

Jeremy Scheuerman, Matthew Rhoades

Dr. Agarwal

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Tech Dive: Wearables

- **Self-Engagement with Technology**

- Matt currently owns apple watch and Jeremy used to own an apple watch when he had apple eco system products
- Being able to access all content (text messages, calls, Spotify, apple music etc.) across the apple ecosystem is convenient with the watch.
- Useful for calorie counting exercise monitoring etc., one of the minor things that we really love is being able to adjust your audio settings or playlist / queue while you are exercising without getting your phone out.
- Fit bits can have a similar function offering calorie counting exercise monitoring, heart rate monitoring.
- We believe as technology continues to Advance, we will continue to see things like the apple watch and Fitbit continue to evolve, develop and also become more and more popular.
 - Similar to how air pods came out, now it seems almost every person in the apple ecosystem owns a pair.
 - Also considering apple's track record of releasing multiple new models of their products (iPhone, air pods) and have already released multiple versions of the watch, it's safe to say that we can expect to keep seeing more versions

of the apple watch be released. And also with apple's track record, I think we can expect to see people continue to buy them.

- This article (<https://9to5mac.com/2022/03/14/apple-watch-domination-2021/>) claims that apple smart watch is dominating the market, and we expect that we will continue to see that because of the apple ecosystem.
- FCC guidelines (<https://fcc.report/FCC-ID/BCG-A2092/4424712.pdf>) (also complies with Canada's ISED)
 - Reports that the apple watch and heart rate sensors etc. although generally accurate are not intended for medical use, additionally the device could possibly interact with medical devices because of its radio waves.
 - Could possibly expose you to radio waves (very minor non harmful exposure).
 - Has a lithium-ION battery
 - Overall, pretty low risk, leaves lots of room for upgrades and improvements in the years to come
- **Field Observation and Critique**
- Market Comparison and Critique
- As we see it there are three major players in this market right now
 - Apple watch
 - Matt and I both own(ed) apple watches,
 - What Jeremy misses most about the apple eco system was his apple watch.
 - Was responsive with long lasting battery life
 - Clean design with multiple first and third-party screen protectors and bands
 - Android watches (tic watch, galaxy watch etc.)

- Jeremy switched to Android and got an android watch that he disliked although he got a budget one (older model tic watch), watch faces were plan and the watch would sometimes lag, battery life drained very quickly.
 - Although I think a lot of these products stemmed from this model specifically and not all android watches
- Perhaps would have a better experience if Jeremy got a newer model Samsung galaxy watch, he plans to upgrade to a nicer model android watch when he buys his next android phone.
- Less variety of accessories depending on model you get
- Fit Bits
 - Only really retain the watch and health / exercise functionality of the other two options.
 - A good choice for someone who is really only interested in the fitness aspect, isn't good with technology or is on a budget.
- Retail standpoint
 - Consulted a family friend Jeremy knows (worked at Stryker medical as a sales associate selling medical / hospital tech and equipment)
 - Apple's branding is a big factor, so many people are also very comfortable in the apple eco system, buying an android watch wouldn't make sense if you have an apple phone and computer.
 - Because of apple already having such a large share in the mobile phone market, android watch devices can be pushed aside without a thought by the consumer since it won't tie in with their products

- A benefit for the android users who are interested in android watch products is they have a wide variety of options that vary in design functionality in price. This aspect of their market is the same reason some prefer android phones over apple phones, a wider range of choices and prices.
 - Can lead to some great high-quality devices and choices
 - Although having less expensive options is nice it can lead to poor user experience compared to a more expensive device (ex: Jeremy's EXP with the tic watch)
- For Fitbit users they have the benefit of being able to work with both apple and android products as well as price and functionality.
 - Older users
 - People on a budget
- Social Comparison and Change
 - Spoke with both of Jeremy's grandmothers (both own fit bits and iPhones),
 - Neither are very good with technology hence they fit into the Fitbit category.
 - Both needed Jeremy to help them with setup of watch.
 - Jeremy has to help them with technology frequently.
 - They use it to track their calorie counts when they go in walks, track steps etc.
 - It is possible for people on Fitbit to add each other as friends on Fitbit if they would like to compare each other's exercise routines etc.
 - Can add some friendly competition / collaboration
- **Historical Review (History and Evolution)**

- Fit bit was founded in 2008, first model came out that was purely as fitness tracker in 2009, was only used for exercise.
 - In 2011 added watch stopwatch altimeter
 - Then in 2012 they released first wearable with Bluetooth that synced to android and iPhone devices
- First model of Android wear was announced and released in 2014
 - LG and Samsung were first models with Motorola and Sony to follow
 - Patents for android wear filed around 2012 and 2013
- Apple watch was first presented in 2014 by CEO Tim Cook, originally marketed as a fashion accessory (<https://www.verizon.com/articles/brief-history-of-apple-watch/>)
 - Released in 2015 with a shift towards a focus on fitness
 - Multiple models released in subsequent years
- **Conclusion**
 - Wearables have been around for around 10 years now and they aren't going away anytime soon
 - At the moment, it seems that Apple has the market dominated, but we will see if that will change in the years to come