

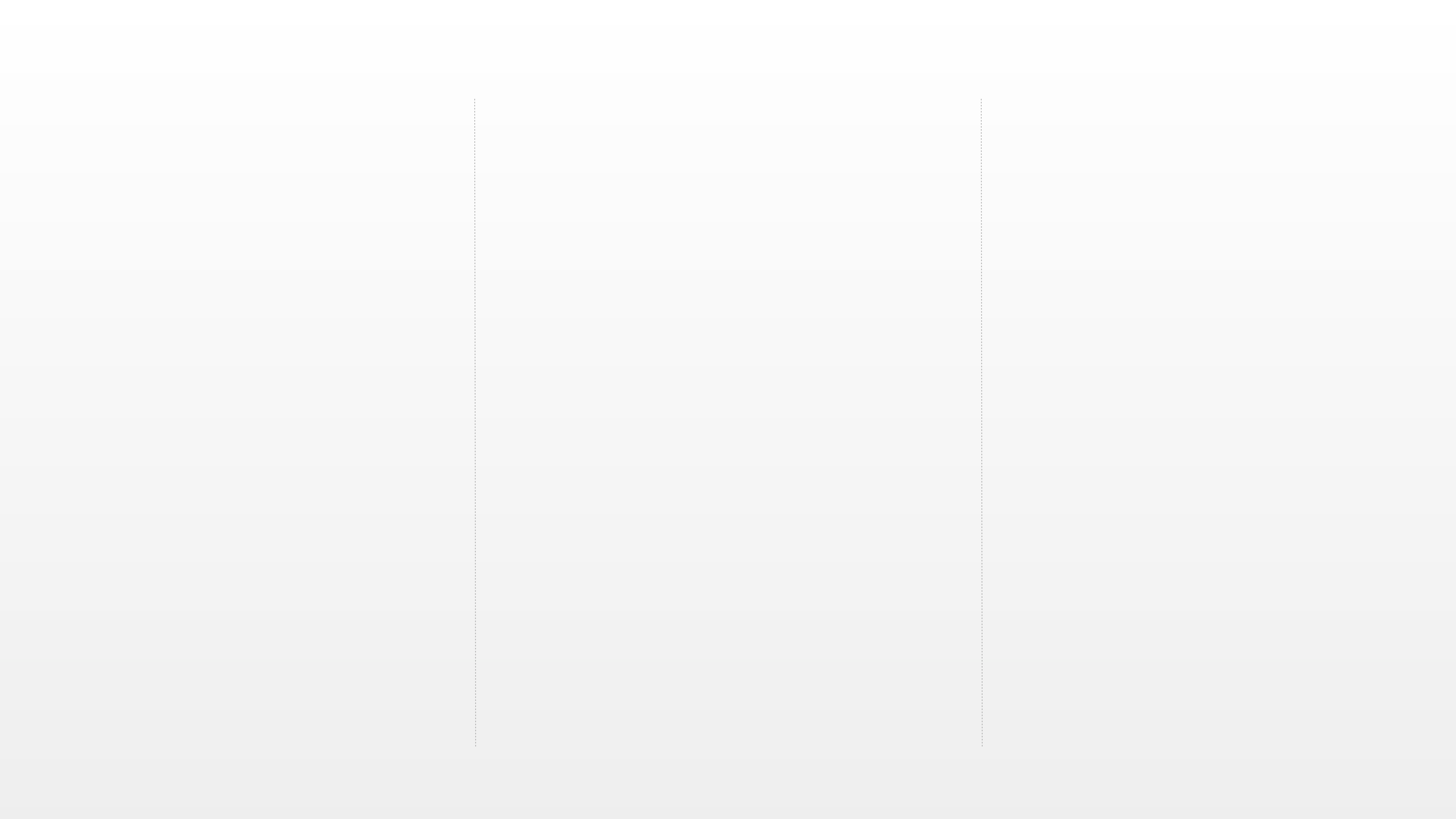
JAWBONE

# **JAWBONE PLATFORM STRATEGY & BEHAVIOR CHANGE**

MIT PLATFORM STRATEGY SUMMIT — 25 JULY 2014

ANDREW J. ROSENTHAL — @ROSENTHAL

WE HAVE A LEGACY OF  
**DISRUPTING MARKETS THROUGH  
INNOVATION**





## HEADSETS



## **HEADSETS**

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Superior noise cancellation  
and stunning design



## HEADSETS

---

Superior noise cancellation  
and stunning design



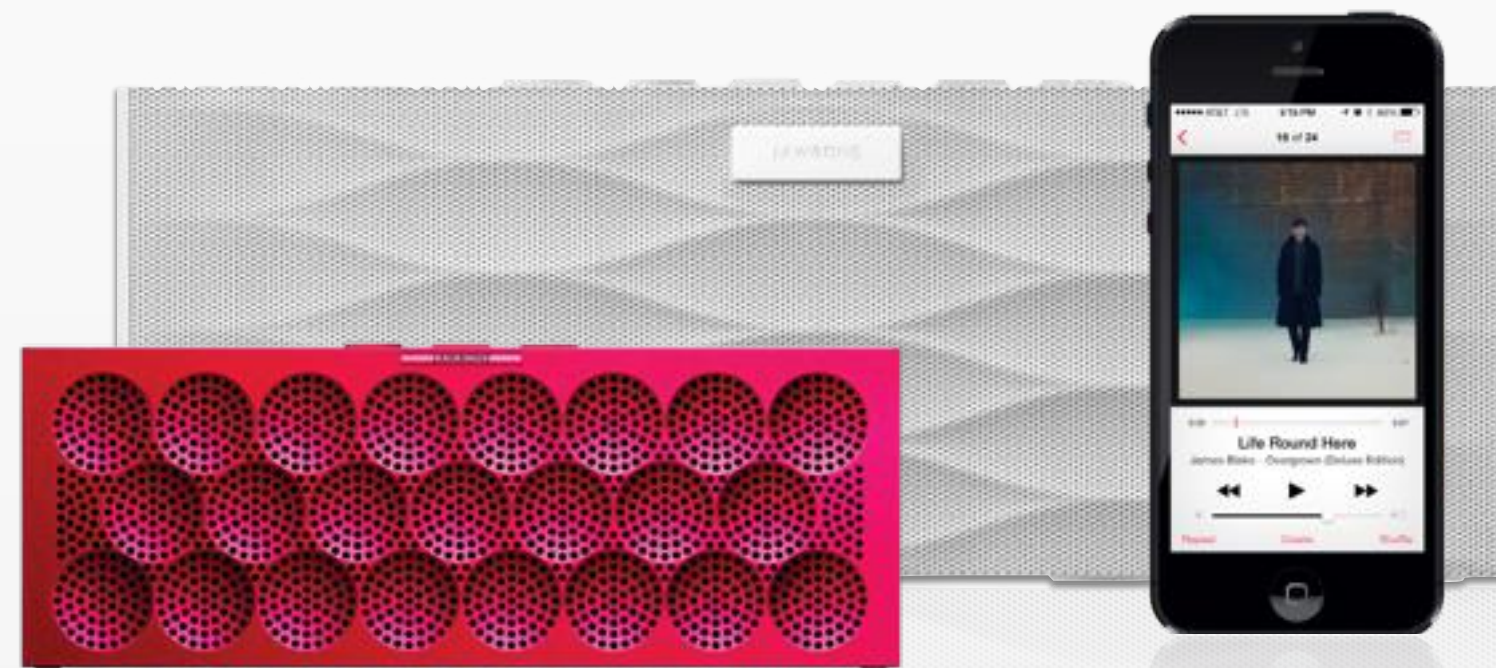
## SPEAKERS



## HEADSETS

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Superior noise cancellation  
and stunning design



## JAMBOX

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Defining the Bluetooth  
speaker category

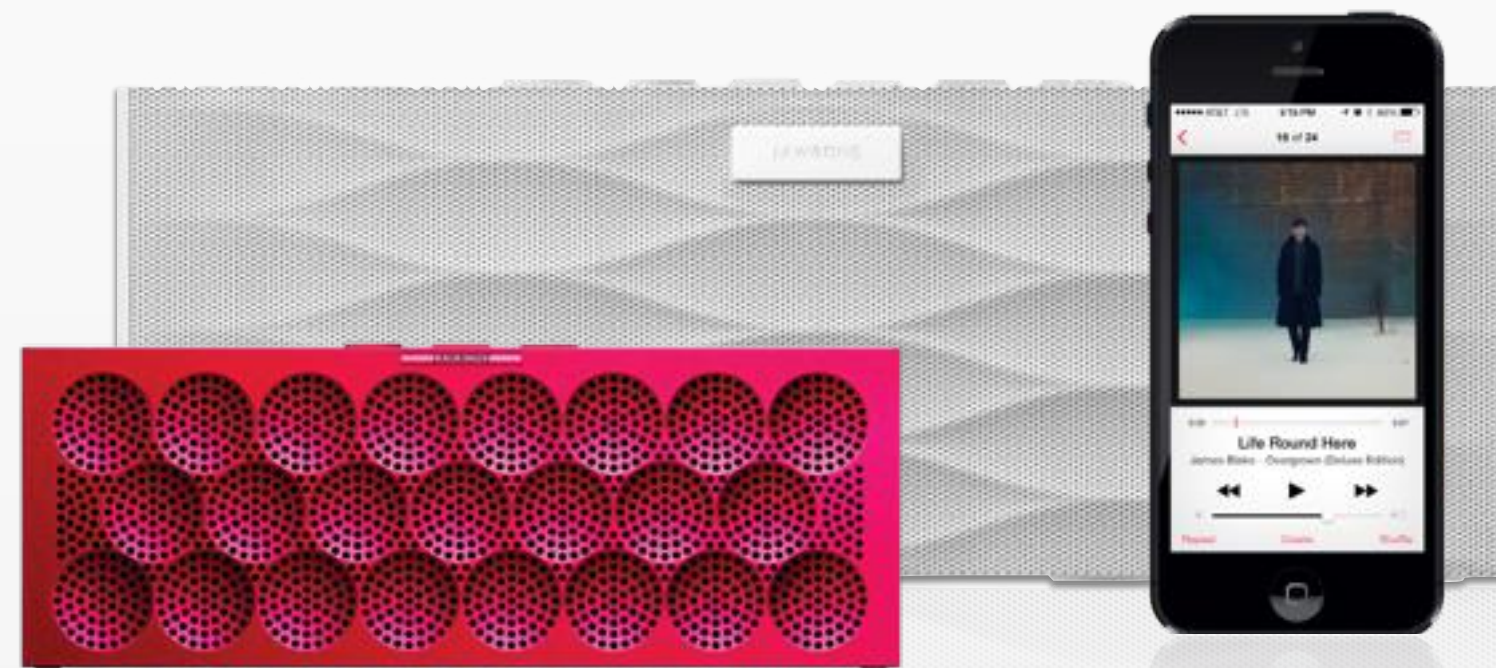




## HEADSETS

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Superior noise cancellation  
and stunning design



## JAMBOX

---

Defining the Bluetooth  
speaker category



## WEARABLE SENSORS



## HEADSETS

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Superior noise cancellation  
and stunning design



## JAMBOX

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Defining the Bluetooth  
speaker category



## UP

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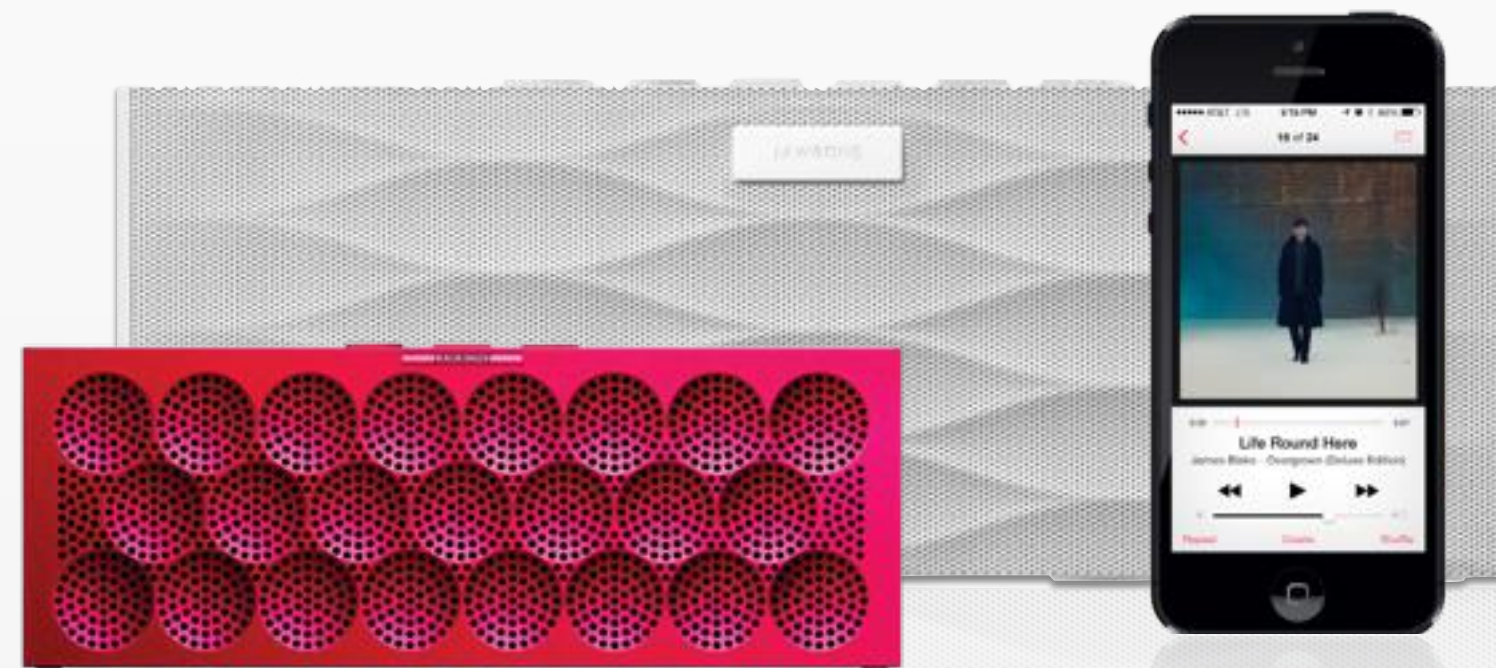
Humanizing the wearable  
computing/ sensor market



## HEADSETS

---

Superior noise cancellation  
and stunning design



## JAMBOX

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Defining the Bluetooth  
speaker category



## UP

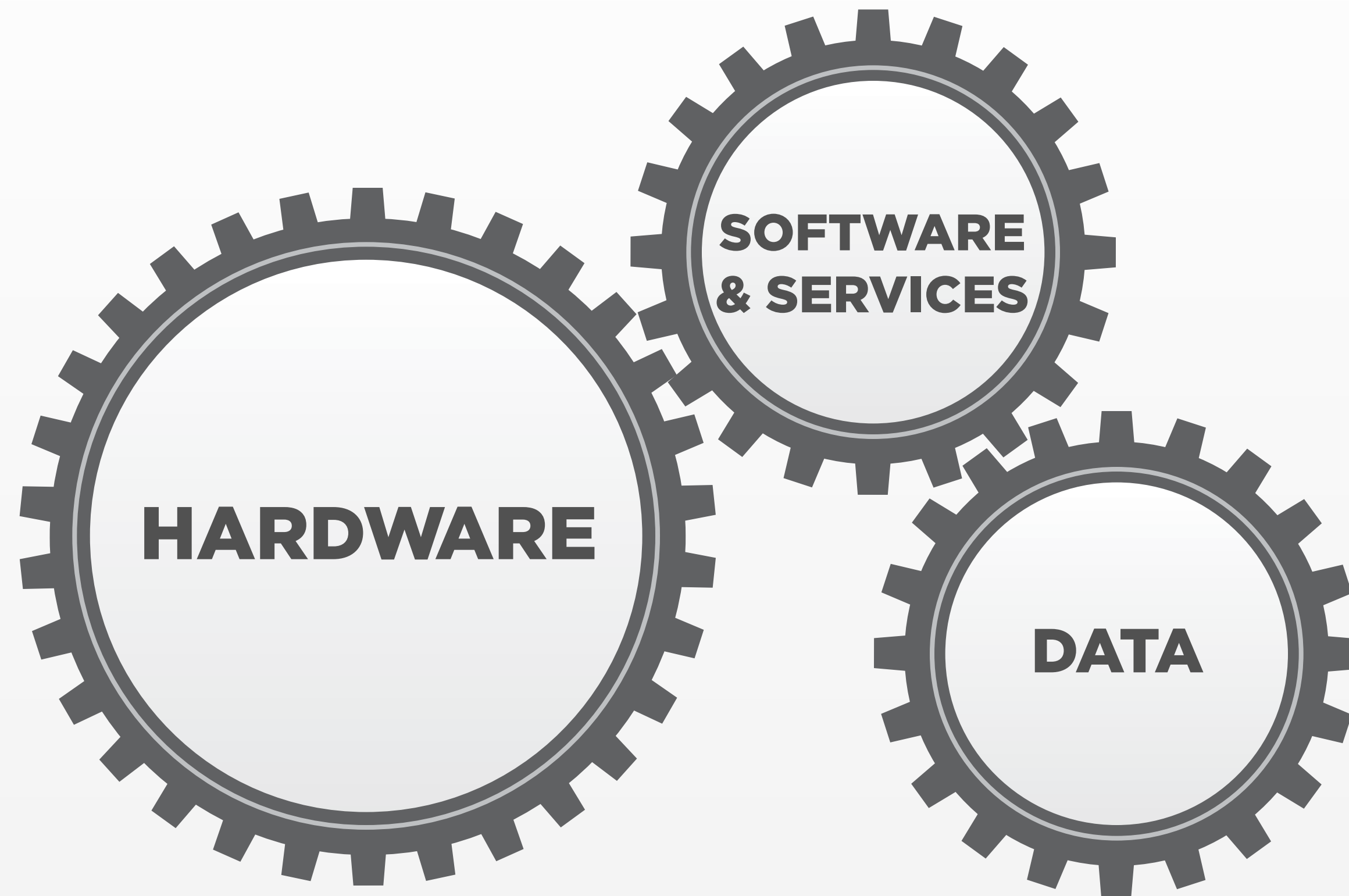
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Humanizing the wearable  
computing/ sensor market



**IS THE BEGINNING**





**SOFTWARE, SERVICES + DATA**  
WORK IN TANDEM



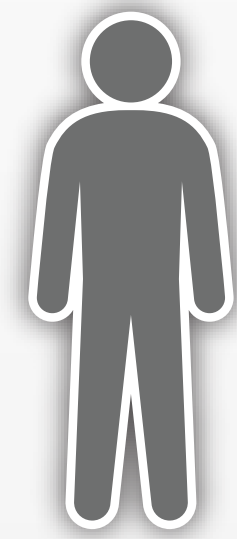
**UP'S** GOAL IS TO GIVE  
PEOPLE THE  
OPPORTUNITY TO LIVE  
A HEALTHIER LIFESTYLE  
BY HELPING THEM  
UNDERSTAND MORE  
ABOUT THEMSELVES.

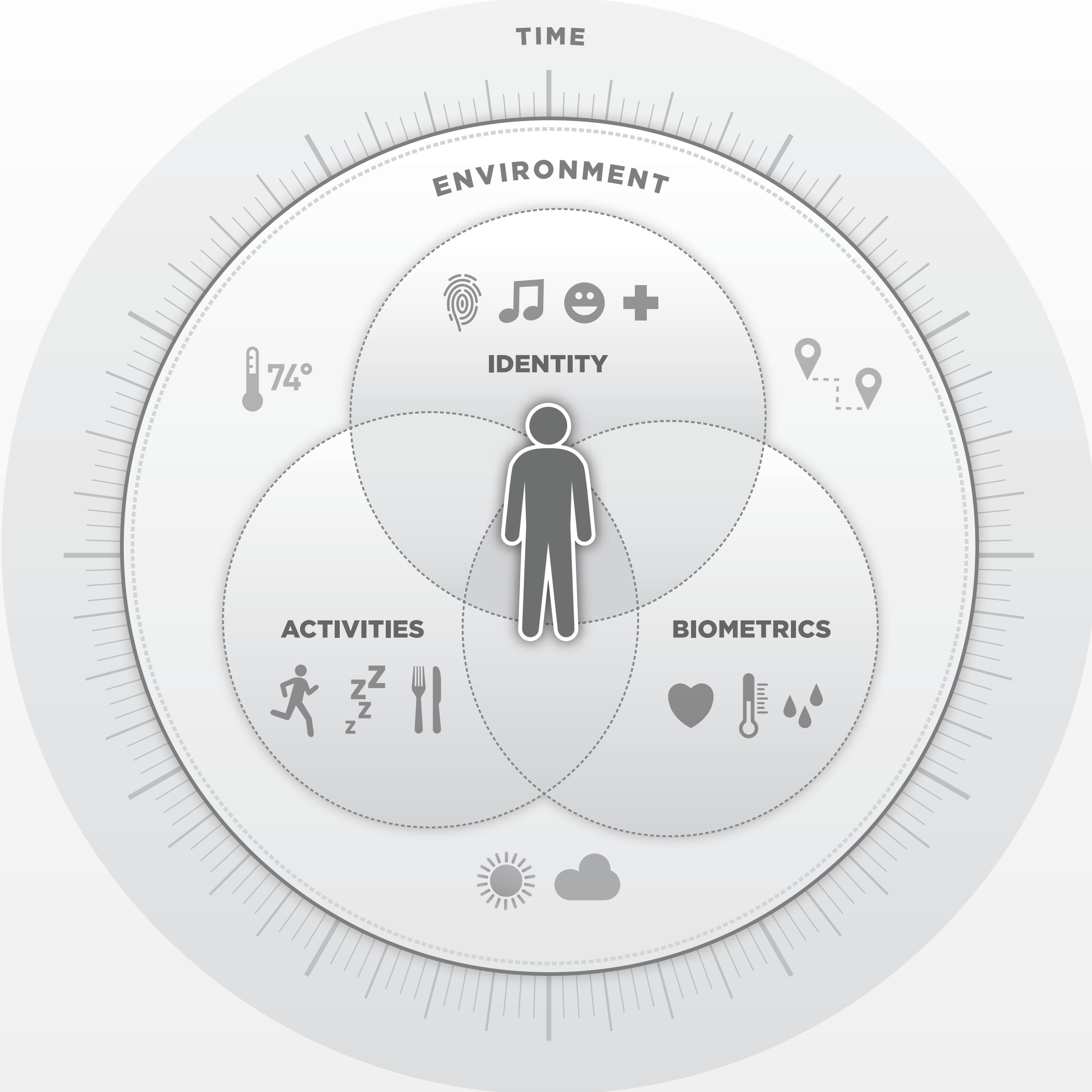


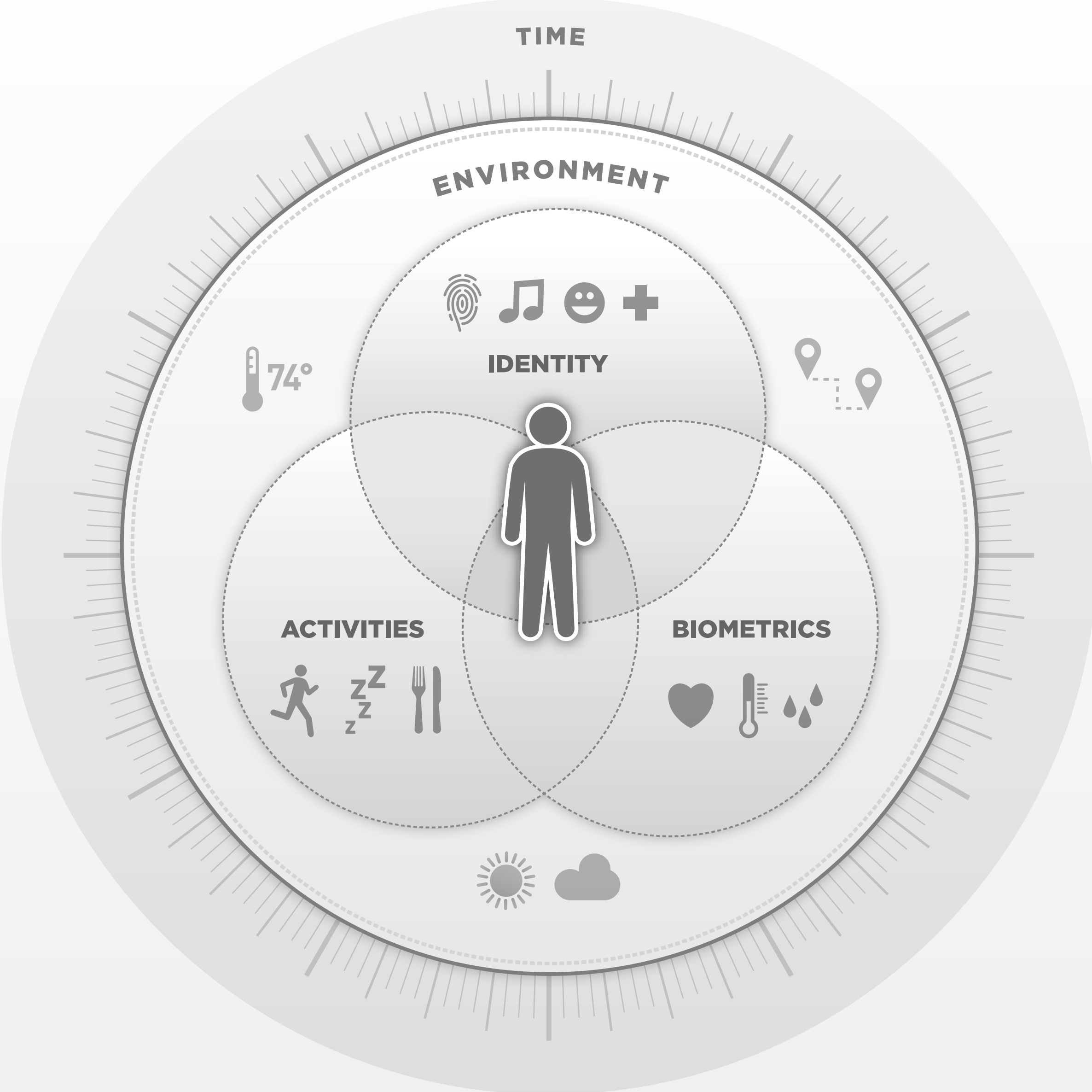


**UP** ALLOWS YOU TO  
EASILY TRACK HOW  
YOU SLEEP, MOVE, AND  
EAT, DELIVERING  
INSIGHTS THAT  
EMPOWER YOU TO  
MAKE SMARTER  
CHOICES TO FEEL YOUR  
BEST.



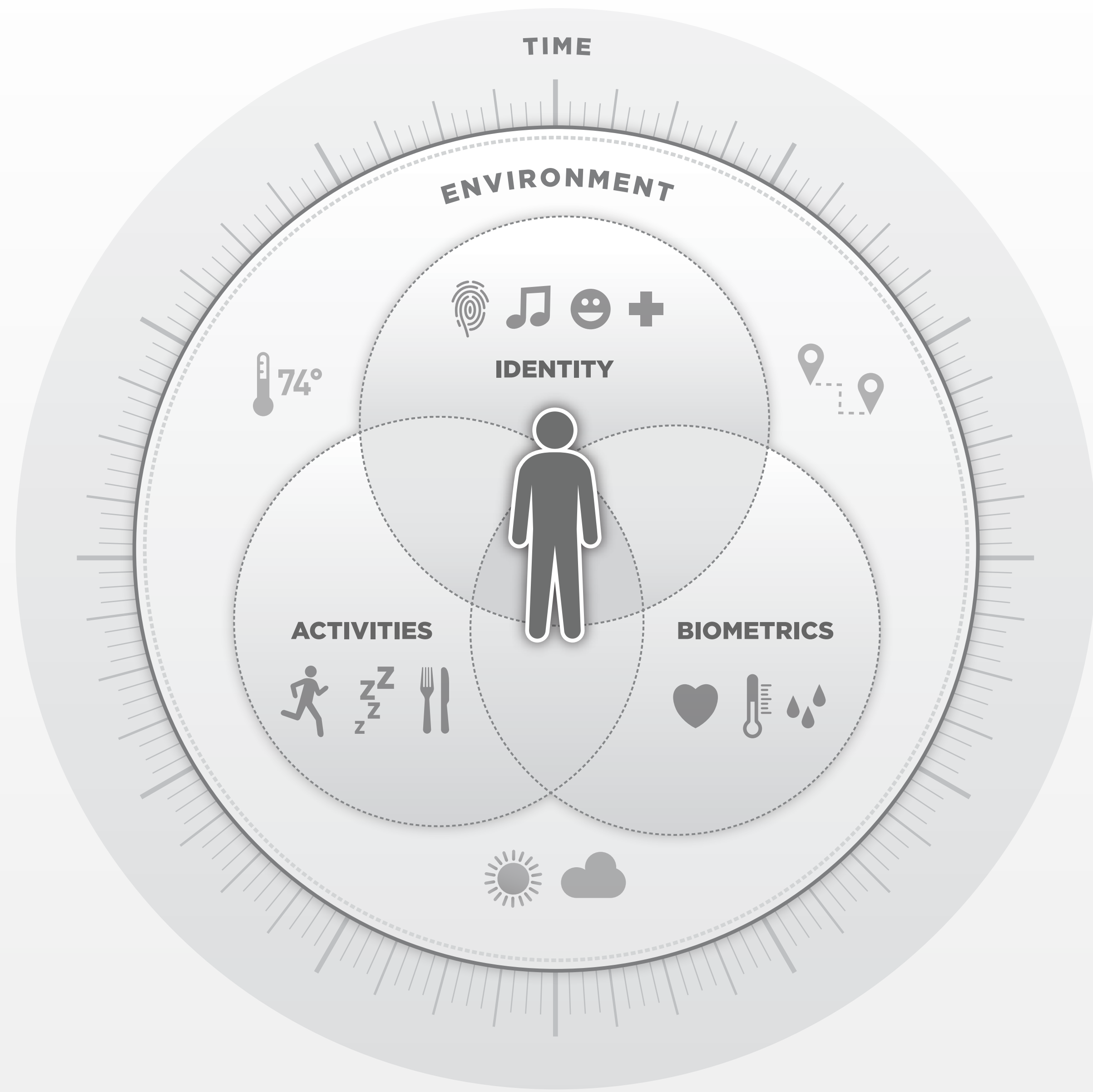




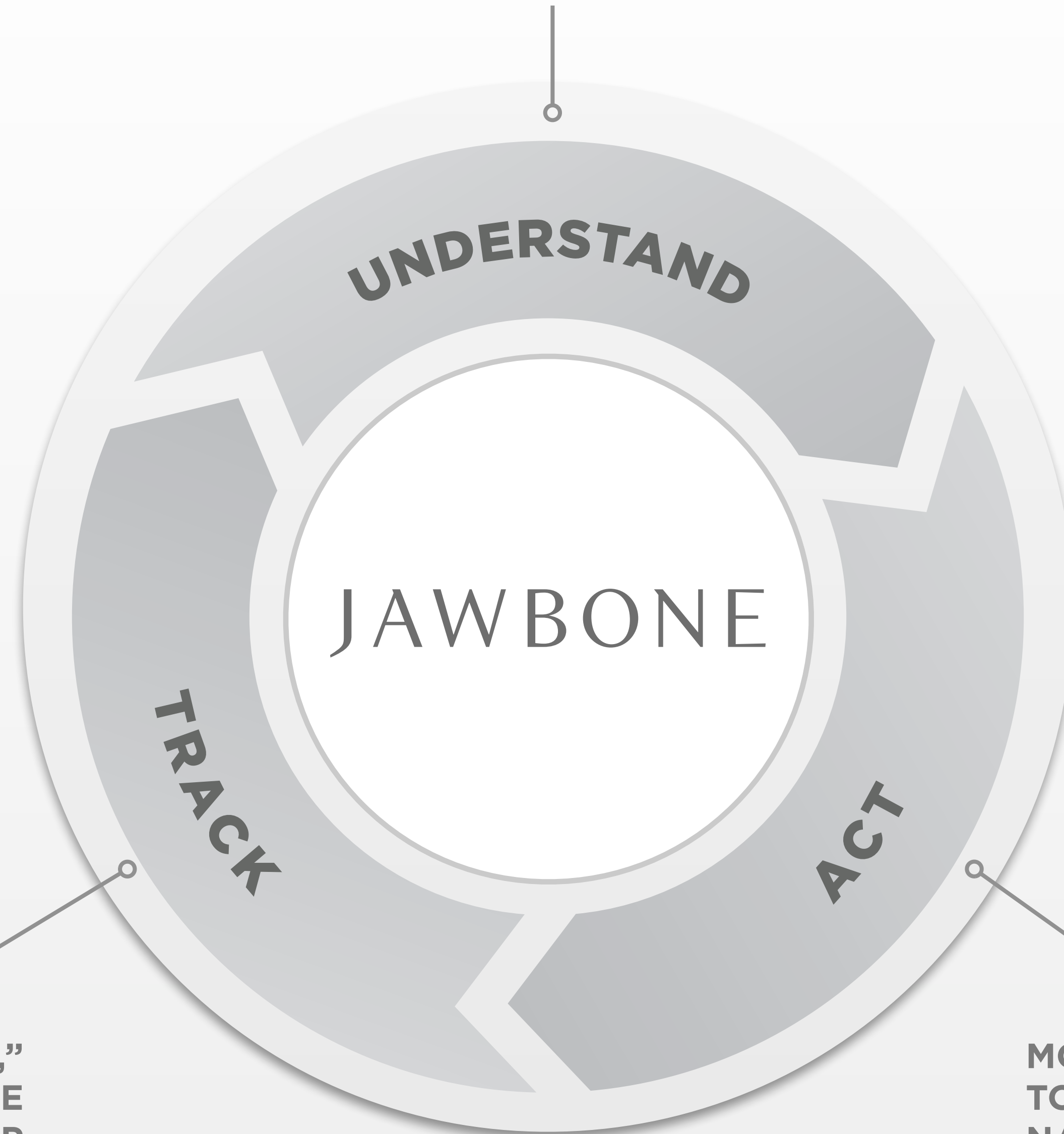


# 24/7 DATA

A COMPLETE PICTURE OF YOU  
FULLY CONTEXTUALIZED



CORRELATE LIFE'S SIGNALS TO CREATE  
A COMPLETE CONTEXT OF THE INDIVIDUAL



BUILDING A  
**BEHAVIOR CHANGE  
PLATFORM**  
IN A 24/7 WORLD

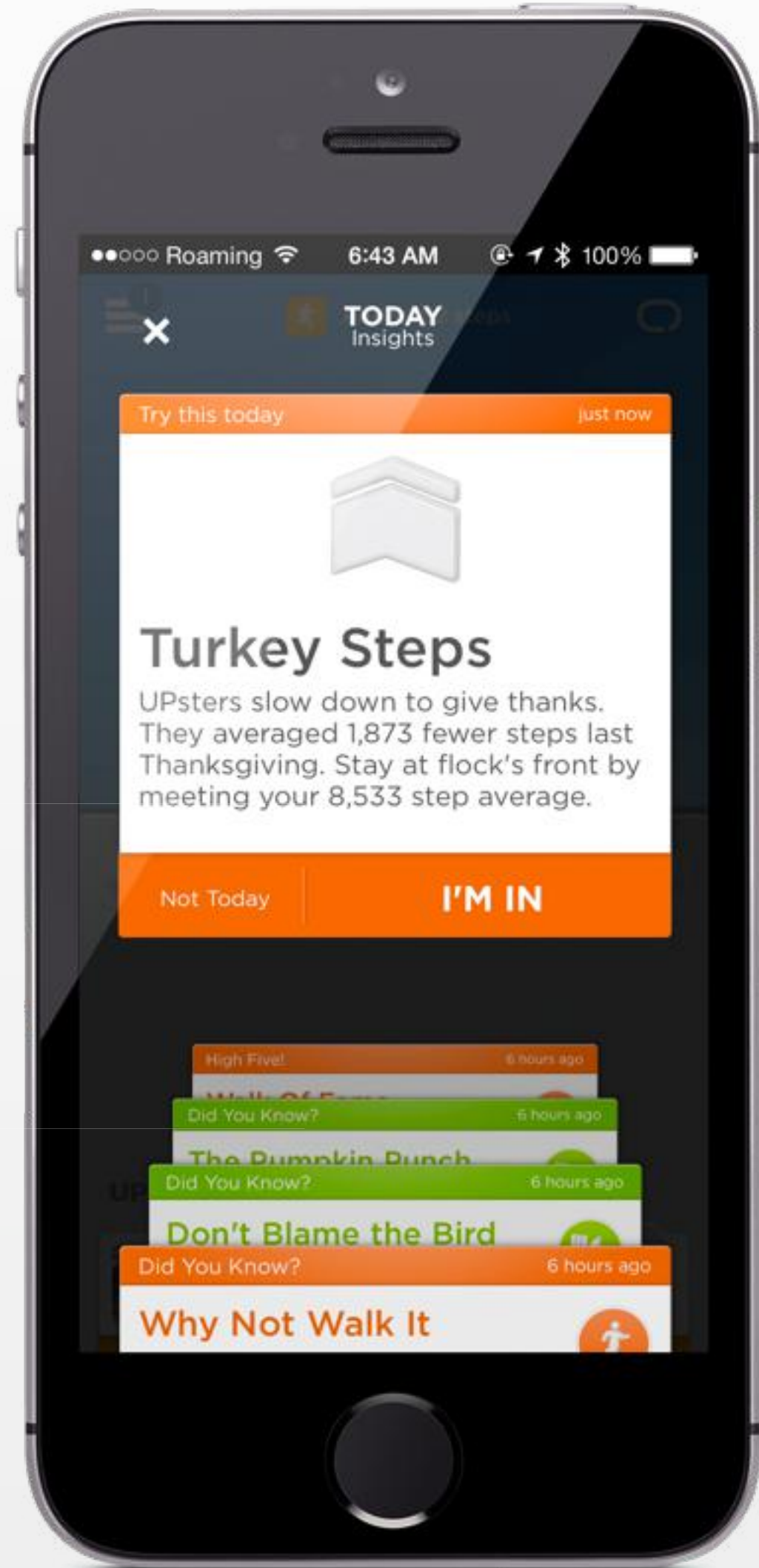
COLLECT "HONEST SIGNALS,"  
PASSIVELY AND FRICTION-FREE  
WITH 24/7 RELATIONSHIP

MOTIVATE AND GUIDE USERS  
TO ACT IN THE MOMENT AND  
NAVIGATE THROUGH THEIR WORLD

**DELIVERING** BEHAVIOR  
CHANGE

# “TODAY I WILL” TEST SHOWING CHANGE IN MOVE BEHAVIOR

Try this today just now  
Buck the turkey day trend and match your 8,533 step average...  
1/6

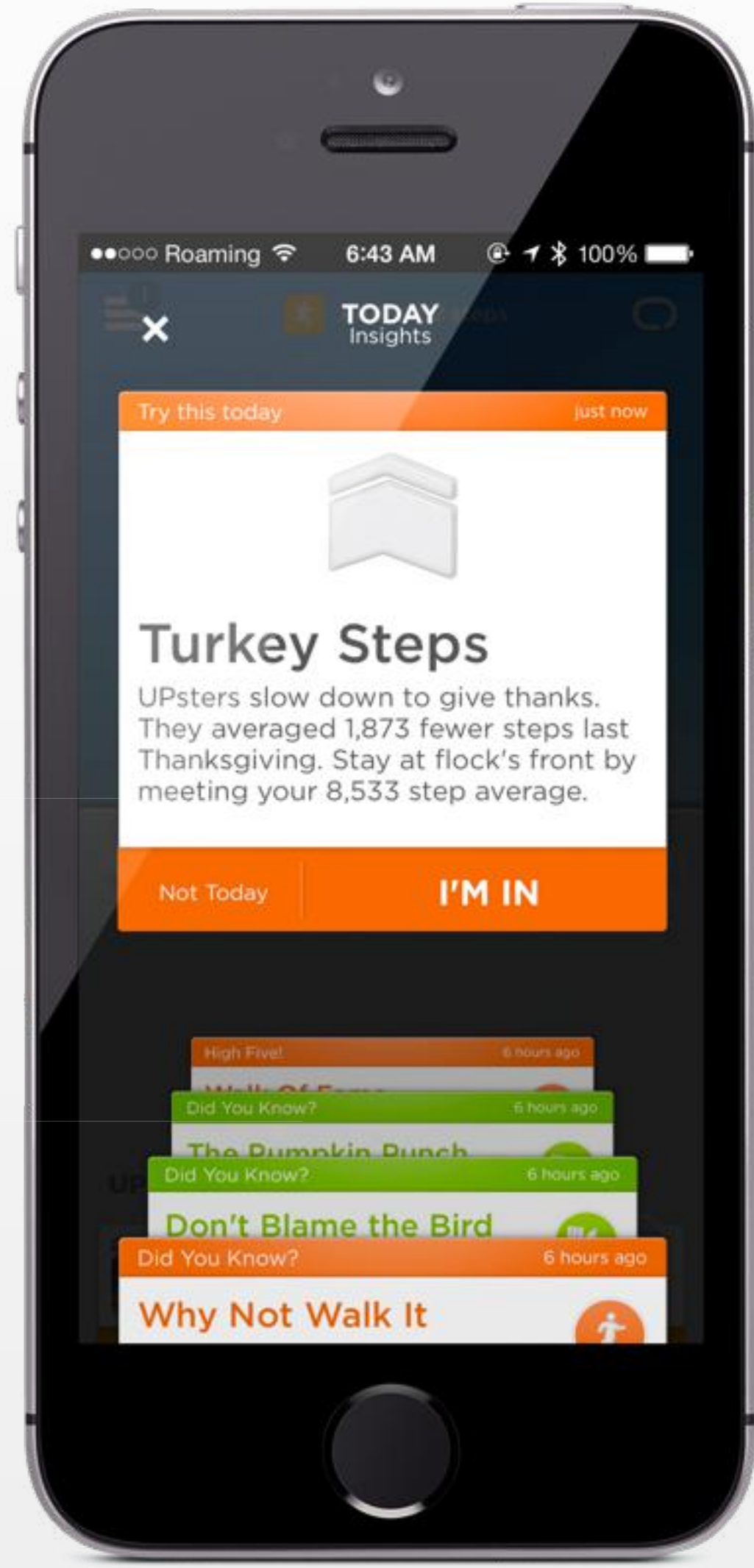


Users who accepted the pledge took **1,428** more steps on average than their counterparts in the control group



# “TODAY I WILL” TEST SHOWING CHANGE IN MOVE BEHAVIOR

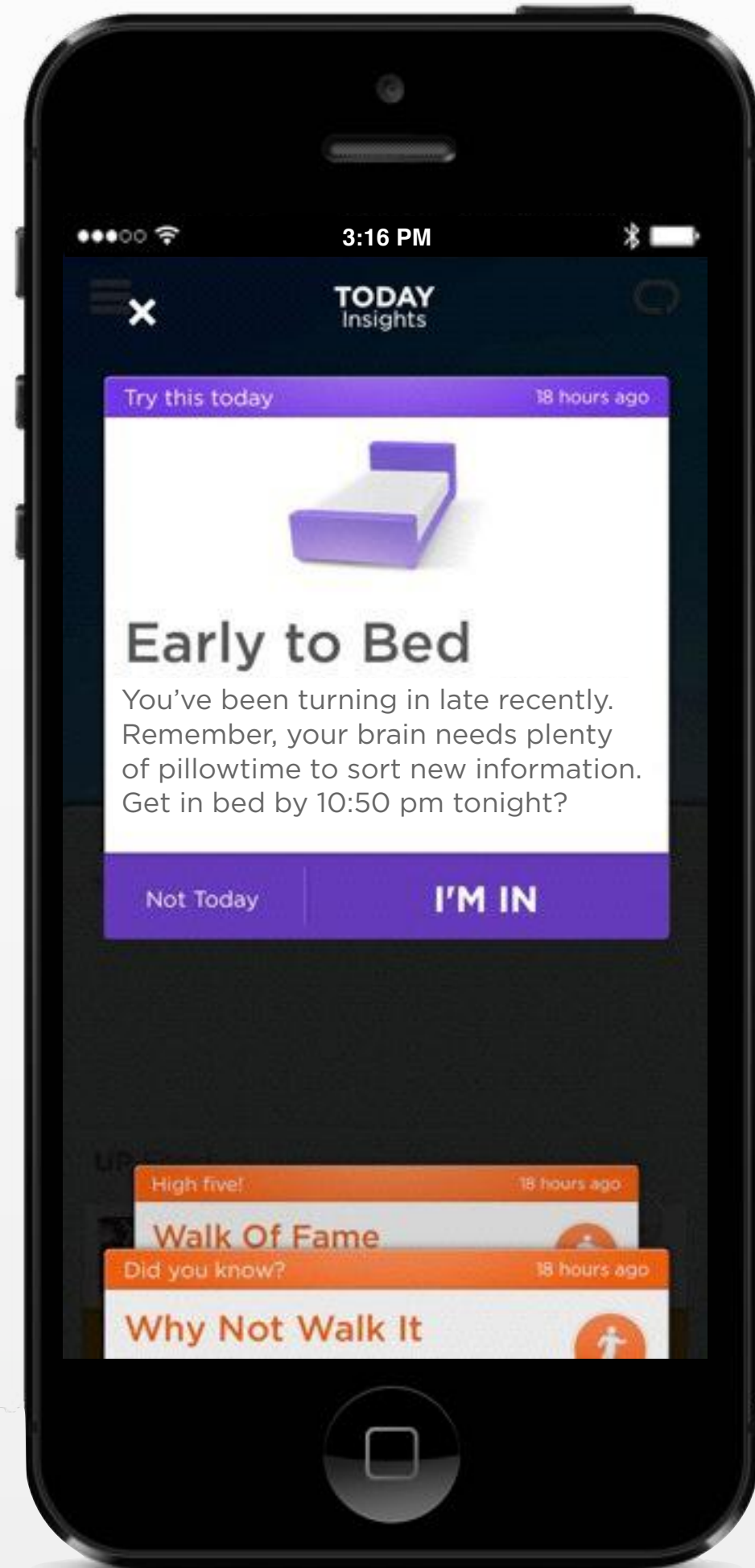
Try this today just now  
Buck the turkey day trend and match your 8,533 step average...  
1/6



# 24%

Users who accepted the pledge took **1,428** more steps on average than their counterparts in the control group

# “TODAY I WILL” TEST SHOWING CHANGE IN SLEEP BEHAVIOR



23m

Minutes earlier to bed, compared to the users' typical bedtime for that night of the week

72%

increased likelihood of going to bed by the suggested bedtime

*Based on a 40,000 person user test*

**PLATFORMS ALWAYS WIN**





# Sleep On It



Initializing...



healthmagination

powered by

MedHelp

[www.medhelp.org](http://www.medhelp.org)

10:11 PM

## Stats

### Hours Slept

7 days 30 days 90 days

AVG 8h 45m 8h 18m 8h 30m

MIN 8h 4h 9m 2h 35m

MAX 11h 14h 45m 17h 15m

Sleep on Weekends 4h 8m

Sleep on Weeknights 4h 36m

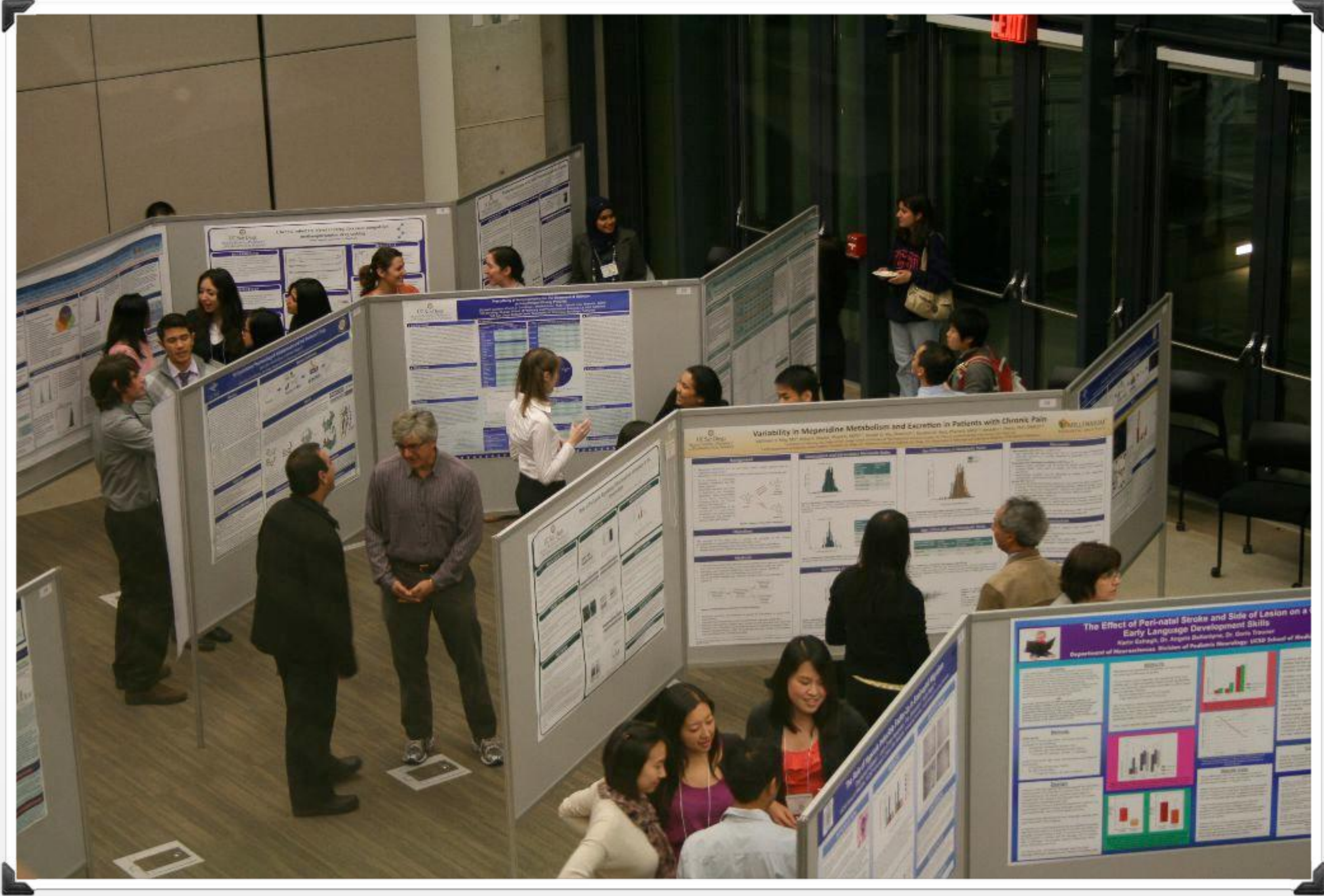
Time Lying Awake 2h 45m

Mood w/ Less Sleep Okay

My Sleep Stats Communities Settings

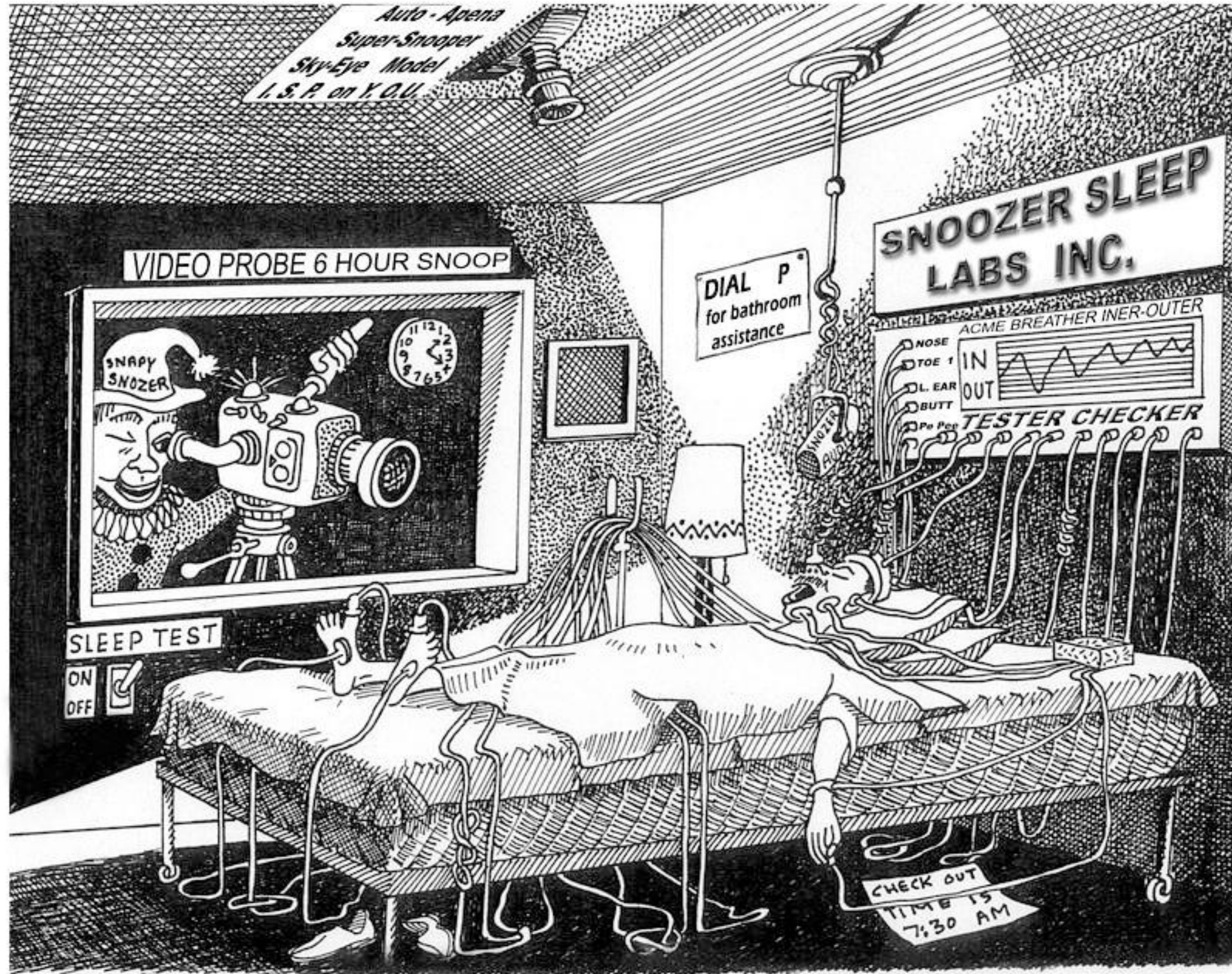












Alright, sleep tight, all night ~ **don't let the bed bugs bite!**

**PLATFORMS ALWAYS WIN**

*AT BEHAVIOR CHANGE*



BEHAVIOR CHANGE WORKS

BEHAVIOR CHANGE WORKS

BEHAVIOR CHANGE WORKS

**RIGHT SOLUTION**

BEHAVIOR CHANGE WORKS

**RIGHT SOLUTION**  
**RIGHT PERSON**

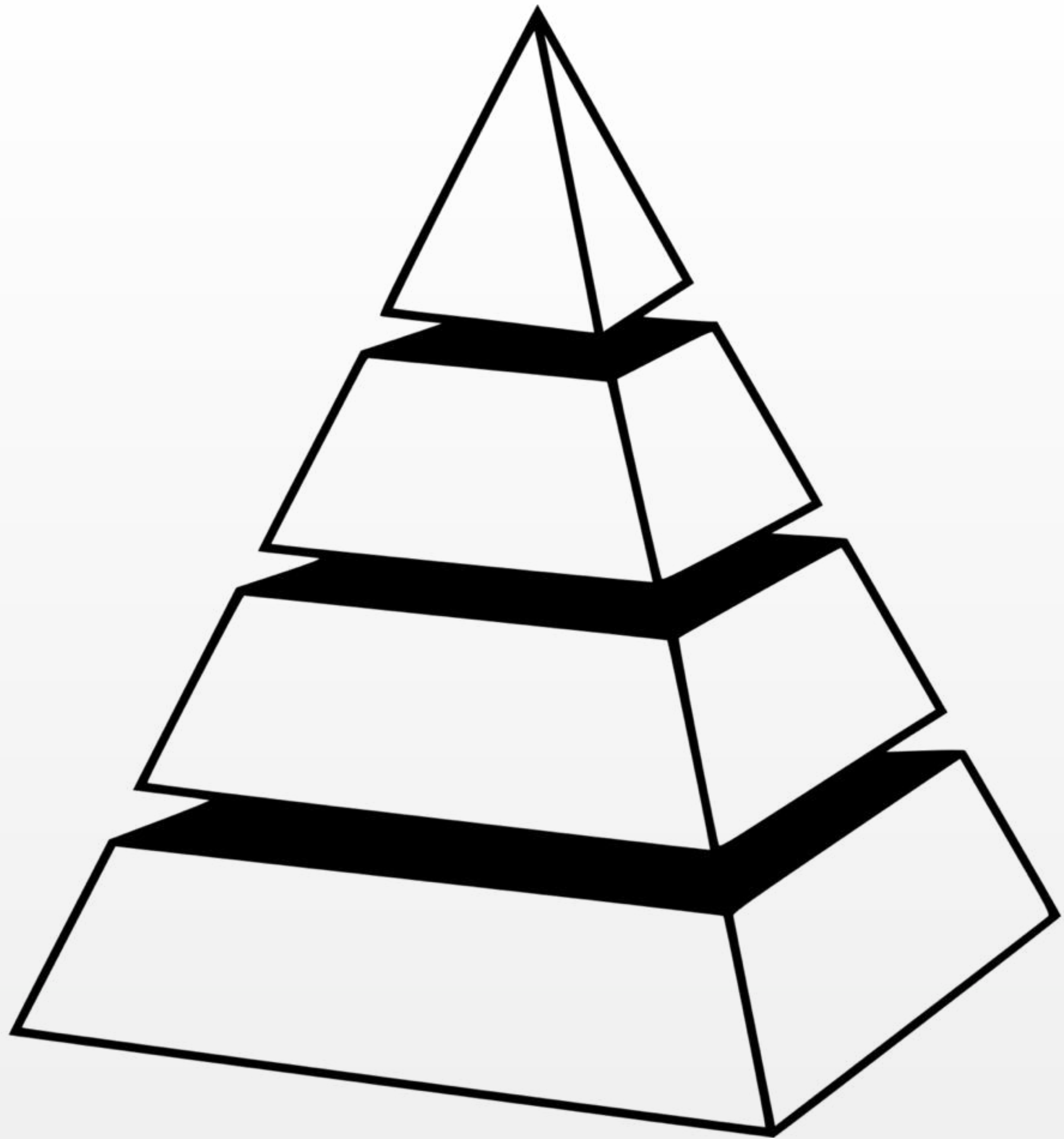


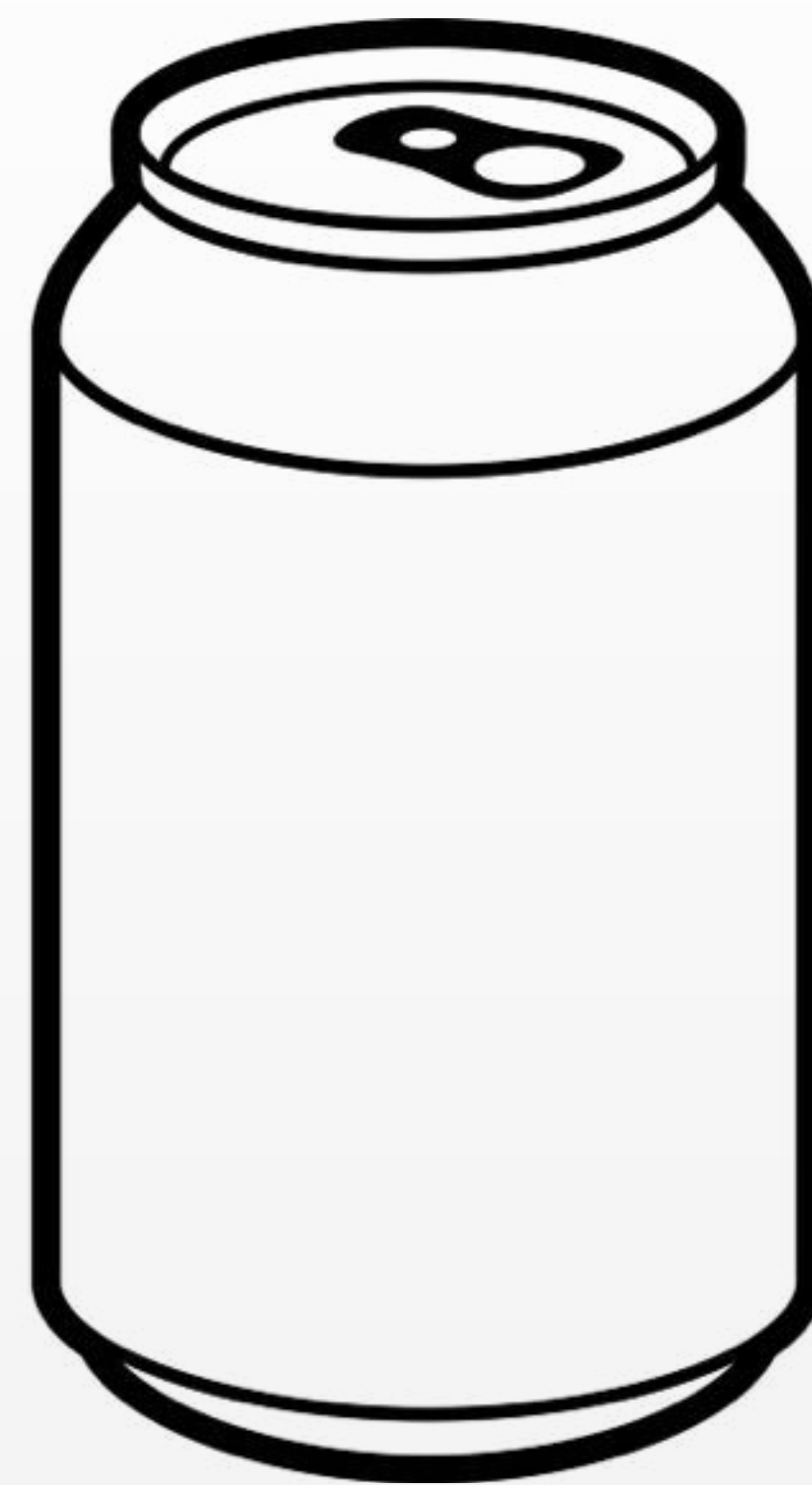
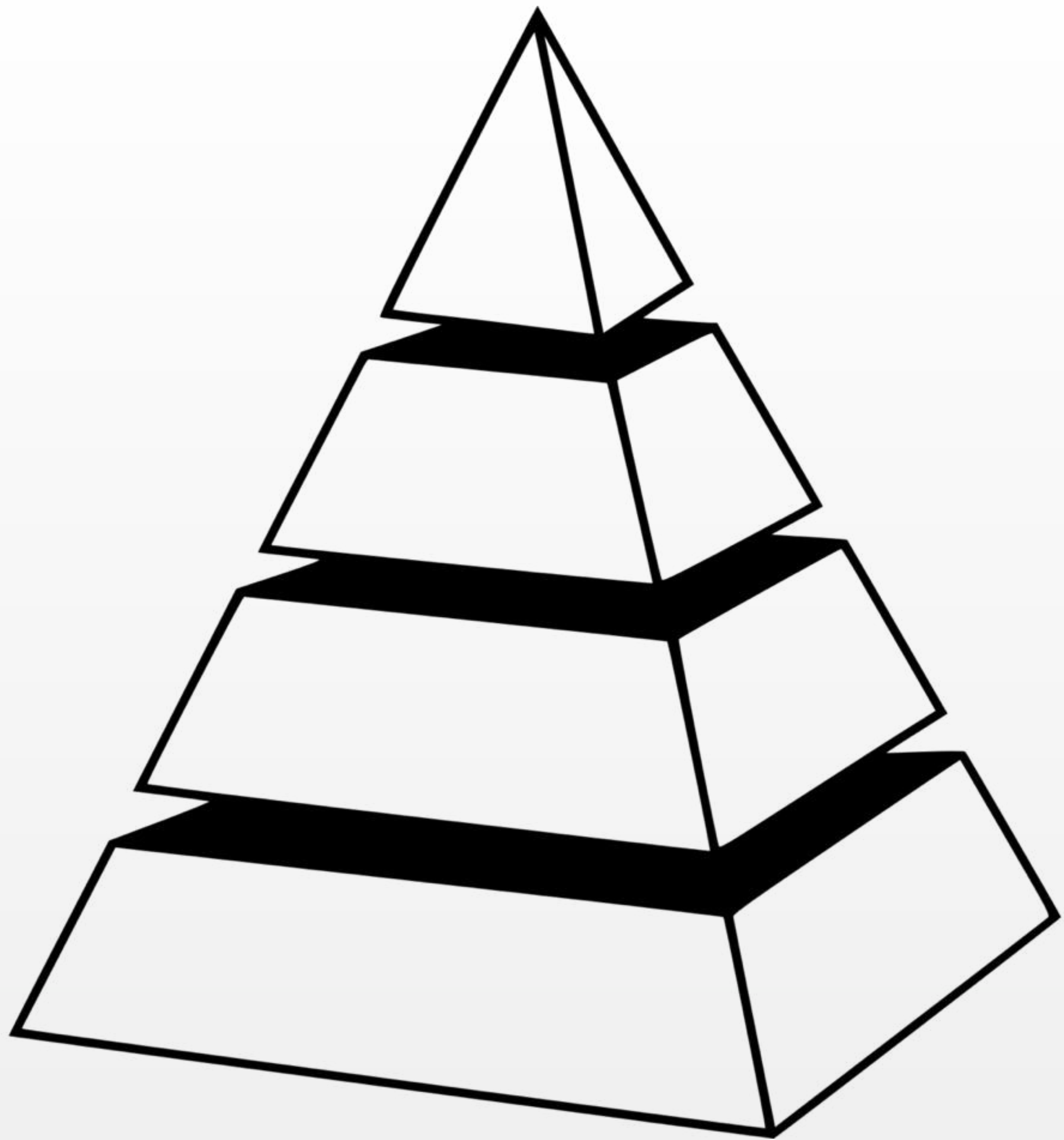
BEHAVIOR CHANGE WORKS

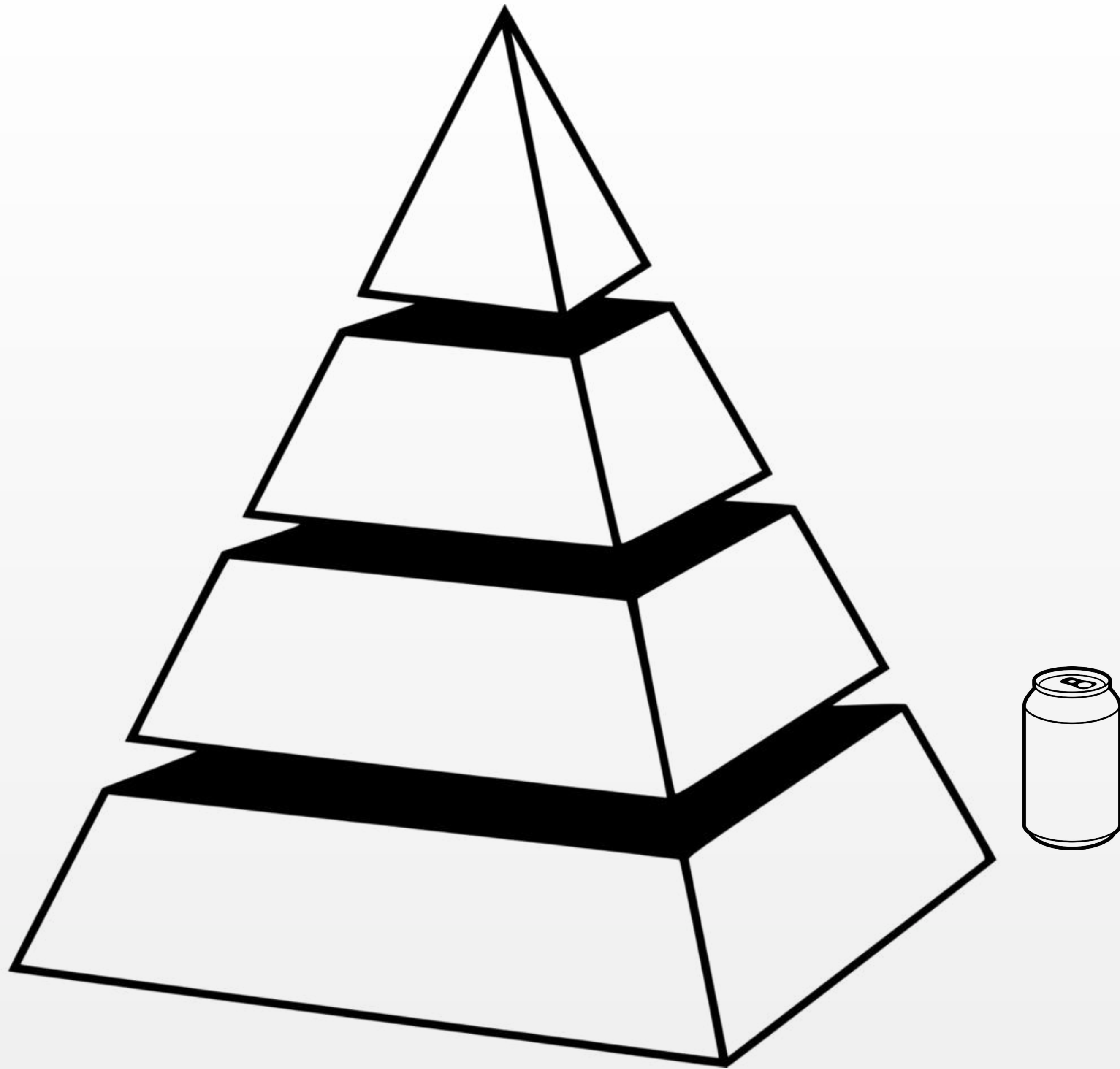
**RIGHT SOLUTION**

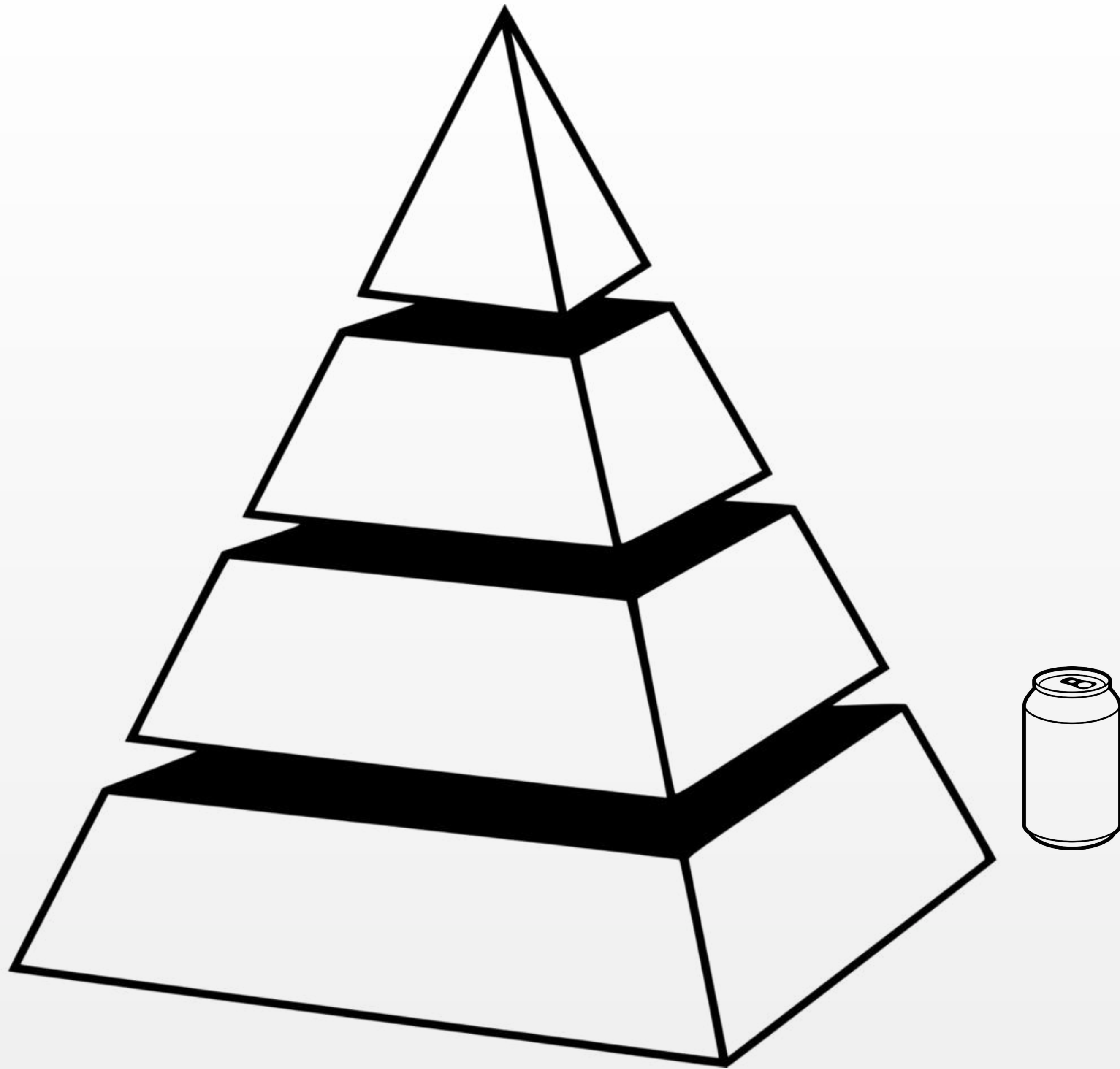
**RIGHT PERSON**

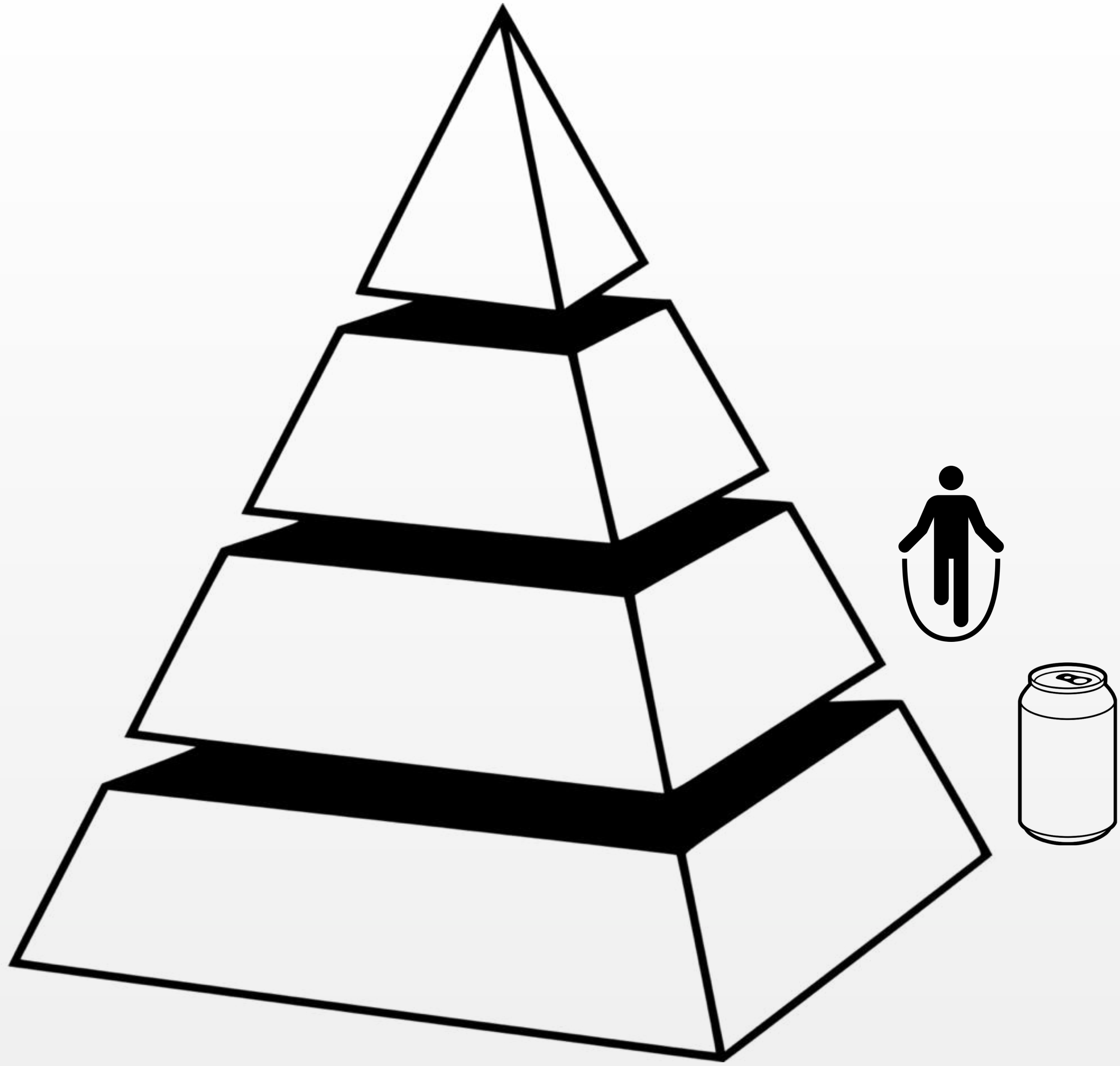
**RIGHT TIME**

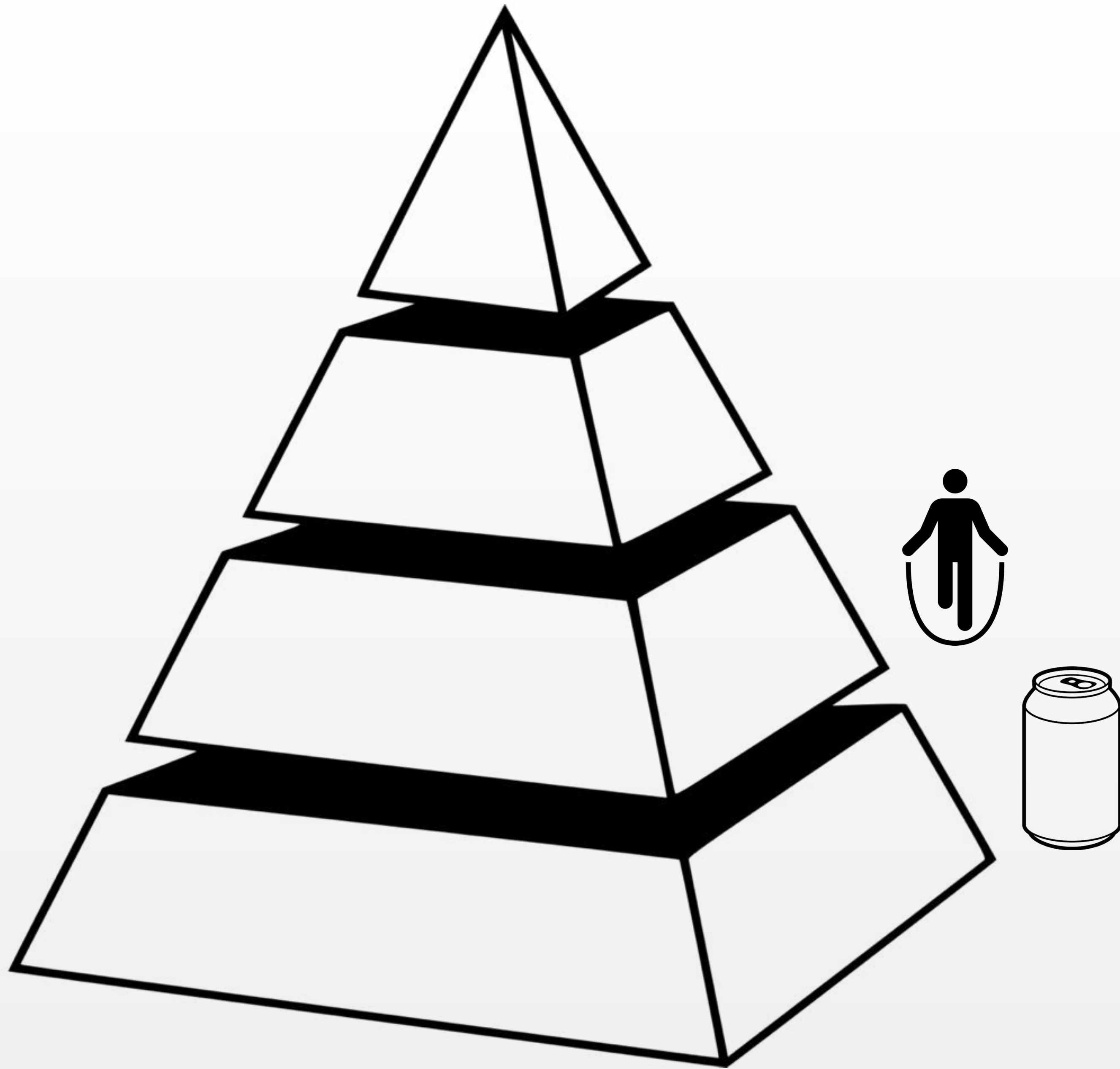


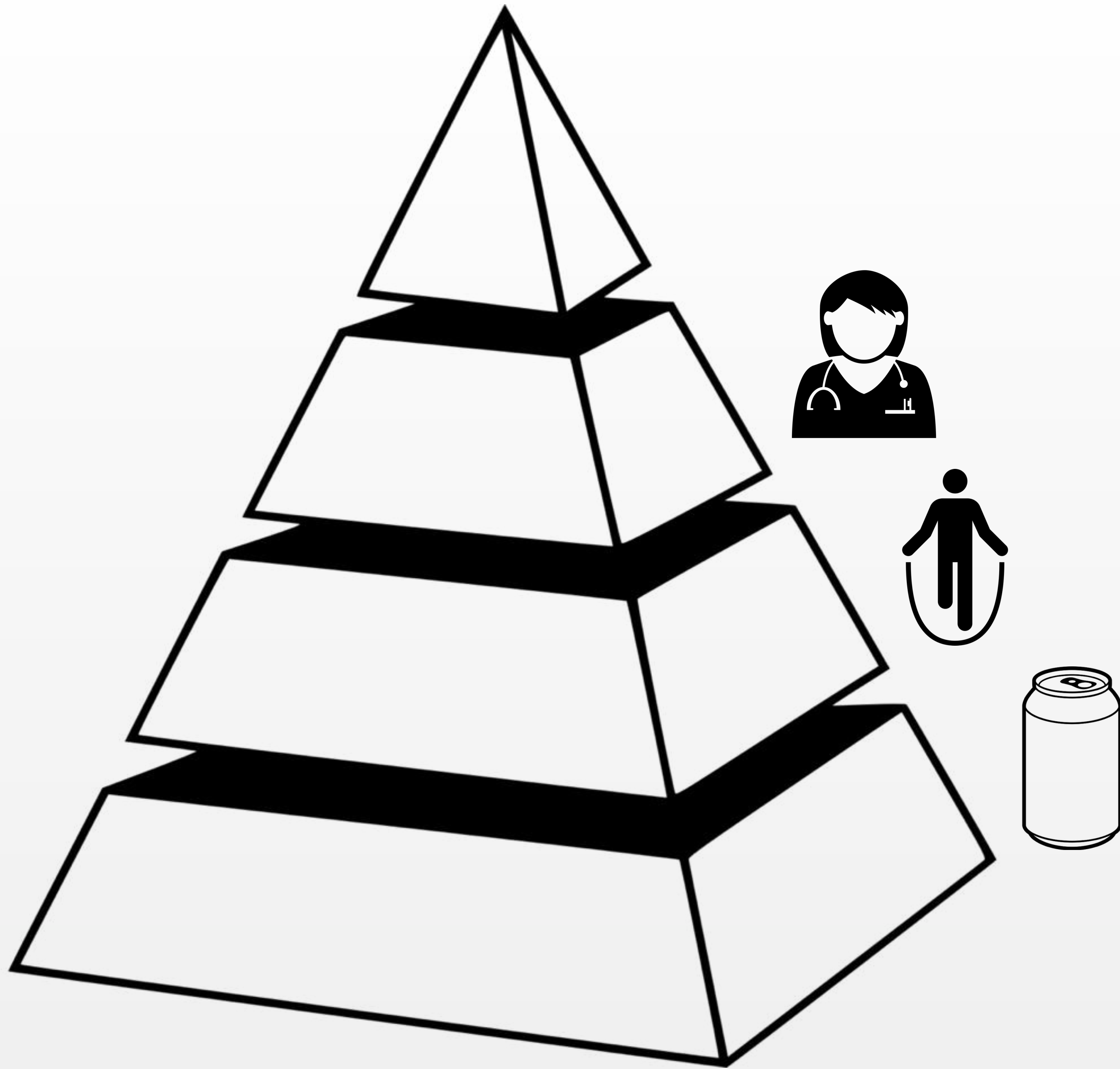




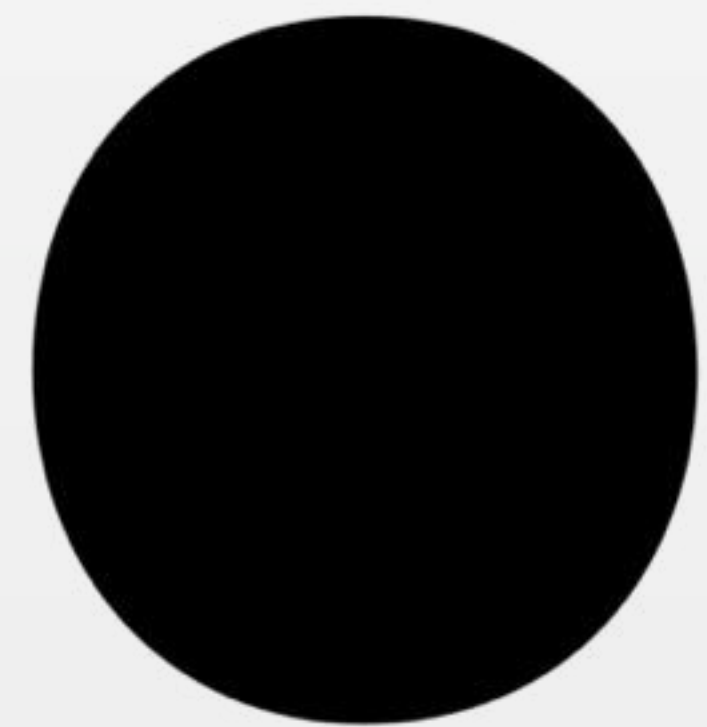
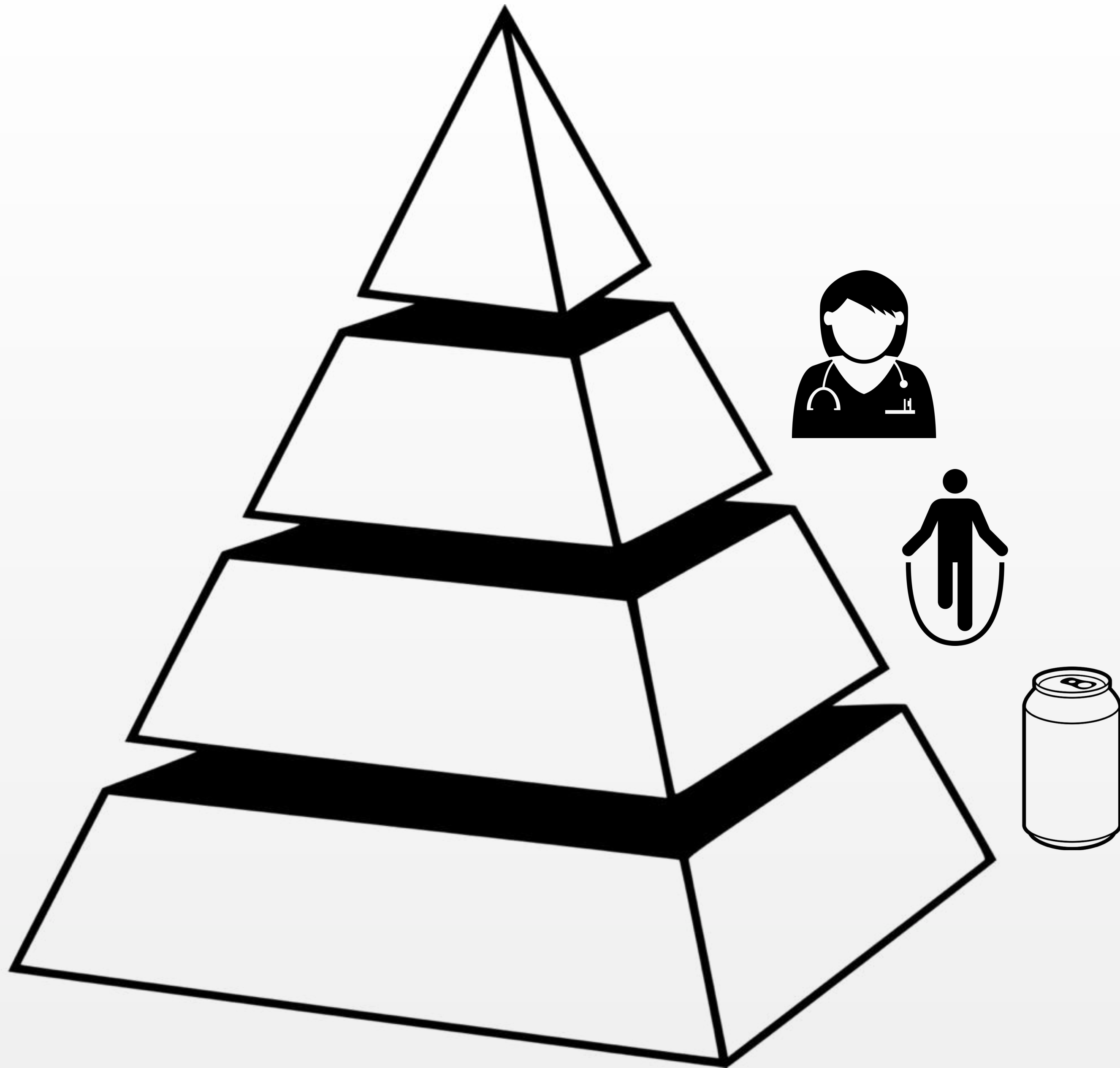


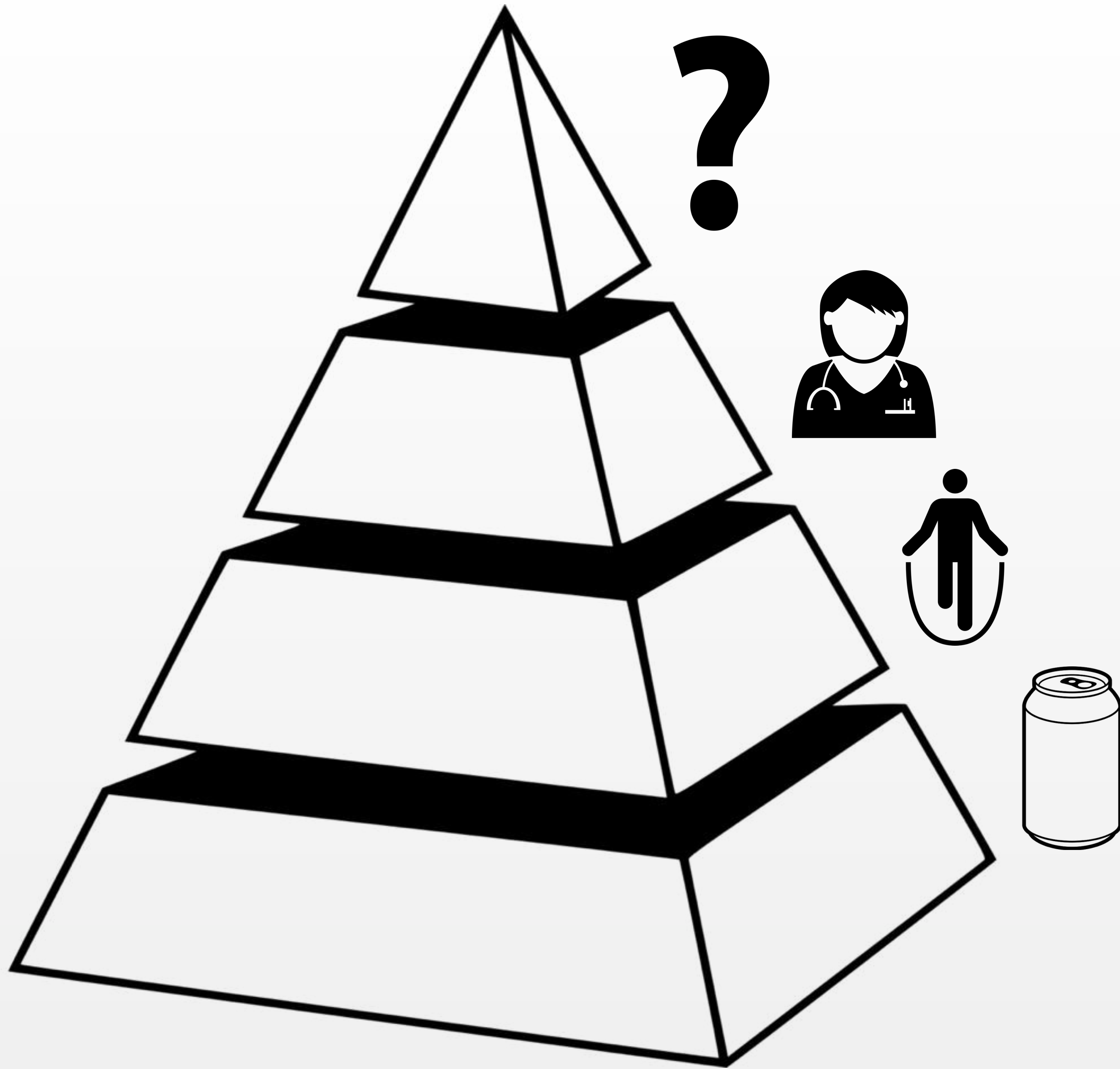








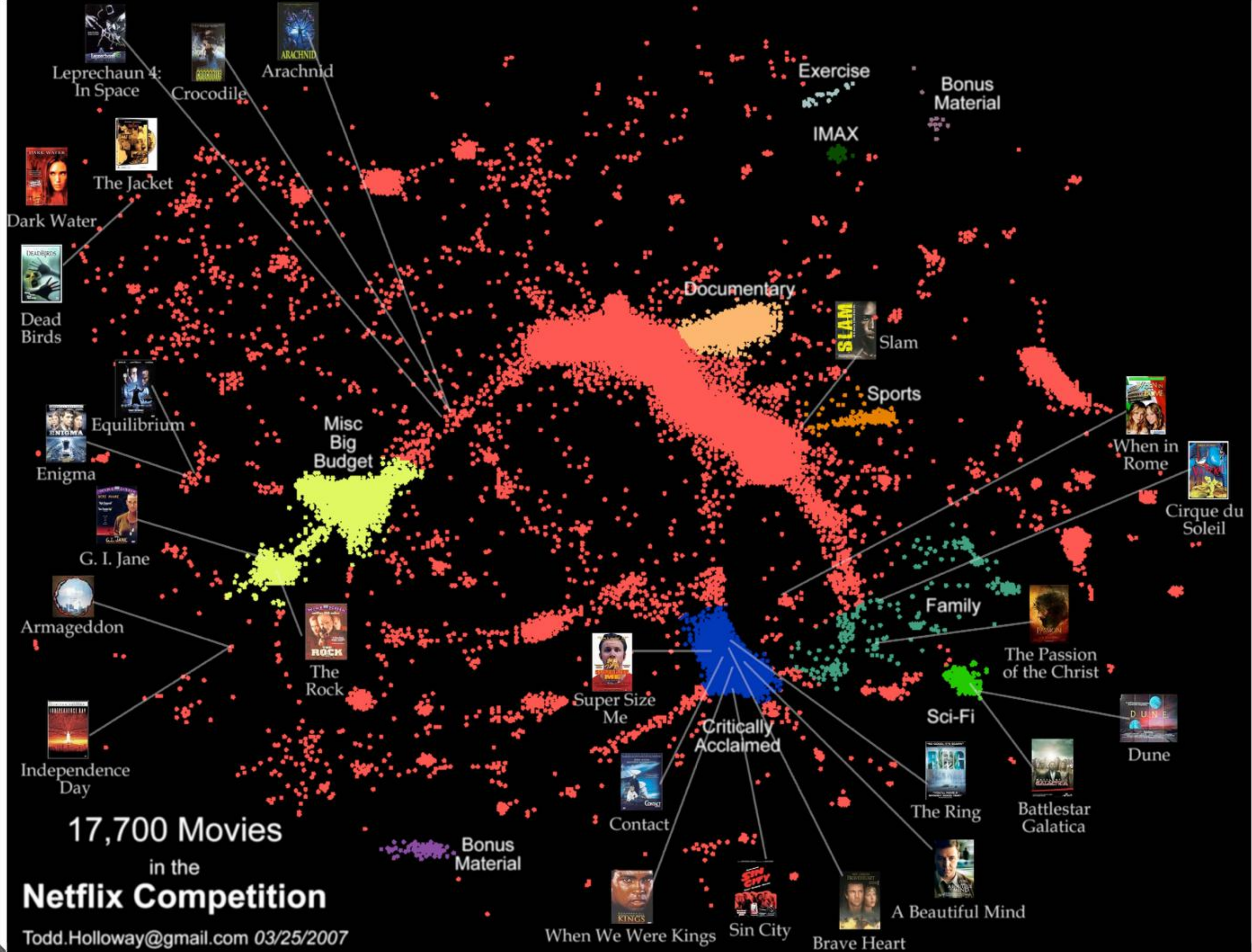












17,700 Movies  
in the  
**Netflix Competition**

Todd.Holloway@gmail.com 03/25/2007





## Case #710564

### Scenario

### Solution

A 73-year-old retired nurse had finally convinced her husband, a 75-year-old retired English teacher, to see a physician for his condition. Over the past several years, the man had experienced a gradual decline in his ability to initiate and perform simple voluntary movements. He now moved much more slowly, his face was often expressionless, and most distressing of all to him, he had continual tremors, which were particularly obvious when he was drinking his afternoon tea. Upon examination, his physician further noted bradykinesia (slow movements), increased muscle rigidity (but normal muscle strength and reflexes), a decreased blinking frequency, and a slow, shuffling gait. He immediately referred the man to a neurologist. **Which of the following disorders is the MOST likely diagnosis?**



View Solution Graph

### Watson believes that the following patient details are significant

bradykinesia

face was often expressionless

### ▶ Scenario excerpts also used in Watson's solution





Scenario

Solution

“ A 73-year-old retired nurse...

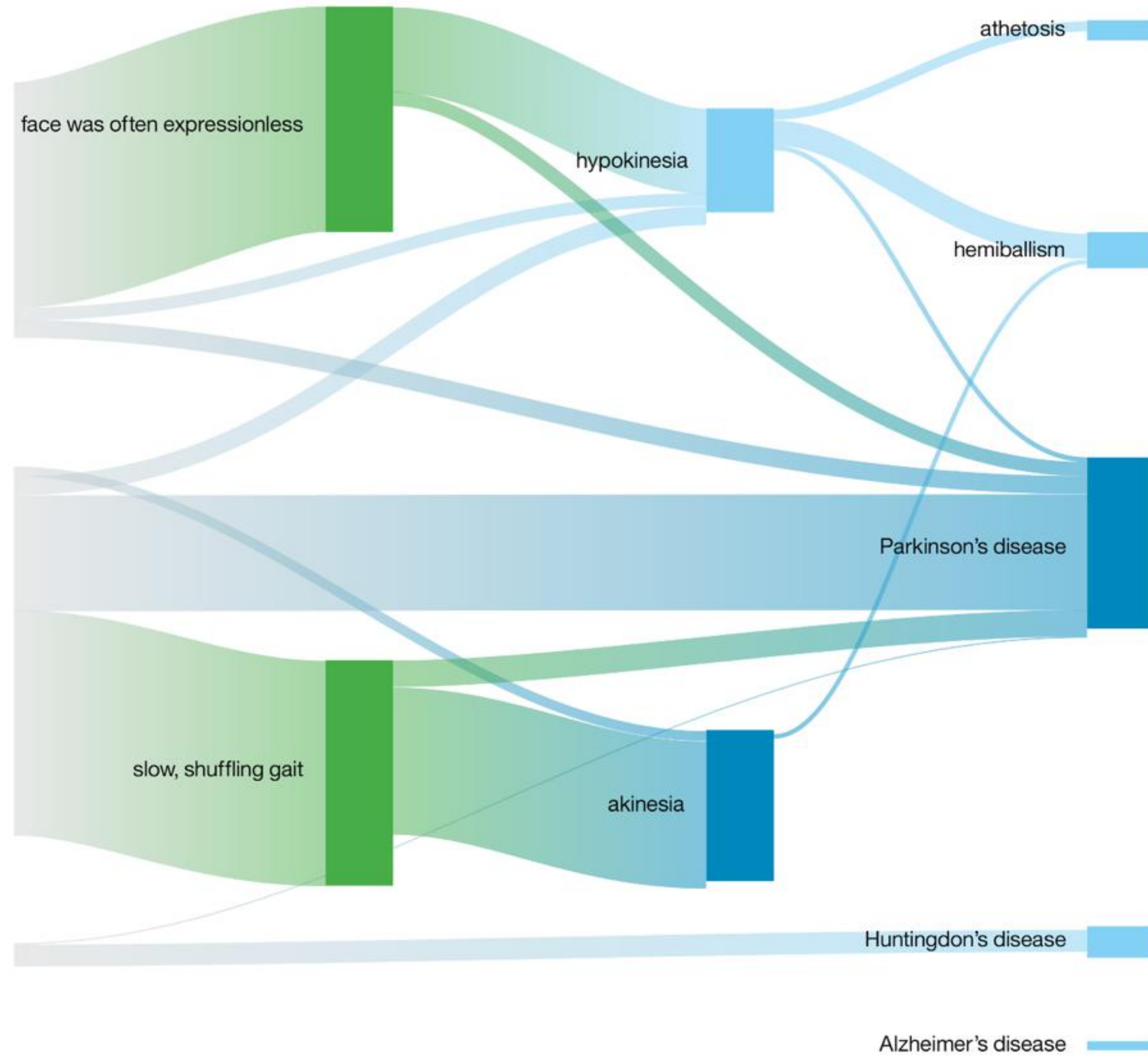
“ He now moved much more...

“ Upon examination, his phys...

“ Over the past several years,...

“ He immediately referred th...

+ Add patient details



ired nurse...

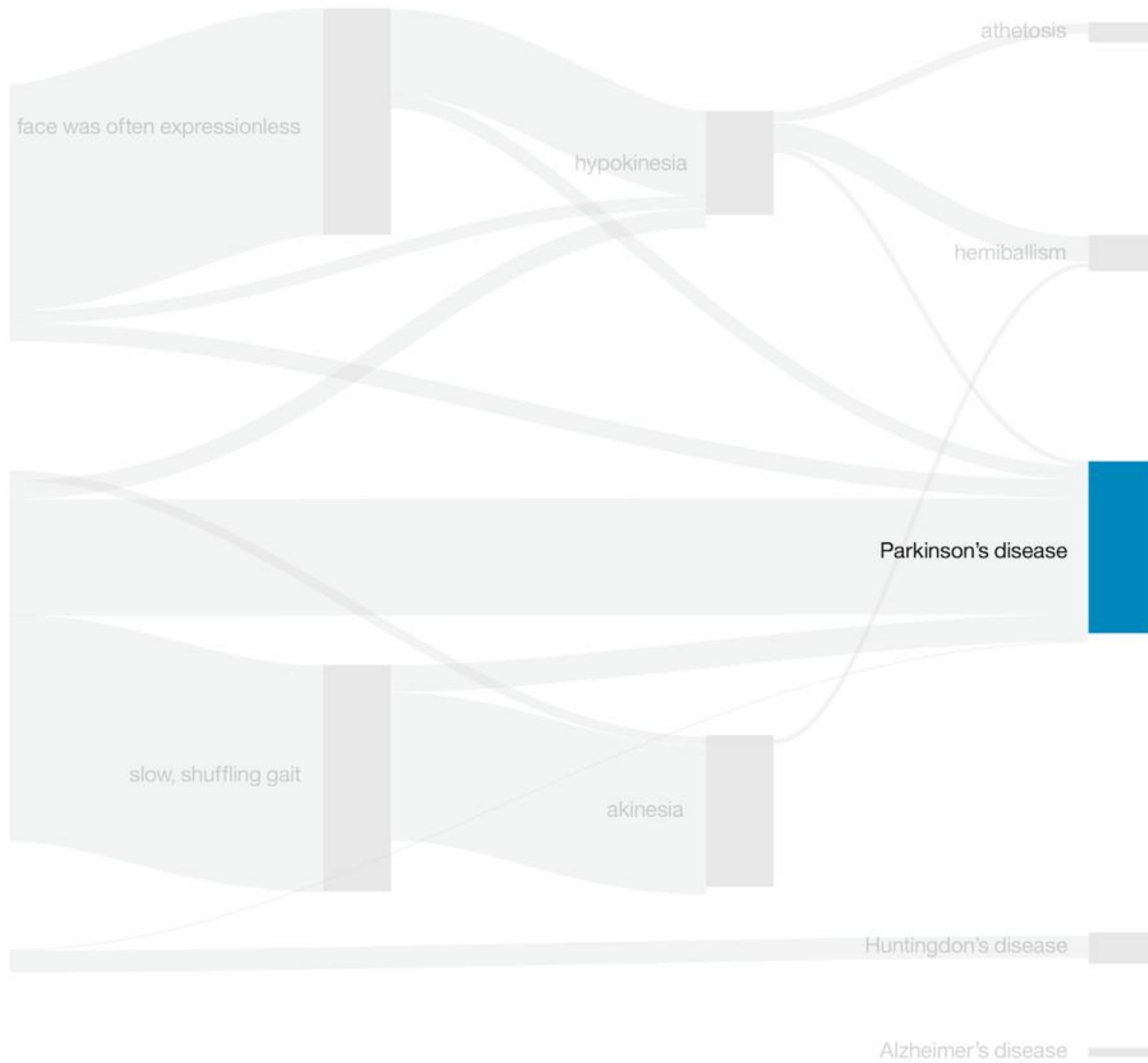
much more...

n, his phys...

eral years,...

referred th...

ails



HYPOTHESIS

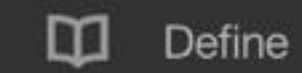
Parkinson's disease is the most likely diagnosis.



Agree



Disagree



Define



View Connections

WATSON'S CONFIDENCE

MEDIUM

# THE UP PLATFORM



Step tracking



Sleep tracking & sleep recovery



Workout tracking & calorie burn



Food & drink tracking



Smart sleep alarms & power nap



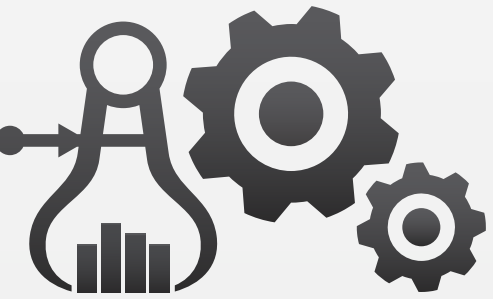
Customizable idle alert & reminders



Day and night form factor



Sunrise & sunset for context



Insights Engine with insight reports



Weekly reports with progress



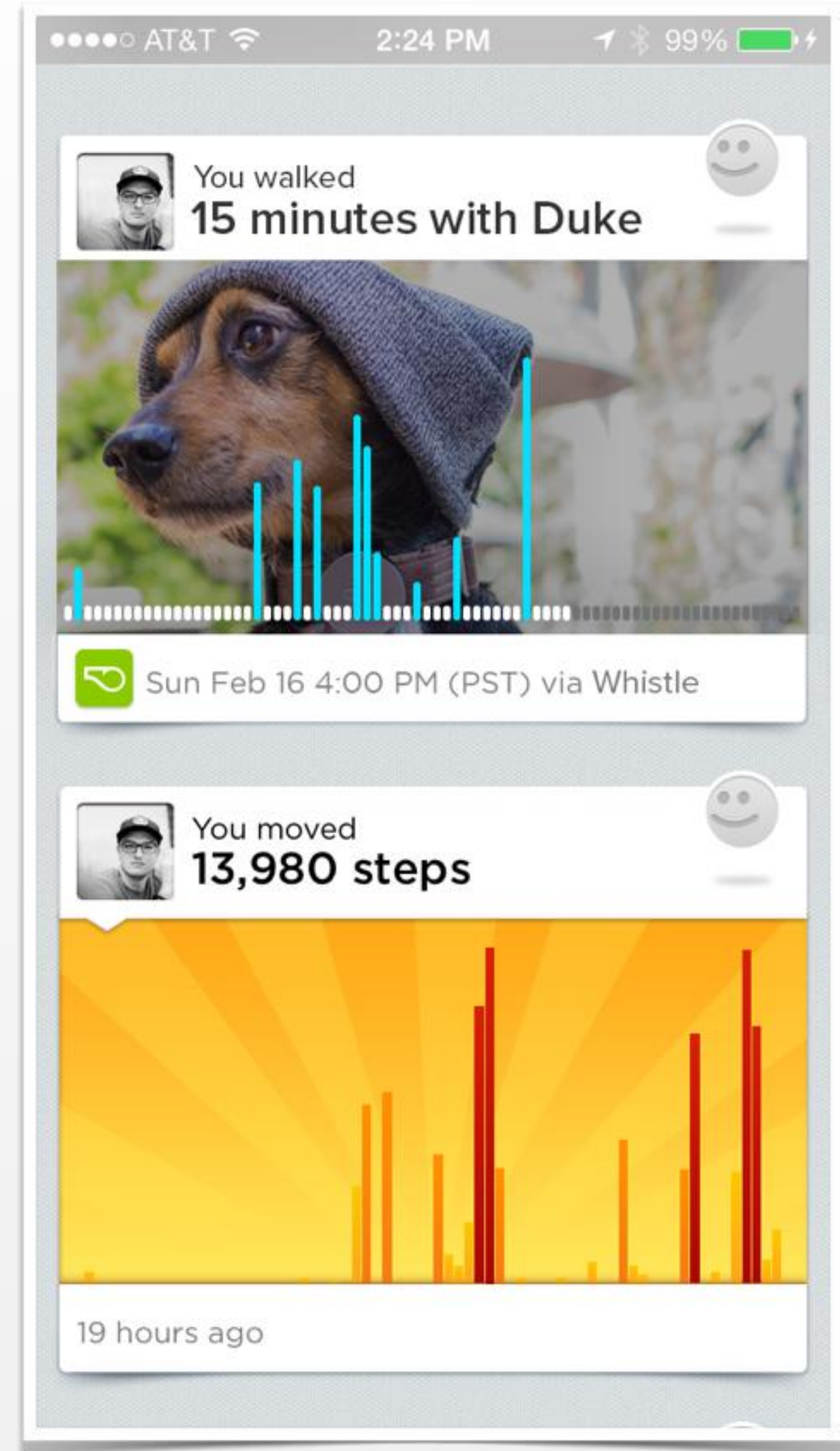
Realtime background sync









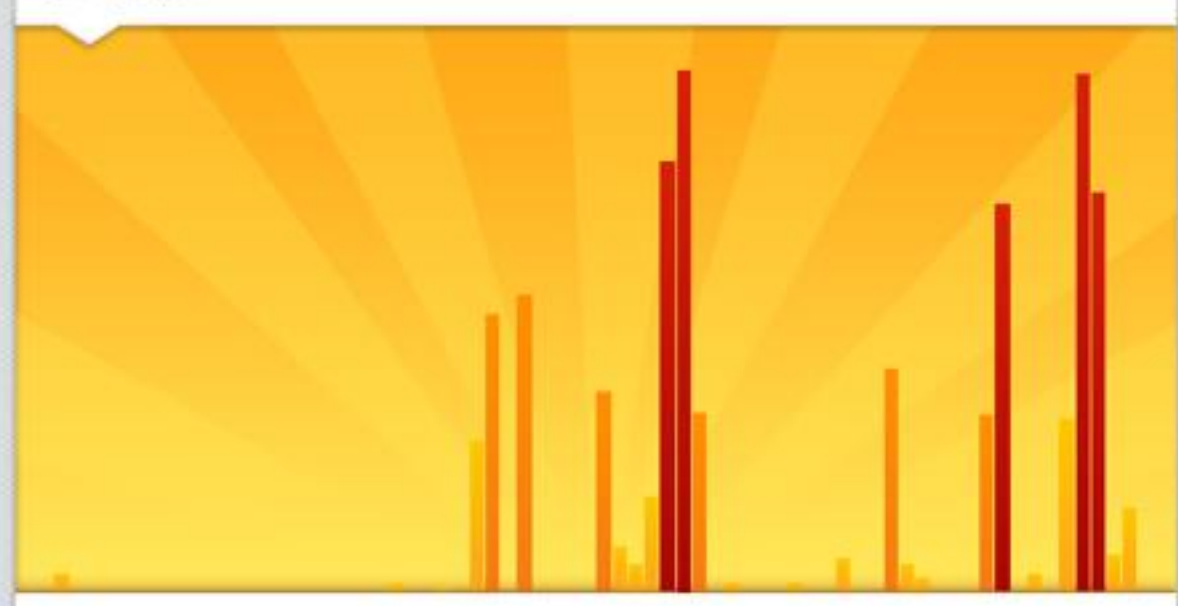


You walked  
**15 minutes with Duke**



Sun Feb 16 4:00 PM (PST) via Whistle

You moved  
**13,980 steps**

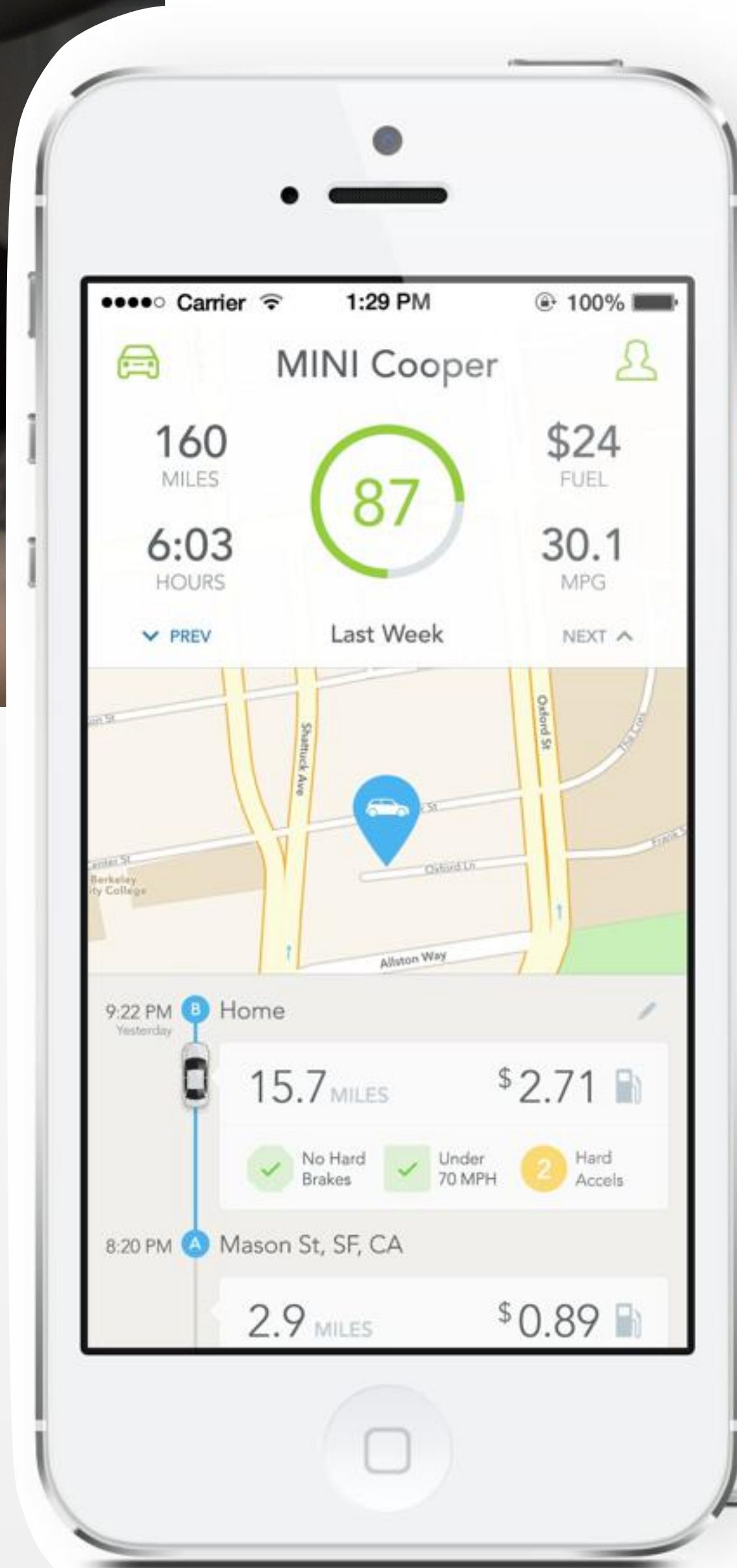


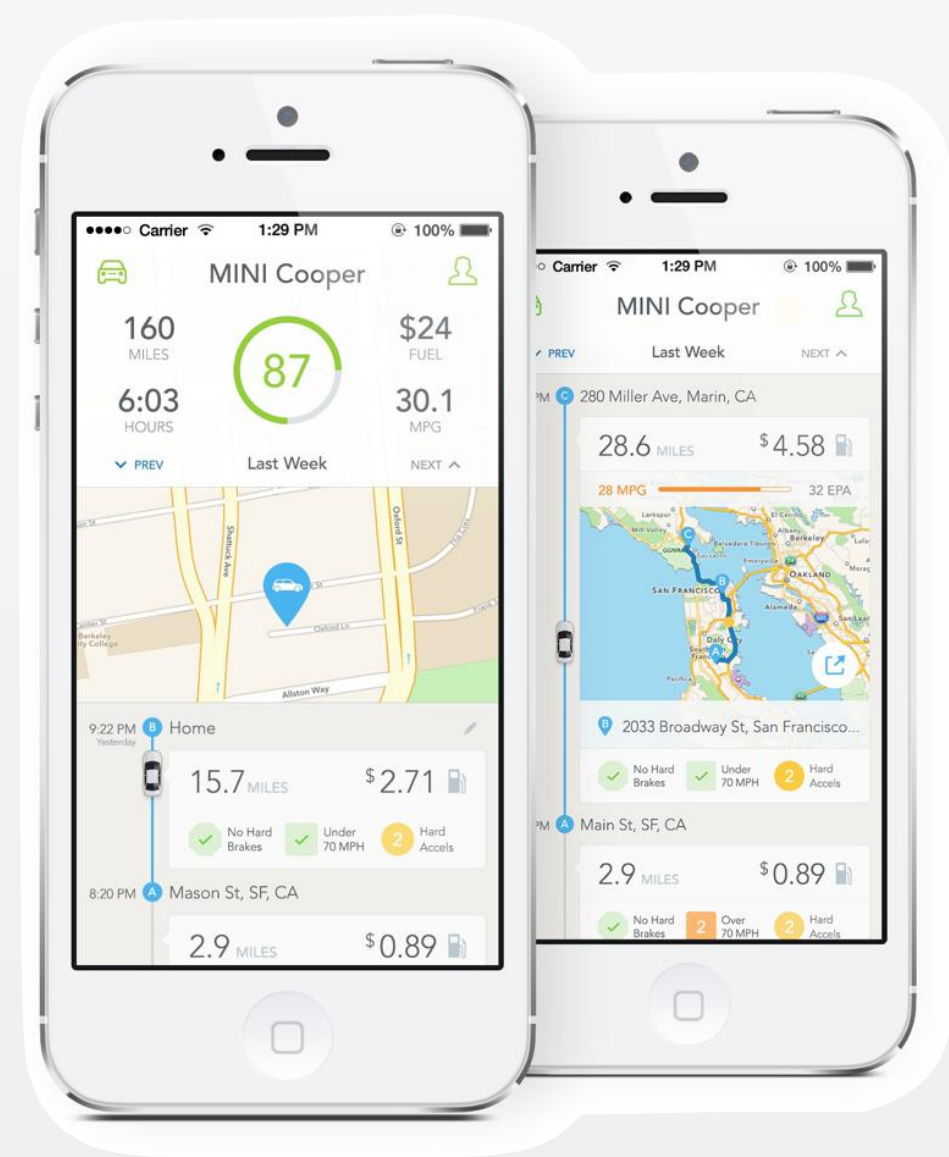
19 hours ago

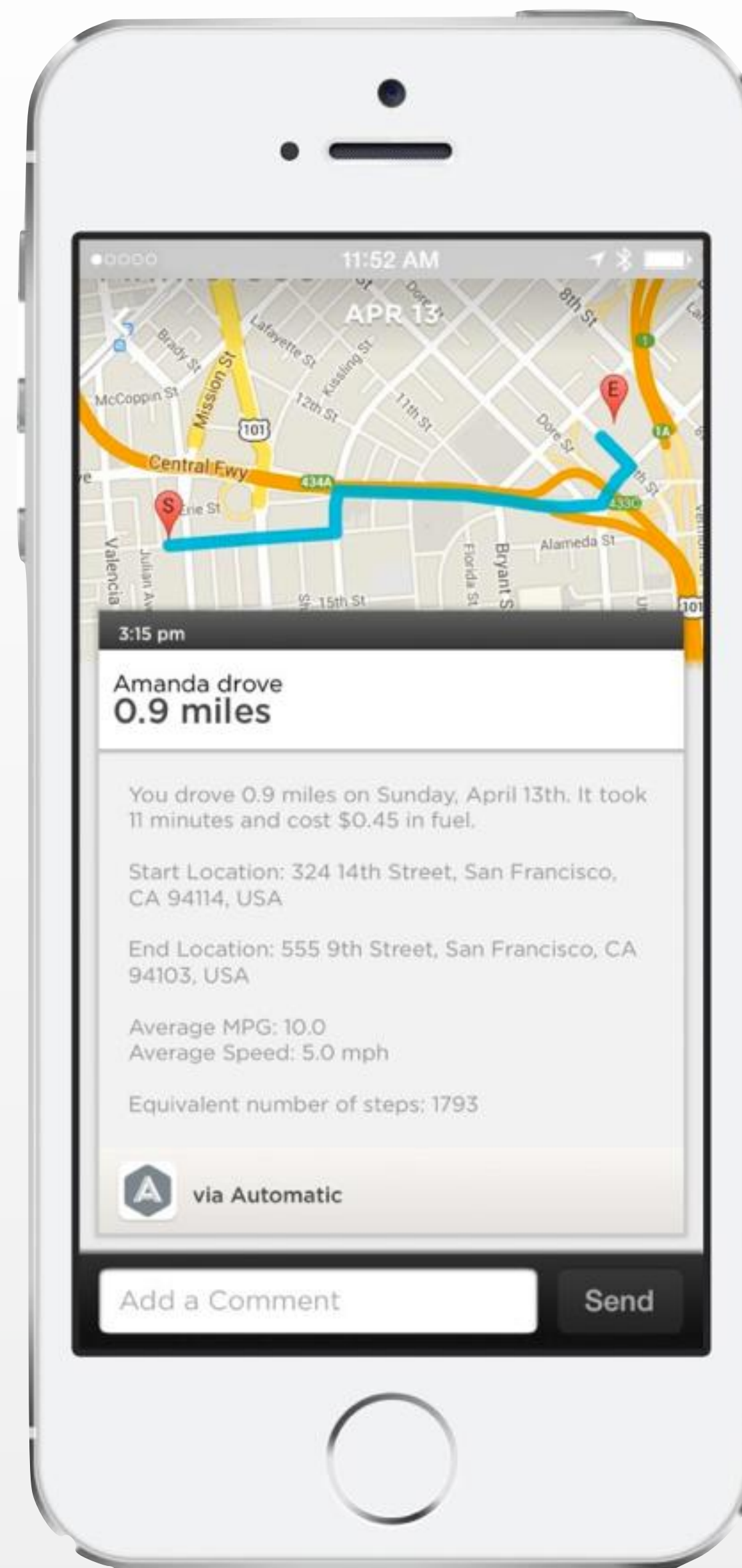
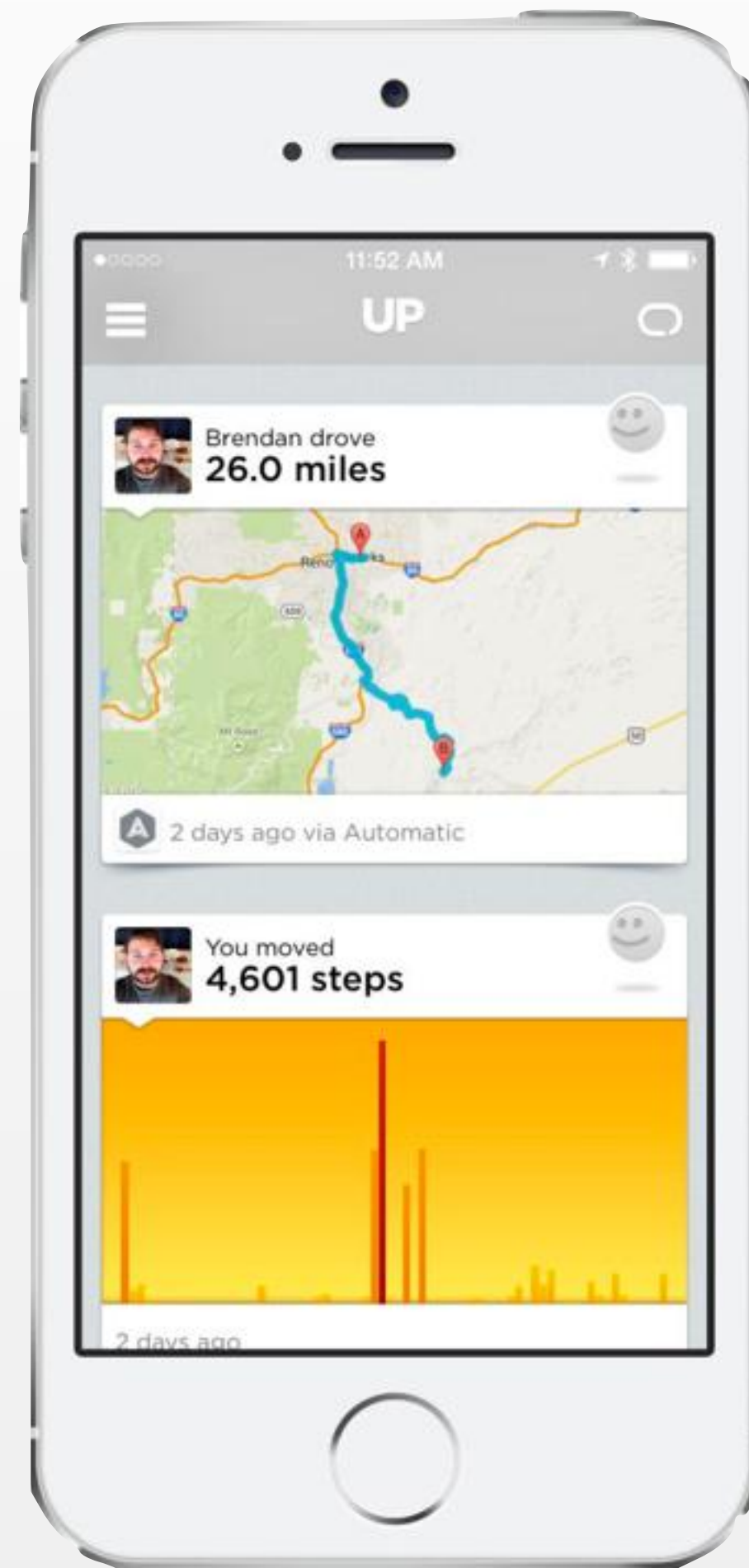












THERE IS NO GOOD  
BEHAVIOR CHANGE  
SOLUTION

THERE IS NO GOOD  
BEHAVIOR CHANGE  
SOLUTION

ONLY GOOD BEHAVIOR  
CHANGE SOLUTIONS

THERE IS NO GOOD  
BEHAVIOR CHANGE  
**SOLUTION**

ONLY GOOD BEHAVIOR  
CHANGE **SOLUTIONS**





A JOURNEY OF A THOUSAND  
MILES MUST BEGIN WITH A  
SINGLE STEP. UP HELPS PEOPLE  
MAKE SMARTER CHOICES ON  
THEIR JOURNEY TO LIVE BETTER.

**KNOW** YOURSELF  
**LIVE** BETTER



**@ROSENTHAL**