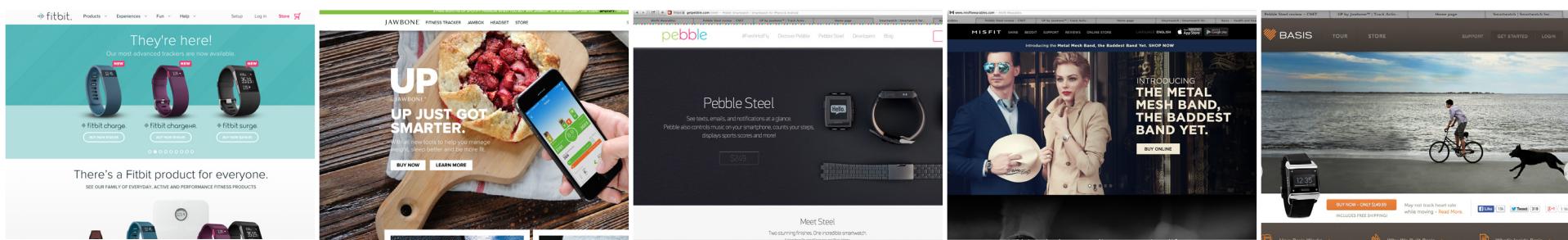


## DSYNFIT OVERVIEW

DsynFit has a good fitness and health concept. The company has a great opportunity to take over the San Francisco coaching and app market. There are several products in the market that are competitors to DsynFit's business model. Some of the top companies are: Fitbit, Jawbone, Pebble Steel, Misfit and My Basis. I evaluated the sites and found some the following similarities: 1. All the website have large images on the landing pages. 2. The images will update every few seconds if you stay on the landing page. 3. The sites also have the long scrolling pages. Long scrolling pages are more visually appealing and are easier to search for information about the company and available products.



### FITBIT

[www.fitbit.com](http://www.fitbit.com)

Fitbit has one of the most popular wearable devices in technology. Fitbit has a good amount of competition, maybe the company should start marketing more towards the male shopper with a higher end model and change some of the colors on the website on the pages for male shopper to make the look and feel more masculine like the Pebble website.

### JAWBONE

[www.jawbone.com](http://www.jawbone.com)

Jawbone's Up24 motivates your lifestyle not just your steps. It has bluetooth smart technology, it constantly tracks activity, provides feedback, and wirelessly syncs with computers.

### PEBBLE

[www.getpebble.com/steel](http://www.getpebble.com/steel)

The Pebble website was the cleanest website and had all of the latest functionality in the site. Pebble also has a product called the Pebble steel which is targeting the male shopper. It has most of the bells and whistles a smart phone has available to customers. The only thing it cannot do is make a phone call. I would like to see the product in person because it looks pretty cool.

### MISFIT

[www.misfitwearables.com](http://www.misfitwearables.com)

The Misfit Shine is an activity tracker that has a lot of style. It does not have the same level of tracking as the competition.

### BASIS

[www.mybasis.com](http://www.mybasis.com)

The Basis website does not have a good color palate it was mostly white and the design seemed stale. The basis tracker smartwatch/fitness tracker hybrid is the first to make use of skin contact and an optical sensor to collect heart rate and perspiration data. This product is able to collect the most amount of data, but is not always accurate according to reviews.

