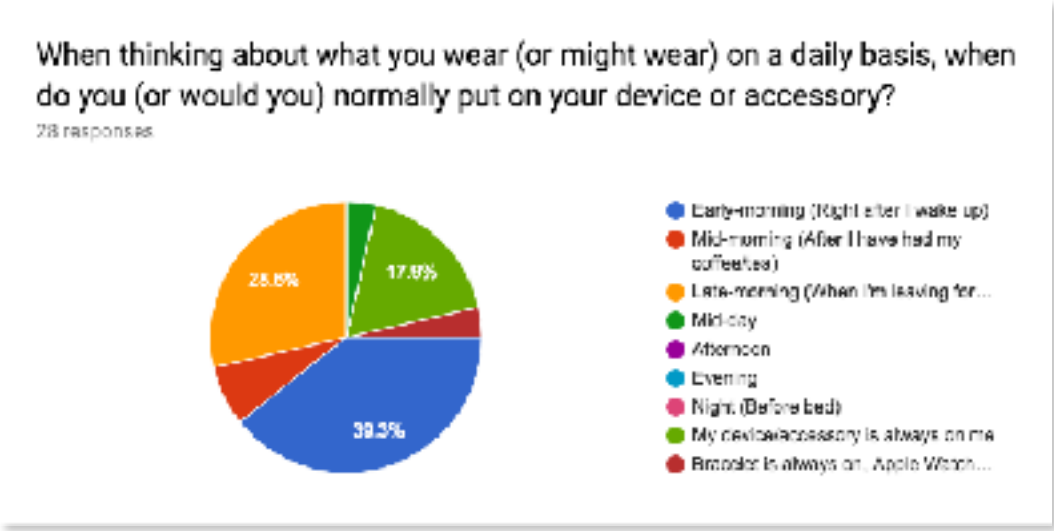
The barrier in this case to people wearing wearables is trading the non-electronic devices to the electronic ones.

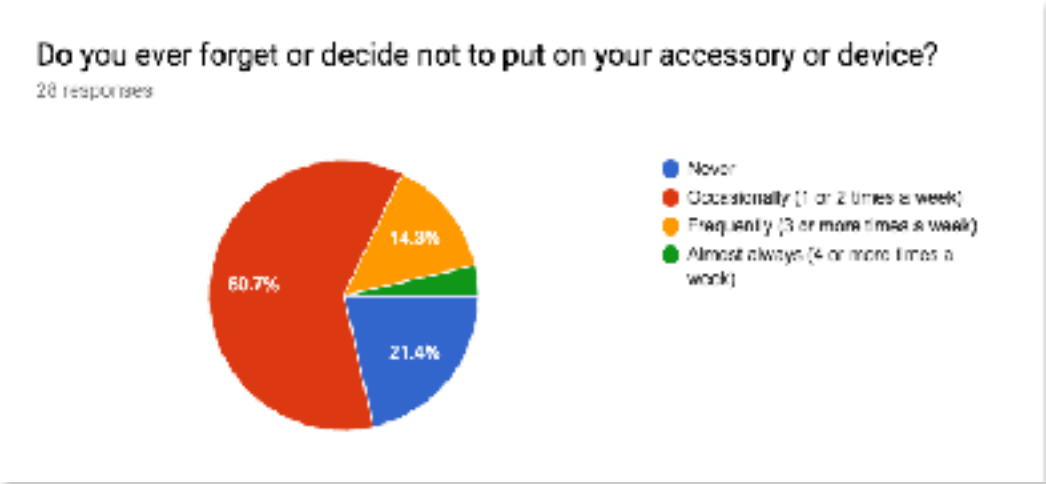
Frequency and habit will be addressed next for those who do wear a device:



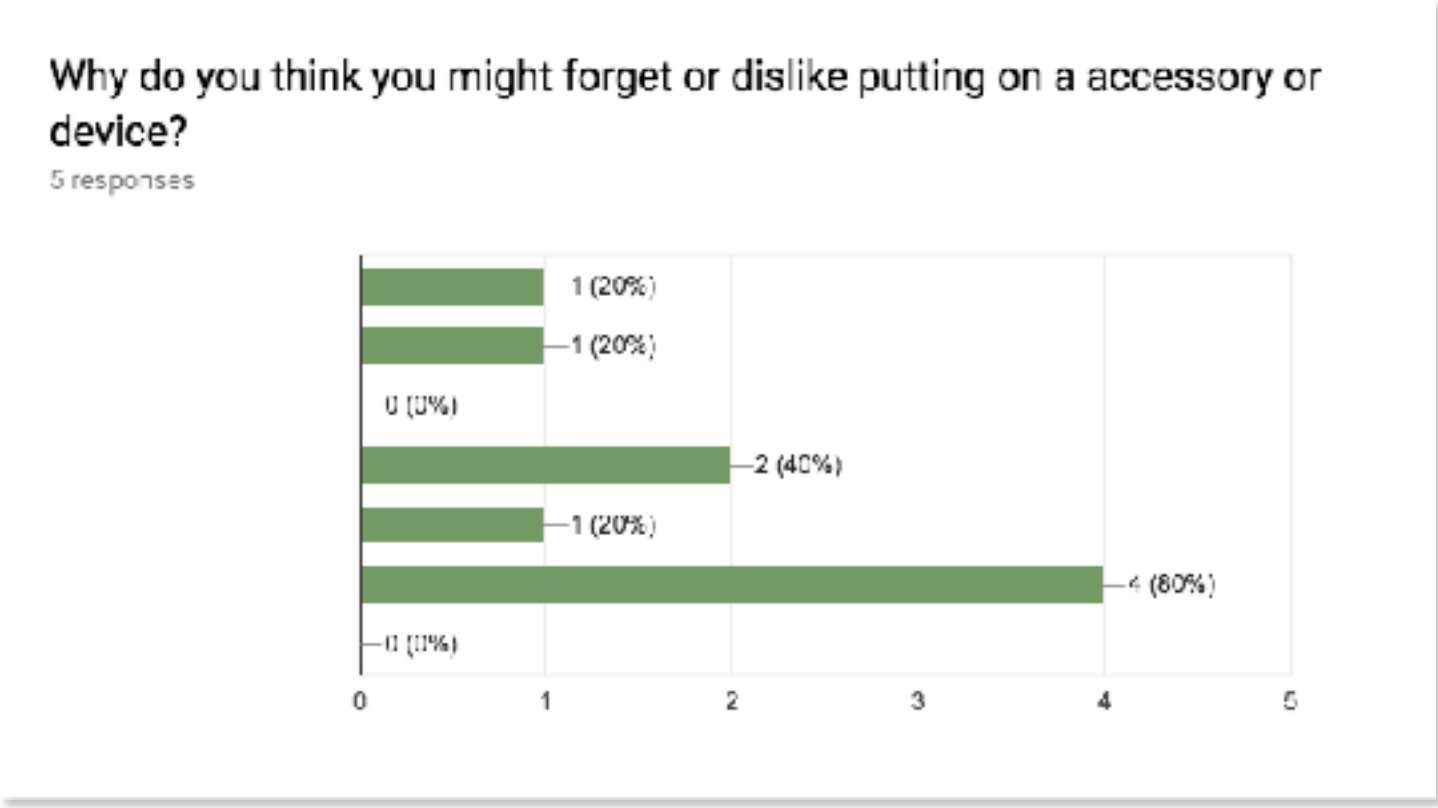
The vast majority of individuals put their device on in the morning. This is important, because any potential issues with putting on a wearable and developing a habit will occur in the morning. Because many devices will need charging, it also shows that devices will be charging at night.

Also, individuals surveyed seem to occasionally forget to put their wearable on when they do. This could indicate they are not being reminded to put the device on or they are finding it not as useful every day.



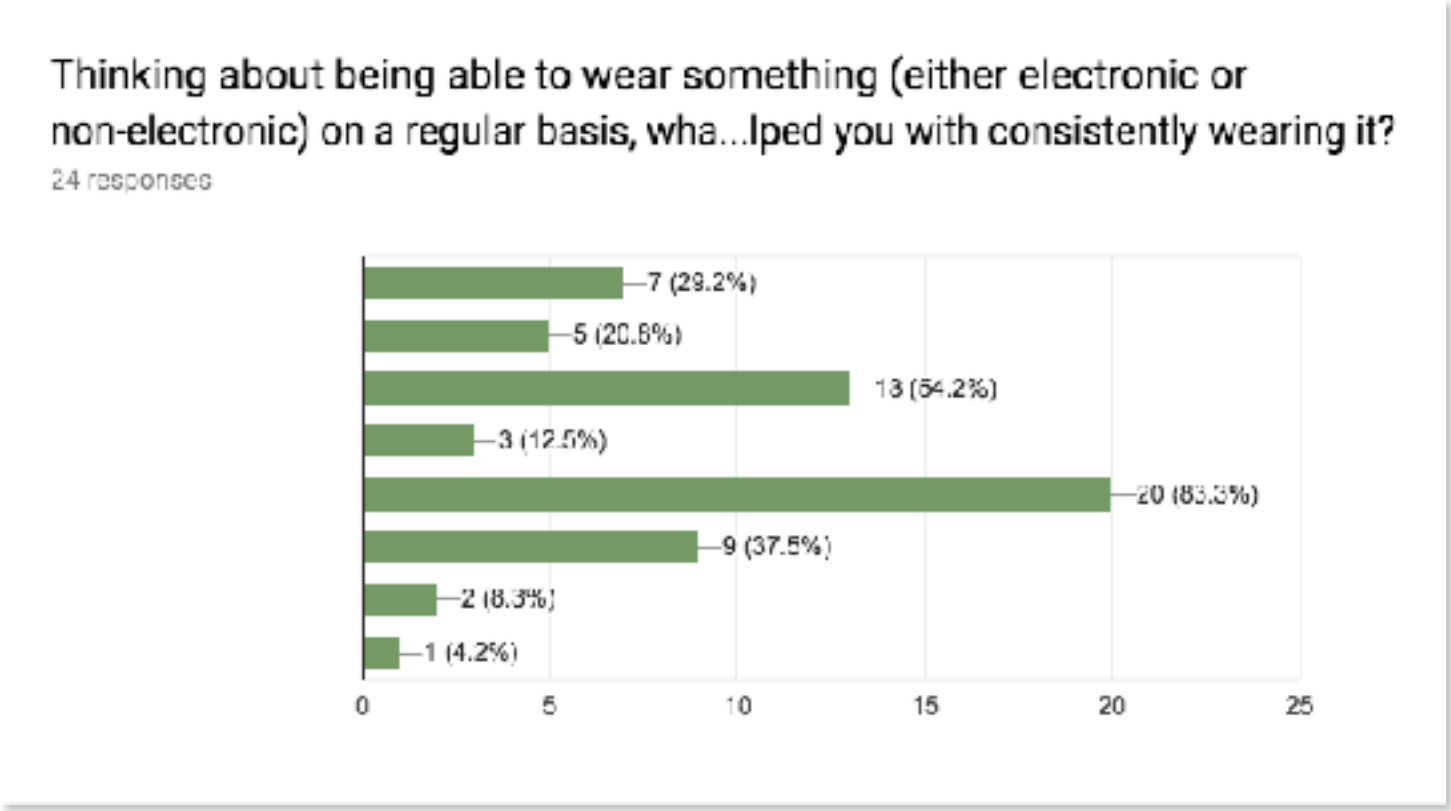


In terms of forgetting about the device, a massive number of participants relayed that the reason they forgot to wear the device is because “I forget I own the device” at 80% and also at 40% “The device is not in a conspicuous space”. It shows that when the device is out of sight, there is a chance it will be forgotten if a habit wearing it has not been established.



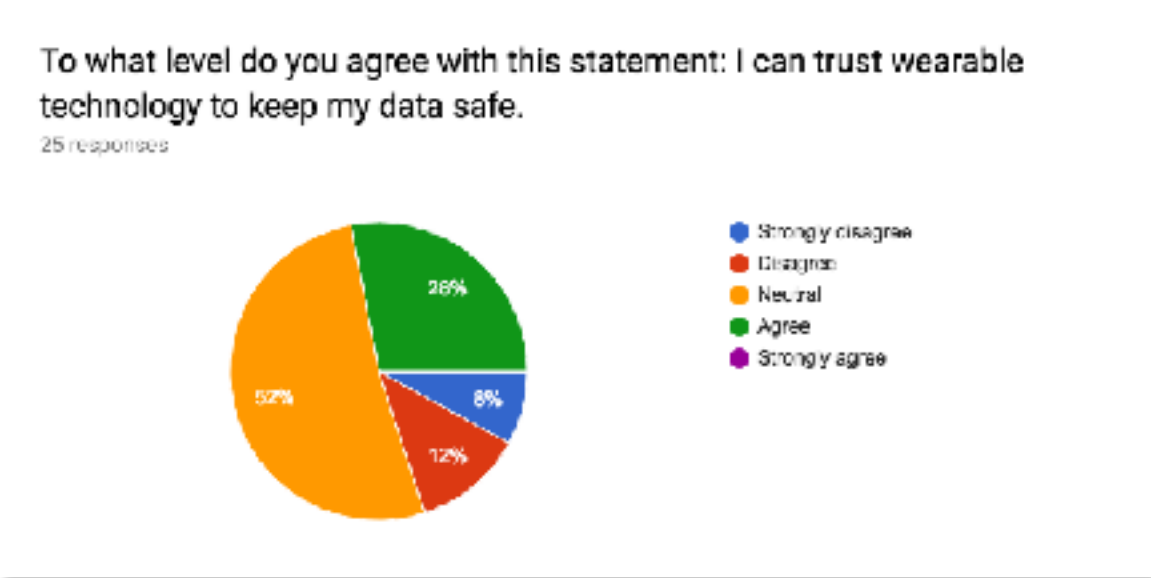
Potential Solutions Provided by Respondents

When asked about what helped them wear something consistently, respondents overwhelmingly responded that habit was the #1 factor with what has kept them wearing it 83.3%. Next, respondents 54.2% responded that it was the comfort and feel of the material that assisted them with remembering to wear the device. Finally at 35.7%, respondents said that it was the style and adding to their person style that assisted with them wearing it.



Potential Problems

Security could appear to be something that may not initially resonate when making a purchasing decision by a consumer. However, according to this survey toward the end of the questions, I received some comments about how this is a very large concern that may also inhibit the consumer's desire to purchase a wearable in the future. However, more study will be necessary



General Survey Impression

Initial Hypothesis: A barrier exists toward individuals buying and consistently wearing a wearable device.
Expanded Hypothesis: A barrier exists between individuals due to habit with wearing a device consistently.

According to the survey conducted, it appears that of individuals that wear and do not wear electronic wearables that habit is the determining factor when it comes to connection with wearables.

How to proceed:

Device manufacturers and software developers should focus their efforts on encouraging habit formation with apps and hardware. Most people initiate their daily routine with their wearable in the morning, so manufacturers should focus efforts on development of bedside docks and applications with nighttime features that also engage with the user in the morning.

For Developers:

Nighttime applications for games such as time baed event occurrence.
Learning of bedtime routine - meditation, reading, and snacking
Notification snoozing- tune down features to avoid distractions

For Manufacturers:

Nicely designed bedside docks for devices and phones
Devices with comfortable material that can be used to sleep and wear for long periods of time (eg. No sharp edges to scratch)

For UX/UI Designers:

Development of gentle turn down routines for nighttime and morning that users can look forward to. Ensure synchronous phone, smartwatch experience so that users can associate phone routine with wearable routine.

Final Thoughts:

More research is needed, however, security breaches with regard to wearables and IoT devices may become a large concern for people in the future. As a part of the product team, we must be able to instill confidence in the consumer with security elements