

# Consumer Insights on Wearable Solutions: The Case of a Fever Tracking Device

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## **Abstract**

This study aims to understand consumer awareness, perceptions and usage trends towards wearable technologies used in the healthcare field, and a thermometer device integrated with a mobile application is considered as an example. This study adopts an exploratory qualitative research approach and collects data through semi-structured interviews. Interview invitations were sent to users of the mobile health application, which has 700 active users, via e-mail and social media announcements, and the form link was shared. So far, 14 people have filled out the form and an in-depth interview was conducted with 1 participant. The data collection process is still ongoing.

**Keywords:** Wearable technology, consumer behavior, digital health **Track:** Marketing and Technology Interaction

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