

APPLE WATCH & WEARABLES BRIEFING

Tuesday 30th June 2015

The Opportunity

- iPhone released 8 years ago, yesterday - Apple Watch selling faster on launch.
- 4.6 million "smart wearable bands" sold in 2014 (720,000 Android)
- Predicted 26 - 40 million Apple Watches sold in 2015
- IDC predict 72.1 million total wearable market in 2015



Who's buying Apple Watch?

- 6% of adults intend to buy
 - Men are twice as likely as women to buy
 - 13% of age group 30-to-39 were the most likely buyers
 - 10% of 18-to-29-year-olds
- (IPSOS America)

Health

- Health is huge – and complex
- Allows for fitness coaching, exercise monitoring, GPS tracking, heart-rate monitoring
- More hardware coming
- More apps coming

Introduces a whole new level of instant

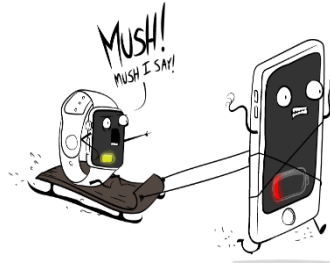
- Subtle notifications & discrete interactions
- The person next to you in a meeting will be checking their wrist, not their iPhone
- Doesn't mean they're checking the time!
- Not an iPhone
- Voice control
- Give it a few days and you'll miss it

“Without having to fumble for my phone, the Watch became something like a natural extension of my body — a direct link, in a way that I’ve never felt before, from the digital world to my brain.”

Farhad Manjoo, New York Times

Positives

- Well made, feels good, light weight
- 2.5 hours to fully recharge
- Further 3 day power reserve
- WatchOS 2 - coming soon



Design Implications



WatchKit Apps. Your app on Apple Watch contains a full user interface. Users can launch, control, and interact with your app in ways unique to Apple Watch.



Glances. You can provide users with timely read-only information that they care about with a Glance — a quick and lightweight view of your app.

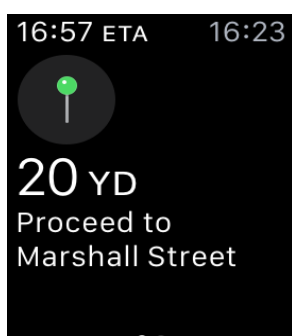


Actionable Notifications. Actionable notifications built and designed with WatchKit let users take action right from their wrists.

- Hierarchical interface allows user to step through menus
- Page-based interface allows user to swipe through pages horizontally



- Notification and glances can either be short-look or long-look
- Be sure the user needs them - once switched off, they may never be switched back on
- Need to be contextually relevant and quick & easy to read



- Not a little iPhone, it's even more personal
- Watch is on your wrist all day
- Interactions should be...
 - Really relevant
 - Personal
 - Fast
- Apps designed for the watch with hand off to the phone for more complex interactions
 - E.g. Ocado – voice memos to add items to basket – hand off to iPhone to complete order
- Design for different levels of engagement
 - passive & gentle
 - passive & contextual
 - active
- Ask “How can you add value to the user’s experience?”
 - E.g. some recipe sites have taken recipe content onto their Watch apps with varying results (missing content, poor layout, unusable)
 - Epicurious have included a timer for the different stages of the recipe, allowing you to go do other things, with all core recipe content handed off to the iPhone

Other wearables

- Posture coaching
- Google Project Jacquard – interactions built into fabric
- Doppel metronome – speed up your pace of everything
- Insulin delivery
- New ways to control – not touch, but radar – Minority Report’s getting closer!

Financial Services

- bPay, coming from Barclays in July
- Barclays, July
 - wrist band
 - stickers
 - key fob

Medical

- Pain relief
- Medication
- Glucose monitoring
- Remote diagnosis

Summary

- Apple Watch and iPhone are a duo
- Embrace push notifications
- Action orientated
- Super short
- Clear call to action
- Notifications are easily switched off

