



Survey Analysis

Purpose of the Survey

The purpose of the survey was to gain more insight into how many Garmin device users use LiveTrack or not. Our focus was on the LiveTrack feature and people's current experiences with it. We wanted to find out:

- How many people use LiveTrack?
- Why people use LiveTrack?
- How satisfied they are with it?
- How many users don't use LiveTrack
- Understand why they don't use it, or
- If they've ever heard of it
- If they know where to find it.

Additionally, we wanted to gain other demographic information for persona production.

About the Survey

We generated 27 survey questions for various types of users:

- Garmin device users
- Other wearable users
- Garmin Connect users who use LiveTrack
- Garmin Connect users who don't use LiveTrack

Seven of the questions were free response, and the others were multiple choice. We distributed the survey on social media, primarily Facebook, in various fitness groups. We shared the survey in the Purdue Running Club, Cypress Texas Running Club, Missouri Daily Running Club, Outer Banks North Carolina Running Club, and the Indianapolis Running Club. We received 246 complete or partial responses including 150 Garmin device user responses. Logic was used in this survey to only ask questions relevant to each user group.

General **Results**

Total Number of Respondents
246

Gender



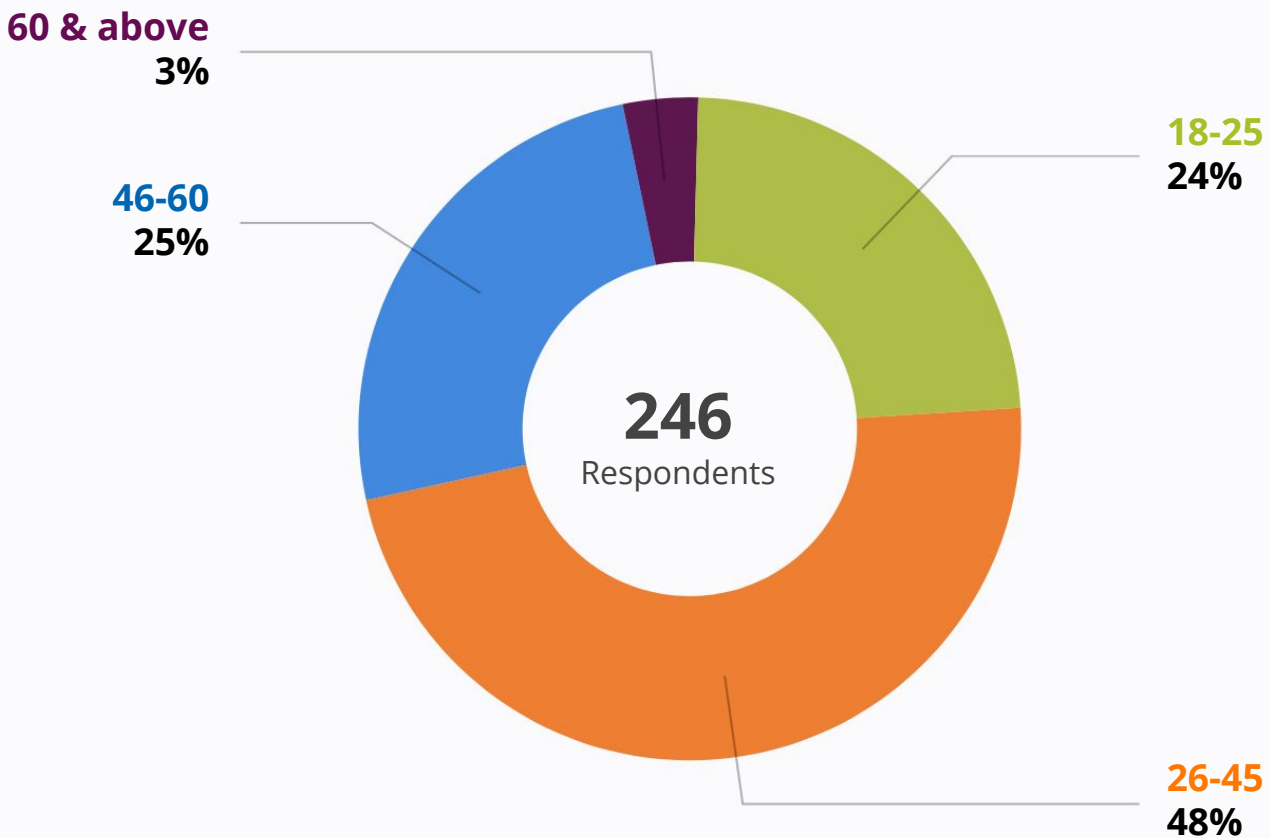
Female
60%



Male
40%

Out of 246 Respondents

Age



Physical Activity Level



High
(4-5 times/wk)
70%



Medium
(2-3 times/wk)
22%



Low
(1 time/wk)
6%



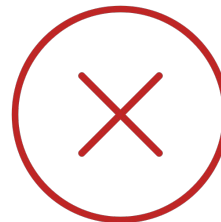
I Don't Exercise
(0 times/wk)
2%

Out of 246 Respondents

Do they use Garmin Device?



Yes
61%



No
39%

Out of 246 Respondents

If yes, what model?



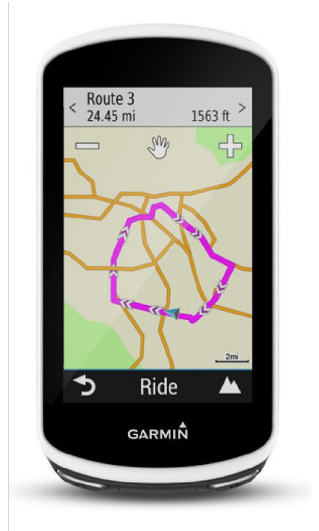
Forerunner
69%



Vivo Series
23%



Fenix
7%



Edge
1%

Out of 149 Respondents

If no, what device?



Fitbit
36%



Apple Watch
21%

None: 28%

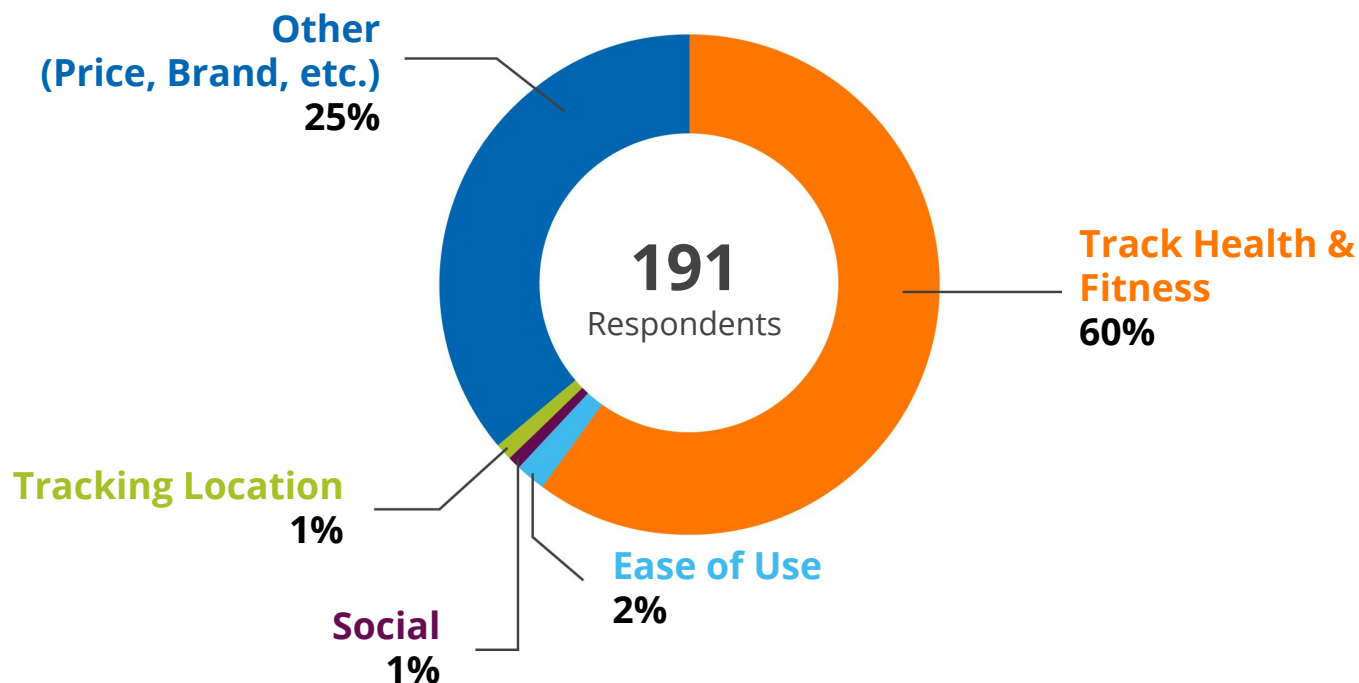
Other: 13%

Android Wear: 2%

Out of 95 Respondents

Why do you use this device?

**All devices, not limited to Garmin



Apps Used

**All devices, not limited to Garmin

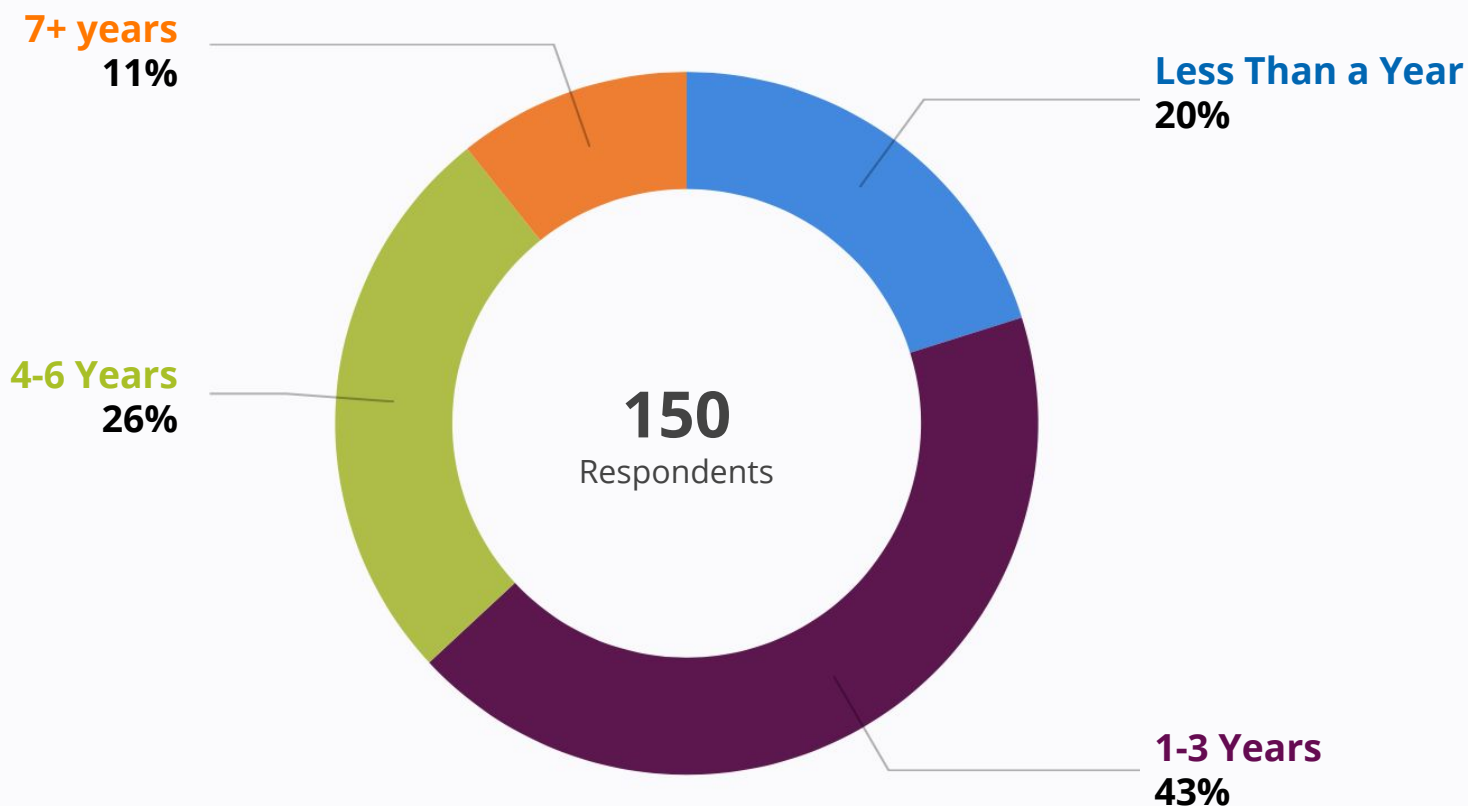


1% didn't use any applications -- Out of 191 Respondents (Due to incomplete responses)

Respondents with
Garmin Devices

Total Number of Respondents
150

How long have you used your Garmin Device?



Do you use Garmin Connect?



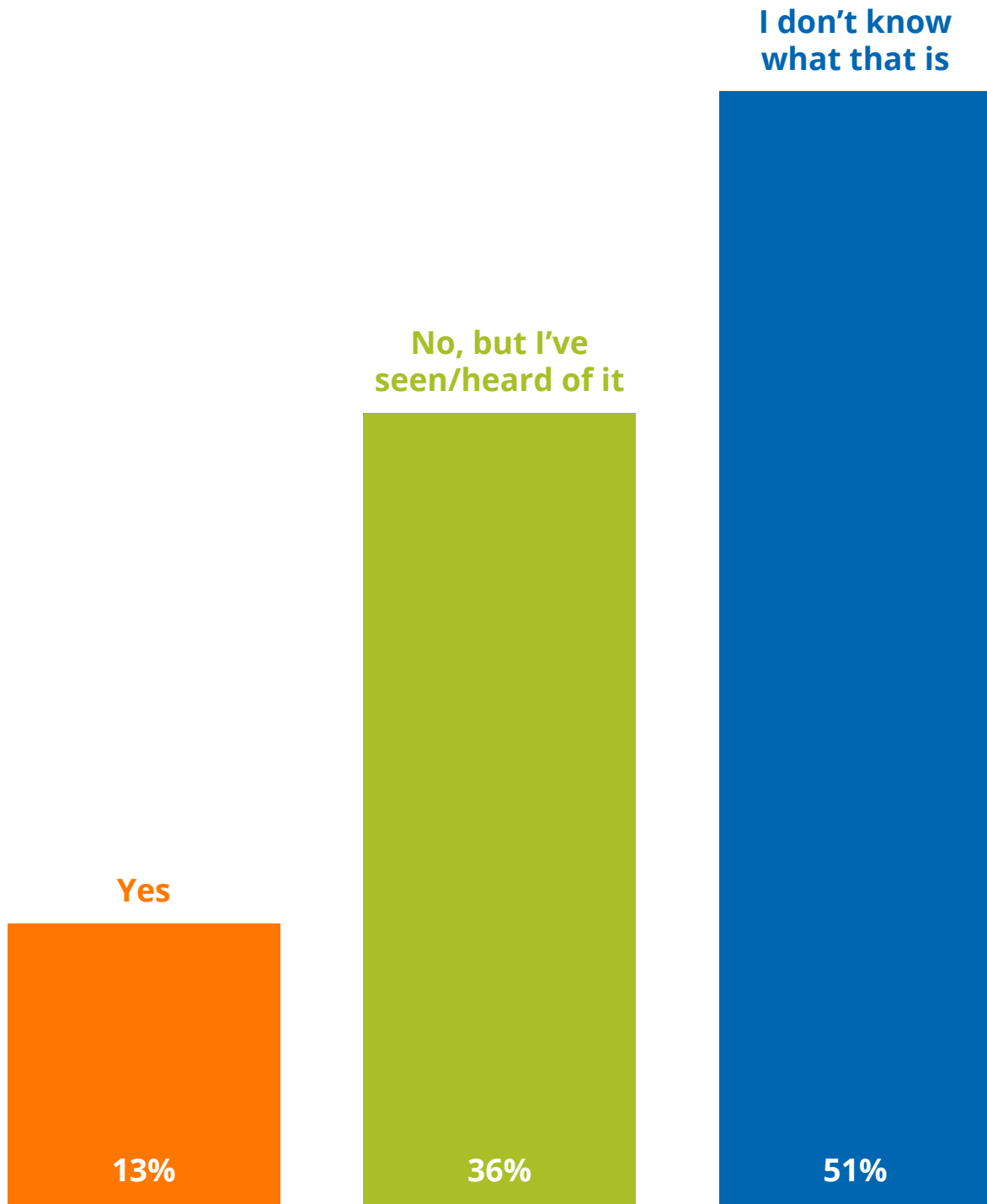
Yes
88%



No
12%

Out of 150 Respondents

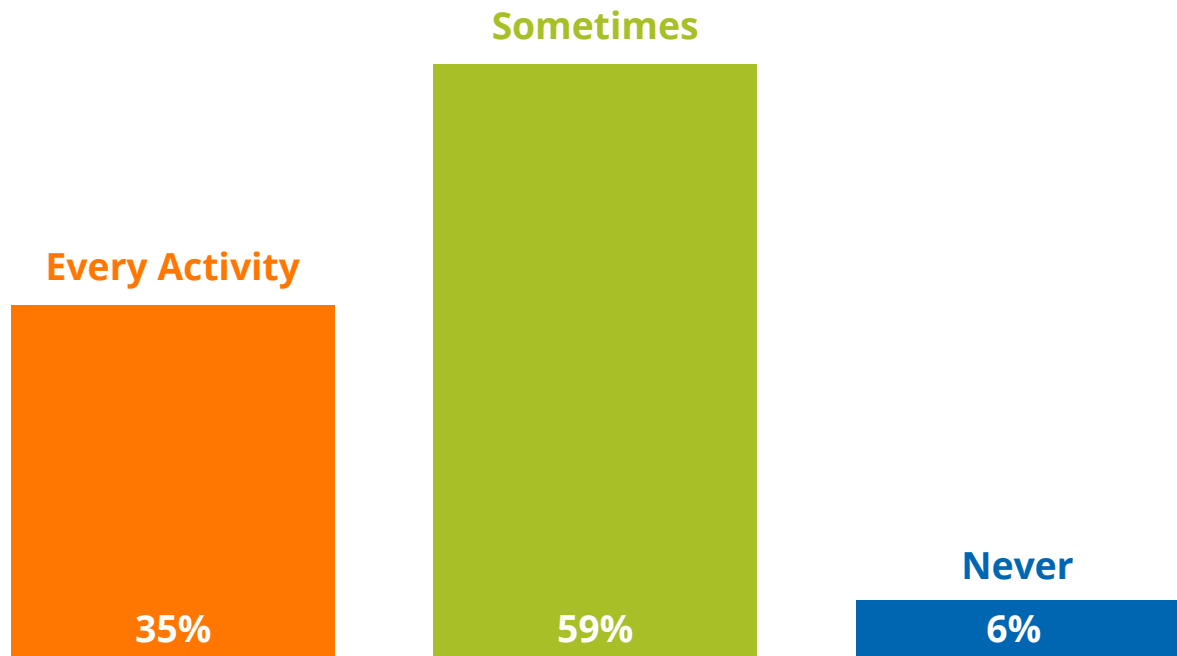
Have you ever used the LiveTrack feature?



Out of 129 Respondents

Respondents with Garmin Devices
who **use LiveTrack**

How often do you use LiveTrack?



Out of 17 Respondents

Who do you share your LiveTrack with?



Family
50%



Friends
46%



Coaches
4%

Out of 17 Respondents

How do you share your LiveTrack?



Facebook
31%



Email
22%



Copy Link
22%



GroupTrack
21%



Twitter
4%

Out of 17 Respondents

Would you like to share any other way?



Via Text Message
60%



No
40%

Out of 6 Respondents

Why do you use LiveTrack?



Safety
41%



Events
41%



Social
12%



Challenges
6%

Out of 17 Respondents

How satisfied are you with this feature?

On a scale of 1-10 with 1 being the lowest (Net Promoter Score)



Neutral
Average: 6.77

Minimum Score

1

Maximum Score

10

Average

6.77

Standard Deviation

2.79

Out of 17 Respondents

Please share your experience with LiveTrack.

Out of 5 Respondents



Positive
20%

Quotes from Respondents

"Excellent for meeting up with crew for longer runs (ultras)"



Negative
80%

Quotes from Respondents

"I don't want to post on social media because I don't want to annoy all my social media followers with something most probably don't care about. I want to be able to **share through the mobile app** and have my connections get a **simple notification or text message** if they don't have the app. Email is outdated and not something most check frequently enough. I also wish more information was shared within the experience. I wish the person following me could see all my real-time performance metrics"

"Live track **doesn't work unless your phone is connected**, which doesn't work well."

"Drains battery on my phone quickly :("

"I have had **issues with my ForeRunner connecting with my phone** which kept me from using the Live tracker."

Respondents with Garmin Devices
who **don't use LiveTrack**
but have seen it

Why don't you use LiveTrack?

Quotes From Respondents

No Need

"I exercise for me and don't feel a need to share my activity."

"Just haven't considered it to be something I need"

"My running data is only for me and my training. I do not share it on social media."

"Never needed to/seems a little difficult to start/ my husband doesn't have garmin so don't think he could track me."

Privacy

"I don't need anyone knowing where I am. I have Find My Friends. If I was in a big race, then maybe."

"Uses too much battery but primarily a privacy issue."

Battery Usage

"Afraid of battery usage of my watch and phone."

No Reason

"Just have not tried it out...don't know much about it."

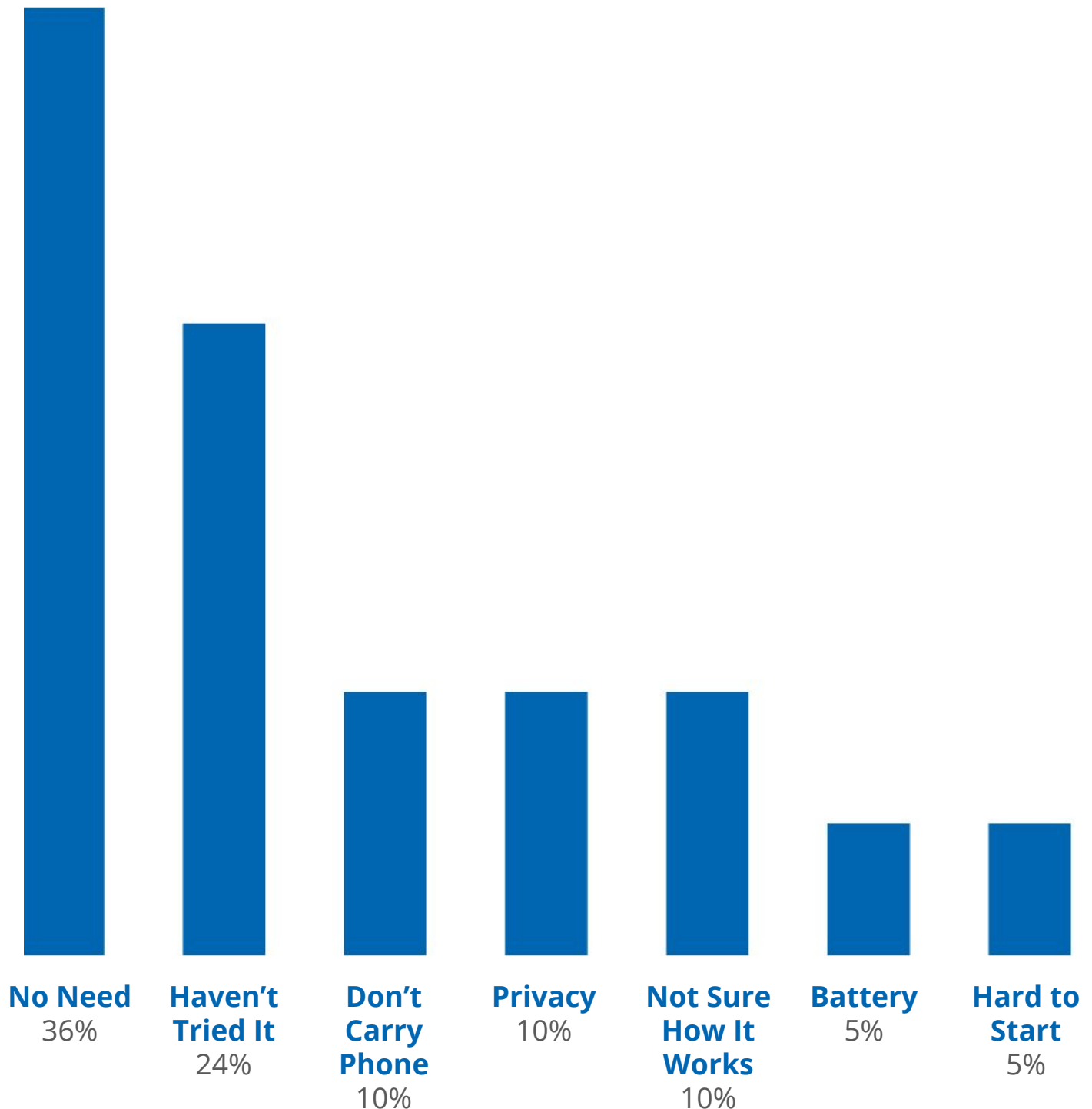
"Haven't taken the time to use it or look into the benefits"

"I always forget about it! :("

"Not sure what it really is"

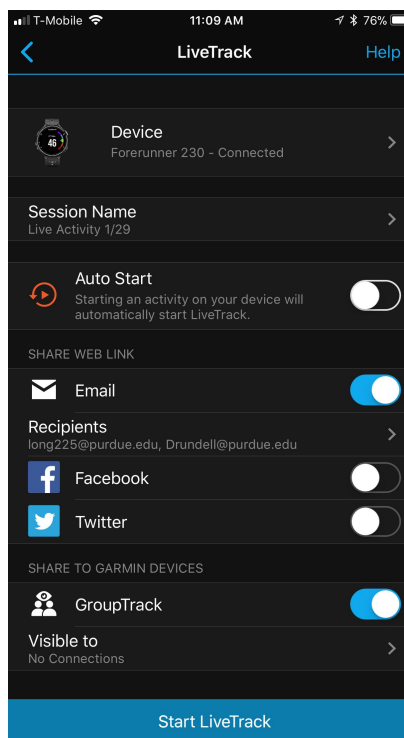
Why don't you use LiveTrack?

Out of 42 Respondents



Respondents with Garmin Devices
who **don't use LiveTrack**
and don't know what it is

Using the screenshot, tell us what you think this feature does?



**Tracks & Shares
Location**

91%



Not Sure

9%

Out of 40 Respondents

**Interpreted from quotes on the following page

Using the screenshot, tell us what you think this feature does?

Quotes From Respondents

Tracks & Shares Location

"Live tracks location and data during runs"

"Shares your run live with other runners to improve accountability!"

"Looks like I can share on social media my info. Not something I care to do everyone doesn't need to know what I'm doing."

"Enables others to observe your activity real time"

"Tracks activity live, with opportunity to post to social media."

"Posts you live to social media"

"lets you connect your activity to social media....to be followed live by friends"

"Allows family/friends to track me?"

"Share my location with people that I can allow (for safety and fun purposes)?"

"Someone can track me, I'd assume, but I don't know who or how, unless it's an email or social media link."

"Let people view what you are doing while you are doing it ie, a run."

"Shares your location on social media?"

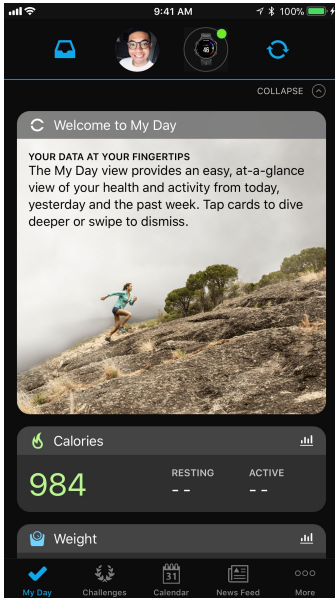
Not Sure

"No idea"

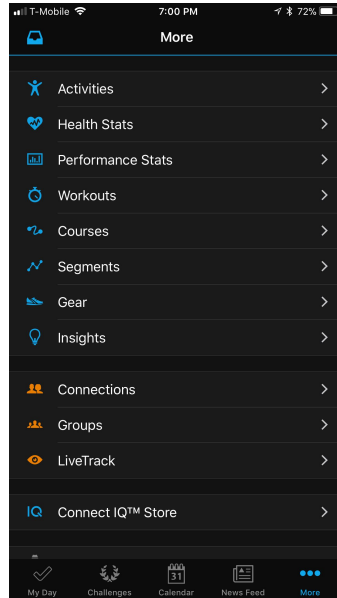
"No clue"

"I have no idea"

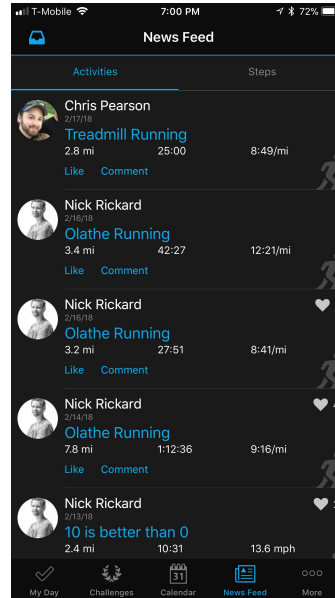
Where would you expect to find this feature within Garmin Connect?



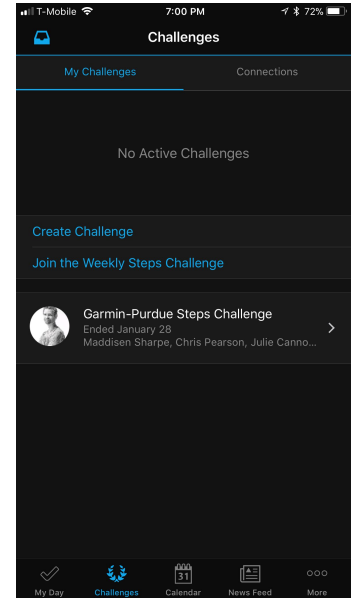
My Day
45%



More
38%



News Feed
7%



Challenges
5%



Don't Know
4%



Activities (On Wearable)
1%

Out of 62 Respondents

Do you use any other apps that track your location?



No
68%



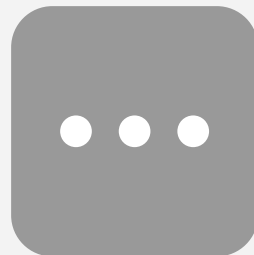
Find My Friends
16%



Strava
5%



**Under Armour
MapMyRun**
3%



Other
8%

- Runkeeper
- Runtastic
- Snapchat Maps
- Road ID
- Nike +

Out of 62 Respondents

General **Results**

Additional Comments



Satisfied
38%



Indifferent
19%



Dislike
5%



Needs Improvement
38%

Example Quotes From Respondents

"Help me remember to use live tracking! :)"

"The Forerunner 10 is too cumbersome to connect and download the data. I track my runs separate on Map My Run."

"I like to see how many step I take,my heart rate,sleep mode & motivation to do better"

"prior to the Apple watch 3 I always had a Garmin. Once they put in the ability to call (maybe for help) and GPS I switched from Garmin to Apple. The apps are still lacking since they cannot track laps without the phone being present."

"I absolutely love my Garmin vivosmart hr+!!I started with the hr, but without gps it wasn't tracking my miles correctly. Then the band broke, so I was able to upgrade to the hr+. Hopefully this will continue to work correctly and I don't have the issues I had with the hr."

"Love my Garmin so much"

"I love Garmin but there are always things that could be improved. Keep polling runners and moms for improvements"

"Have used Garmin Edge 500 in past. Still like their devices also."

Analysis

Key Takeaways

In the analysis, we will focus on the Garmin device users. We were very surprised to see that most of our survey respondents have been using their Garmin device for 1-3 years. This lets us know that the majority of our data is from users who are familiar with their Garmin device. Also, we were pleased to see that 88% of Garmin device users (116 people) use Garmin Connect. However, we found that only 13% (17 people) of users actually use LiveTrack. We thought this was an interesting area to frame our problem in. We really want the level of use to be higher. 51 percent of our respondents do not even know what LiveTrack is. 36 percent of our users have heard of it or seen it, but still, do not use it.

Garmin device users who have never seen or heard of LiveTrack:

Out of the users who didn't know what LiveTrack was, from the screenshot on [page 22](#), the majority of them were able to understand that this feature tracks your location and shares your data. This tells us that, people can generally understand what it does. However, they have never seen it, or don't recall seeing it.

Garmin device users who have seen or heard of LiveTrack, but don't use it:

With the users who have seen LiveTrack but don't use it, the majority of them stated that they didn't have a use for it, or just haven't tried it. They don't seem opposed to it, but they don't see why or how it fits into their life. We think this could be an interesting problem to look into moving forward. The presentation of this feature and how it is used to communicate, could influence how users think about it, which is another factor to look into.

Garmin device users who use LiveTrack:

With the people who use LiveTrack, we found that there was almost an even split between users who share their LiveTrack with family (50%) and friends (46%). Also, for reasons why they use LiveTrack, both safety and events were the highest at 41%. This could affect how we approach our further design, whether to go with safety, events, or both. When asked how the users share their LiveTrack, the most popular options were Facebook, email, copy link and share, and GroupTrack but 60% responded that they would like to share via text message. This leads us to an area of opportunity for LiveTrack since there is an obvious want for the ability to share via text message.

Using the Net Promoter Score, we found that the overall satisfaction with LiveTrack from users was a neutral 6.77. The maximum score was a 10 and the minimum was a 1. We believe that this is a very important metric to move forward with, because satisfaction in use is something that we want our users to have in the redesign.

Full Data Report



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Survey Analysis