

# Wristly Apple Watch Insider's Report #11

## July 14th, 2015

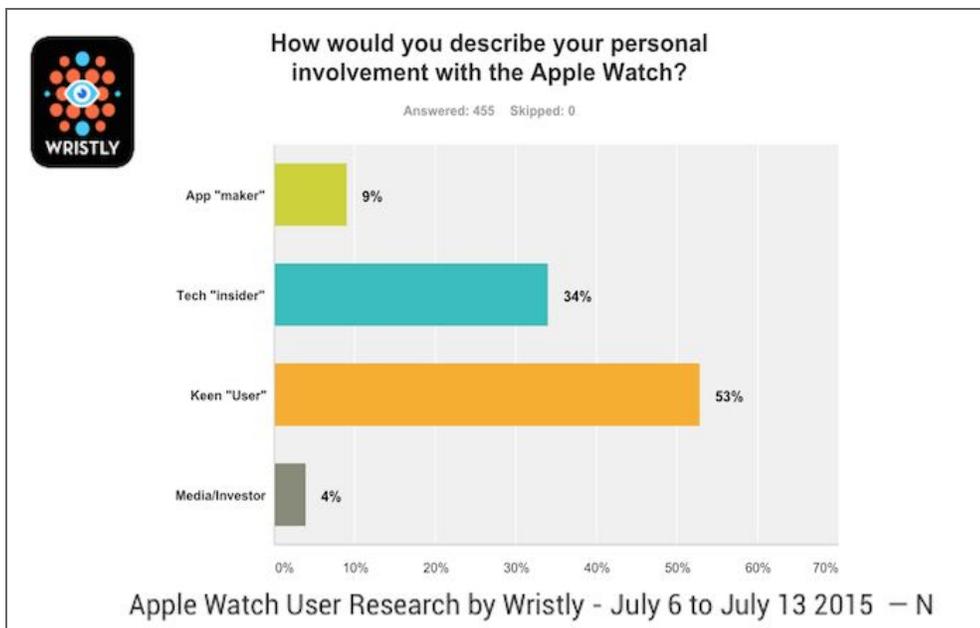
This week, more than 450 of you completed the research survey. That's more than double our previous week's tally! Exciting times!

First, a few stats on the Wristly Inner Circle group:

- We currently have over 800 participants;
- 85% are male, a normal range for a tech-driven project;
- 25% wear the 38mm Watch;
- 22% of women have chosen the larger 42mm Watch;
- 17% of men have chosen the smaller 38mm Watch;
- 84% reside in the US; and
- 28% are on the East Coast, while 25% on the West coast.

Our "Inner Circle" is now the largest independent community of Apple Watch owners. Collectively, our voice stands to create the most accurate quantified perspective on typical behaviors and usage patterns with this exciting new generation device.

What did we learn this week?



While a significant number of you are directly involved in building or marketing mobile or Watch apps (9%), and another 32% of you state you are involved in the "Tech" industry, a majority of this week's respondents are simply keen users of the Watch!

Having collected this type of data will allow us to continue refining our analysis of the Watch and its usage patterns as they emerge.

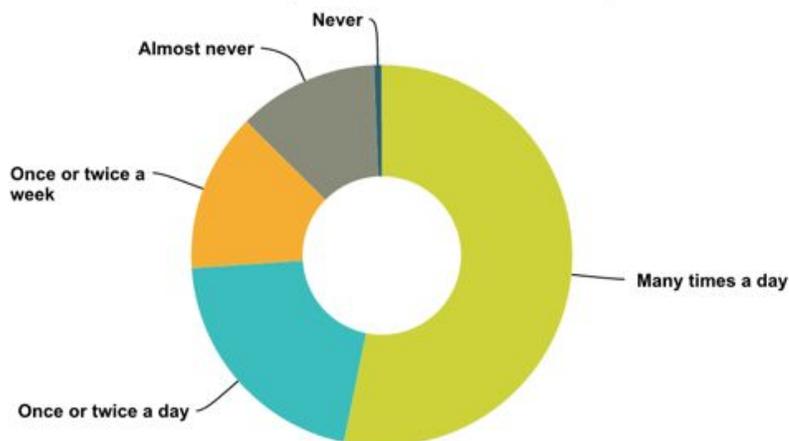
## You are wheeling the Crown!

Last week we dove deep on the usage of the Side Button and found out that there is very little usage of it to initiate communications. However, this usage rises for Watch owners once they have two or more other friends with the Apple Watch.

This week we tried to understand the Digital Crown a bit better. As you might know, last month at WWDC Apple made a pretty big deal of an upcoming new feature for the Watch called the Time Machine. Simply wheel the Digital Crown to navigate in time! We thought that this made for an entertaining demo by Apple in a sort of visionary, Dick Tracy type way, but it also raises some questions in our mind as to the current perceived usefulness and value of the Digital Crown today. So we asked you!



### How often do you use the Digital Crown?



Apple Watch User Research by Wristly - July 6 to July 13 2015 – N=450

From your answers, the large majority of you do use it on a very regular basis and like it quite a bit.

Most of the comments we gathered state that the Digital Crown is particularly useful once you got the hang of it to navigate through larger data sets or to zoom, and is also a better way to keep your watch face clean! Some mentioned that it was a nice design element and “a nice link to traditional watches”.

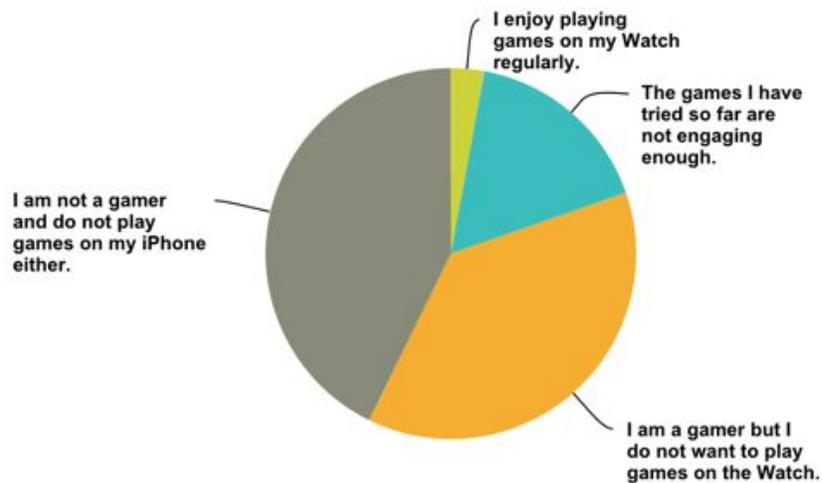
So with the upcoming new capabilities to be introduced in the fall with WatchOS 2.0, the Crown should get wheeling even more!

## Gaming on the Watch?

Games? Apple Watch? These two have been like oil and vinegar thus far in all our surveys. We wanted to dig a bit deeper on the topic and assess if the issue was the lack of quality games for now (due to the initial very restricted apps capabilities) or other issues.



### What is your experience regarding Games?



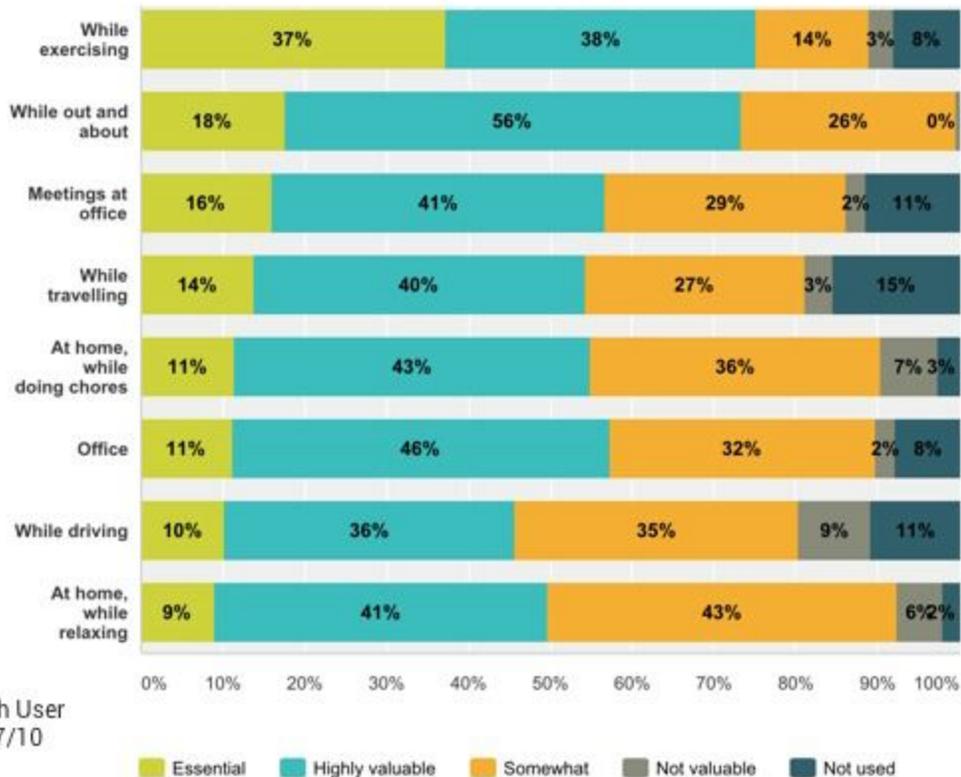
Apple Watch User Research by Wristly - July 6 to July 13 2015 – N=450

Well, it would appear that the (current) verdict is that our panel of Watch owners doesn't love gaming much, if at all. Less than a quarter of you seem to want to play games on the device. Many of you are simply not gamers (40%) and more than a third of the group indicate that while you play games on other devices, you actually do not want to play games on the Watch.

# The Watch is already very valuable!



## How valuable is your Apple Watch while...?



Wristly Apple Watch User  
Research - July 7/10  
N=450

Exercising is by far the most essential feature of the Apple Watch for the majority of you. 75% in the aggregate rank it as an essential or highly valuable capability with only 8% not using it in that capacity.

Outside of While Driving and While at home, relaxing, all other sample use-cases we asked you about also show a majority of you considering them either essential or very valuable.

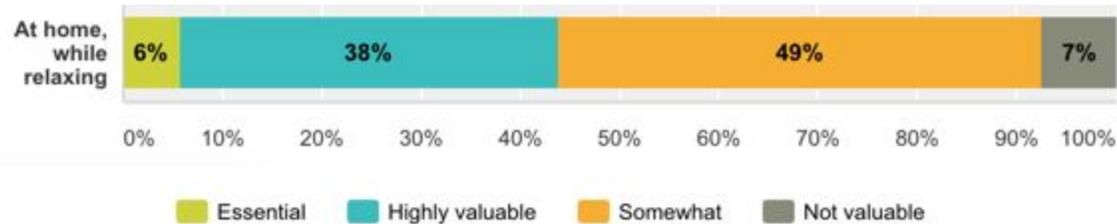
For example, factoring out for those of you who don't use the Watch in some scenarios, more than 70% rank the Watch essential or highly valuable during meetings while at the office.

As we start analysing our results by type of users, some notable differences begin to emerge. For example, looking at the value of the Watch while at "Home and

relaxing, watching TV..." 56% of those of you who are not working in the tech industry report finding it essential or very valuable.



In contrast, only 44% of those who work in the tech industry agree with this. Is this a function of higher expectations from the tech workers or simply an inability to relax? :)



Thank you once again for your participation in our Apple Watch Research project.

We welcome your thoughts and comments on how we can improve the project moving forward. Do not hesitate to reach out to us at [info@wristly.co](mailto:info@wristly.co)

[www.Wristly.co](http://www.Wristly.co)

