Fitbit
Quieton

Design Strategy & Entrepreneurship
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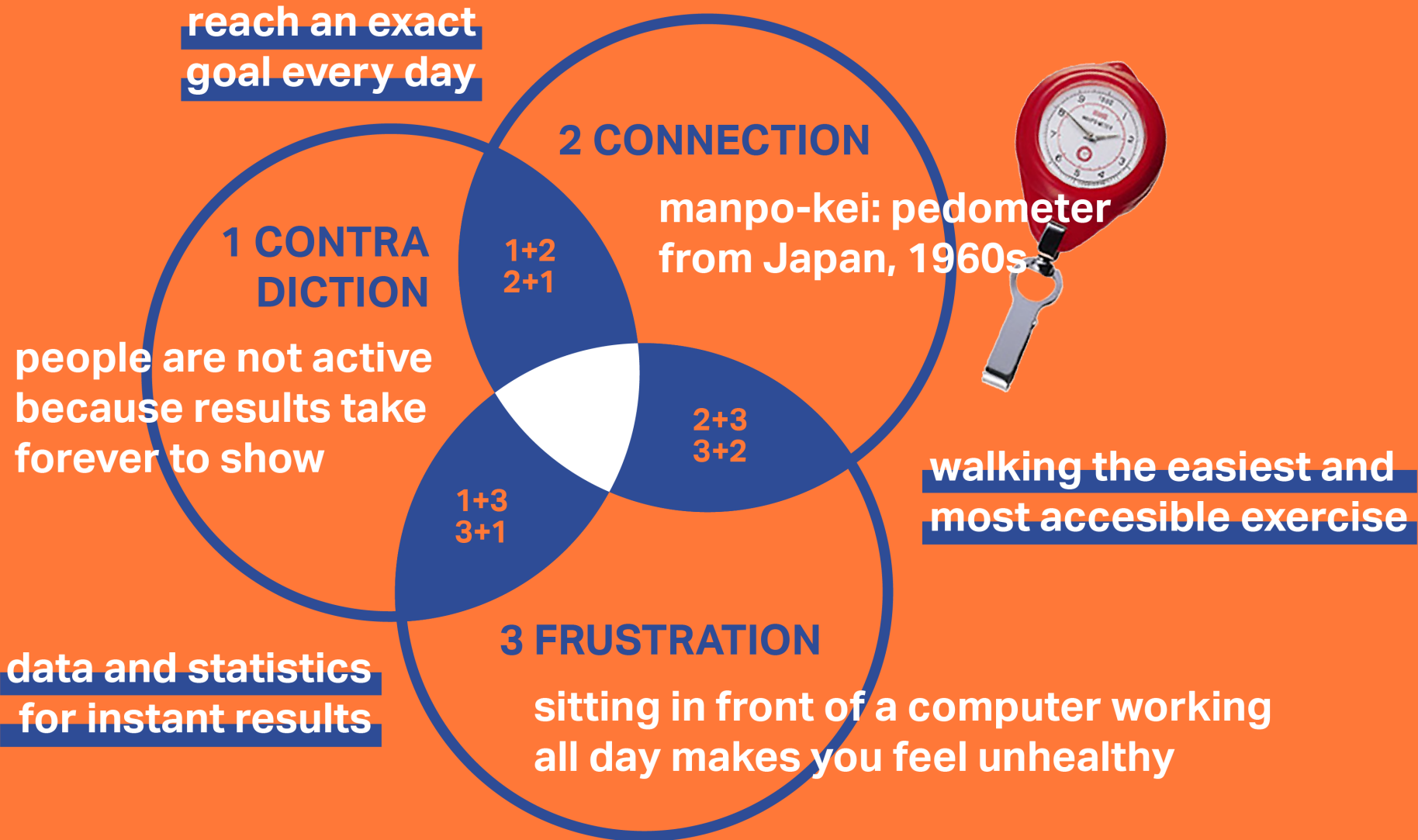
Fitbit

Mission

Fitbit helps people lead healthier, more active lives by empowering them with **data, inspiration and guidance** to reach their goals.
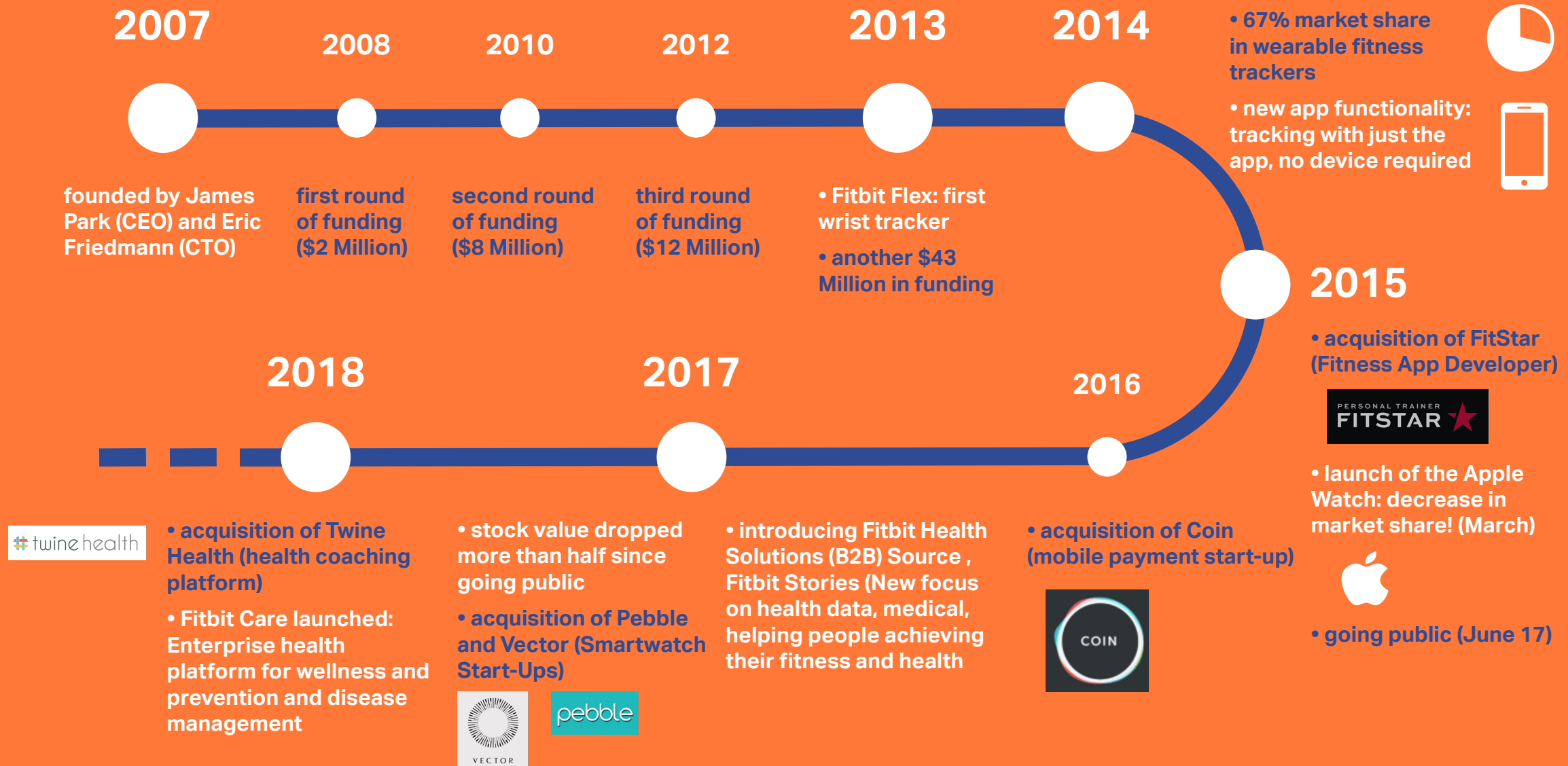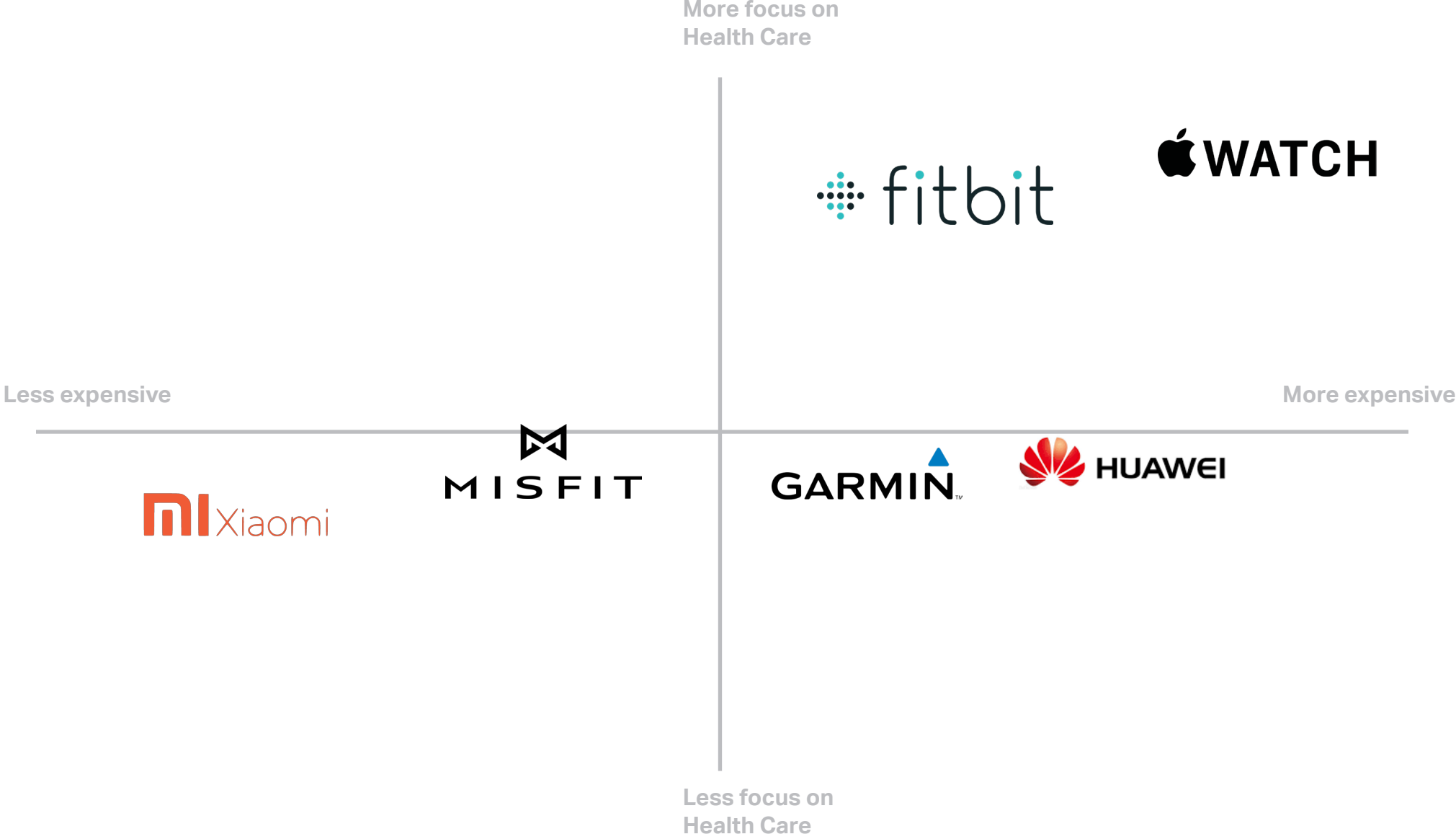
triple stream model_Fitbit

reach an exact goal every day

2 CONNECTION

manpo-kei: pedometer from Japan, 1960s

1 CONTRA DICTION

1+2
2+1

people are not active because results take forever to show

2+3
3+2

walking the easiest and most accesible exercise

1+3
3+1

3 FRUSTRATION

data and statistics for instant results

sitting in front of a computer working all day makes you feel unhealthy

Fitbit

Timeline

Timeline_Fitbit

2007
founded by James Park (CEO) and Eric Friedmann (CTO)

2008
first round of funding ($2 Million)

2010
second round of funding ($8 Million)

2012
third round of funding ($12 Million)

2013
- Fitbit Flex: first wrist tracker
- another $43 Million in funding

2014
- 67% market share in wearable fitness trackers
- new app functionality: tracking with just the app, no device required

2015
- acquisition of FitStar (Fitness App Developer)

PERSONAL TRAINER FITSTAR ★

- launch of the Apple Watch: decrease in market share! (March)
- going public (June 17)

2016
- acquisition of Coin (mobile payment start-up)

COIN

2017
- stock value dropped more than half since going public
- acquisition of Pebble and Vector (Smartwatch Start-Ups)

VECTOR   pebble

- introducing Fitbit Health Solutions (B2B) Source , Fitbit Stories (New focus on health data, medical, helping people achieving their fitness and health

2018
twine health

- acquisition of Twine Health (health coaching platform)
- Fitbit Care launched: Enterprise health platform for wellness and prevention and disease management
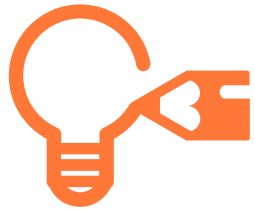
Fitbit competitor

the value/role of design_Fitbit
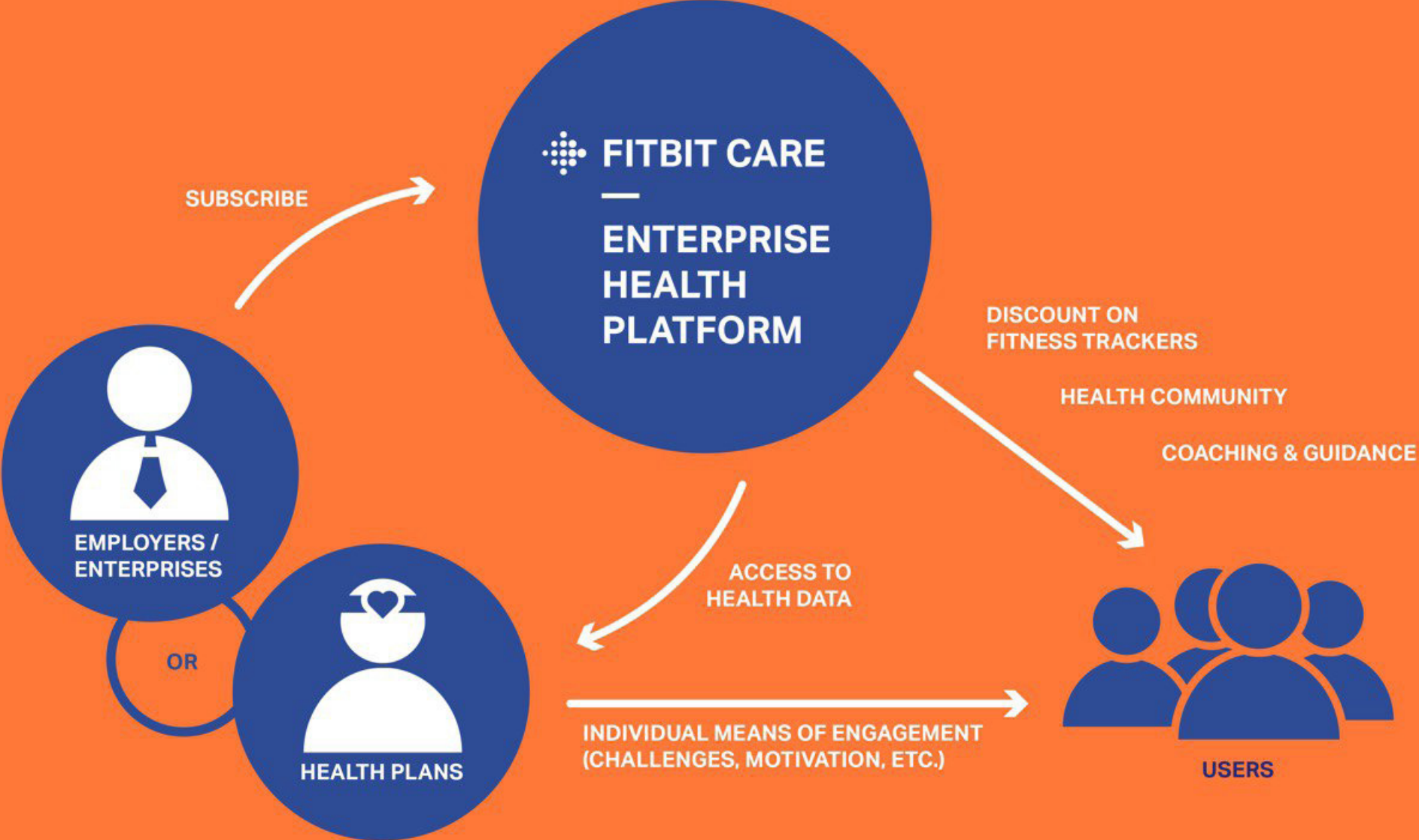
push for company–wide design culture by appointing VP of Design

strong emphasis on industrial design and styling

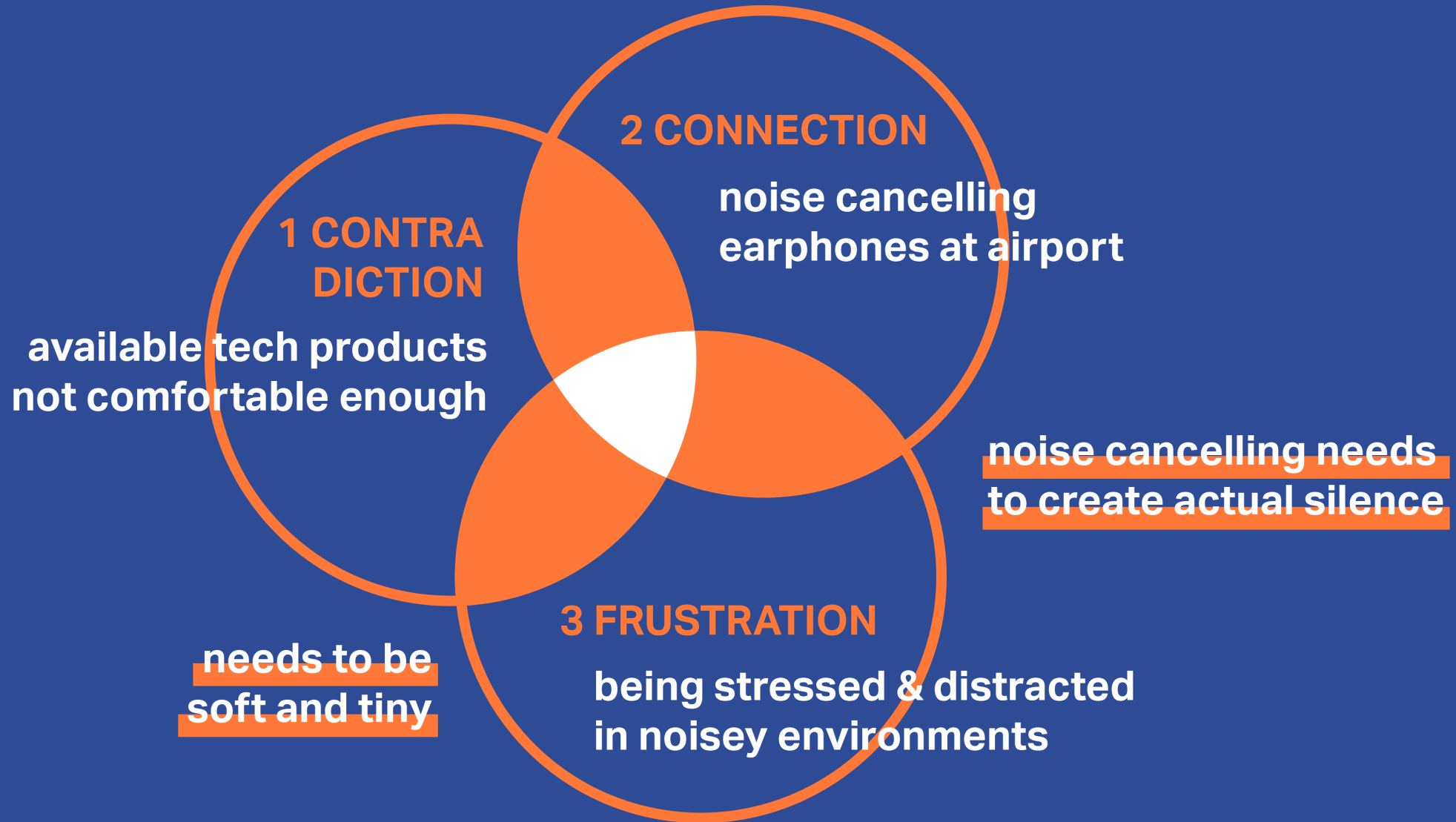empathy-driven and user-based products (Fitness challenges, Fitbit Stories)

platform_Fitbit

platform_Fitbit

QuietOn

Mission

Creating silence in a world full of distructions.

triple stream model_QuietOn

2 CONNECTION

noise cancelling
earphones at airport

**1 CONTRA
DICTION**

available tech products
not comfortable enough

noise cancelling needs
to create actual silence

3 FRUSTRATION

needs to be
soft and tiny

being stressed & distracted
in noisey environments

QuietOn

Timeline

Timeline_QuietOn

2015

Janne and Matti - Nokia engineers founded QuietOn Ltd. to develop world's premier Active Noise Cancelling earplugs

2015

Development of the first prototype

2016

Launch of the first Indiegogo campaign

end 2016

Thousands of pairs of QuietOn earplugs were successfully delivered to backers

2017

Enter channels from B2B and Retail to E-commerce

2018

Quieton partnered with Hearable World to bring this world class product to Canada

HEARABLE WORLD

optimized for dental clinics

happy dentists

industrial hearing protector

EN352 certification

perfect travelling partner

sold on:

FINNAIR

Lufthansa

SINGAPORE AIRLINES

QuietOn competitor

More convenient

Less expensive   More expensive

Less convenient

the value/role of design_QuietOn

iterative product development
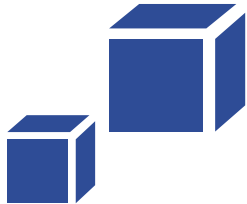
based on user-research and prototyping

no designer on the team yet

Business model canvas_Fitbit

STRATEGIC PARTNERS

Health Coaches (including Dietitians, Nutritinists, Nurses, Diabetes Educators Physicians, Specialist Doctors, Psychiatrists)

KEY ACTIVITIES

prodiving and distributing sensors

access to the health data, coaching

KEY RESOURCES

21 Etagen
11,78 km
3.426 kcal
75 Minuten

health data

sensor tech

VALUE PROPOSITION

fitbit
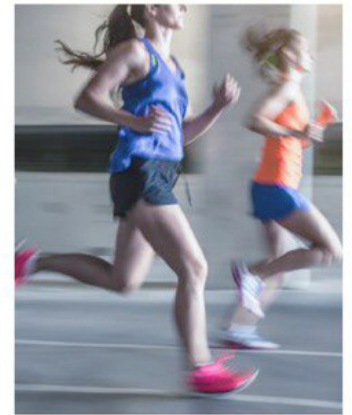
help people lead healthier, more active lives

by empowering them with data, inspiration & guidance to reach their goals

CUSTOMER RELATIONSHIP
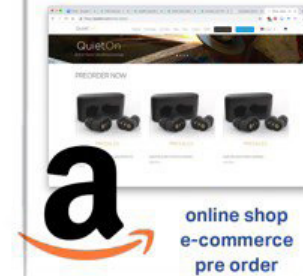
fitness challenges

individual coaching

DISTRIBUTION CHANNELS

digital storefront

retail

CUSTOMER SEGMENT

people who want to get fit and healthy

and / or

employers who want to invest in healthier employees

COST

development, manufacturing, distribution

data processing

community management

REVENUES

devices sold

subscriptions

Business Models_Fitbit

EXPRNCE SELLING

the more data users gather, the better exp they get

SUB — SCRIPTION

enterprises sub-scribe to Fitbit Care services and pay on a regular basis

VIRTUAL IZATION

health coaching now (partly) a virtual service

DIGITAL IZATION

users can access their own health data digtially

CUSTOMER LOYALTY

health benefits & app ecosystem encourages loyalty

OPEN SOURCE

users develop apps and add-ons for the smartdevices

CROWD SOURCING

health data is gathered by the users

SENSOR AS SERVICE

selling sensors is a means to gather users' health data

Business model canvas_QuietOn

Business Models_QuietOn

LONG TAIL

applying noise cancelling tech in a variety of niche markets

E — COMMERCE

the ear-plugs are exclusively sold online

DIRECT SELLING

QuietOn is selling their product themselves

FAMILY BUNDLE
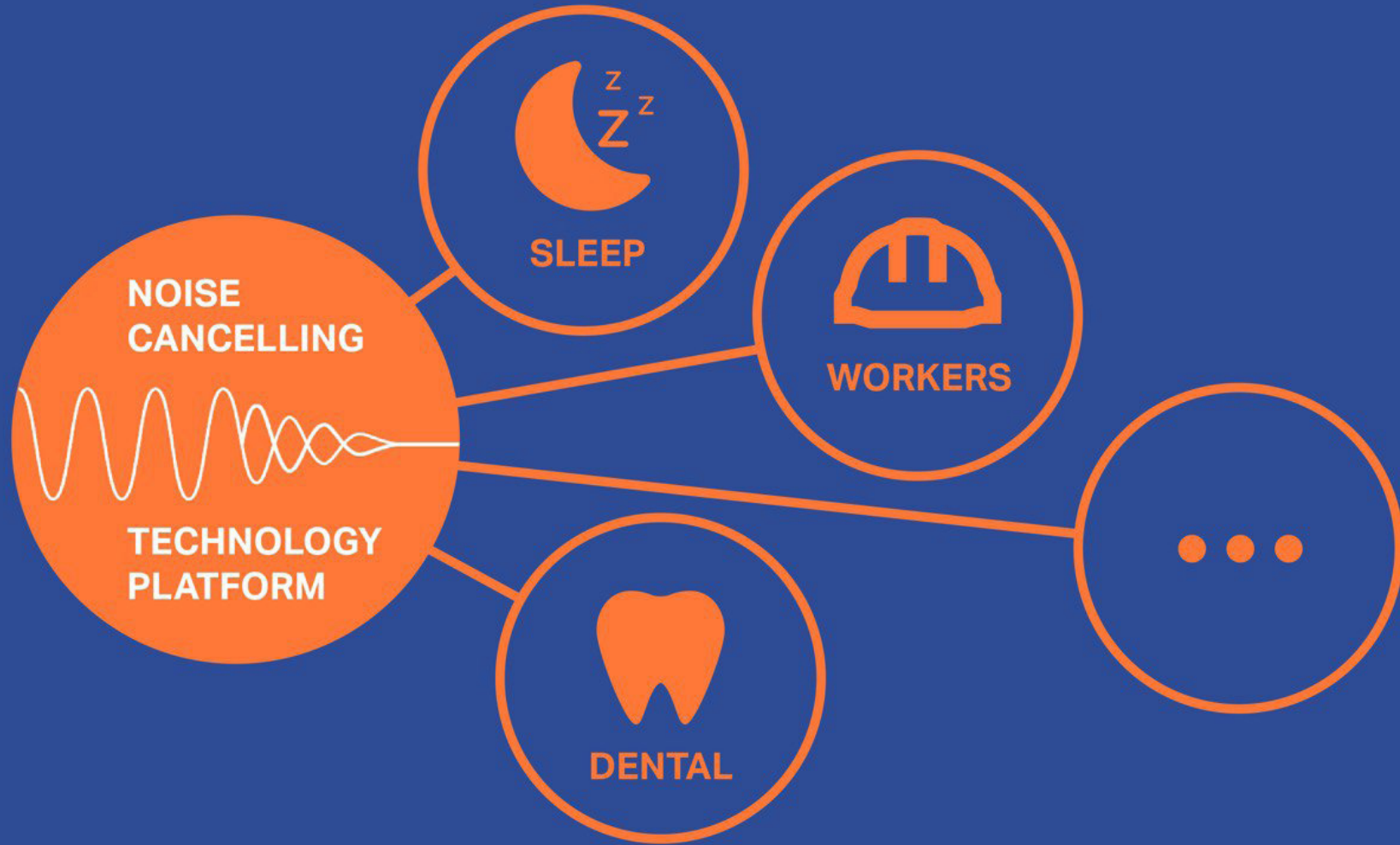
buying a bundle of products gives you a discount

CROWD FUNDING

all the funding is crowd based, no big investors

FROM PUSH TO PULL

improved efficiency by relying on pre orders

platform_QuietOn

future platform_QuietOn

DESIGN
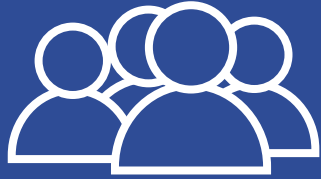**Products Diversity & Generation**

COMMUNITY
Quiet Community & Place Marking

MEDIA
White Noice & Nature Sounds

PERSONAL
HEALTH
PLATFORM

FROM HEALTH DATA
TO HEALTHY DATA

**thank you for listening
& comments/question welcomed!**