



CASE STUDY

HEALTH & FITNESS WEARABLES LAUNCH IN ASIAN MARKETS:

Unboxing Experience And Diary Study to Explore User Experiences



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AN EMERGING FITNESS TRACKING DEVICE AND WEIGHT LOSS APP has had much success and growth in the US. The company had recently launched a new version of their product, which now calculates heart rate without needing a chest band.

This product currently holds 69% of the US Market, and is looking to expand into Asia. This client really wanted to understand the market in Asia, specifically diving into how consumers would respond to the product. Some of the main goals of this study were to shed light on:

- How the customer feels about the product when they first receive it
- How the customer uses this product in their daily life
- How the customer responds to the social media features of tracking steps with a friend
- How people use the product over a period of two weeks. What are some of their likes and dislikes?

The Approach

For this study, we decided that a diary study was the best approach. We selected 20 participants, 10 groups of two, in two Asian cities (Tokyo and Hong Kong).

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The groups of two consisted of individuals who were working toward a goal of losing weight together.

First, the packages were prepared and the participants engaged in an “unboxing” session with a live moderator present. The goal was to understand overall sentiment, first impressions, expectations, usability, etc. during this session. Participants were observed and moderators probed about the experience in general, and briefed them on subsequent steps to execute a truly useful diary study over the next two weeks.

The remainder of the study was quite straightforward in that it truly was like a diary. The participants, who walked on a regular basis with a friend in an effort to meet their weight loss goals, were asked to wear the fitness device and also to install an app on their own smartphone to use during this period. The app tracked their fitness goals as a combination of passive metrics and self-report.

Simultaneously, to track the user experience over the two-week time period, this required participants to report on a daily basis for two weeks their impressions of the product and how it impacted their life. Active moderation occurred throughout the test period, in that moderators asked specific questions based on the feedback they were receiving and launched questionnaires when predetermined milestones were met, etc.

The Outcome

The findings indicated a very positive appetite for this product in the Asian market. The following major findings were identified:

- The female participants were very interested in being able to customize their product and match the device to their outfits.

- The participants had an interest in increasing gamification in the app to add a lightly competitive element within their group of two, and with respect to their groups success and progress against other groups. This included a link between social media specific to the Asian market and gamification.
- An additional finding, there was a clear delineation of product differentiators as the participants made compared the test product to others that they knew about with their own network.

Overall, the feedback was very positive. This client applied the findings during this study to their upcoming marketing campaign. They released the product as a beta in the market, with invitation-only requests, and the feedback was overwhelming.

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What Made this Project Unique

We combined a live observation of unboxing with a digital diary study that was actively moderated to execute a study that answered the questions. This was a scenario where Key Lime Interactive used a hybrid approach to meet the client needs. Our international resources were also called in to test in localized language for an English speaking client.



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