

Jeremy Scheuerman Matthew Rhoades

COMM 465 Dr. Agarwal

Jeremy's Grandmother's notes

Marge and Elaine

- Both have Fitbit watches
- Both iPhone users
- Neither are good with technology
 - *Both needed me to help setup the devices
- Can tell the time and receive text message previews on the watch
- Elaine enjoys that her friends have the watches, they all go on walks together a few times a week.
- Marge likes to be able to keep track of the steps for the day.
- Both enjoy that the device itself is low maintenance with high battery.
- Prefer Using Fitbit over apple watch and other similar devices

Sales associate Transcript

John Cassidy worked as a sales rep for Stryker medical for over 10 years.

What do you think about the evolution of smartwatch wearables in the past few years and as a smartphone user how do you think the market for smart devices will continue to grow and shift?

John – “Well I have been in technology sales for a long time with Stryker and one thing I’ve learned is that its all about the way you present yourself. Apple is a big brand name with lots of

brand loyal members, people want to continue buying apple products, because they feel safe with Apple and their products, they know how they work already and want to continue using them”

Would you say this same type of brand loyalty applied to customers at your company?

John – “Absolutely, I’ve had a lot of hospitals not only continue to buy their equipment from Stryker because they have been with us for a long time, but also continuously buy from me as their sales rep since we have known had that connection for so long”

Do you personally own an apple watch?

John- God, no! I try to avoid using technology, especially when I’m not working, my wife has one though and she seems to like it. I’m sure it’s a cool gadget I am just fine with my analog watch, it gets the job done.

Do you see Fitbit or Android Wear OS as a threat to the smart watch?

Probably not., to be honest it seems like most people prefer apple products especially the younger generation, I am not a fan of smart watches, but I have had Apple computers and iPhones for years and couldn’t see myself making the switch.