WHAT NOT TO WEAR?

FIRST INSIGHT CROWDSOURCING AND PREDICTIVE ANALYTICS PLATFORM
FORECASTS THE FUTURE OF THE WEARABLES MARKET

FIRSTINSIGHT
THINK LIKE YOUR CUSTOMER

Value, as determined by First Insight's score, **is more important than design alone**.

If the **price** is right (or wrong), it **is the biggest variable** that will influence a consumer's buy or no-buy decision.

Women are willing to pay more for wearables than men, and women prefer smaller, less "clunky" devices.

There is a mass market for wearables across the U.S.

" *It's a bit counterintuitive that value is a more critical factor than design, and price is a major component of the value of a product. Designers tend to think more about making something people will love instead of thinking about the price, but the value quotient—the combination of price and features—is a better predictor of whether or not a product will sell.* "

— JIM SHEA, FIRST INSIGHT CMO

THE NEXT WEARABLES WINNERS

WHAT YOU'LL BE WEARING THIS FALL

NABU RAZER

9/10

FIRST INSIGHT
VALUE SCORE

GOCCIA

7/10

FIRST INSIGHT
VALUE SCORE

**ACER
LIQUID LEAP**

7/10

FIRST INSIGHT
VALUE SCORE

**NYMI
FROM BIONYM**

7/10

FIRST INSIGHT
VALUE SCORE

BUT IS THE PRICE RIGHT

FOR WEARABLES?

Of the wearables tested, **the expected retail price will be 41% higher** than what consumers are willing to pay.

Fitness wearables scored highest in overall value, in part because of their pricing: $75-$125.

For new-to-the-world products, there is **unwillingness to pay proposed sales prices over $200**.

PRICING IS KEY. TAKE THE DASH EARBUDS, FOR EXAMPLE

FIRST INSIGHT

CROWDSOURCING AND PREDICTIVE ANALYTICS PLATFORM FORECASTS THE FUTURE OF THE WEARABLES MARKET

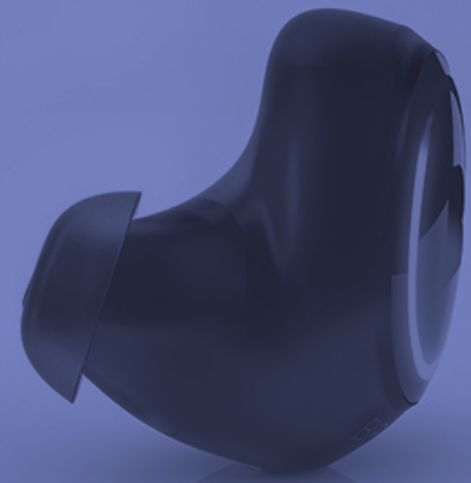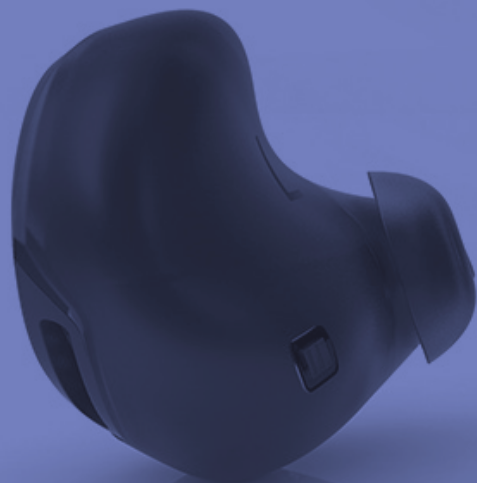**53%** positive consumer feedback, the highest of any wearable device tested.

BUT

Consumers are willing to pay about half the **$299** proposed price tag.

DASH EARBUDS

4/10

FIRST INSIGHT VALUE SCORE

SIZE MATTERS

WHAT WOMEN REALLY WANT

GOCCIA

7/10
VALUE SCORE

SMALL PRODUCT SIZE

47%
POSITIVE FEEDBACK

34%
POSITIVE FEEDBACK

SAMSUNG SIMBAND
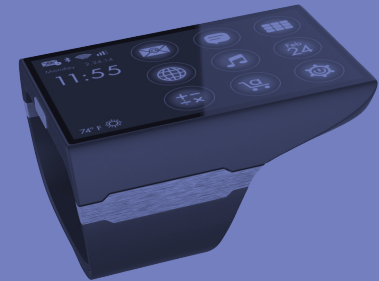
4/10
VALUE SCORE

MEDIUM PRODUCT SIZE

23%
POSITIVE FEEDBACK

29%
POSITIVE FEEDBACK

RUFUS CUFF

5/10
VALUE SCORE

LARGE PRODUCT SIZE

20%
POSITIVE FEEDBACK

25%
POSITIVE FEEDBACK

First Insight's predictive analytic approach **goes beyond a simple survey**: it's an engaging **gamification** mechanism, as well as **a set of algorithms** that weighs individuals' answers differently depending on their accuracy while rating already-released "constants" that are known as high-sellers or sales flops. For the fitness wearables testing, some of the constants selected included the FitBit Flex fitness trackers (successes) and heart rate monitors Scosche Rhythm and Under Armour Armour39 (not successes).

First Insight **empowers retailers and manufacturers to drive new product success** by introducing the right products at the right price.

Through the use of online consumer engagements, the First Insight cloud-based solution gathers **real-time consumer preference and pricing data** and applies a predictive model to **create actionable insights**, which inform new product decisions before products hit the market.

Companies use the First Insight solution to select the most profitable new products for **improved sales, margins and inventory turnover.**

Implementing First Insight's predictive analytics solution **gives actionable guidance** for product design, buying, assortment planning, pricing and marketing decisions. Customers include leading department stores, specialty retailers and manufacturers.