

Tech Dive:Wearables

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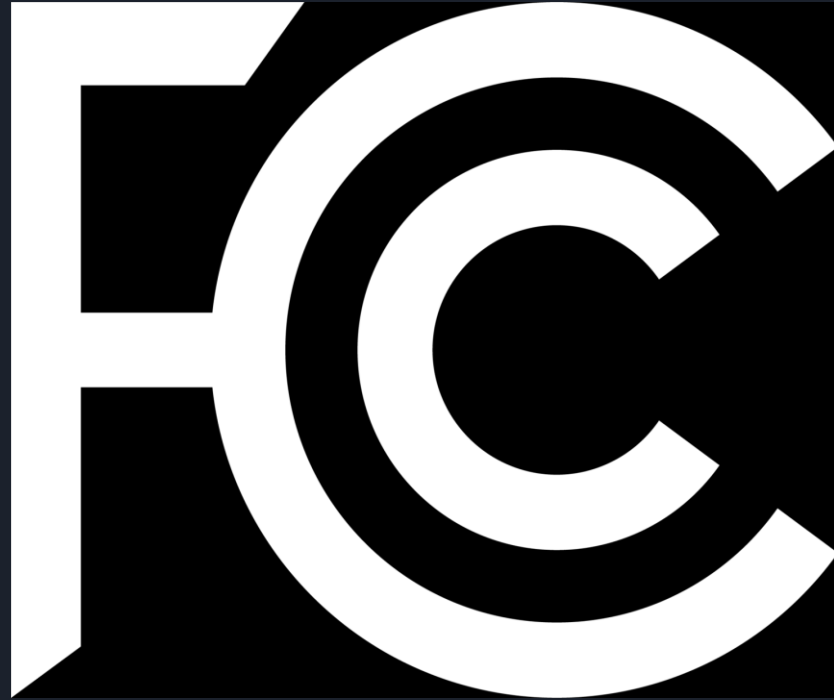
Self Engagement with Technology

- Matt and Jeremy Have both Owned Apple watches
- Being able to access all content (text messages, calls, Spotify, apple music etc.) across the apple ecosystem is convenient with the watch.
- Useful for fitness and exercising , calorie counting etc
- Fitbits Offer similar functionality in terms of exercising
- We believe as technology continues to Advance, we will continue to see things like the apple watch and Fitbit continue to evolve.



FCC Guidelines

- 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

- 3 Major players in Market Right now
 - 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 bland 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
 - Less variety of accessories depending on model you get
- Fit Bits
 - Only really retain the watch and health / exercise functionality
 - 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



- Perspective from 10 year medical technology sales associate from stryker medical
- Apple's branding is a big factor, so many people are already very comfortable in the apple ecosystem
 - Since apple already has 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 cellphones and watch products is they have a wide variety of options that vary in design functionality in price.
 - Can lead to some great high-quality devices with a wider range of 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

- Jeremy's Grandmother's both have Fitbits
- Neither of them are very proficient in Technology
- Syncs with their Iphones with ease and can monitor it with use of the Fitbit app
- Can keep track of their calories , steps heart rate etc
- Possible for them to add each other on the fitbit social network and compare against each others exercises calories burned etc
- Although they needed my help for the initial syncing and setup they have been using it on their own ever since
- They both enjoy its simplicity, and ease of use



Historical Review (History and Evolution)

- Fitbit 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
 - In 2012 they released first wrist wearable fitbit 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 following shortly after
 - 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

- At this point wearables as we know them have been around for about a decade
- We will undoubtedly continue to see the market for wearables grow and develop as we progress into the future

