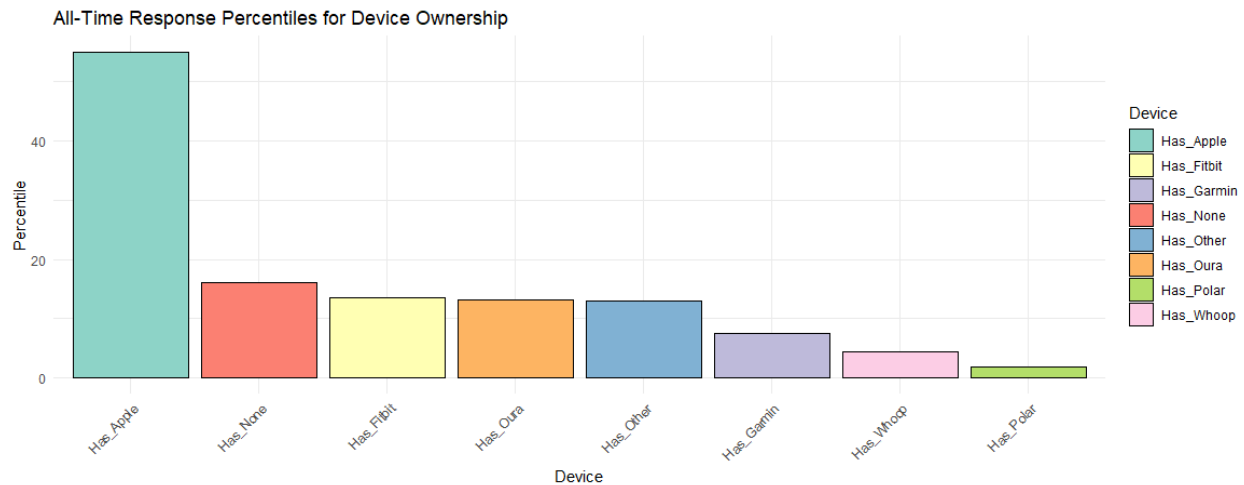


# Hardware Feedback Survey Analysis

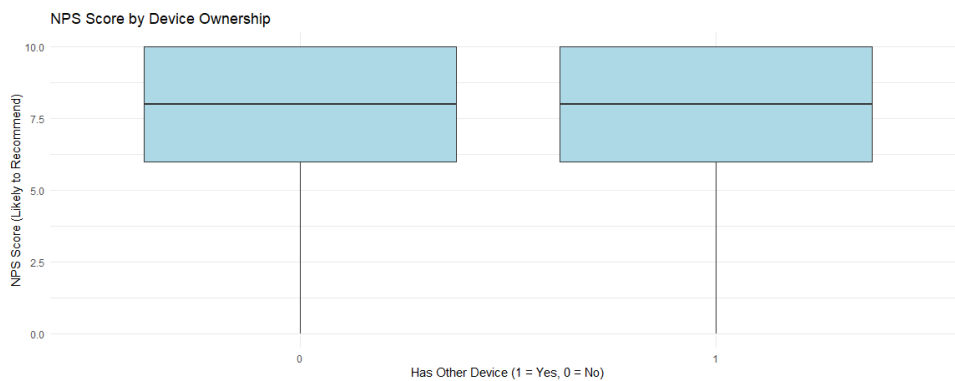
## Close-Ended Question Analysis:

### Device Question Distributions:



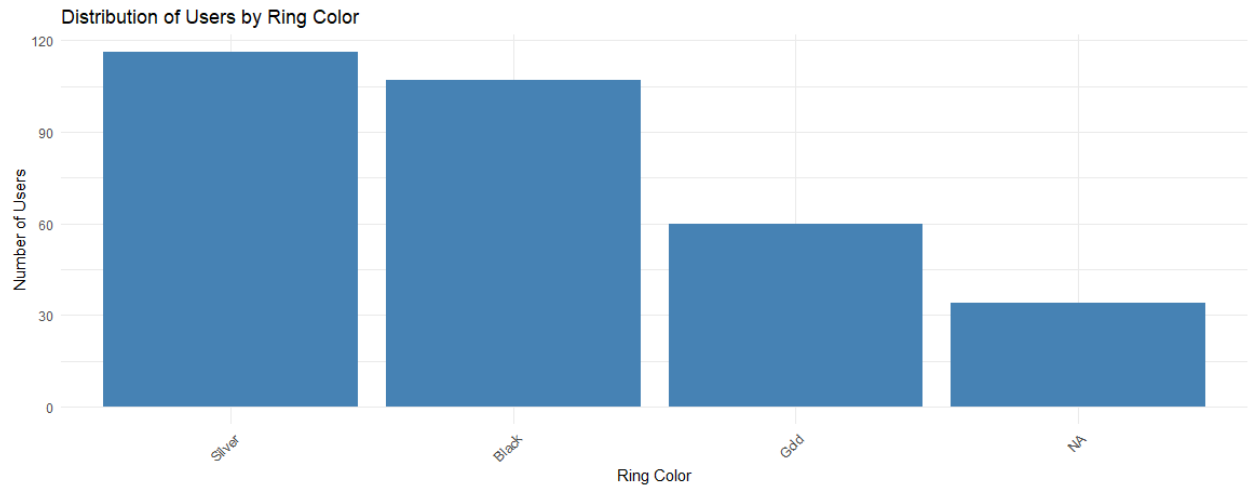
17% of people do not have another device, making accuracy a key component of a lot of their feedback, specifically accuracy as compared to other devices (especially Apple).

### NPS Score for people who have another device versus don't have another device

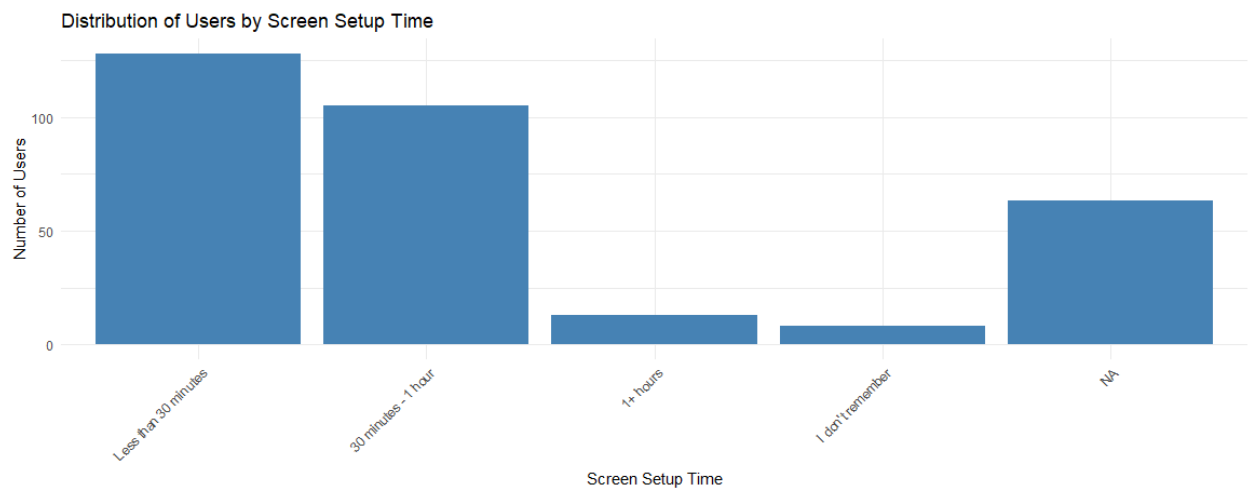


Despite the majority of people having a device, people with other devices do not have an NPS lower than those who do.

### Desired Ring Color Distribution:

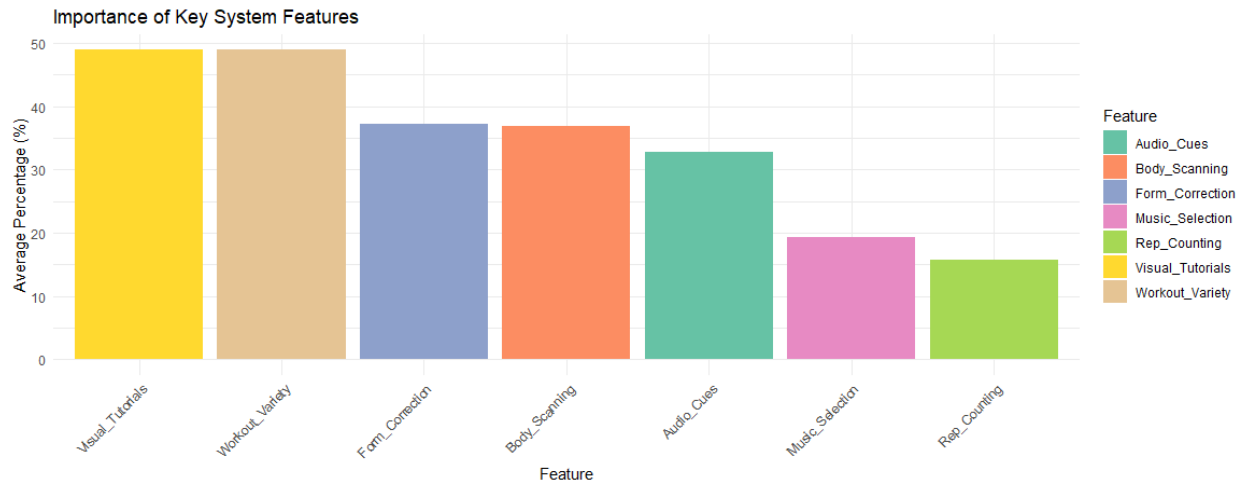


## Distribution of Setup Time



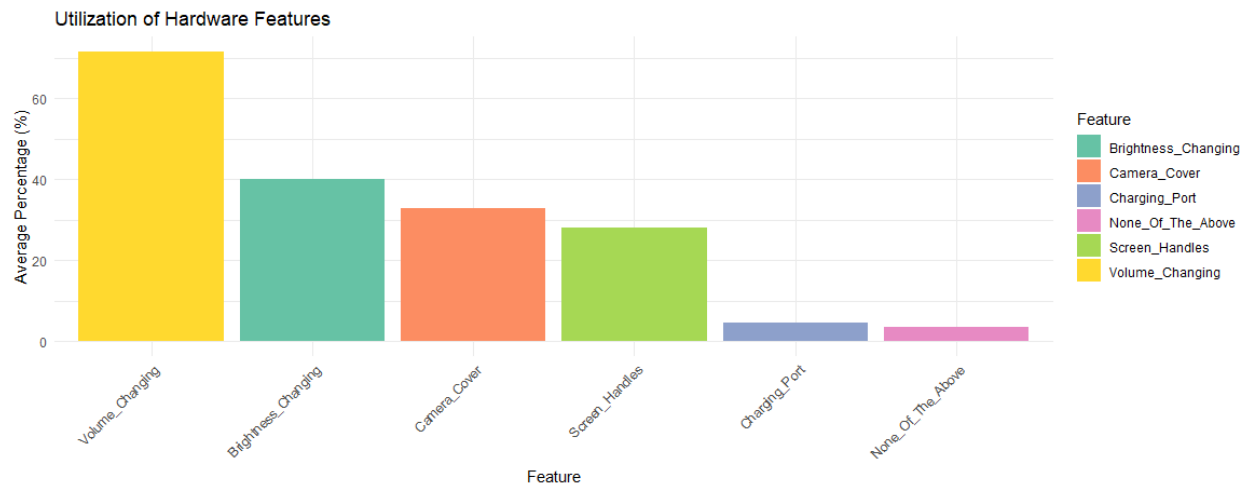
About 12% of users struggle with the setup, with it taking over 1 hour.

## Importance of Key System Features, ranked by response %.



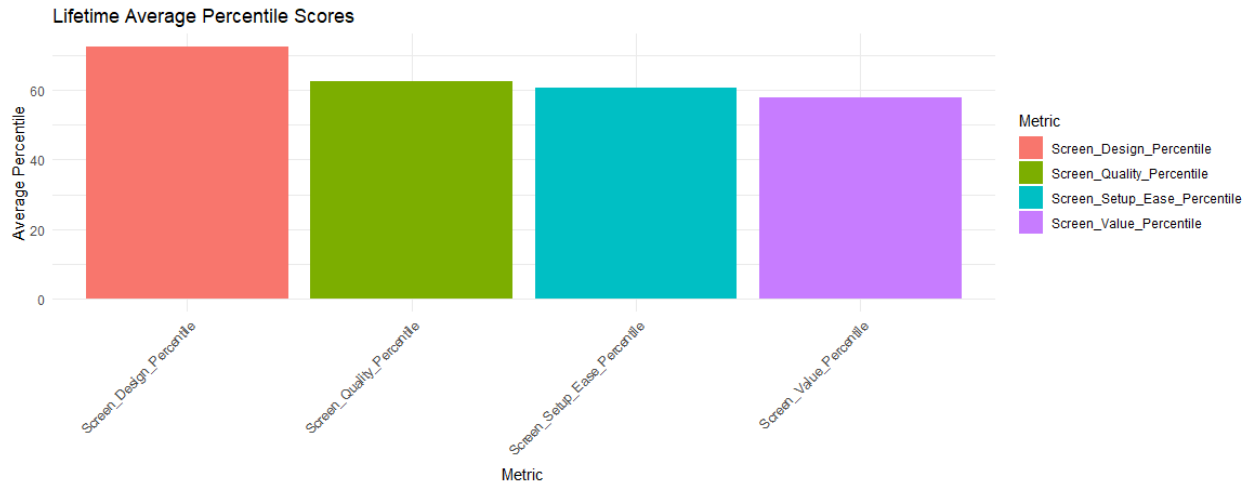
- Workout Variety and Visual Tutorials very important
- Form Correction, Body Scanning, and Audio Cues moderately important
- Music Selection and Rep Counting least important

## Utilization of Hardware Features, ranked by response %



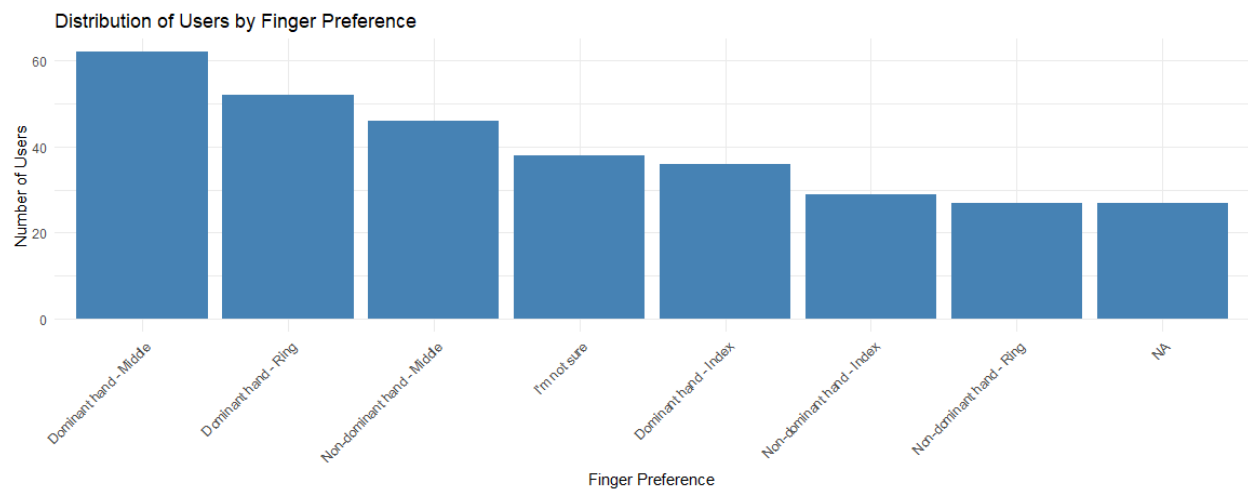
- Volume and Brightness changing most used features
- Possible issues in Screen knowledge dissemination, people anecdotally did not know about several features

## Screen Quality Metrics



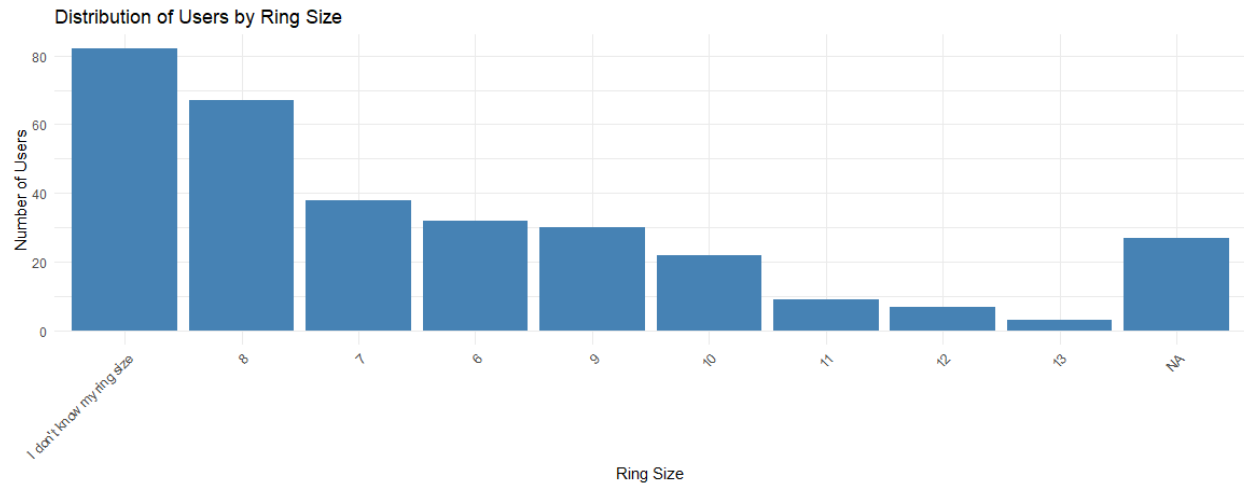
- Average of 60% Product rating for these metrics
- Not enough data yet to draw any trends over time
- Screen Design very highly rated

#### Finger Preference Distribution:



- Vast majority of users want the ring on their dominant hand, should be warned of accuracy issues

#### Ring Size Distribution:



#### Other Takeaways:

- 91% of survey submitters would be interested in an Alter Ring instead of the Signal
- 26% of users do not know their ring size for their preferred finger

## Open-Ended Question Analysis:

I ran sentiment analysis, frequency analysis, and ran it through an LLM as well. I split it into positive and negative responses, based on users' score for the NPS question.

### Positive Feedback:

From users answering 9 or 10 on the NPS

#### Positive Reason Themes:

##### 1. Personalization and Customization:

- a. Users appreciate how the app tailors workouts and daily activities based on their DNA and other factors, making it feel personalized rather than generic.
- b. Mentions of the flexibility to record various activities and integrate them into their routine.

##### 2. Guidance and Structure:

- a. Users like not having to guess what workouts to do and appreciate the daily guidance and scores.
- b. The presence of a coach and trainer guidance is highly valued.

##### 3. Simplicity and Usability:

- a. Many users enjoy the app's simplicity and ease of use, especially with workouts ready without needing much thought.
- b. Positive feedback on how the app helps streamline their fitness routines.

##### 4. Integration of Additional Features:

- a. Users appreciate features like meditations and body scanning.
- b. Some mention dietary recommendations positively.

#### Positive Responses (Top Phrases)

1. **easy use** (6) - Users appreciate the ease of use.
2. **love workouts** (5) - The workouts themselves are highly valued.
3. **ease use** (4) - Similar to "easy use," indicating intuitive functionality.
4. **work ins** (4) - Likely referring to short or efficient workouts.
5. **workouts love** (4) - Reinforces that users really enjoy the workouts.
6. **love personalized** (3) - Users value personalized features.
7. **personalized workouts** (3) - Tailored workout plans are appreciated.
8. **variety workouts** (3) - The variety of workouts is a positive aspect.

9. **workouts based** (3) - Users like workouts that are tailored or data-driven.
10. **based sleep** (2) - Indicates that sleep-based recommendations are appreciated.
11. **body needs** (2) - Emphasis on workouts or features that adapt to individual needs.
12. **body scan** (2) - Users find the body scan feature useful.
13. **feel like** (2) - Positive context about how workouts or features make them feel.
14. **great exercises** (2) - The quality of exercises is appreciated.
15. **great product** (2) - General satisfaction.
16. **keeps motivated** (2) - Motivation is a strong positive aspect.
17. **love alter** (2) - Specific praise for the product or brand.
18. **love personalized workouts** (2) - Reinforcing the value of personalization.
19. **readiness score** (2) - Positive mention of a readiness or performance metric.
20. **score great** (2) - Indicates satisfaction with scoring or metrics.

## Critical Feedback

From users answering 0-8 on the NPS

### Negative Reason Themes:

#### 1. Technical Issues and Usability:

- a. Users report problems with connectivity between the wearable device and the app, as well as issues with battery life.
- b. Complaints about glitches, delays, and discomfort while wearing the device, especially while sleeping.

#### 2. Feature Limitations:

- a. Users express a desire for more features, like better sleep meditations, improved rep counting, and body composition scanning.
- b. Requests for enhanced food tracking and recipe features.

#### 3. Device and Ecosystem Limitations:

- a. Some users dislike needing to wear an additional device alongside their Apple Watch to track the same metrics.
- b. Complaints about the band quality, particularly the silicone wristband falling off at night.

#### 4. Cost and Investment Concerns:

- a. Some users feel the cost is too high given the features or device limitations.

## Negative Responses (Top Phrases)

1. **heart rate** (11) - Heart rate tracking issues are a major pain point.
2. **apple watch** (8) - Problems with compatibility or accuracy related to Apple Watch.
3. **feel like** (7) - In a negative context, likely referring to something feeling off or unsatisfactory.
4. **don like** (5) - General dissatisfaction with specific features.
5. **rep counting** (5) - Issues with tracking repetitions during workouts.
6. **variety workouts** (5) - Lack of variety, contrasting with the positive responses.
7. **don know** (4) - Users unsure of how to use a feature or get value from it.
8. **body scan** (3) - Issues with the body scan feature.
9. **hard time** (3) - Difficulty in using or understanding a feature.
10. **like nutrition** (3) - Discontent with nutrition features or advice.
11. **membership fee** (3) - Complaints about the cost of membership.
12. **readiness score** (3) - Dissatisfaction with the accuracy or interpretation of readiness scores.
13. **really like** (3) - Often appears in the context of mixed feelings.
14. **screen workouts** (3) - Likely issues with how workouts are displayed or guided.
15. **signal does** (3) - Possible connection or syncing issues.
16. **sleep tracking** (3) - Problems with sleep data accuracy or interpretation.
17. **track heart** (3) - Difficulty in tracking heart rate accurately.
18. **track heart rate** (3) - Reinforces heart rate tracking complaints.
19. **trying figure** (3) - Frustration in figuring out how to use a feature.
20. **use screen** (3) - Trouble using the screen effectively during workouts.