


# You gonna wear that?


Consumer Insights from what wearables are being worn  
and what are just sitting in sock drawers

*IEEE Wearables Workshop, 20 Aug 2014*


## (Really) Brief Intro to Argus Insights




**COLLECT**



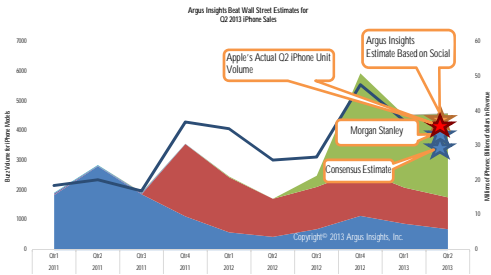
**ANALYZE**



**REPORT**



**TAKE ACTION**

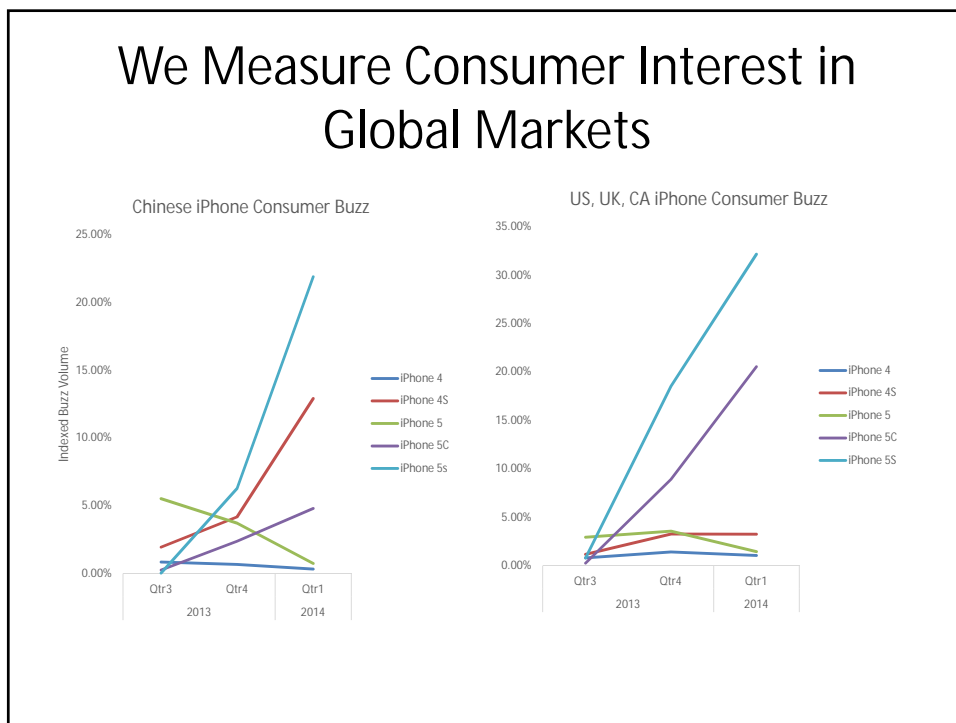


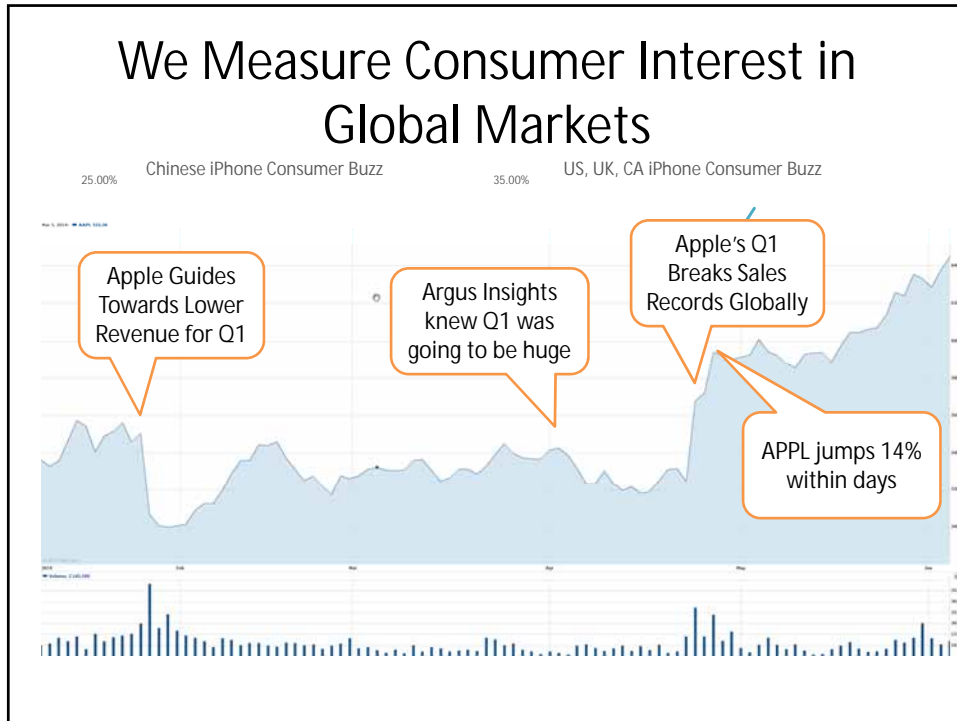
Argus Insights Beat Wall Street Estimates for Q2 2013 iPhone Sales

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- Mobile Phones
- Home Automation
- Consumer Electronics
- Wearables
- Appliances, Large and Small
- Consumer Services
- CPG and more!







## Wearables Being Shaped By Fiction And Fact



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(If you bought a year account)


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Woot -> Samsung Galaxy Gear Smartwatch

### Samsung Galaxy Gear Smartwatch

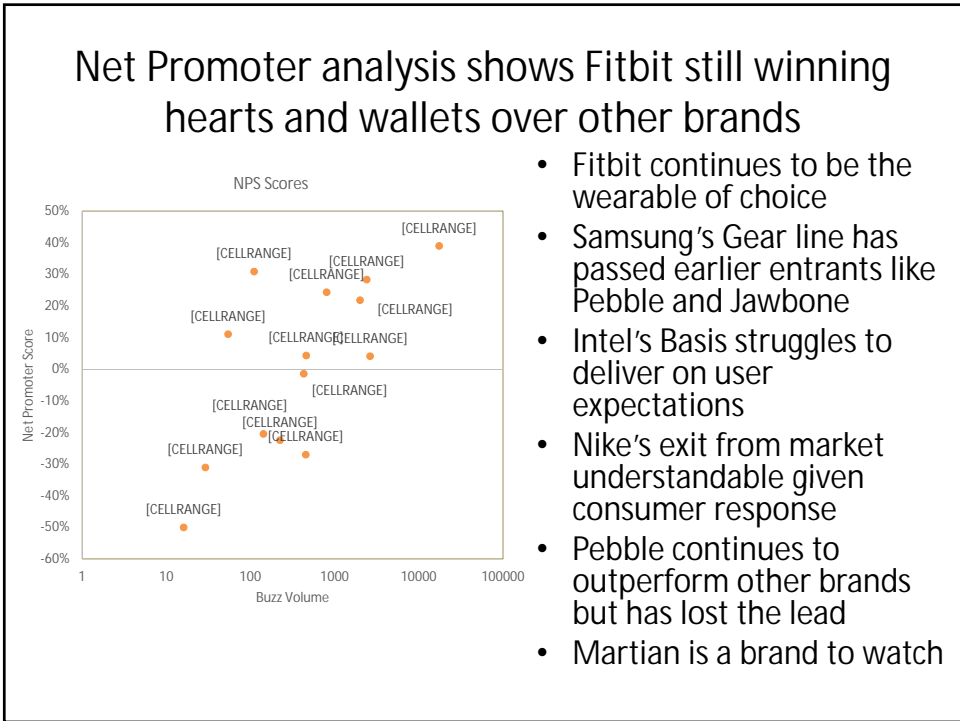
This watch is smart enough to know we're selling it for a good price. Are YOU that smart?

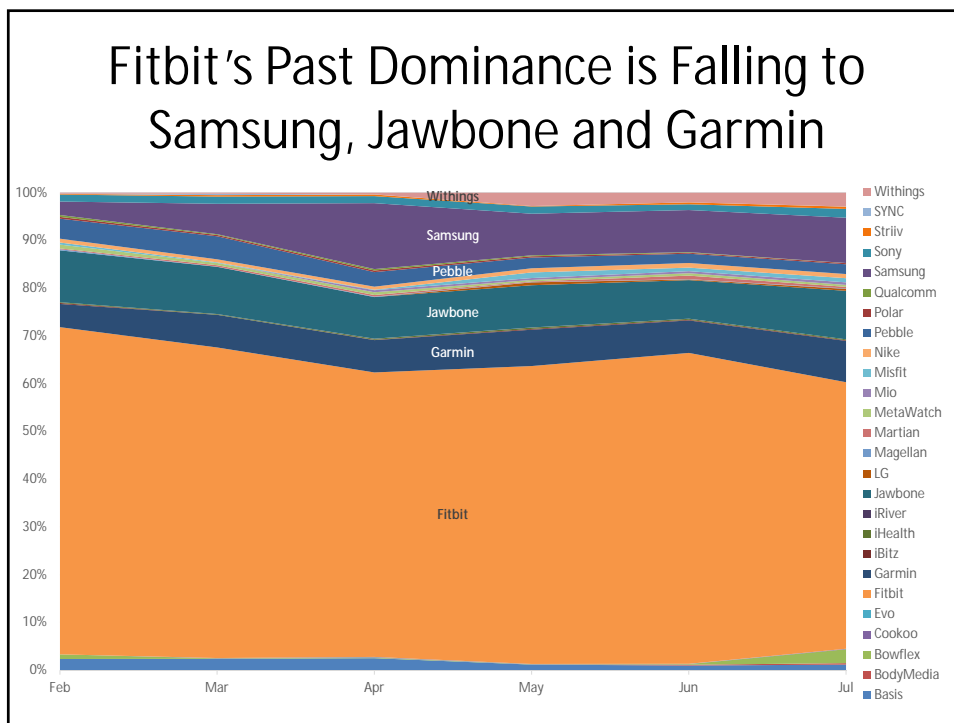
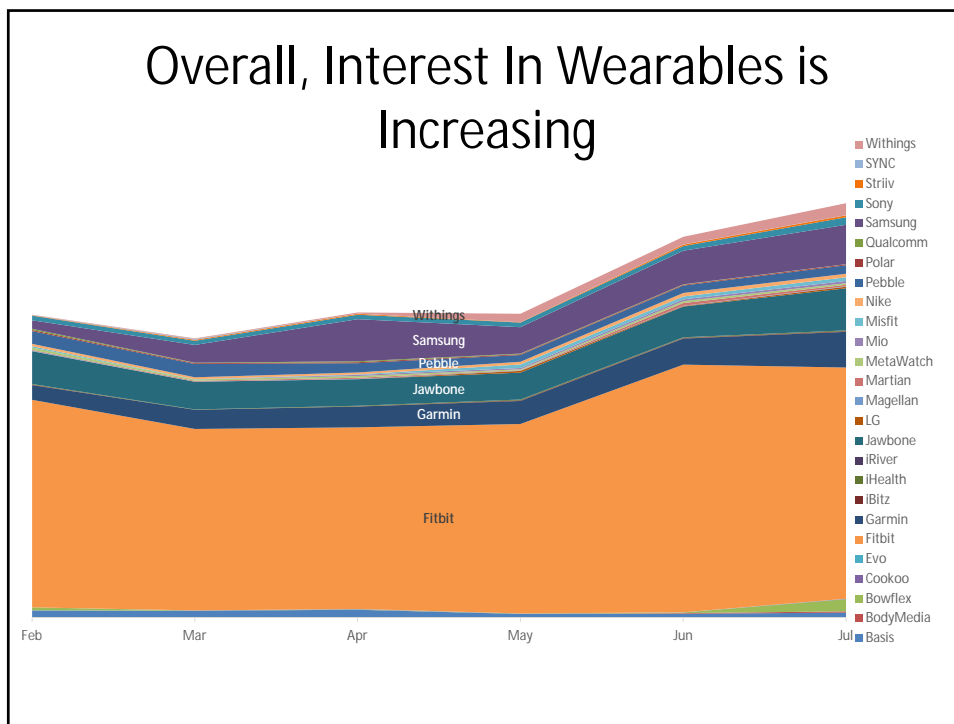
🕒 Ends on June 10 at 5AM CT



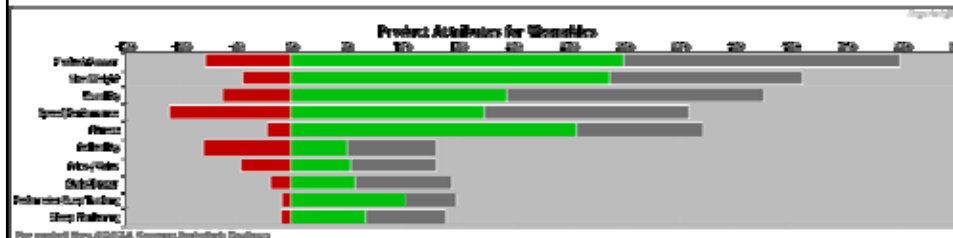
## Novelty Versus Addiction



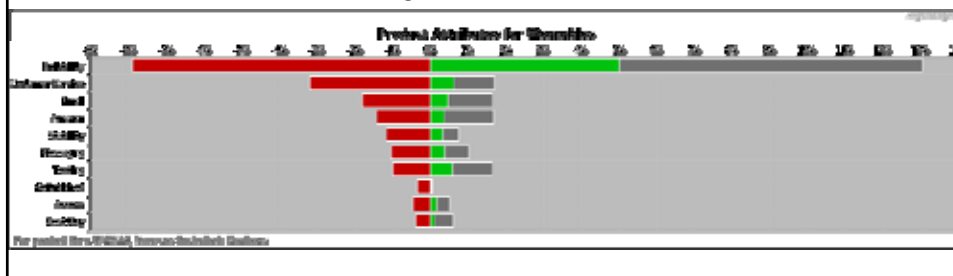




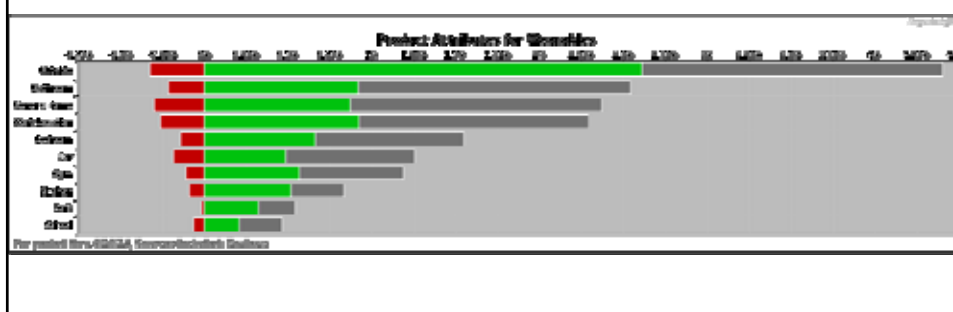
Size and Usability top most discussed Aspects of Wearable UX



Reliability and Services Issues Plague Many Wearables

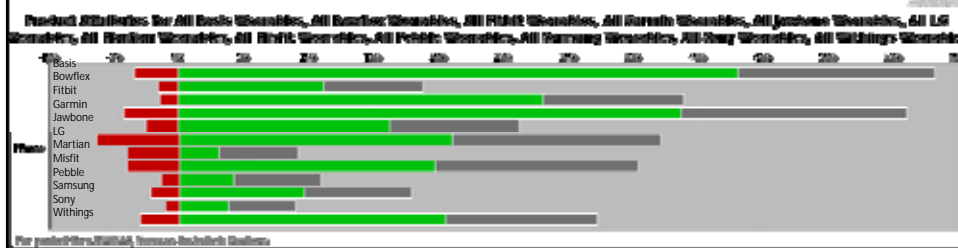


Most discussed Wearable Usage Scenarios and Locations

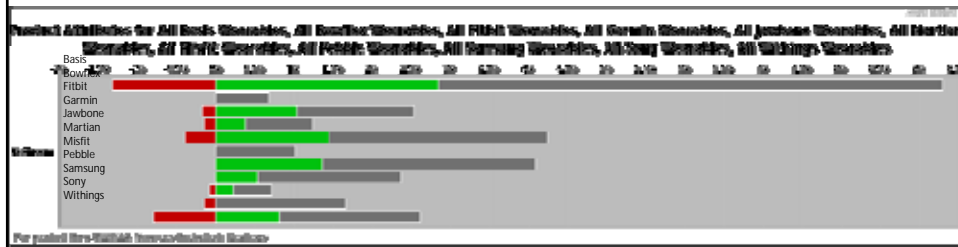




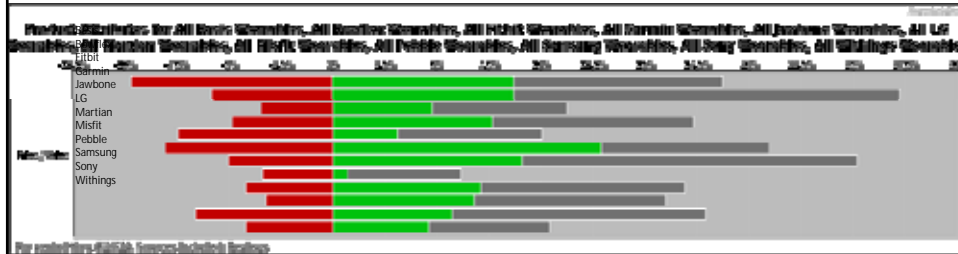
## Not all brands are Fitness Focused



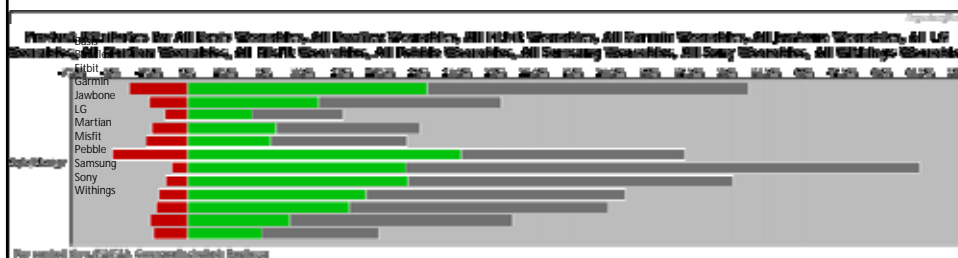
## Showerable technology is key to user adoption



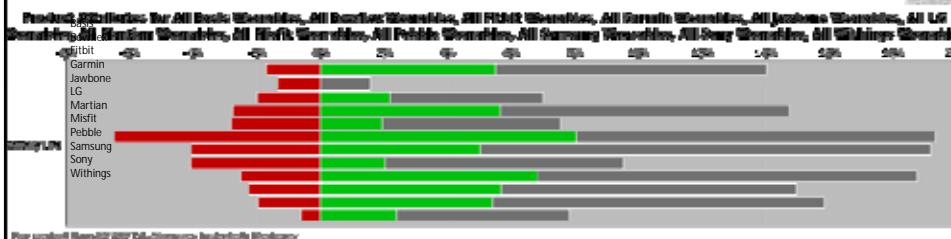
## Wearables Still Perceived As Expensive For The Value



## Style and Design Drive Consumer Perceptions



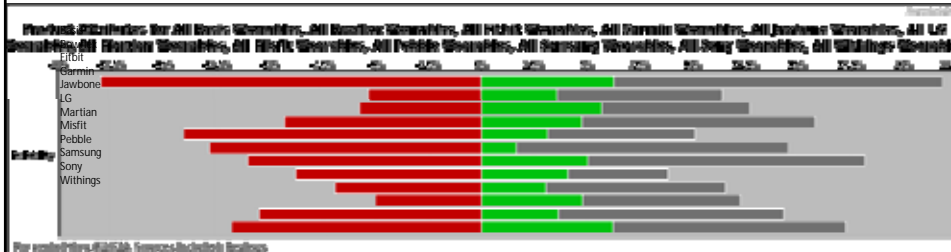
## Battery Life Continues To Be A Concern For Consumers



## Screen technology is a huge driver of UX

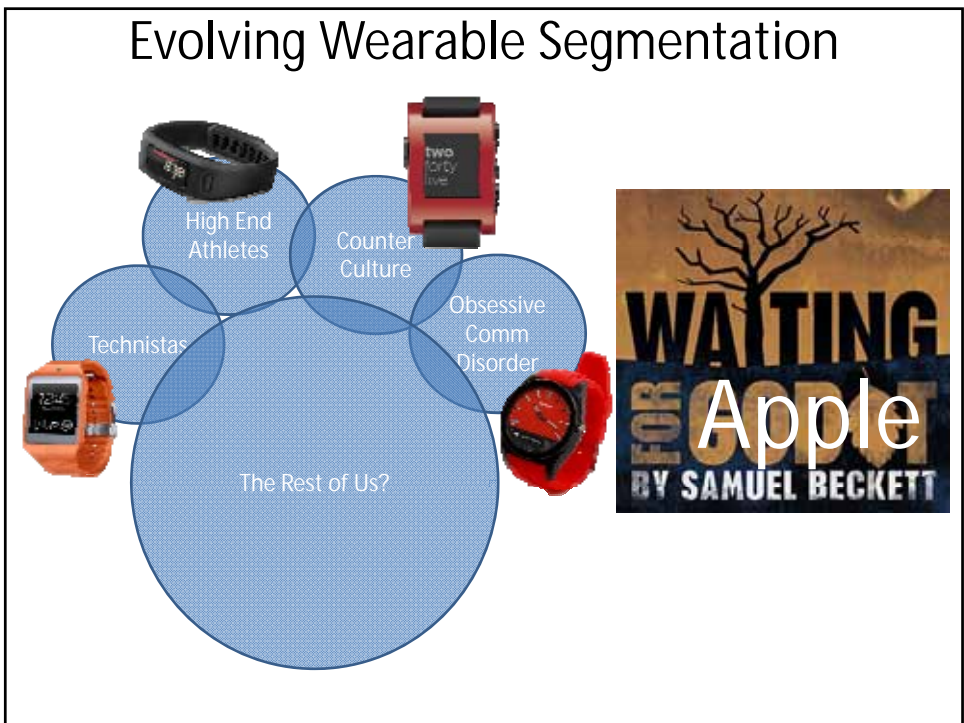


## Reliability Problems plague most brands



## Customer Service issues drive even more disappointment





## Key Takeaways

- COULD does not equal SHOULD for Wearables
- More Features does not drive more delight
- Battery Life, Cost, and Reliability are key barriers to adoption
- What works for Athletes will not work for Main Street
- Usage must be habit forming with great surprises along the way
- Gammifications fails to keep users from being bored
- Products must live in the real world, not our pockets



Any Questions?

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