

Fitbit Zip Activity Tracker, Black

QUICK BUYER GUIDE



Fitness enthusiasts tracking daily activity

At a Glance Specs



BATTERY LIFE

Lasts 5 months on a single charge



COMPATIBILITY

Syncs with smartphones and computers



DESIGN

Wearable in pocket, on belt, or bra



TRACKING

Monitors steps, distance, calories burned



SCREEN

0.96-inch display for easy reading



WEIGHT

Lightweight at 0.11 pounds



MATERIAL

Durable plastic construction



INCLUDED

Includes clip, USB dongle, and battery tool



Who It Is For

- ✓ People wanting to track daily activity
- ✓ Users aiming to increase physical movement
- ✓ Those who enjoy setting fitness goals
- ✓ Individuals looking to sync data to devices



Who It Is Not For

- ✗ Users needing GPS tracking
- ✗ People wanting real-time heart rate monitoring
- ✗ Those who prefer smartwatch features
- ✗ Individuals needing long battery life beyond 5 months



Trade Offs to Consider

- Limited data display compared to smartwatches
- No mobile app integration beyond basic tracking
- Requires USB dongle for syncing
- Battery cannot be replaced by user

Users Say

● POSITIVES

- ✓ Simple and easy to use
- ✓ Motivates users to be more active
- ✓ Works well with existing fitness apps

● COMPLAINTS

- ⚠ Limited features compared to newer models
- ⚠ Battery life may decrease over time
- ⚠ Syncing can be unreliable on some devices

How It Compares

- Less advanced than Fitbit Charge or Inspire
- No touchscreen or customizable watch faces
- No notifications or app integration beyond basic tracking
- Smaller display compared to modern fitness trackers



Choose This If...

- ✓ You want a simple step tracker
- ✓ You need to sync data to a computer
- ✓ You're looking for a lightweight wearable
- ✓ You prefer a budget-friendly fitness tracker



Skip This If...

- ✗ You need GPS or heart rate monitoring
- ✗ You want a smartwatch with app integration
- ✗ You require a longer battery life
- ✗ You need advanced fitness analytics



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