**Smart Blood Pressure Monitor Evaluation: Overall Results**

**Insights**
- Purchasing online was the most common channel
- Most users had difficulties assembling the device
- Users expected the app to provide more information regarding their reading
- Most users were fairly confident with the accuracy of their readings

**Device Purchase**
- “The reviews online were of great help.”
- “This is nice…Looks like an Apple product. It excites me like I [am] opening a new toy.”
- “There were no Polish or English descriptions on the German site, I had to translate them using Google translator.”

**Out-of-box Experience**
- “Did not see the sticker that prevented [opening] the box.”
- “Very informative [and] not overloaded with advertising stuff. It explains the product quite adequately.”
- “Easy to handle, good structure of menus. It works fine, accurate, nice and easy.”

**Device Use**
- “Fine, but it didn’t connect once. [It was] easier to put it on the left wrist rather than the right. Had to turn on Bluetooth [which] drains battery.”
Smart Blood Pressure Monitor Evaluation: Purchasing the Device

Insights

- Purchasing online was the most common channel
- Some had limited choice of devices, while others had too much
- Pharmacies were the first type of retailer chosen to find the device
- Users had trouble comparing different devices to one another
- Many factors influenced the selection of the device such as the ability to understand written instructions

“There were some good reviews on Amazon.co.uk.”

“There were no devices available in India and other online vendors were not shipping to India. Withings responded to our tweet inquiry and happily supplied one.”

“I asked several pharmacy assistants and head pharmacists. None of them even knew what a ‘smart’ blood pressure device was.”

“I did need to go buy an extra adapter for my iPhone 5, before I could use it at all.”

“…frustrating…had to read through articles, visit ecommerce sites to find the best product…”

“There were no devices available in India and other online vendors were not shipping to India. Withings responded to our tweet inquiry and happily supplied one.”

“…easy once I knew where to go…sales rep gave me a quick summary of a few products.”

“Purchased the device over the phone based on a product listing. [There was] no option to purchase online, otherwise I would have.”

“Finnish language support was limited. Text in ‘Tell a friend’ has a very superficial tone for Finnish culture.”
Smart Blood Pressure Monitor Evaluation: ‘Out-of-Box’ Experience

Unpacking device

“It looks like a apple product. White package… it looks like an expensive product.”

Assembly

“There was no Russian version of the manual [or] list of languages on the cover of the manual so I had to look through the entire brochure.”

Mobile App

“I had to update my phone software and I didn’t know I needed to or how to….”

First attempt

“It was hard to insert the batteries and there was no explanation about this in the manual.”

Purchase accessory

“It was not clear which mobile application you have to use with the device, and how to use it.”

The participant received a high reading. No information was given to prompt him to consider the cause.

Insights

- It was not clear if an adapter was needed
- Users struggled to read instructions in a foreign language
- Most users had difficulties assembling the device
- Many users found that batteries were needed to charge the device after attempting to charge via connection to a computer
- Different mobile apps were available for download which confused users
- Most users were not successful reading their blood pressure the first time
Smart Blood Pressure Monitor Evaluation: Using the Device

**Insights**

- Most users found the mobile app straightforward and easy to use
- Many users commented that cuff was quite bulky
- Some users wanted an option to add details around the context of measurement
- Users expected the app to provide more information regarding their reading
- Most users were fairly confident with the accuracy of their readings