

FITNESS & SPORTS TECHNOLOGY TRENDS IN 2019

&

THE KEYS TO CONSUMER LOYALTY

Presented by:
Des Yap of DesFit

DESWHO?





BACKGROUND

- 20 YEARS OF EXPERIENCE IN:
 - WEB DEVELOPMENT
 - GRAPHIC DESIGN
 - USABILITY & USER EXPERIENCE



Fitness & Sports Technology

Gear Reviews

Fitness Life



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Elite DIRETO X // Smart Bike Trainer REVIEW

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IN-DEPTH VIDEO REVIEWS

- WEARABLES
- CYCLING COMPUTERS
- INDOOR TRAINERS
- OTHER SPORTS-FOCUSED TECHNOLOGY

ABOUT THE CHANNEL

- HOW I GOT STARTED
 - LONG-TIME DCRAINMAKER.COM READER
 - VISUAL LEARNER
 - INTERESTED IN FILMMAKING



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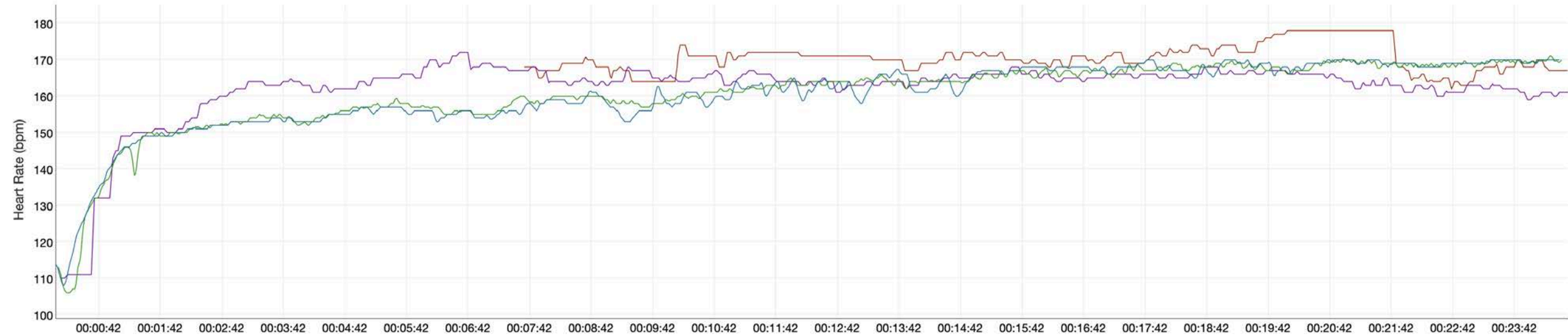
TESTING METHODOLOGY

DC RAINMAKER

Sets Sensors Tags

Des Fit ▾

Heart Rate

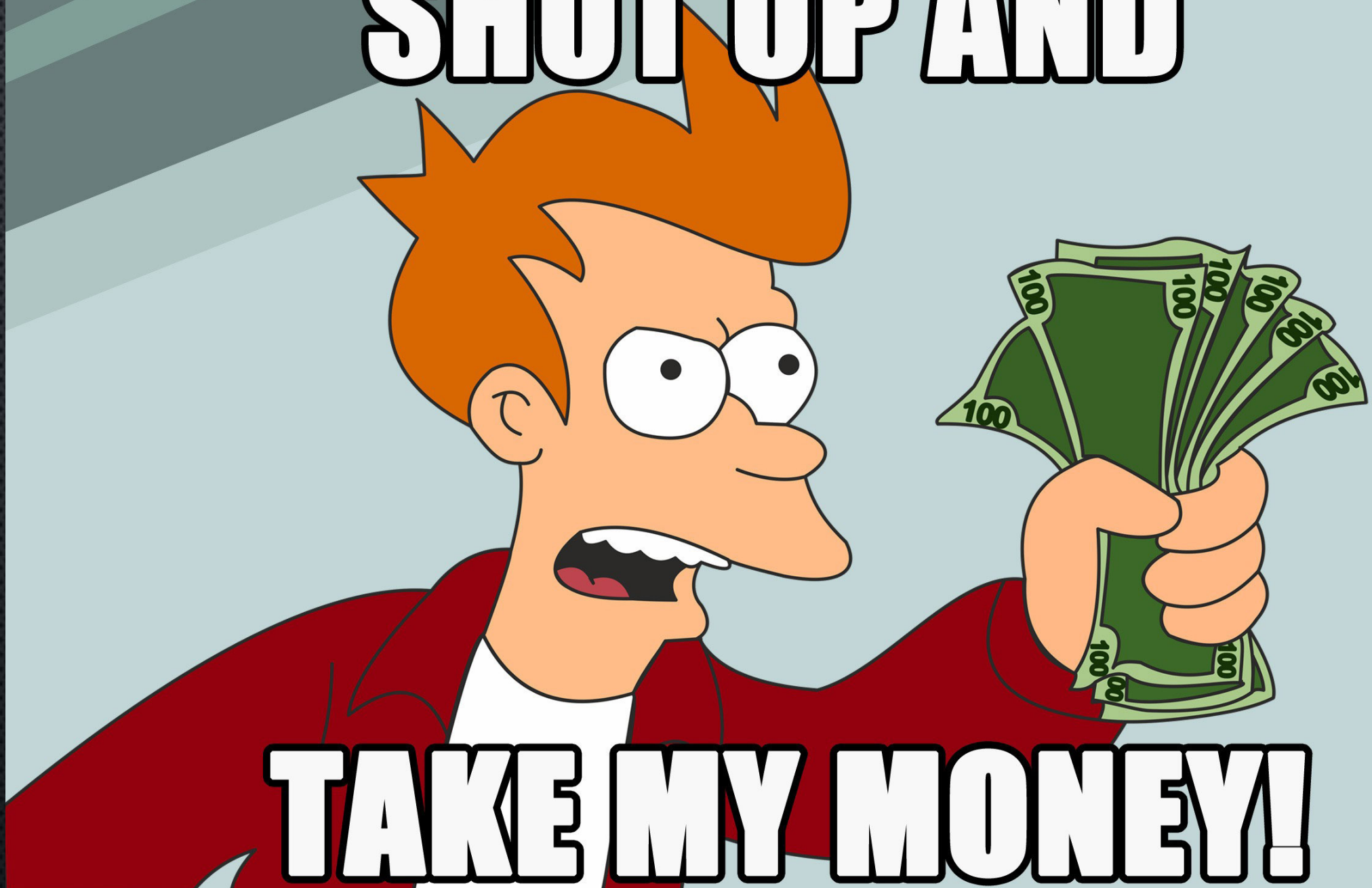


Show Zeros

	2019.09.24-Canmore Run	2019.09.24-Canmore Run	2019.09.24-Canmore Run	2019.09.24-Canmore Run
Avg Heart Rate	118.03 bpm	162.05 bpm	160.54 bpm	160.29 bpm

I WANT YOUR PRODUCTS TO WORK

SHUT UP AND



TAKE MY MONEY!

AUDIENCE

- INTERESTED IN WEARABLES
 - SMARTWATCHES
 - SPORTSWATCHES
 - AUDIENCE CROSSOVER
- BIKE TECH CONTENT

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HOW DO I MAKE MONEY?

- YOUTUBE ADVERTISING
 - TAKES A LOT OF VIEWS TO MAKE MONEY
- AFFILIATE LINKS TO ONLINE RETAILERS

WEARABLES

A CENTERPIECE FOR A PERSON'S
FITNESS LIFESTYLE



SMARTWATCH FEATURES

- CALLING
- TEXTING
- CONTACTLESS PAYMENTS
- MUSIC
- APP MARKETPLACE

Messages 5:18

Mom
Wow that's super nice...
3:55 PM

Ray Maker
I don't know the place...
1:12 PM

698-77
UPS <http://m.ups.co...>
10:37 AM

Justin VanAlstvne

SPORTSWATCHES: HOW TO BRIDGE THE GAP?

- APP MARKETPLACE
- CONTACTLESS PAYMENTS
- MUSIC
 - GARMIN
- MUST STILL HAVE BASIC NOTIFICATIONS AND “BASIC” INTEGRATION TO SURVIVE

SMARTWATCHES AS FITNESS DEVICES

- SAMSUNG
 - GALAXY WATCH ACTIVE / ACTIVE 2
- APPLE WATCH SERIES 5
- SELLING THE CRAP OUT OF THEM
 - BUT BOTH HAVE MORE POTENTIAL

WEARABLE TRENDS: FEATURES

- BLOOD OXYGEN SENSORS
- MUSIC SERVICES
- BATTERY LIFE

WEARABLE TRENDS: BUDGET OFFERINGS

- AROUND \$200 USD
 - POLAR IGNITE
 - GARMIN FORERUNNER 45
 - SAMSUNG GALAXY WATCH ACTIVE
 - APPLE WATCH SERIES 3
 - FITBIT VERSA 2
 - SIGMA

FLAGSHIP DEVICES

WEARABLE PRODUCT LINE-UPS

MANY & OFTEN - OR - FEW & FAR BETWEEN?

- MOST COMPANIES WITH DISTINGUISHABLE TIERS
 - SUUNTO 3, 5, 9
 - POLAR IGNITE, VANTAGE M, VANTAGE V
- GARMIN WITH A DEVICE FOR EVERY PRICE RANGE

WHICH MODEL DO I GET?

CONFUSION AND FOMO

PAYING FOR SOFTWARE OR
HARDWARE?

FITNESS GUIDANCE

- GUIDANCE
 - GARMIN COACH
 - FITBIT PREMIUM SERVICES
 - POLAR FITSPARK

CYCLING COMPUTERS

- 2 COMPANIES CONTINUE TO DOMINATE: GARMIN AND WAHOO
- BIG RELEASES FOR BOTH COMPANIES
- BROAD NEW FEATURE SET FOR GARMIN
- WAHOO PLAYING CATCH-UP BUT HAVE A LOYAL FOLLOWING
- NEITHER LAUNCH WENT TO PLAN

CYCLING COMPUTERS

- HARD FOR SMALLER MANUFACTURERS
 - NAVIGATION
 - WEARABLES THAT CAN DO THE SAME THING

INDOOR CYCLING

- YEAR OF THE INDOOR BIKE
 - WAHOO BIKE
 - STAGES
 - WATTBIKE SHIPS TO US
 - TACX NEO BIKE (STARTS SHIPPING)

WILL THEY SELL?

290 W

85 RPM 143 BPM

19 mph 21.0 MI 768 FT 56:25 ET

32

3,741,515

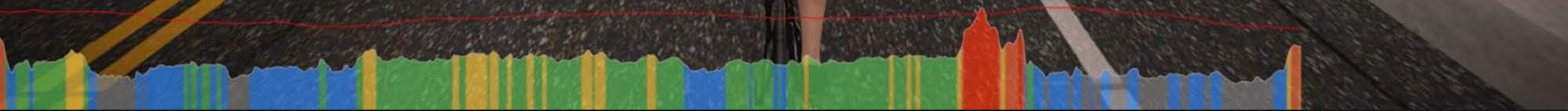
+30 XP



Zwifters Nearby

.MV (Guerrilla Gravity) 4.0 w/kg 21.0 MI

+777 more



BIKE TRAINERS

- QUIETER YEAR
- 3RD GENERATIONS OF DIRECT DRIVE TRAINERS FROM:
 - ELITE DIRETO (X)
 - TACX NEO 2T
 - SARIS (CYCLOPS) H3
 - ELITE SUITO - AIMED AT THE CROSSOVER MARKET
- 4TH FLIGHT & ELITE TUO WHEEL-ON TRAINERS

INDOOR CYCLING

- LOUD YEAR FOR ACQUISITIONS
 - GARMIN ACQUIRES TACX
 - 4iiii ACQUIRES STAC PERFORMANCE
 - WAHOO ACQUIRES SUFFERFEST

POWER METERS

- QUIETER YEAR
- FAVERO ADDS CYCLING DYNAMICS
- SRM LAUNCHES MTB POWER METER PEDALS
- SHIMANO SPD PATENT EXPIRES

KEYS TO CONSUMER LOYALTY

- RELIABILITY
- USABILITY AND EASE OF USE
- PLATFORM
- FEATURE OR HARDWARE UPDATES

RELIABILITY

- GOOD TO GO STRAIGHT OUT OF THE BOX
- LOSING CUSTOMERS WITH BUGS

THEY DON'T CARE.

THEY JUST WANT IT TO WORK.

PROBLEMS?

ENGAGE

USABILITY

- FRIENDLY AND EASY TO USE
- TOO EASY? DON'T MAKE THINGS INACCESSIBLE TO THE USER
 - APPLE - WORKOUT DETAILS
- NOT ONLY DEVICE ITSELF BUT THE PLATFORM BEHIND IT

PLATFORM

- SETUP
- SOLID CONNECTIVITY
- USER INTERFACE (EASE OF USE)

SIGMA

12:56



Time of Arrival
12:58

Dist. to Desti.
0.37

ROX 12.0
SPORT



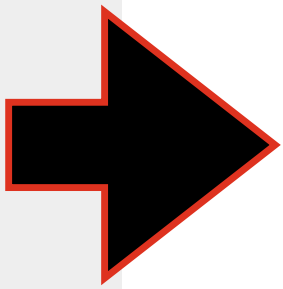


REGISTER

or

LOG IN

Read more



- Dashboard
- Meine Daten
- Kontakt

Herzlich Willkommen Des Yap!

Meine Datensätze



Meine verbundenen App's

Verbundene App's

- Data Center / Android Version
- Data Center / iOS Version

Weitere App's

- Data Center / PC Version
- Data Center / MAC Version
- SIGMA Activ
- SIGMA Move

English Log in

Not English Dashboard

PLATFORM

- COMMUNITY?
- PLAYING NICE WITH OTHERS
 - 3RD PARTY INTEGRATION
- GUIDANCE / EDUCATION

GUIDANCE AND EDUCATION

- GUIDING YOUR CUSTOMER ON THEIR FITNESS JOURNEY
- EDUCATING THEM ON MORE ADVANCED FEATURES

FEATURE UPDATES

FEATURE UPDATES OR HARDWARE
UPDATES?

BOTH?

UPDATING FEATURES AND REFRESH CYCLES



CYCLING COMPUTERS

UTILITY AND FUNCTION
A SMALL PORTION OF A PERSON'S LIFE

WEARABLES ARE SPORTS TECH
AND LIFESTYLE TECH

SLOWER HARDWARE REFRESH CYCLES
ARE OK

THE FUTURE?

YOU TELL ME

NEW CUSTOMER
VS
EXISTING CUSTOMER

THANK YOU