



# Wristly Apple Watch Insider's Report #2

Welcome to the 2<sup>nd</sup> edition of our Apple Watch Insider's report. This issue contains a number of insights that should interest many of you, whether you are a WatchKit developer or simply an enthusiast early Watch owner.

A word on methodology first. For this report, we polled 102 of you over the May 21st to May 25th timeframe and 59 completed the survey. If you have the Watch and also want to be part of our Inner Circle, we welcome you to join at [www.wristly.co](http://www.wristly.co) - it really only takes a couple of minutes once a week to participate. In turn, you'll get first access to the results and also contribute to shaping the future of this amazing new device.

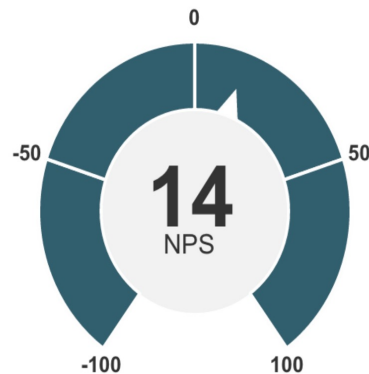
Most surprising to us at Wristly as we gathered and analyzed your responses was the relatively low Net Promoter Score ("NPS") that you collectively gave the Apple Watch. NPS is a best-practice benchmark that measures a consumer's willingness to recommend a product (or not).

Best-in-class NPS scores for the likes of Netflix are often north of 60%, which stands in stark contrast to the NPS score of 14% earned by the Apple Watch. But, the NPS number by itself is just a starting place. It's really only as we started looking at the next level of details in your results that a clearer picture began to emerge.

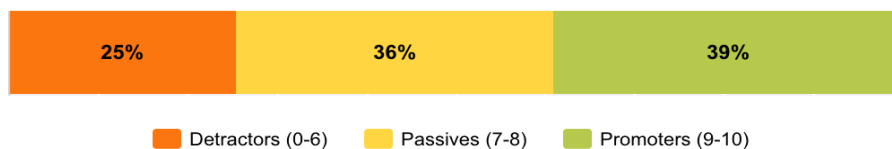


## How likely is it that you would recommend the Apple Watch to a friend or colleague?

102 Apple Watch owners surveyed - 59 respondents  
May 21/May 25, 2015



Let's first take a look at the group in the middle that NPS calls the "Passives" – this tier is made up of the respondents who rated the Watch a 7 or 8. In our survey, 36% of you made up this group and reading the individual comments, these users do actually like their Apple Watch quite a bit but recognize that it is not, in its current form, a must-buy for everyone. One of our user sums it up perfectly "It is nice for early adopters but my friends and family are *not*"



If we turn to the "Detractors" a full 25% of the respondents, the reasons invoked for their negative outlook were very consistent among the group – One early Watch owner from Australia summed it up perfectly when he stated: "...falls short of expectations in several key areas. Reduced dependence on physically needing to handle iPhone, selection of useful and relevant apps for device lacking and physical comfort of the device". Given our own experience with the Watch – all these objections are justified and clearly point the way for Apple and the app developer ecosystem to adapt over the next few years and turn these detractors into strong Promoters.

On the (very) positive side for Apple, almost 40% of our early adopters were already highly satisfied with their purchase and strong advocates – one of our panelists, even provocatively said "If one can afford it, who wouldn't want it?"

A few weeks in, I see why Apple says the Watch is its most personal device yet.

While the iPod's promise of putting 1,000 songs in your pocket had near-universal appeal, the Watch has only one "killer app" that everyone will use: telling the time. Everything else packed into this little thing, from health-tracking to emoji, will come down to personal preference and habits.

After a month, I don't want to be without it. But until you wear one for a while, it might be hard to understand why.

While some people will label this group the "Apple Fan Boys" we found it quite consistent with many of the "One month with my Apple Watch" reviews like Tim Bradshaw's published last week.

Figure 1 Tim Bradshaw of the FT on the Apple Watch

My personal take is that somewhat contrarian to the “Killer App” model, I find it incredible to see how a device that most have described thus far as a collection of “nice” features is quickly becoming for many, a “must” wear object!

## Notifications Are the Heart of the Watch

Notifications – was the other topic of last week’s panel questions. Unsurprisingly almost 80% of you already tuned your settings to further filter the “fire-hose” of notifications showing on your Watch. For the 20% who didn’t – half prefer to have the same settings across iPhone and Apple Watch and the other half didn’t feel the need to change anything. Most likely, the last group has already done quite a bit of triage on their iPhone!

To finish this week’s issue I would like to revisit one takeaway from last week’s poll. Apple Watch owners do love their Apps and love to talk about them!



What started as a simple “What’s your favorite App on your Watch today?” created the first public “People’s Choice Selection” round up. About 15 great Watch apps were highlighted. They include the “obvious” Uber and other Starbucks type apps but also include the lesser known Swarm and Peak apps.

Based on the success of this question, we are assessing the merit of repeating it regularly and even potentially partnering with a large media player and bring to the space the first People’s Choice award type program.

Your thoughts are welcome and more importantly if you also have a voice, please consider participating in our “Inner Circle” research program. Each added voice makes our insights more reliable and valuable to all. Take 30 seconds to join at [www.wristly.co](http://www.wristly.co)