



Sway Multimedia Project

Fitbit



The Fitbit app is a versatile, health tracking app that helps you stay healthy by motivating you to exercise and eat healthy. In 2007, the Fitbit was invented by James Park and Eric N. Friedman, with the intent to inspire people to live healthier lives. The brand wanted to blend the word "fit" with fruits and vegetables, which almost led the brand to be named "Fitberry" (A mix of the word fit and a type of berry) or "Fitcado" (a mix of the word fit and an avocado). They eventually settled on the name Fitbit, which if you ask me, sounds much better than Fitberry or Fitcado. Today Fitbit has sold millions of watches to help people reach their fitness-related goals, whether it's exercising more or eating better, Fitbit is there for you.

Fitbit and School- Advantages

Verizon

12:01 AM



fitbit

Yesterday



66,436 steps



83
floors



35.52
miles



8,037
cals



507
minutes



Track exercise



How did you
sleep?



Dashboard



Challenges



Friends



Account

- Kids know how much exercise a day they're getting

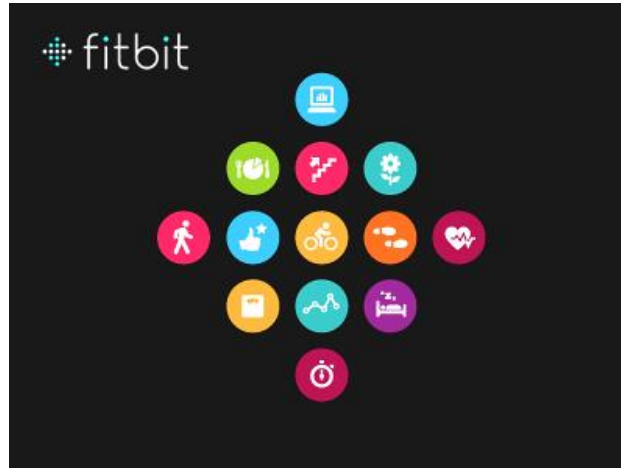
- The school can see if the kids are meeting the daily recommendations for exercise.
- Kids know how much they've eaten. (How many calories, fruits, veggies protein, carbohydrates, etc)
- Kids can get a sense of how healthy they are.

Fitbit and School- Disadvantages



- People lose their Fitbit, so then the app won't work
- People become overcautious of their calorie/fat intake
- Fitbits are expensive
- You need a Fitbit watch for the app, otherwise it won't work

Video Clip



How fitness trackers work: <https://www.youtube.com/watch?v=SHGqVTf3L6s>

Sources: <https://www.wareable.com/fitbit/fitbit-fitberry-fitcado-origin-name-3443#:~:text=They%20came%20up%20with%20a%20few%20portmanteaus%2C%20blending,w as%20to%20be%20Fitbit.%20So%20there%20you%20go.>

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