Fitbit Flex Wristband

Kyle Little

KIN 710: Technology in Kinesiology

6/18/2014

**Needs of Target Population**

As an assistant football coach, as well as the acting strength and conditioning coach, it is my job to make sure my football players are living a healthy lifestyle that is conducive to playing collegiate football. When it comes to accomplishing goals in football, such as gaining weight, losing weight, maintaining weight through the season, and getting enough sleep to support those goals, it is imperative to keep track of calories. Expended calories are going to be different for each person due to things like genetics and daily activity. Having technology that helps track those things would be extremely helpful.

**Identify a Problem and Its Causes**

The football team needs this convenient wristband to keep accountability of our players in terms of calories expended and sleep cycles. Sleep is one of the most important things that a person can do. During sleep your body does most of its recovery and hormone releasing, particularly in REM, which is the last cycle. The big problem, especially in high academic schools like UPS, is that player’s nutrition and sleep fall by the wayside sometimes, due to academics, when it doesn’t have to. Fitbit will help me keep track of the players sleep schedule and calorie expenditure, so that I can adjust their nutrition based on goals, while also give interventions to players who are off on their sleep cycle. It also has a smart alarm clock that will wake a student during a cycle that will leave them feeling refreshed as they awake instead of drained.

**Organizational Description**

Anyone can benefit from this unique technology. Inside the University of Puget Sound everyone could benefit from this, but the group that would need it the most are the athletic organizations. It is not only football players that need a good sleep cycle, as well as a tailored diet, because every sport is very dependent on those two factors.

**Solution**

To help accomplish my goals I want one of these wristbands for every player on the team. I want to be able to keep accountability of everyone, because everyone needs to improve on a football team to be great. I want players to be accountable for their bodies, which comes from being given the knowledge that they need, but as a safe fall this will be what helps. I don’t think that one for every player is an extraordinary task.

**Goals**

I want to create a database of information based off of the results found by the wrist band. I want all the data to be collected in one place so that it is easy to find out who is in need of help. It will also help us compare different year’s goal accomplishment and how it correlates with the data collected from these bands. We can calculate how many calories players expend during football and lifting, but it is the activities that they do on their spare time that can be the difference between gaining weight, losing weight, and maintaining fluids and micronutrients.

**Budget**

The retail price for these wristbands is $99.95 per unit. If we bought all 100 Fitbits by retail price, which is not very smart, it would cost the school $9995. That would be a one-time payment that would help the University for years to come. The smart option would be to call the company and explain the situation. I would tell them that we are a University and want to purchase their items in bulk for the students. After explaining the situation it wouldn’t be too hard to work out a special deal for the bulk buy, or even have them become a sponsor of the athletic team.

**Evaluation**

This section goes what I touched on earlier. After creating a database of the results, while also compiling the individual and team goals place in front of the athletes and if they attained those goals, it would not be too hard to prove. One would simply have to run a correlation equation on certain numbers to figure out if it had an effect. That would be only one aspect to test. Player input would be essential to figuring out if Fitbit was affective. I would have the players rate the different aspects of the device, such as the smart alarm, and calorie counter that comes with this technology.

**Objectives**

The objective of this is to create a more effective program. We all know that there are many different aspects to a successful athletic team. From nutrition and lifting, to coaching and preparation, players need to be kept accountable. During the off-season, most of the improvement takes place within a program. A lot of players do not realize that nutrition and sleep are more important to their goals than the actual workout. That is why this band will increase the effectiveness of the program and that is the objective that I am striving towards.

**Plan**

My plan is to assign these devices out to the players on the football team. They will be asked to wear them at all times. They will also be asked to keep a database of their own of their sleep patterns, as well as calorie expenditure. That being said the Fitbits will all send their information back to me, which will then be inputted into a database for study. At the end of the year the seniors will turn their Fitbits in, while the returners will get to keep their bands over the summer, since training doesn’t take a break.

**Timeline**

* Request appropriate funding from the institution
* Call Fitbit and negotiate pricing for best deal
* Get the deal approved by the school and pay for the equipment
* Document all the Fitbits and set up software for data collection
* Issue out devices to players and document who has what
* Intermittent device check (accountability and to see if anything is wrong)
* Have talk with students who need a lifestyle adjustment (sleep or nutrition)
* Have seniors turn in device
* Issue device out to incoming freshman

**Outcome**

The Result of this will be a more effective off-season, in-season, and pre-season for all of our football players. The result will be exceeding goals and crushing competition, due to the fact that we are keeping accountability of what athletes normally do not.