Precedents ents



Similarities:

data visualizations, social sharing, and reminders which improve adherence.

Differences:

Form

Preventative care and long reaching effects vs fitness goals with immediate feedback

Providing information and education about the importance of the actions taken, improving on the Fitbit singular proposition of data without education.

Precedents



care/of

Similarities:

Excellent mobile experience

Allows for user autonomy

Educates the user to provide intrinsic value

Differences:

Content - different area of preventive care

Tracking of patient health information

Holistic view of a users' health