

3 GOOD HEALTH AND WELL-BEING



Group 17

Exploring Design Preferences and Acceptance of Fitness Trackers



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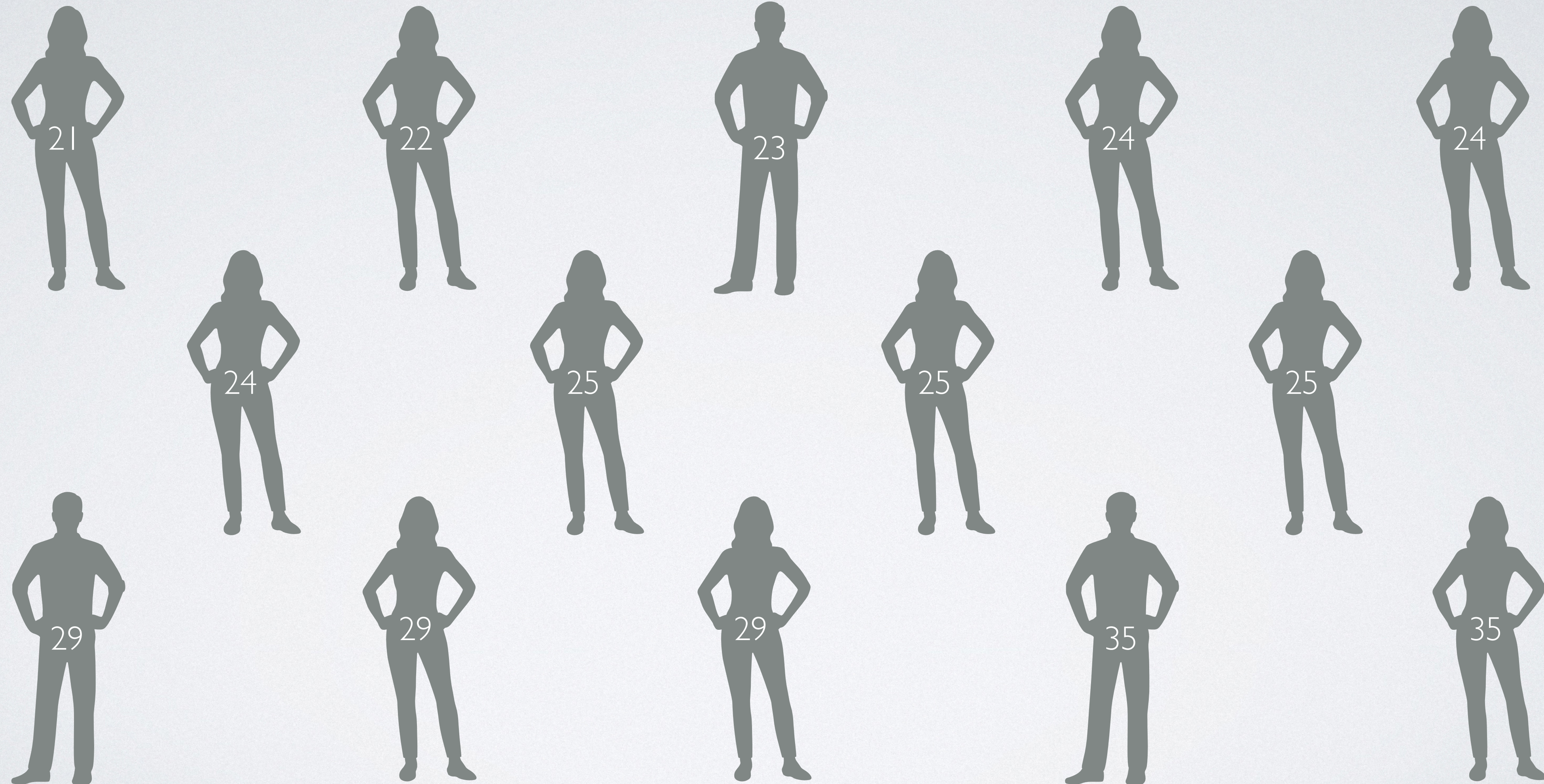
Ilja
Girnus

RESEARCH QUESTIONS

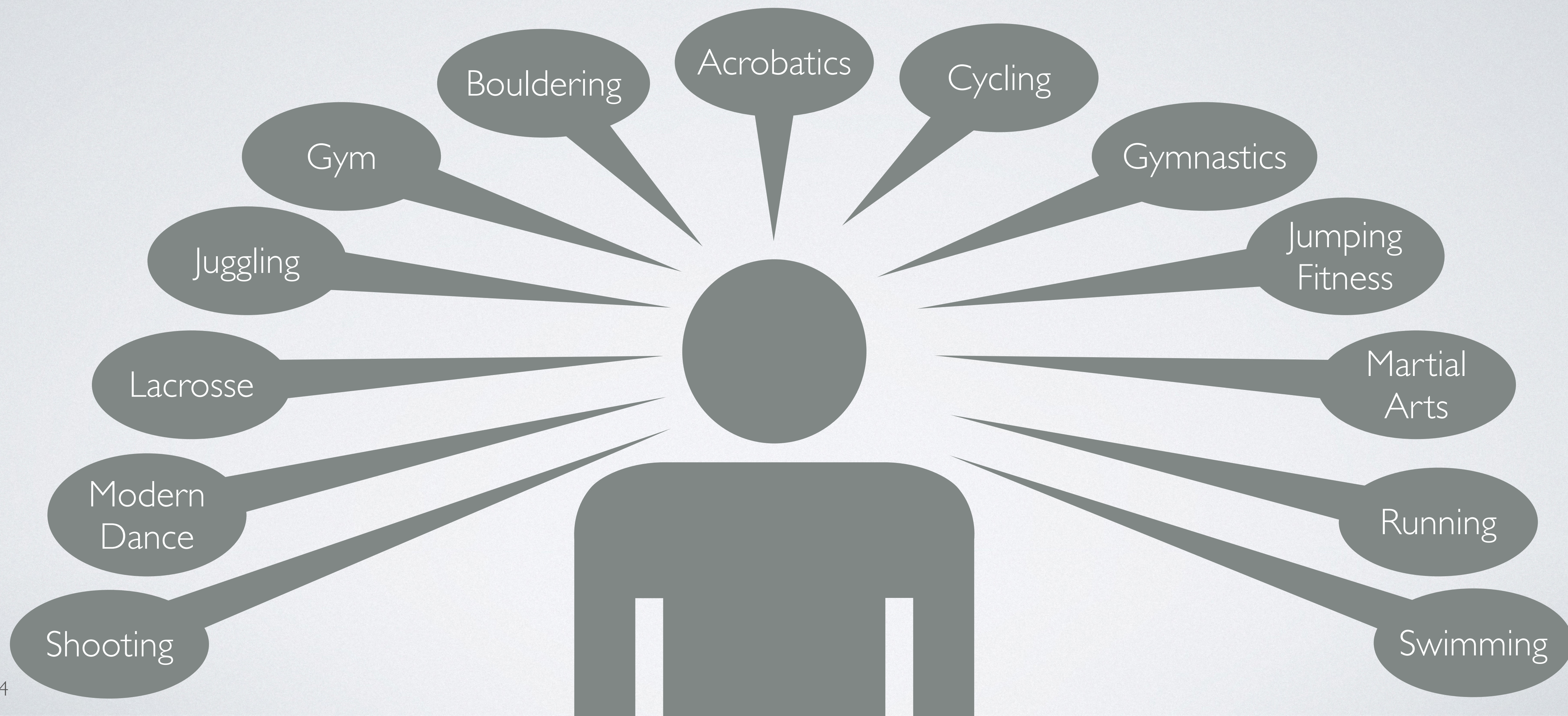
Are users open to different tracking device designs for monitoring various sports activities?

- **RQ1:** What problems arise while tracking different fitness activities with the currently established fitness trackers?
- **RQ2:** Is the concept of sweat-band fitness trackers generally accepted as a preferable alternative to existing fitness trackers?
- **RQ3:** What is the reaction towards implanted fitness trackers currently?

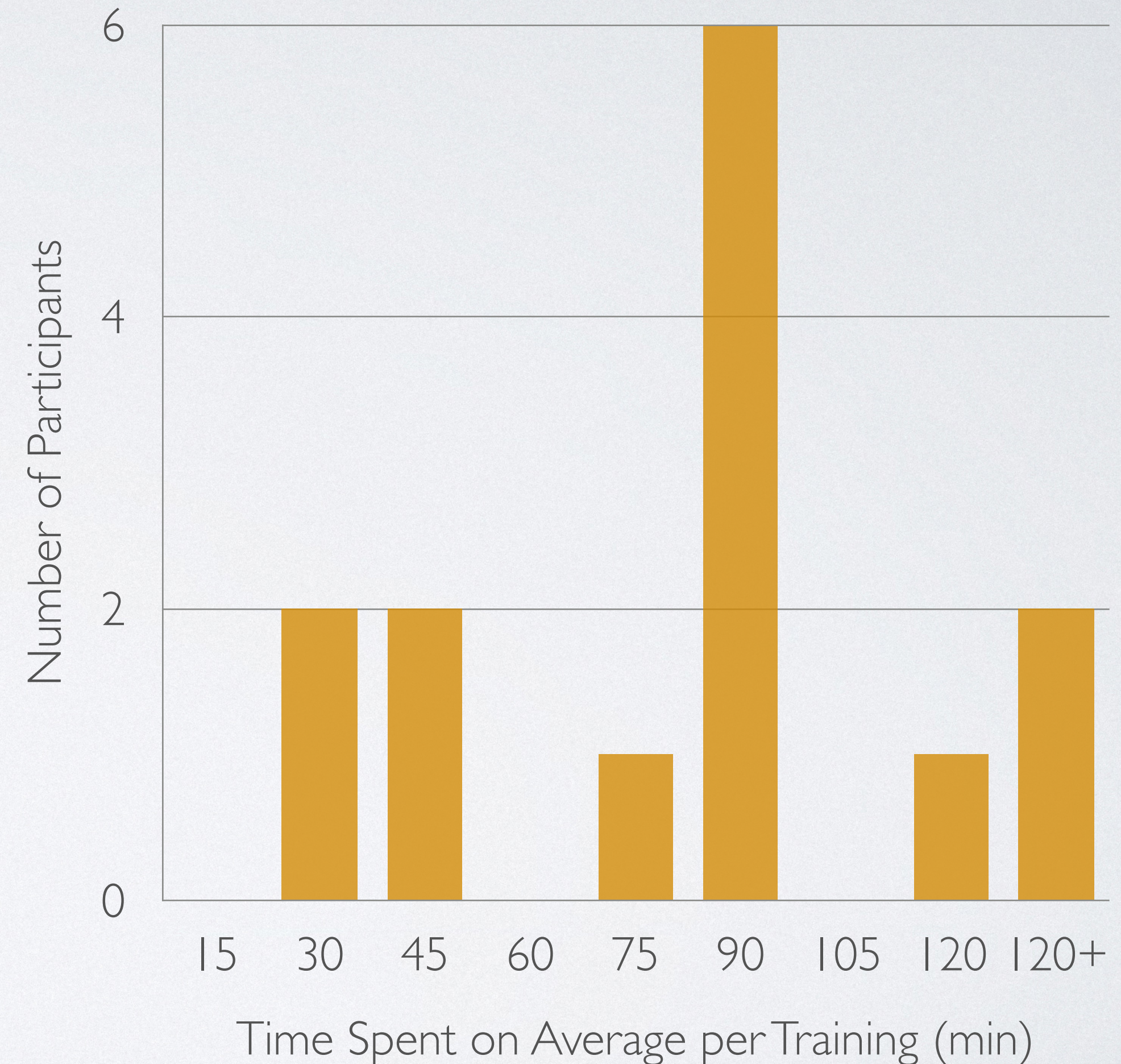
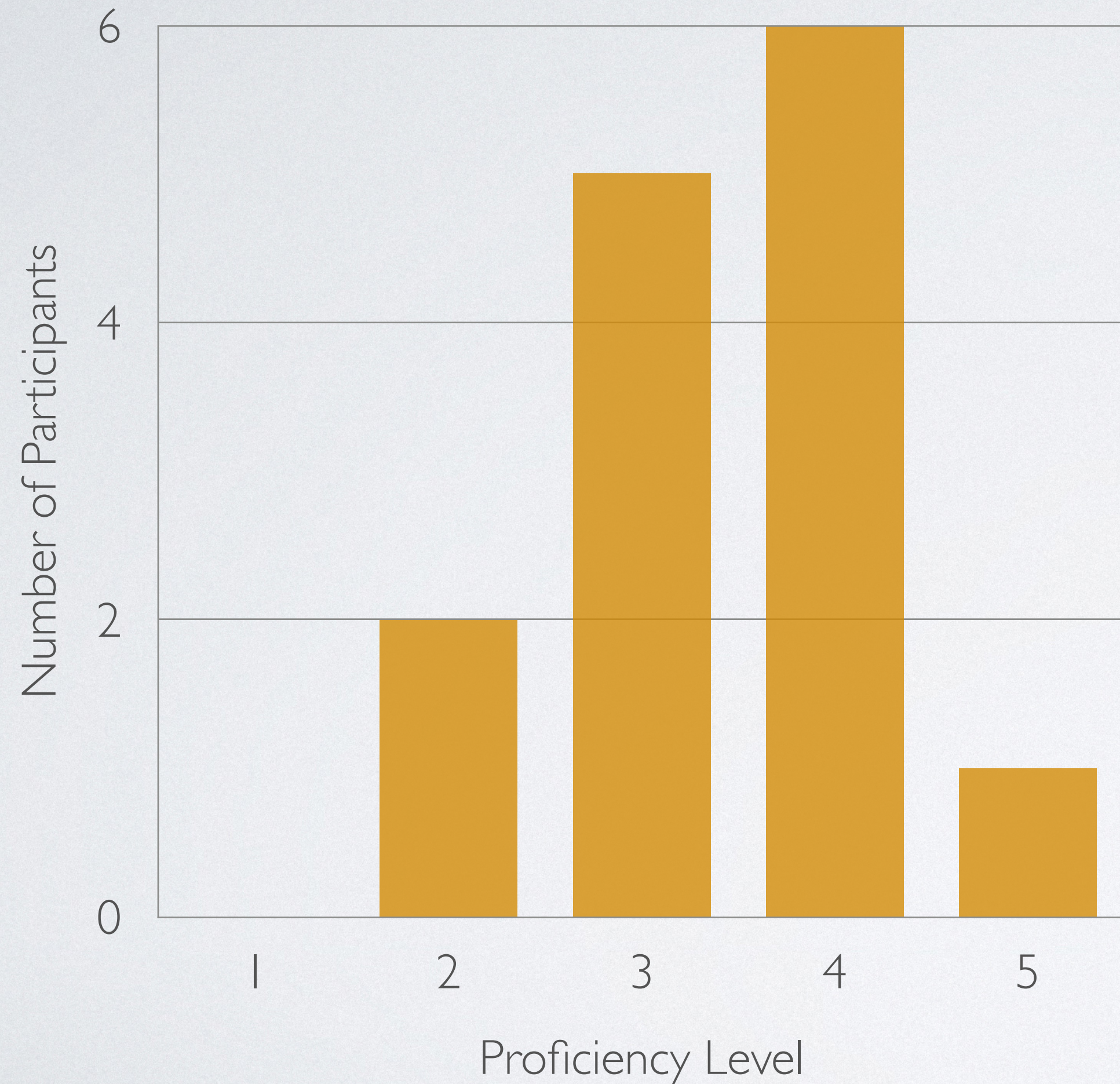
DEMOGRAPHICS



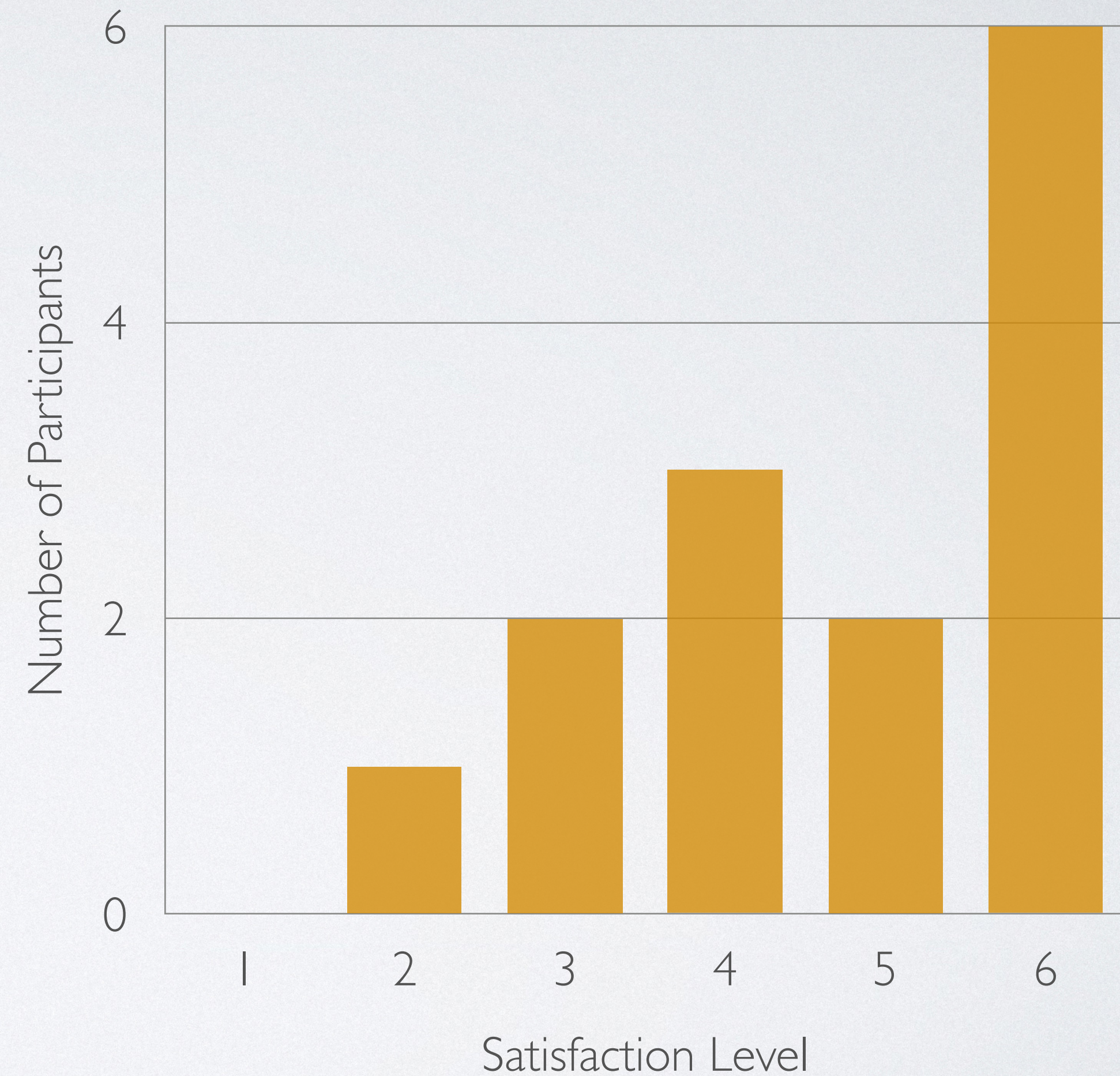
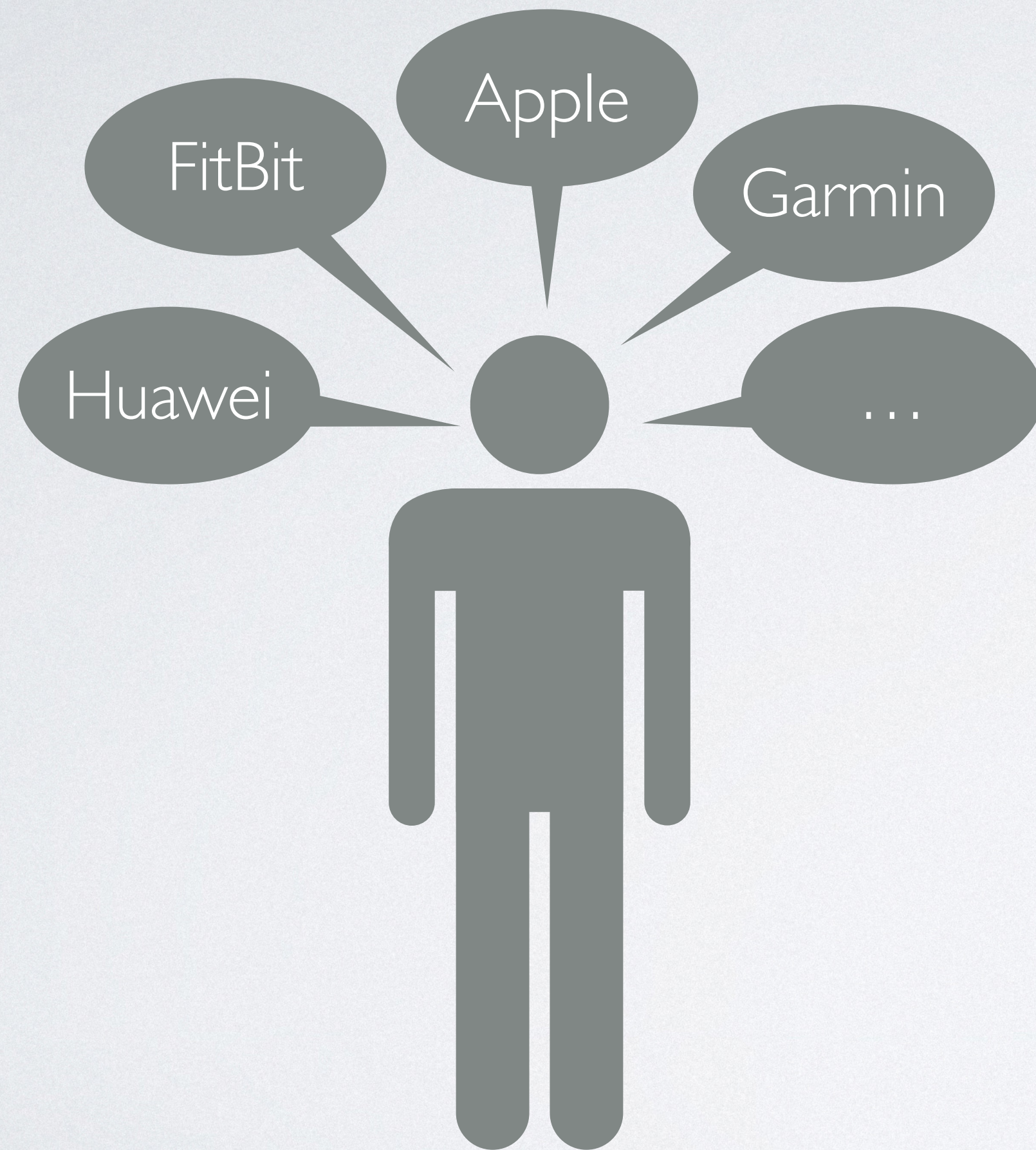
WHAT SPORT DO YOU DO?



HOW ACTIVE DO YOU THINK YOU ARE?



WHAT GADGET DO YOU USE?



ARE THERE ANY PROBLEMS?

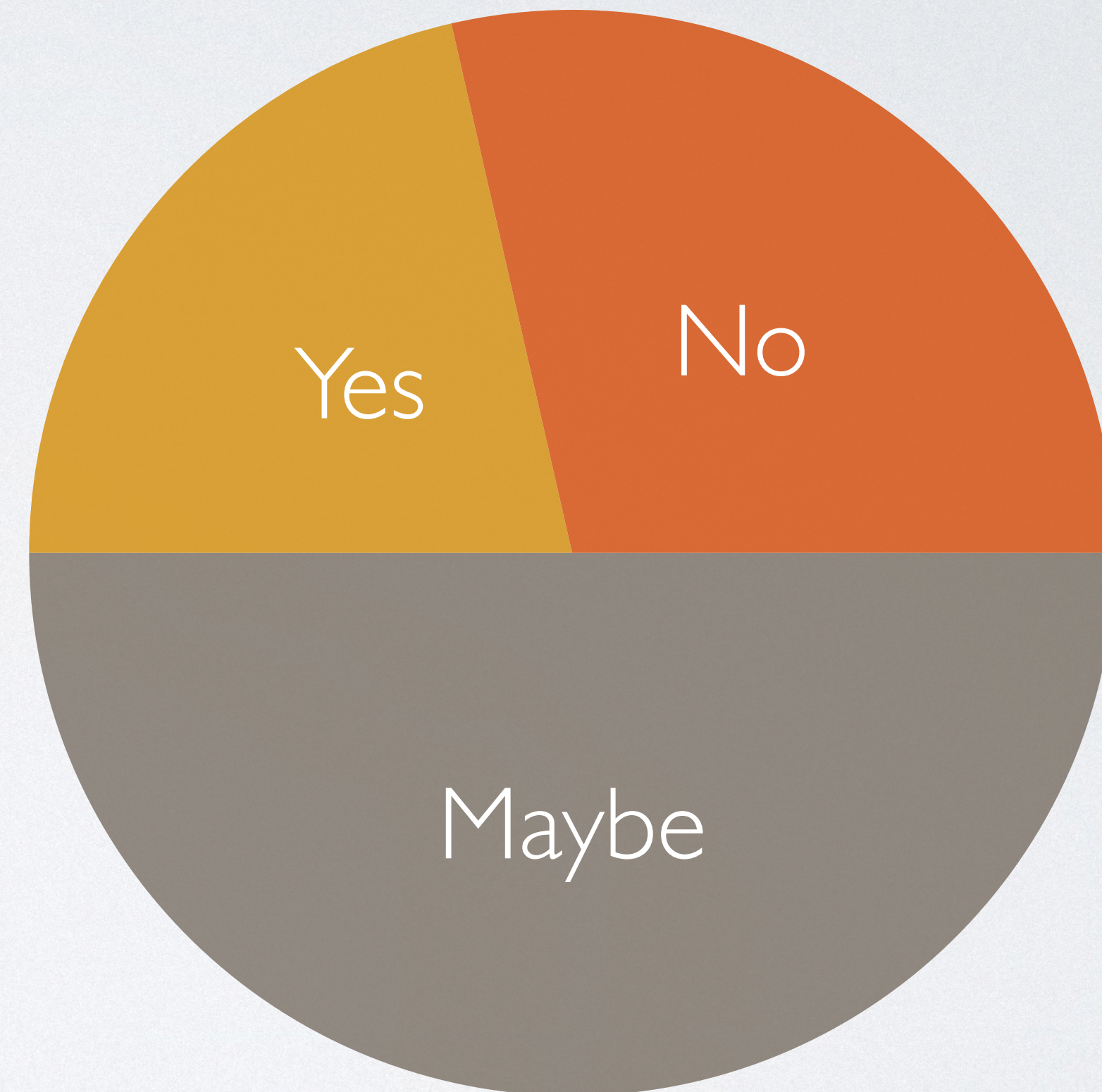
- The device might get damaged
- Risk of Injuries
- Battery issues
- Trackers are highly dependent on user input
- Lack of features on the watch



HOW DO YOU FEEL ABOUT SWEATBANDS AS AN ALTERNATIVE?



<https://es.aliexpress.com/>



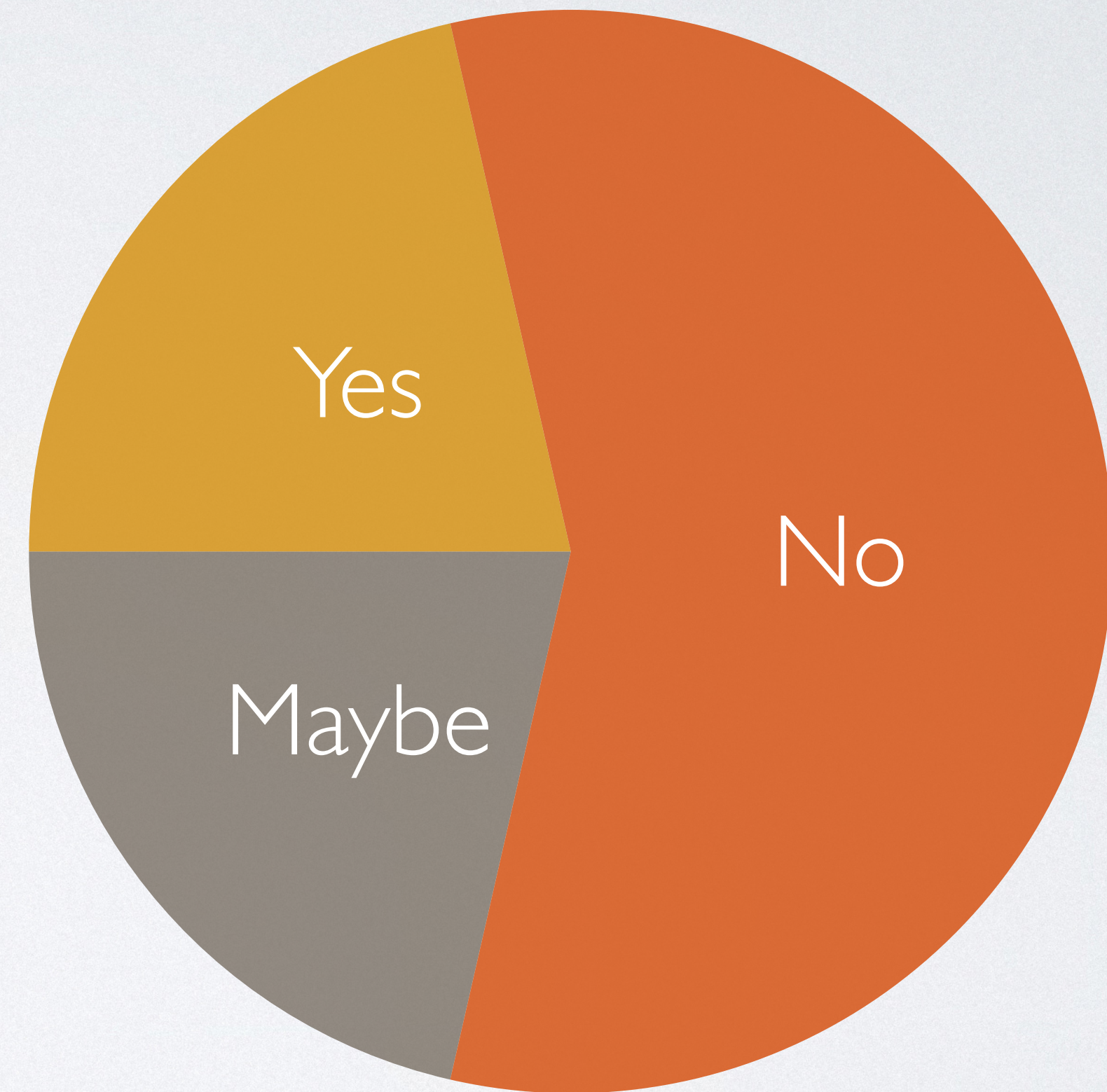
WHY DO YOU FEEL SO?

- Missing Display
- Alternative at hand
- Better battery life
- Less risk of injury
- More accessible




"if it doesn't involve some kind of display, then no."

HOW DO YOU FEEL ABOUT IMPLANTS AS AN ALTERNATIVE?



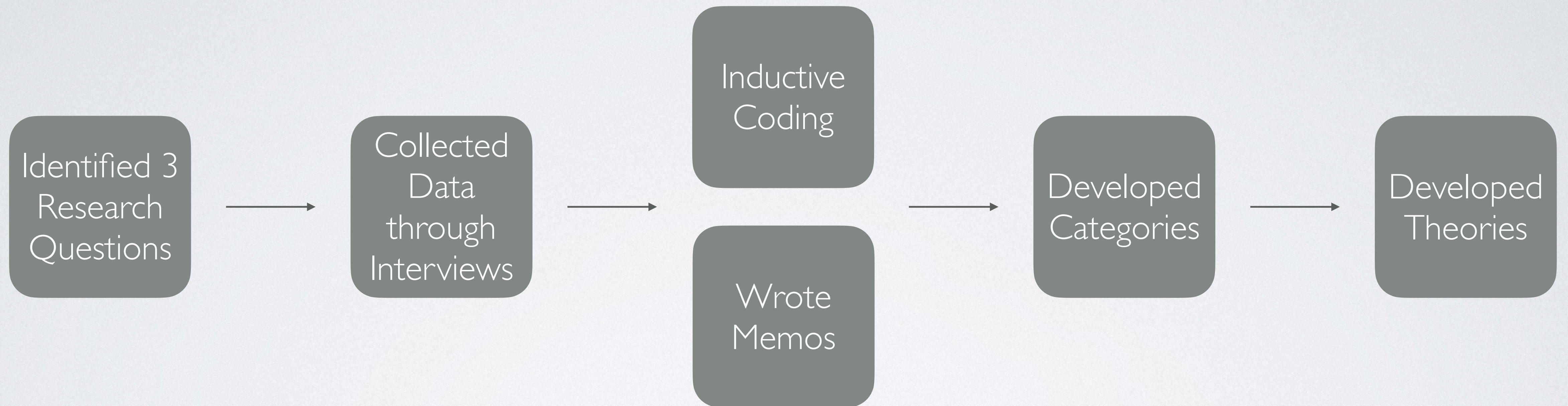
WHY DO YOU FEEL SO?

- Increased data volume and quality
- Safety concerns
- Unpleasant to install and maintain
- Unsettling
- Reluctance due to lack of research
- Battery



"it's a bit scary to even think about that idea first."

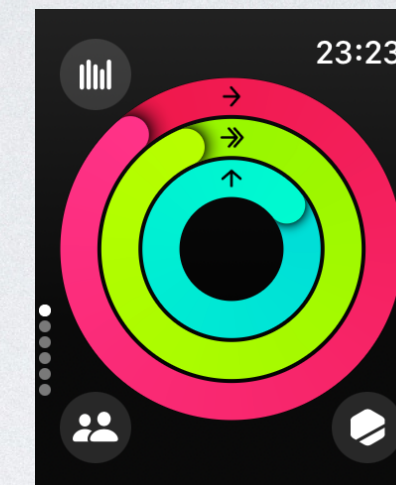
WHAT DID WE DO?



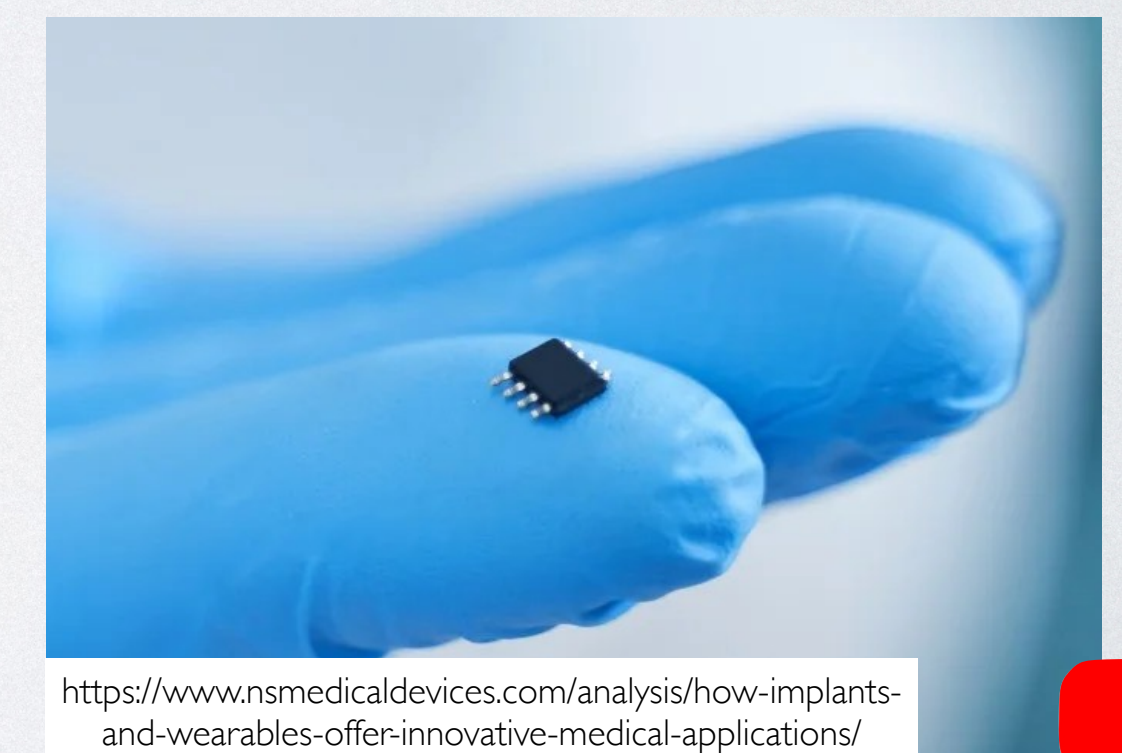
[Grounded Theory Method, Chapter 12 Qualitative Analysis]

WHAT DID WE LEARN?

- Users want a display to view data directly.
- Needed functions depend on the sport.
- Smartwatch users are satisfied and don't need alternatives.
- Little acceptance of unresearched technology, such as implants



www.amazon.de

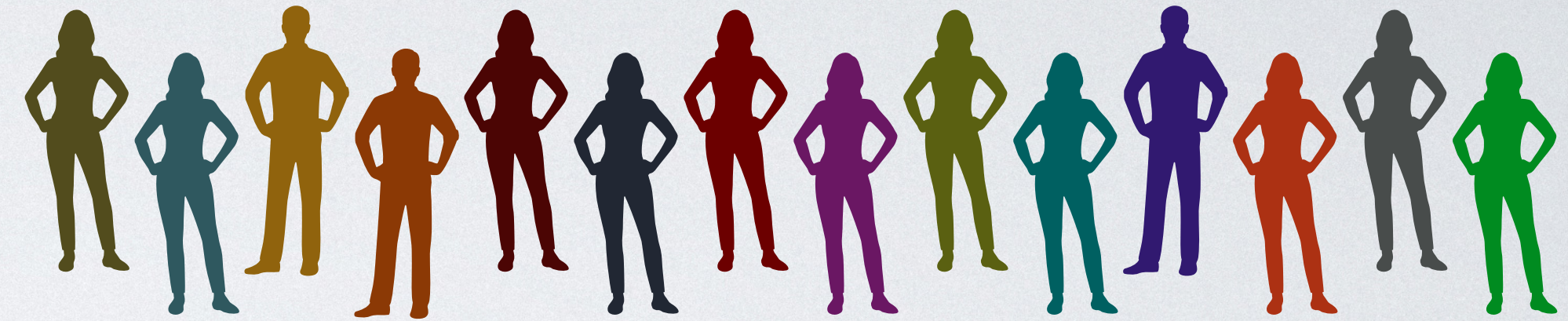


<https://www.nsmaterialdevices.com/analysis/how-implants-and-wearables-offer-innovative-medical-applications/>



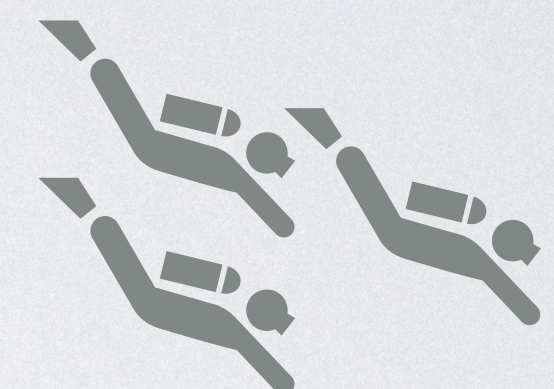
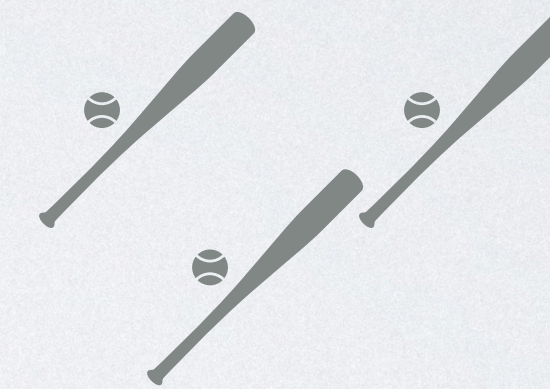
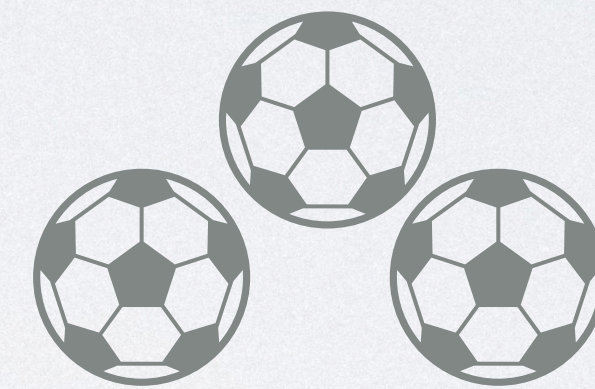
LIMITATIONS

- Diverse demographics amidst a small number of participants
- Variety of Smartwatches available in the market; different quality, different results
- Implants as fitness trackers are not advanced yet; research is still ongoing



FUTURE WORK

- Different age groups might lead to different results and correlations
- Deep dive into one specific art or genre of sport
- Interactive lab experiments would provide accurate observations
- Differences between beginner and professional athletes



SUMMARY

