Fitbit App Gallery Survey

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1.0 Document Overview:

This document showcases a plan for conducting a survey to help the development of Fitbit's App Gallery mobile application redesign. The goals of this survey is to gain more information about the users who use Fitbit's App in order to improve the efficiency, productivity, and end-user satisfaction in Fitbit's App Gallery.

2.0 Fitbit's App Gallery:

Fitbit creates wearable products that change the way we move. Their goal is to empower and inspire their users to live a healthier, more active life. Their wearable products and online/mobile application experiences fit seamlessly into their users' life so they can achieve their health and fitness goals, whatever they may be. On December 5th 2017, Fitbit announced the release of their first App Gallery store. Formally, known as Fitbit App Gallery. Fitbit's App Gallery was first introduced to their Fitbit Ionic users and today is now also available to their Fitbit Versa users within the Fitbit App.

2.0 Survey Questions:

The following 20 questions are part of the Fitbit App Gallery Survey:

1. **What do you do for a living?**

   Knowing what the user does for a living will be useful information to understand what applications, clock faces, and categories within the Fitbit Gallery may be useful to this user.

   Answer – Dropdown

2. **How old are you?**

   Answer – Multiple Choice

- Under 18
- 18-24 years old
- 25-39 years old
- 40-54 years old
- Over 55

The age of the user will be important information to understand what needs a user in a particular age range may need.

1. **Are you a male or female?**

   Answer – Multiple Choice
   - Female
   - Male
   - Other
   - Prefer not to Say

   Females and males have different needs as far as applications and clock faces go. This will help refine what the Fitbit App Gallery redesign will need.

2. **What country are you a residence of?**

   Answer – Dropdown

   It will be useful to know where the users are located, so we can thoroughly personalize their experiences.

3. **What is your Ethnicity?**

   Answer – Multiple Choice

   - White, Hispanic or Latino
   - Black or African American
   - Native American or American Indian
   - Asian / Pacific Islander
   - Other

   Depending on the occasion knowing the ethnicity of the user will be helpful towards reaching our audience and providing a more personalized experience.

4. **What is your current employment status?**

   Answer – Multiple Choice

   - Employed full-time (40+ hours a week)
   - Employed part-time (less than 40 hours a week)
   - Unemployed
   - Student
   - Retired

- Self-employed
- Unable to work

Knowing the employment status of our users will allow us to understand what type of applications these users would find useful and overall improve their experience. It can also address a wide range of topics, such as industry, organization type and size, job title, years of experience, and income.

5. **What is the highest degrees or level of school you have completed?**

   Answer – Multiple Choice

   - Less than a high school diploma
   - High school degree's or equivalent
   - Bachelor's degree (e.g. BA, BS)
   - Master's degree (e.g. MA, MS, Med)
   - Doctorate (e.g. PhD, EdD)
   - Other

   Knowing the education of our users will be useful to determine what application and clock faces are appropriate for the audience they are presented with in the Fitbit App Gallery.

6. **What sports/outdoor activities are you involved in?**

   Answer – Checkboxes (Check all that apply.)

   Knowing what the user enjoys to do in their free time will be useful information to understand what applications, clock faces or categories within the Fitbit Gallery may be useful to this user.

7. **Do you work out at home?**

   Answer – Y/N

   Knowing if the user works out at home can be useful information for future Fitbit application apps that guide you through exercises at home.

8. **From 1 to 10, (10 being the highest, 1 being the lowest) how frequently would you say you use mobile applications on your phone?**

   Answer - Scale 1, 2, 3, 4, 5, 6, 7, 8, 9, 10.

   (10 being the highest, 1 being the lowest)

   Understanding how much time the users use on their applications will help determine the importance of their needs. If they do not use their mobile phone often we may need to come up with a strategy to reach this particular audience.

9. **From 1 to 10, (10 being the highest, 1 being the lowest) how good would you**

**say you are with mobile technology?**

Answer - Scale 1, 2, 3, 4, 5, 6, 7, 8, 9, 10.

(10 being the highest, 1 being the lowest)

Understanding how well a user knows how to use their mobile device will help us improve the experience and also accommodate their needs.

10. **Choose a Fitbit Application you would pay money for below.**

1.
Pandora
Pandora
Installed

2.
Takuzu
Matthew Clark
Installed

3.
Exercise
Fitbit
Installed

4.
hue
PHILIPS
Philips Hue
Fitbit
Installed

5.
Starbucks Card
Fitbit
Installed

- Pandora
- Takuza
- Exercise
- Philips Hue
- Starbucks Card
- I would not pay money for any of these

(Pandora allows you to stream your music through Bluetooth, Takuza is a logic puzzle that keeps your mind sharp, exercise lets you see your real-time exercise results, Phillips Hue allows you to easily control your Philips Hue Lights, Starbucks Card allows you to make purchases at Starbucks with your Fitbit)

Understanding what type of applications users would pay money will be helpful in

discovering solutions to promote Fitbit's App Gallery.

11. Choose your favorite Fitbit Clock Face below that you would pay money for.
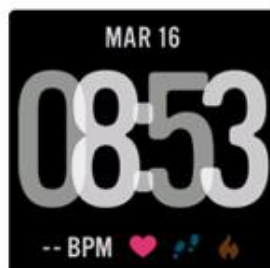

1. One Love Valentine
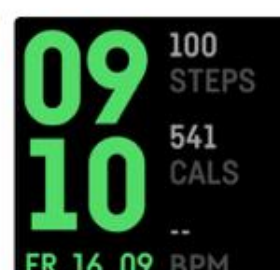2. Giraffe
3. Business
4. Floral
5. Layers
6. Football
7. Pride Redux
8. Orca
9. Stats

- One Love Valentine
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- I would not pay money for any of these

Understanding what type of clock faces users would pay money will be helpful in discovering solutions to promote Fitbit's App Gallery.

12. What type of clock face do you prefer?

Answer – Multiple Choice

- Analog clock face (With hour and minute hand)
- Digital clock face (Shows numbers, Ex: 5:00pm)

Understanding what type of clock faces users would download will be helpful in discovering solutions to promote Fitbit's App Gallery.

13. How often do you open the Fitbit Application on your mobile device?

Answer – Multiple Choice

- About every 1-2 hours
- Every 2-4 hours
- Every 5-12 hours
- Once a day
- Once every 4 days
- Once a month
- Over a month

Knowing how much time users use in the Fitbit App will help determine if there is a need for improvement in Fitbit App (Which contains the current Fitbit App Gallery.)

14. Did you know Fitbit has a Fitbit App Gallery that allows you to download clock faces and applications on your Fitbit?

Answer – Y/N

Some users may not even know the Fitbit App Gallery exists. This will be important information for external and internal marketing. We may need to promote the Fitbit App Gallery better externally, make the Fitbit App Gallery more promote or consider the possibility of creating a separate mobile application to feature the Fitbit App Gallery.

15. How long did it take you to discover there is a Fitbit App Gallery to download clock faces and Apps?

   Answer – Multiple Choice

   - Within seconds of downloading Fitbit's App
   - Within 24 hours
   - 2-10 days
   - 10 months +
   - I did not know it had a Fitbit App Gallery

   Since the Fitbit App Gallery is inside the Fitbit App, it will be important that the users can find it quickly. With this information we will be able to determine how to display information better to new users in the Fitbit Application.

16. Have you downloaded anything in the Fitbit App Gallery?

   Answer – Y/N (If yes checkboxes of app categories displays. Then an additional input field to provide clarity appears for user)

   Creating more opportunities for the users to download or access the Fitbit App Gallery may be necessary if users have not downloaded anything.

17. How likely are you to open the Fitbit App Gallery after this survey?

   Answer – Multiple Choice

   - Extremely
   - Moderately
   - Not very
   - Not at all
   - Not applicable

   Knowing how interested a user is in learning more about the Fitbit App Gallery will be useful information to improving the Fitbit App Gallery.

18. How likely would you recommend Fitbit to a Friend? (10 being very likely, 1 being least likely)

   Answer - Multiple Choice

Knowing if the users would recommend Fitbit to a friend will show their willingness level to share information about Fitbit to friends and family. Ultimately, helping us improve the overall experience of the Fitbit App Gallery.