



Nutikellaga õhusaaste radadel

Mida saab kellaga mõõta ja miks seda teha





**Tervisejälgija:
nutikell, käepael, sõrmus, tark kodu**





Tervisejälgi: nutikell, käepael, sõrmus, tark kodu

Kes kannad mõnda
tervisejälgiat?





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Kes kannad mõnda
tervisejälgi?

Aga kas sa neid andmeid
päriselt kasutad ka?





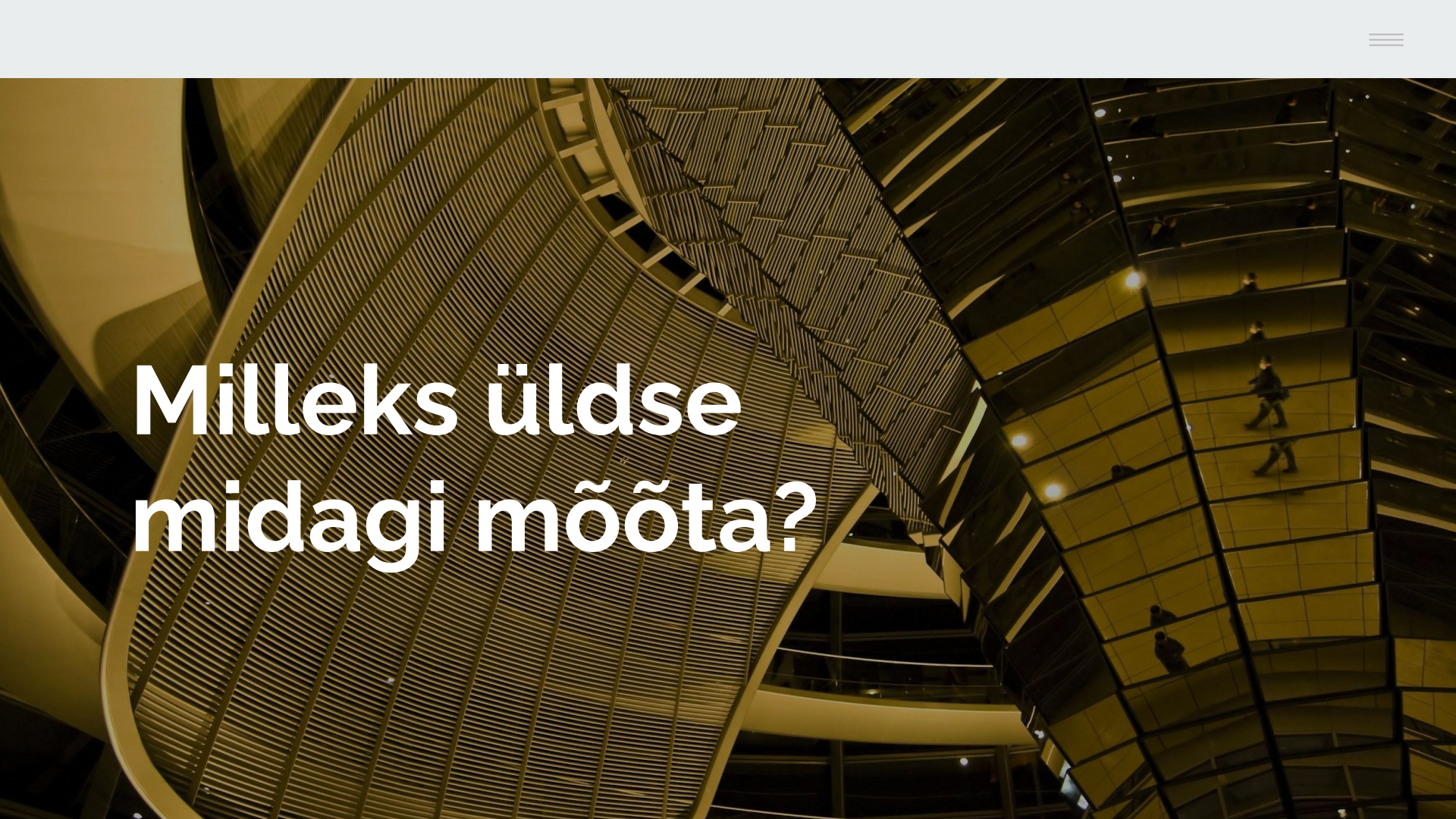
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Kes kannad mõnda
tervisejälgi?

Aga kas sa neid andmeid
päriselt kasutad ka?

Mida oled tänu sellele hakanud
teisiti tegema?





Milleks üldse
midagi mõõta?



**Oma elu tasub juhtida
sama arukalt ja andmepõhiselt
nagu juhid oma äri.**





"**Mida iganes saab mõõta, tõmbab meie tähelepanu.** Kui palju me raha teenime. Kui rasket hantlit jõuame tõsta. Mitu ruutmeetrit pinda on meie kodus.

Kui oleme näinud numbrit, on loomulik tahta seda parandada. Avastame end juurdlemas, kuidas teenida rohkem raha või tõsta rohkem raskust.

See, mis on mõõdetav, muutub oluliseks.

**Mitte sellepärast, et see oleks tähtsam,
vaid sellepärast, et seda on lihtsam näha."**

6. The structure of information flows (who does and does not have access to information).

There was this subdivision of identical houses, the story goes, except that for some reason the electric meter in some of the houses was installed in the basement and in others it was installed in the front hall, where the residents could see it constantly, going round faster or slower as they used more or less electricity. With no other change, with identical prices, electricity consumption was 30 percent lower in the houses where the meter was in the front hall.

We systems-heads love that story because it's an example of a high leverage point in the information structure of the system. It's not a parameter adjustment, not a strengthening or weakening of an existing loop. It's a NEW LOOP, delivering feedback to a place where it wasn't going before.

– Donella Meadows “Leverage Points: Places to Intervene in a System”

A more recent example is the Toxic Release Inventory — the U.S. government's requirement, instituted in 1986, that every factory releasing hazardous air pollutants report those emissions publicly every year. Suddenly every community could find out precisely what was coming out of the smokestacks in town. There was no law against those emissions, no fines, no determination of “safe” levels, just information. But by 1990 emissions dropped 40 percent. They've continued to go down since, not so much because of citizen outrage as because of corporate shame. One chemical company that found itself on the Top Ten Polluters list reduced its emissions by 90 percent, just to “get off that list.”

Missing feedback is one of the most common causes of system malfunction. Adding or restoring information can be a powerful intervention, usually much easier and cheaper than rebuilding physical infrastructure.

– Donella Meadows “Leverage Points: Places to Intervene in a System”



Miks keegi seda veel ei tee?

Õhukvaliteedi mõõtmise seadmed ei mahu kella sisse.

Sestap ei saa kell iseotse õhu kvaliteeti mõõta.

Õhukvaliteedi andmed tuleb seega küsida asukoha põhiselt kasutades välist mudelit.

Aga andmetest on kasu, kui need on piisavalt granulaarsed.

Liivalaia tänav vs Lõuna-Eesti



Mida võiks anda õhukvaliteedi nägemine otse oma randmelt või telefonist?





Mida võiks anda õhukvaliteedi nägemine otse oma randmelt või telefonist?
Mis on sellega kaasnevad ohud?





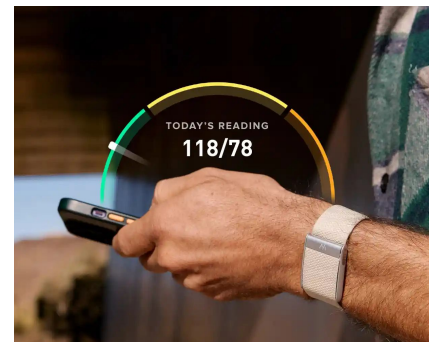
Minu teekond tervisejälgijatega

<https://eerik.ee/artiklid/minu-isiklik-analuutika>



Garmin

Oura



WHOOP



Kuidas andmeteadlane enda une ja taastumise lahti häkib?

ALGORÜTM

23. juuli 2026 [↗](#)



Eerik Sven Puudist: statistiline kirjaoskus aitab olla arukas kodanik

ERR

13. juuli 2026 [↗](#)



Eerik Sven Puudist: Mis on isiklik analüütika? Kui suur on enda andmete mõõtmise mõju?

LAOMEES JA TORUMEES

5. veebruar 2026 [↗](#)



Passiivne mõõdik vs aktiivne adjutant

ajakohasus vs
segamatu keskendumine







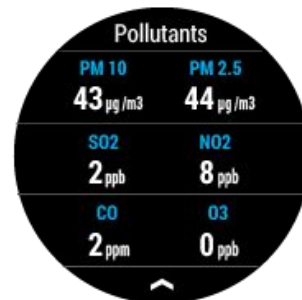
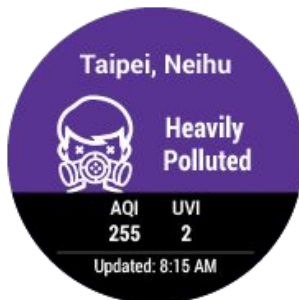
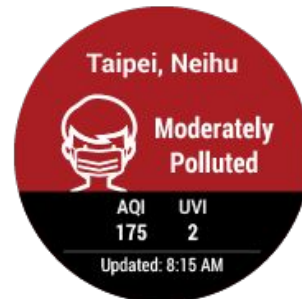
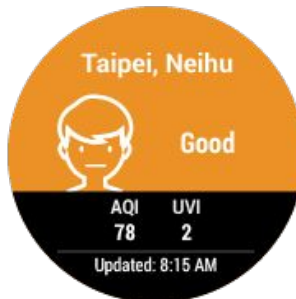
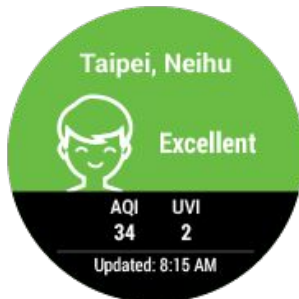
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WIDGET

Air Quality Widget

Wizzardo

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- Mis on mõõdetav, tundub oluline.
- Parandada saab seda, mida sa mõõdad.
- Mõõtmise mõjutab käitumist, kui andmed on näha.





Market trends

02

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Target audience

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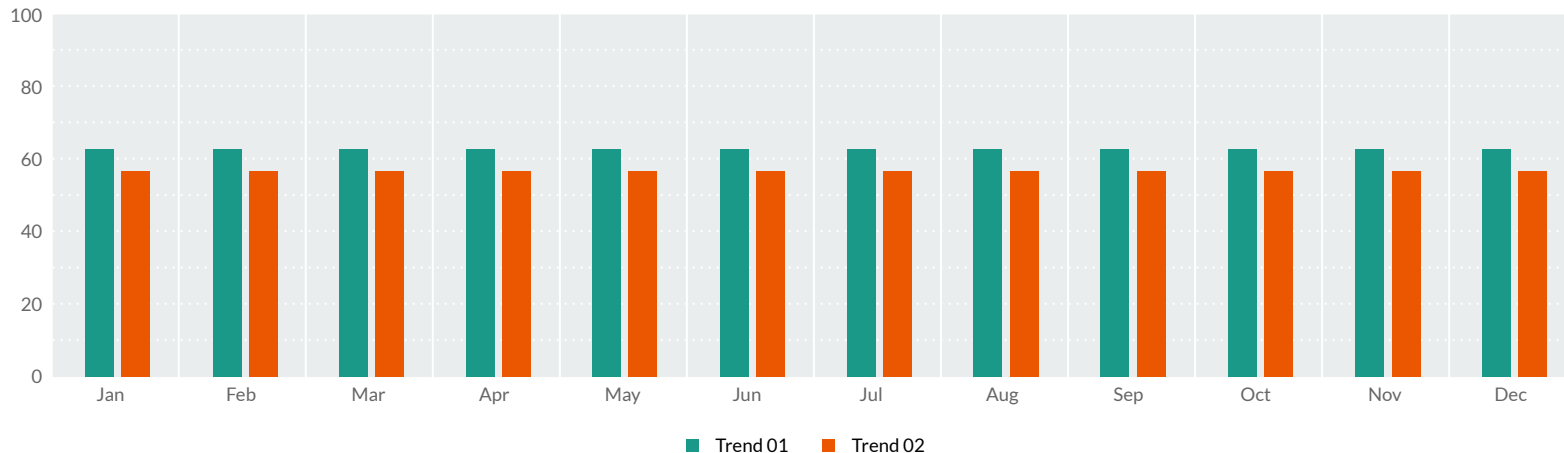
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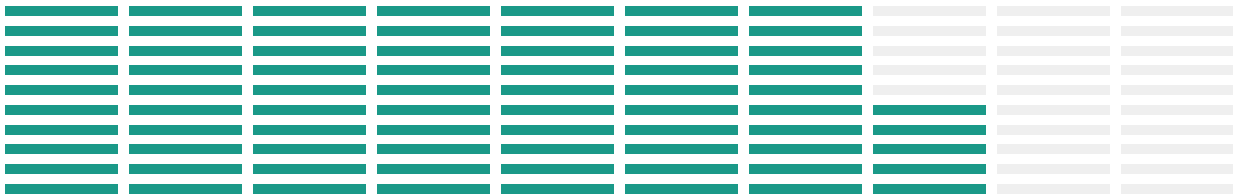
Trend analysis

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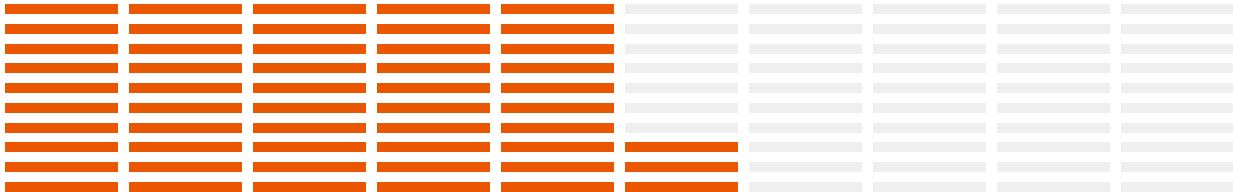
Trend 01



75%

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Trend 02



53%

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Target audience

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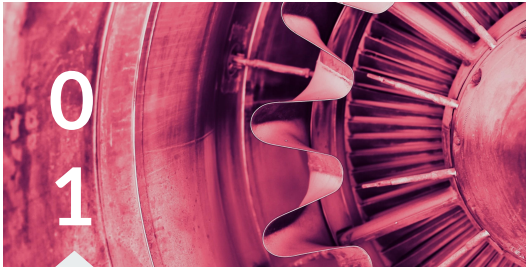


Proposed solution

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Process



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Deliverables

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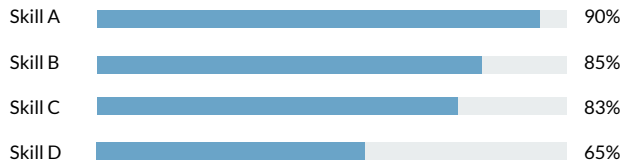




CEO

Berry Books

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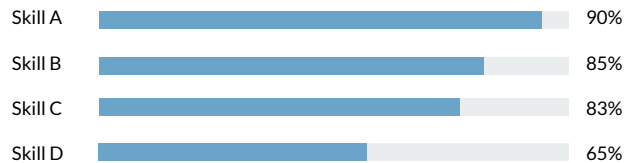




CFO

Vinny Viewer

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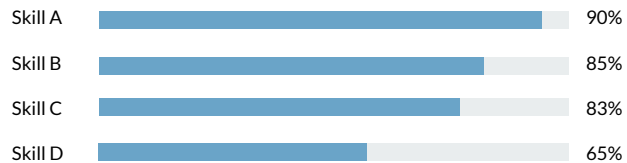




Sales Director

Wendy Writers

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Thank you.

