



# LIFELOGGING POV

SEPTEMBER 2014

- The growing popularity of wearable and always-with-us technology makes it possible to create experiences that let users track their activities and behaviour.
- Adopters of these technologies are finding them to be habit-changing tools they rely on day-to-day.
- According to Statista, activity tracking is the most-wanted smartwatch feature amongst consumers.
- Strategy magazine recently reported on research that showed “300 million wearable devices, from smartwatches to fitness trackers, will be shipped globally by 2018.”
- These wearable devices typically provide tracking capabilities through a mobile app.
- Brands have an opportunity to tap into what these devices and apps are enabling for users and augment and enhance the tracking experience with their brand offering.

## Activity-Tracking and Lifelogging

As with many technological trends and cultural movements that have emerged in the last decade, the current tendency to track, monitor, and share everything we do really started with the appearance of the iPhone. It enabled easy online access in your pocket and began a tidal wave of new and unique experiences from software developers and brands. With constant connectivity and an interface that changed the way people think about technology, its popularity made users the world over want to interact and demand more.

Today the iTunes, Microsoft, and Google Play app stores are exploding with apps built to help users track, monitor, and share various elements of their lived experience. When these apps really excel, they can be virtually invisible. Their success comes from their seamless ability to help users track behavior to achieve and report on goals. They belong to a trend commonly referred to as 'lifelogging,' or are talked about as part of the 'quantified self' movement.

**"A collaboration of users and tool makers who share an interest in self-knowledge through self-tracking"**

– Gary Wolf, Editor of Wired Magazine 2013

**"Products or services that use technology to extract and record data from everyday activities with the goal of providing information and insight that helps users to understand or improve personal behavior."** – SiliconValley Bank

As wearables continue their push into the mainstream, now is the ideal time for brands to evaluate what these increasingly popular behaviors could mean for them, and how tracking, monitoring and sharing fit in with the experience they want to deliver to their users.

# What is driving this trend?

## As microchips get smaller, ideas get bigger.

The ability to free a digital experience from a desk and even from a phone has shifted the way brands and developers are able to engage with their audience. Nike was onto this even before the iPhone debuted with the launch of their Nike+iPod product in 2006. A small pedometer that slipped into a specially designed shoe was made to interact with a user's iPod to send inspirational messages based on performance and to choose a playlist that matched a user's tempo. When the iPhone took off, the shoe-based pedometer was made obsolete by the smartphone's internal accelerometer and GPS chip.

This technological obsolescence is cyclical. The smartphone took away the need for an independent pedometer and GPS device, just as the Nike Fuelband and FitBit untethered users from the battery and bulk of the smartphone. And with each of these product launches, the lifelogging audience has grown and demanded more utility from brands and app makers.

## The culture of fitness.

It's unsurprising that the "self" most consumers want to quantify is their fittest, healthiest self. In North America, we grow increasingly obsessed with fitness year over year.

- The US bureau of labor statistics expects a 23% growth in jobs in the industry over the next ten years
- Google searches for the term "fitness" have shown a steady incline over the last five years
- The Consumer Electronics Association (CEA) anticipates a dramatic growth in the sale of health and wellness products: 142% increase over next five years.

With 'The Biggest Loser' entering into its 16th season, the Xbox One's Fitness app racking up 1.5 million workouts after its first two months on the market, and PX90 commercials still a constant presence, we can comfortably accept ours as a culture of fitness. The need to always-be-optimizing is a regularly enforced message. That lifelogging has become an accepted, mainstream activity owes a lot to that reality.

## Better data, better experiences.

There is an understood relationship in the majority of lifelogging tools and applications: users willingly share their private data with a service provider, in order maximize the utility of a given tool, and the relevancy of their experience.

However, over the past few years, issues of privacy and online safety have come up over and over again as key user concerns in digital interactions. Any time Facebook's privacy settings or terms of service are altered, or the inner mechanisms of their algorithm are surfaced to the public, people abandon the platform. Users don't want to feel that the relationship they've cultivated with any given brand or social media platform has been compromised in any way, or has exposed them in a manner that has made them uncomfortable.

Lifelogging is an opportunity to collect and act on data in a safe, structured, and transparent manner. As user input is the fuel that makes these experiences meaningful, lifeloggers understand the value exchange. But it's important for brands to demonstrate transparency in how they are using customer data, and give users clear options for how and what to share.

What's unique to these experiences is that actionable user data is both the service provided, and the price paid. Brands are driven to collect data that is meaningful, and users are driven to monitor and act on data that is meaningful. In order for brands to obtain actionable and useful data, they need to provide an experience that presents that data in an actionable and useful manner.

Brands that have seen the greatest success in the realm of lifelogging are those get that balance right; those who utilize user data to improve and enhance their brand offering, and resurface it to users in a valuable manner.

### **Sharing becomes second nature.**

It seems almost paradoxical that the more we are concerned about privacy and online safety, the more we are sharing. But we really do like to share. And we seem to be driven by novel and useful experiences. The growing popularity of lifelogging tools and the continued increase of content sharing on major social platforms are due in large part to user experience. Users that are willing to engage are happy to share when it's easy for them to do so, and when it is helpful for them.

In the context of lifelogging, 'helpful' means aiding in achieving goals and providing reminders, but it also means helping users present themselves as who they want to be. Users want to align themselves with brand messages when those brand messages let them demonstrate the goals, accomplishments, and actions they are proud of.

For some, sharing goals and achievements will always be about competition. Certain lifelogging tools actively encourage competition, while others are designed to allow users to set that tone through how, what, and when to share. The applications that have seen the most success are those that get that sharing may be a public act, but that it comes from a personal place.

The best opportunity for a user to share your story, is by enabling them to tell theirs.

# What does this mean for brands?

## For some, fitness is the right answer

For brands that are naturally aligned with health and fitness goals, motivation is crucial. And it starts with the user interface. Think of the UI of a typical bathroom scale: you step on a flat slab and are presented with a number. Motivation comes from surfacing more than the present state. It comes from surfacing the joy of getting to where you want to be.

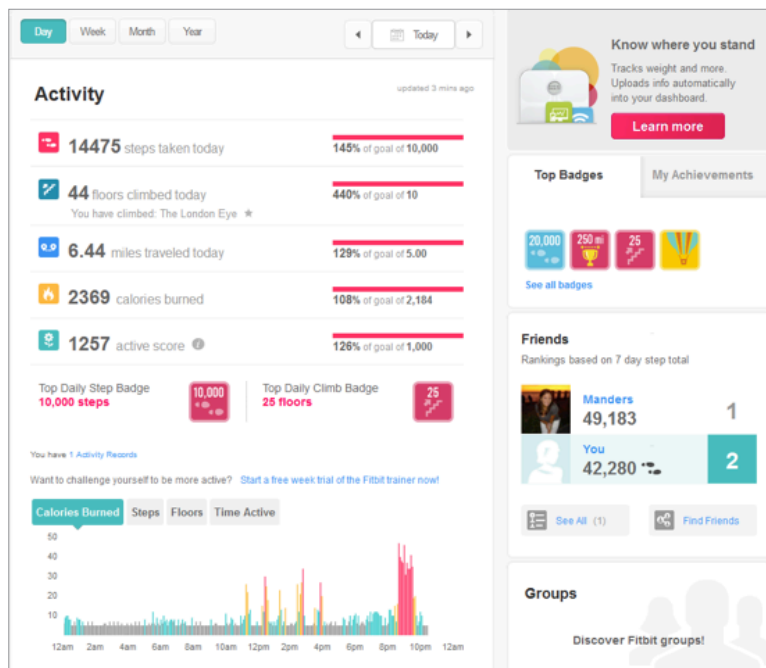
### Example: FitBit

FitBit's wearable technology has become one of the most popular self-tracking mechanisms to-date. The device monitors fitness activity and sleeping habits and uses the data collected to provide users with real-time progress reports online and through mobile applications.



### FitBit Dashboard

FitBit's dashboards help users monitor and keep motivated to achieve their goals with highly visual representations of progress.



## Progress Comparison

FitBit allows users to compare their progress with their peers through their proprietary and social community with easily consumable reports with comparative analytics.

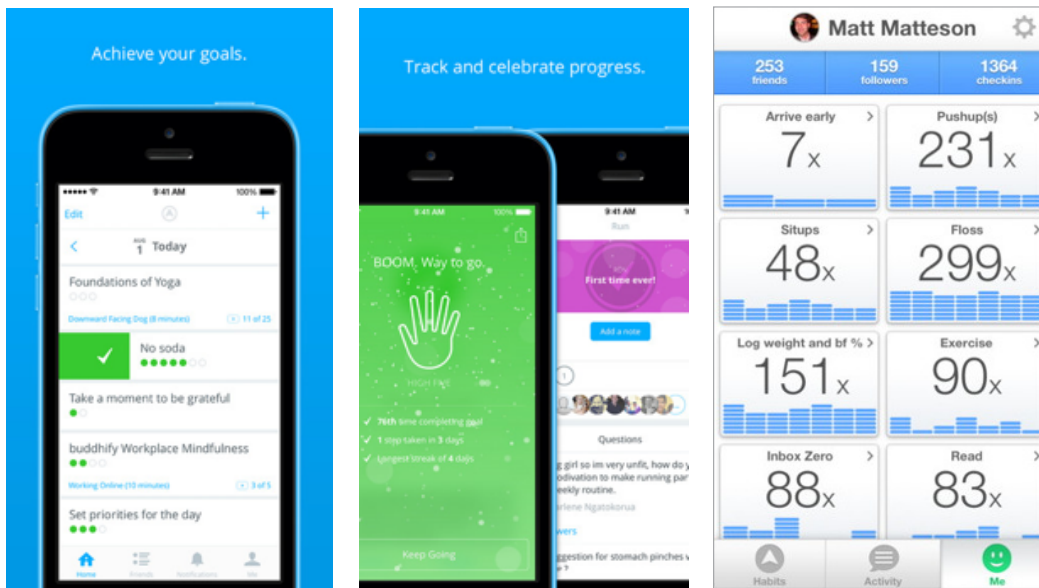


## Fitness isn't the only answer

While health & fitness may be the most common introduction to the quantified self, brands that may not align with health & fitness goals can still help users monitor their actions. The tracking-and-monitoring space is particularly lively when it comes to wellness, but there is a large opportunity to apply these concepts across other categories.

### Example: Lift

Lift is a simplistic app designed to help users form habits by setting and reporting on small goals. If you want to learn a new language, become a better reader, or force yourself outside more often, Lift can help you get there. Taking gamification language that was established years ago with Foursquare, a user “checks in” to a simple task that they set for themselves on their way to forming a habit.



The app tracks your progress and presents visualizations of your achievements over time.



## Key Considerations

Whether or not your brand has an immediate tie to fitness and health goals, there are four key considerations that inform the best tracking and lifelogging experiences in the market today:

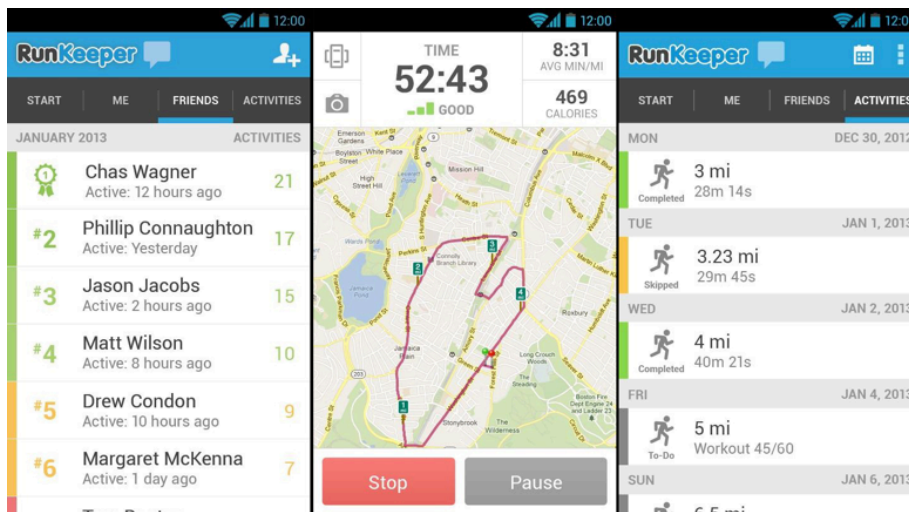
- **Monitoring:** What do you want to let your users track and how will you let them track it?
- **Feedback:** How can you respond to your users' activities and goals?
- **Motivation:** What behaviours do you want to promote and how will you encourage them?
- **Sharing:** How will you help users share their activity?

### Monitoring: Find opportunities in APIs and the Internet of Things

With everything from our televisions to our forks connecting to the internet and one another, there are great opportunities for brands to integrate with the APIs and consumer products of others to provide complimentary experiences and to collect richer data. Find out where your product could fit by looking at what complimentary features would enhance your user experience and what type of data you would benefit from.

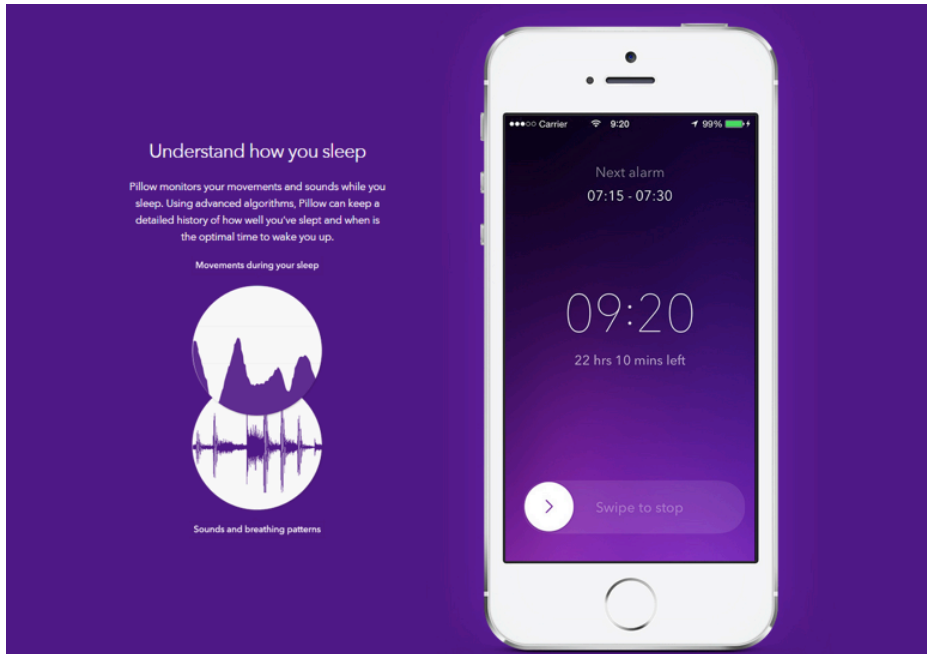
#### Example: APIs

RunKeeper is an extremely popular app that tracks and stores users' running data using their smartphone GPS capabilities. It measures speed, distance, time spent, and calories burned.



Though single-minded in its presentation, the app developers released a smart and simplistic API that lets other apps to layer in or take out additional data to present a fuller picture. It allows users to track and correlate otherwise discreet data points.

One such app that uses RunKeeper data to enhance their offering is Pillow. Using the iPhone's accelerometer and microphone to measure the quality of your sleep, Pillow is an alarm clock designed to wake you up at the optimal time and present you with data about your sleep history. When a user connects their RunKeeper data to the application, information about your physical activity augments the sleep analysis to give a clearer picture.



Both applications have interesting monitoring capabilities on their own that create a greater experience when connected.

**Example: The internet of things.**

The Prep Pad is an advanced, internet-connected kitchen scale that makes it easy for users to monitor their intake of protein, carbs, and fats through eye-catching visualization on their iPad. It tracks food intake and can make recommendations based on stated goals.



When paired with the Jawbone UP – a small fitness tracking wristband – it takes your physical activity into account when making nutrition recommendations. Finding the right data partners and the right available APIs can take an experience from useful to indispensable.

The image contains three icons: a black silhouette of a person running, a bar chart with four bars of increasing height, and the Jawbone UP logo next to a donut chart with a central value of 86.

### Refuel with Prep Pad and Up.

Figuring out what to eat after workouts can be as exhausting as the exercise itself. Now with Prep Pad, and Jawbone UP, you get custom nutrition recommendations based on your activity levels.

This powerful insight lets you make the meal-time adjustments that your body needs most. If your plate lacks protein, Prep Pad will show you how much more you should add to reach the optimal balance.

### Feedback: Get the right data, and give the right data

Creating activity-tracking and lifelogging experiences can't be about collecting data for data's sake. Focus on what you can do with data you collect to improve your offering and the user experience. Your aim should be to bring order to the chaos of unstructured information. The way an experience gathers and surfaces information is the pivotal point of any lifelogging application.

#### Example: Narrative

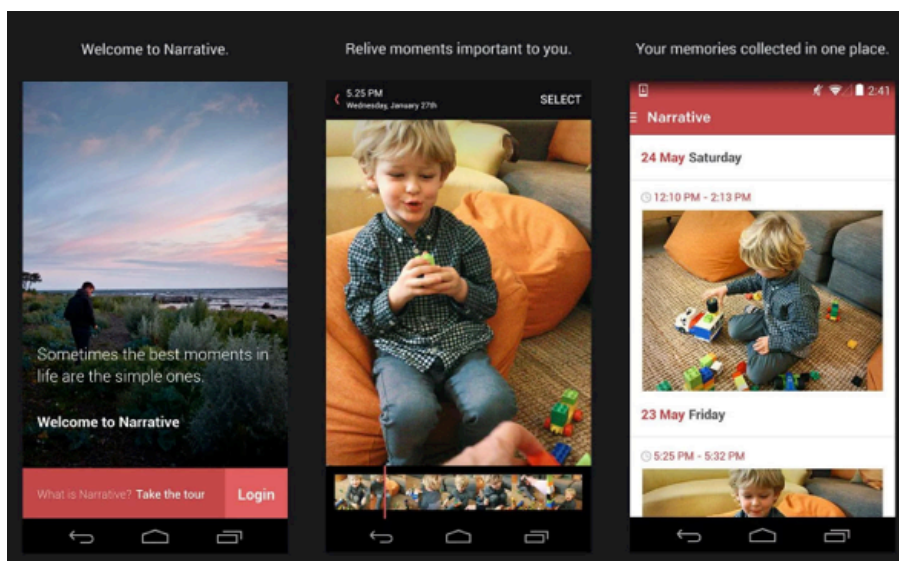
'Narrative' is a mini camera that users wear by clipping onto their clothing. It automatically takes pictures every 30 seconds and stores them in the cloud.

"Capture, store and relive special moments with the world's smallest wearable camera."

To deliver on the idea that the device is designed to help you relive those moments, its companion smartphone application presents photos as a beautiful time-stamped stream that a user can scrub through quickly and easily to highlight the most important moments.



Narrative excels by taking work away from the user. As long as it's on, it's doing its job. This allows for an enhanced focus on the moment of feedback and presentation.



### **Motivation: Think small**

Focus on simple, small wins to encourage users or help them change their behavior. Users are more receptive to small changes to their lifestyle or behavior than to big, abrasive ones. By playing even the tiniest role in helping them achieve whatever their goals may be, you can create a lasting impact.

#### **Example: HAPIfork**

The HAPIfork is an electronic eating utensil that helps users practice healthy eating habits and works to help change unhealthy behavior, like eating too quickly.



The device monitors and tracks the speed at which the user is eating. If the user is eating too quickly, the HAPIfork vibrates and lights up, helping the user get accustomed to taking their time between bites.

Tiny motivations baked into the tracking experience can make big impacts on users' lives.

### **Sharing: Make it simple and helpful**

There are many reasons that users want to share. But they will share when you make sharing easy, helpful and relevant to them.

#### **Example: The Nike+ Running app**

The Nike+ Running app simplifies sharing by giving users the option to automatically post to their social network of choice when they have started a run. And to make that sharing experience more meaningful, the app feeds any comments and likes that post receives back to the user as audible encouragement during their run.



## **IN SUMMARY**

Monitoring. Feedback. Motivation. Sharing.

Not every lifelogging experience needs to give those elements equal weight, but every lifelogging experience needs to consider them. As wearable technology begins to attract real mainstream attention, we anticipate a greater demand for applications that monitor and react to individuals' lived experiences. We anticipate a shift in mindset from 'always on' to 'never off.' Our cultural fascination with fitness has given rise to the earliest popular lifelogging tools, but we feel that brands that can harness and present actionable data both within and outside of the health space, will be the brands that define the future of the quantified self. Those yet-to-be-developed tools and applications that make it simple for us to seamlessly share those achievements and goals we are most proud of in a manner of our choosing will be the tools and applications that make lifelogging second nature.

