

A similar product in the market of dog owners is the FitBark. Similar to a FitBit, the FitBark is designed to keep track of your dog's activity levels. Something very unique and intuitive to the FitBark is the aspect of comparing your dog's energy levels to other dogs. This is to help owners examine and be alerted if their dog's activity level is out of the "norm". It is shown with users that it is possible that illnesses and injuries in dogs were either prevented or caught early on before it became a serious problem. Other qualities of the FitBark that users find helpful is the durability and accessibility. The FitBark is waterproof and has the ability to withstand harsh movements and force. Included with these features is a 6 month battery life which is a longer battery life than most products on the market today. The smartphone app that is free of monthly fees and is easily accessible allows the owner/user to see their dogs stats without removing the FitBark.



<https://nerdtechy.com/fitbark-dog-activity-monitor-review>

Although these features are very useful, there are some lacking features that other users said they wished were included. The main feature that was mentioned was the lack of GPS

Rio Faltys-Burr

HCDE 318

I3: Competitive Analysis

tracking. This would be a very premium feature but would add to the cost of the device as well as battery life and durability. Another concern that some users had difficulty with charging and breaking and due to the company being relatively new in the pet industry, service was lacking.

## Bibliography

Cornelius, S. (2017, December 6). FitBark Review: A Healthy Dog is a Happy Dog. Retrieved from CanineJournal.com website: <https://www.caninejournal.com/fitbark-review/>

TechGuru. (2015, February 20). FitBark Dog Activity Monitor Review. Retrieved from NerdTechy.com website: <https://nerdtechy.com/wp-content/uploads/2015/02/FitBark-Dog-Activity-Monitor-1.jpg>