

# **Exploratory Research: Apple Watch**

## **History**

The Apple Watch was first released in 2015. Ten years prior, Apple had begun the process of researching watches, and in 2011, work on the Apple Watch officially began. The project was an exploration of innovation, setting out to prove that Apple could still create entirely new pieces of technology and was not stuck in the cycle of simply modernizing their lineup of previous devices every couple of years.

Today, there are six generations of the Apple Watch, with the most recent model being the Series 6. Apple Watches feature a variety of fashionable, interchangeable band options, making them customizable to each customer's individual style preferences.

Although the Apple Watch has always had a focus on health, the Series 6 model has upped the ante by including a new Blood Oxygen app in addition to the ECG app and heart rate and rhythm notifications.

WatchOS is the brain behind each Apple Watch's operation. The newest operating system is called watchOS 8 and was released on June 7, 2021. It boasts a variety of new features, including but not limited to enhanced photo and message features, smart home and car compatibility features, sleep monitoring, and selective notification settings.

Past accessibility features available on the Apple Watch included standard visual adjustments, such as a grayscale color scheme, font size increases, and zoom. They also offered mono audio, haptic notifications, and a Scribble mode for replying to texts. Staying true to their focus on health and fitness, Apple even created a wheelchair workout setting. Perhaps the most impactful accessibility feature, however, arrived with watchOS 8.

WatchOS 8 included the addition of Assistive Touch, a game-changing accessibility feature which allows wearers to operate their Apple Watch using muscle movements detected from things like a fist clench or finger pinch. This enables users with limited mobility to use their Apple Watch without having to actually touch the watch's face.

As technology advances, accessibility features will continue to become more sophisticated and tailored to the individual needs of the people who require them.

*Sources:*

<https://appleinsider.com/inside/apple-watch>

<https://www.apple.com/shop/buy-watch/apple-watch>

<https://www.apple.com/newsroom/2021/05/apple-previews-powerful-software-updates-designed-for-people-with-disabilities/>

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## Reviews

Positive	Negative
<ul style="list-style-type: none"><li>● The extensive features and software of the Apple Watch are what is keeping customers interested. From the fast processor to the vast variety of watch colors to choose from, the Apple Watch has everything.<ul style="list-style-type: none"><li>○ Many people love that the battery life of the Series 6 is better than the series 5</li><li>○ Quick and easy setup</li><li>○ Precision workout tracking</li></ul></li><li>● The Apple Watch is seemingly better for “Apple enthusiasts who want to be active or want in-depth monitoring of health data.”<ul style="list-style-type: none"><li>○ <a href="https://bestreviews.com/apple-watch-series-6-review">https://bestreviews.com/apple-watch-series-6-review</a></li></ul></li></ul> <p><a href="https://www.pcmag.com/reviews/apple-watch-series-6">https://www.pcmag.com/reviews/apple-watch-series-6</a></p> <p><a href="https://www.nytimes.com/wirecutter/reviews/best-smartwatch-iphone/">https://www.nytimes.com/wirecutter/reviews/best-smartwatch-iphone/</a></p>	<ul style="list-style-type: none"><li>● Even though the watch has amazing features, there are many cons that customers have about the watch.<ul style="list-style-type: none"><li>○ Some do not like that the Apple Watch is not compatible with the Android along with how the watch is pretty expensive and a bit bulky.</li></ul></li></ul>

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## Competition

*Garmin Vivoactive 4*

<https://www.pcmag.com/reviews/garmin-vivoactive-4>

- Sleek design less clunky than apple watch
- Already has the same features as apple watch for a lower price point
- UX/UI feels outdated less chic than apple design
- 8 day long battery life

- Doesn't allow you log food intake
  - Ios and android compatible
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## Strengths & Weaknesses

### Strengths

- Apple design pro
- New accessibility features
- New location services
- Luxury smart watch
- New health features such as tracking blood oxygen levels

### Weakness

- No food intake log thats easy
- Shorter battery life than competition
- Not accessible with android
- High price point
- Clunky design on wrist (cant wear it everywhere)
- Have to have your phone with you still if you go on walks or workouts
- Honeycomb layout can feel cluttered

### Best apps

<https://www.wired.com/story/11-essential-apple-watch-apps/>

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### Ideas

- Location based application
- **Accessibility app - Guide dog mode?, dog walking mode?**
- Dog walking mode: creates profile about dog based on age and breed and figures out the ideal walk length before your dog is too tired based on weather, breed, age, dog health, your health  
<https://developer.apple.com/videos/play/wwdc2021/10009>
- “With an animal” feature on hikes, walks, runs pair with tag and geolocation notification s saying to take a water break, uses weather to see how hot it is outside
- Food intake app works with location when eating out. Just raise arm and tell the app what you are eating
- Get waiter attention
- Location based restaurant food log?

### Things to look into:

- SwiftUI

- Always on Display mode
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## **Wanted Components**

Needs to be based around specific use cases, something that reminds you to take a break, etc.  
need to find something more

Puppy push ups:

- Guide dog training apple watch app

Start with Guide Dog for the Blind

- We could build a mode which organization you're with
- Needs to make sense for apple watch extension
- Focus around basic need
- "Store trip mode" reminds you to do things in that specific situation

Just like there are Nike workouts that give you audio components, have one that gives you audio prompts

- Logging feature, thumbs up thumbs down OR squeeze fist.

Research dog walking app

Call it the WatchDawg App with strong apple watch component

- Think about it as an app and what are the watch specific cases
  - Xcode
  - Knocked out of the park: iOS app with strong watch extension with thumbs up/thumbs down counter logging
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## **User Research in Check Point Two**

- Survey
- Informal, informational interviews (3 minutes to talk about what a potential Guide Dog app might look like)
- Doing user research early makes a lot of sense

## **Road Map/Post Check Point Two:**

- Reach out for Guide Dog Foundation for the Blind to see if they would have some organizational interest in working with us, having it become a real potential app
  - Don't do this for a while until we have our feet under us
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## **Research guide dog foundation**

The foundation was founded in 1946. Their core mission was to provide guide dogs and training free of charge to those visually impaired. They work with not only blind but also those who are deaf or hearing impaired, as well as other physical challenges. What makes this organization special is the amount of time and care it takes in making sure the right recipient gets the right dog. It costs about \$50,000 to breed, raise, train, and place one assistant dog but at no cost to the individual. With the help of donors the foundation is able to make all these things happen. Puppy raisers have four objectives: socialization, good house manners, relieving routine, and ensuring success.

*What is needed in a trainer?*

- Ability to follow instructions
- Physically capable of bending and standing for a minimum of 30 minutes at a time, lifting, and carrying 20lbs.
- Ability to work independently in a structured environment
- Comfortable with large breeds
- Physically capable of safely leash-walking a puppy and an adult dog.

*How can they use the watch?*

- Accessible training
- Recorded progress

*Which training would be on the app?*

- Loose leash walking
- Verbal cues
  - Touch
  - Place
  - Stay
  - Leave it
  - Recall with come
- Essential Behaviors