

Fitness App

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Part 1: User Research

Question 1: Target Audience	Identify the target audience for StayFit. (Word limit: 50 words)
Response	Target Group: Bangalore: 8.2 Mn ; Delhi: 11 Mn ; Mumbai: 6.8 Mn; Hyderabad: 6 Mn ;Chennai: 1.8 Mn ; Pune: 6.2 Mn Total: 40 Mn Assumption: Let's assume there are 40% people under the age of 21-40 earning >5 lpa 40% of 40 Mn = 16 Mn Sample size Calculation: Confidence level: 95% margin of error: 10 % Population 16 Mn As per the Survey Monkey Sample size calculator, Sample size = 97 Considering 40 % response rate, $97/0.4 = 243$ people. No. of people to whom the survey needs to be sent= 243.
Question 2: Survey Link	Prepare a questionnaire suiting your objectives using Google Forms. Check the box which allows only one entry per user. Submit the link to the survey.
Response	Survey Link : https://goo.gl/forms/bqmcpjkDfKB3KPj02 Response Link: https://goo.gl/a7YPxH
Question 3: Insights from User Research	Analyse the data you gathered from surveys and interviews. Draw insights out of the collected data. You can segregate your insights basis the objectives of conducting user research: users pain points, motivations, personality, goals, demographics. (Word Limit: 400 Words)

Response

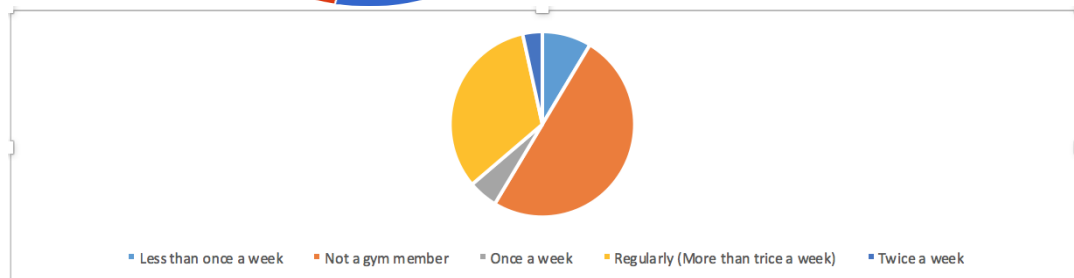
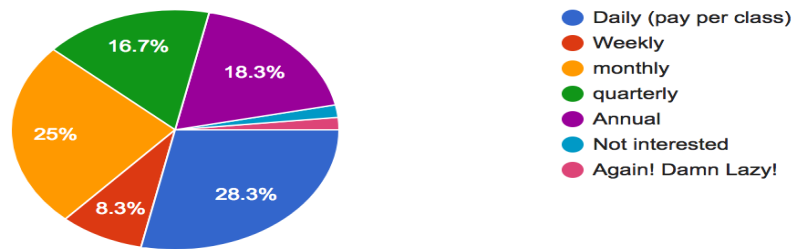
Objectives:(Surveys and Interviews)

1. Understand the pain points of the user
2. Identify the goals which the user wants to achieve
3. User demographics.
4. User Motivation and personality.
5. Technology which they use.
6. Is the user open to fitness apps/ has used them in the past.
7. Does the user want flexible membership plans?
8. What factors matter the most for joining a gym?

Hypothesis:

1. Always crowded, lack of result, expensive membership fees, long working hours, no flexibility in terms of membership plans.
2. Weight loss, Body Building, improving agility and stamina, stress relief
3. Users that fall under the age group of 21-40 years, living in Tier 1 cities and making more than 5 lpa
4. Leading a healthy lifestyle and improving general fitness
5. Android, Iphones and wearable technology.
6. Yes the user has used/ is open to use fitness apps to help him/her stay fit.
7. Yes, the most preferred plan would be "Pay Per Class"
8. Price and proximity to home/office matter the most to the user

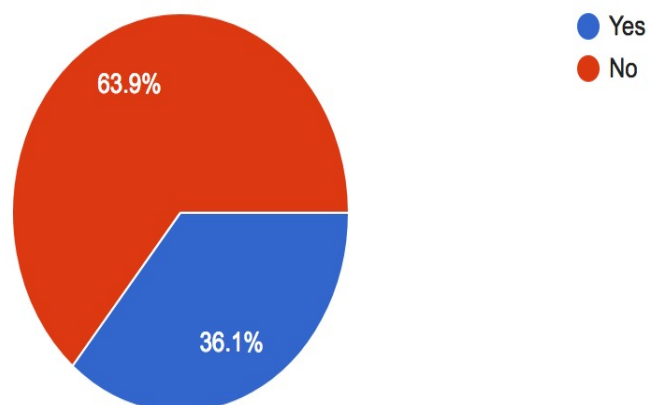
- 99% of our sample group falls under the 21-40 years age group;
More than 90% belong to tier-1 cities
More than 75% belong to more than 5 lpa salary bracket
(3rd- hypothesis- correct)



What is your current location? (Multiple Items)

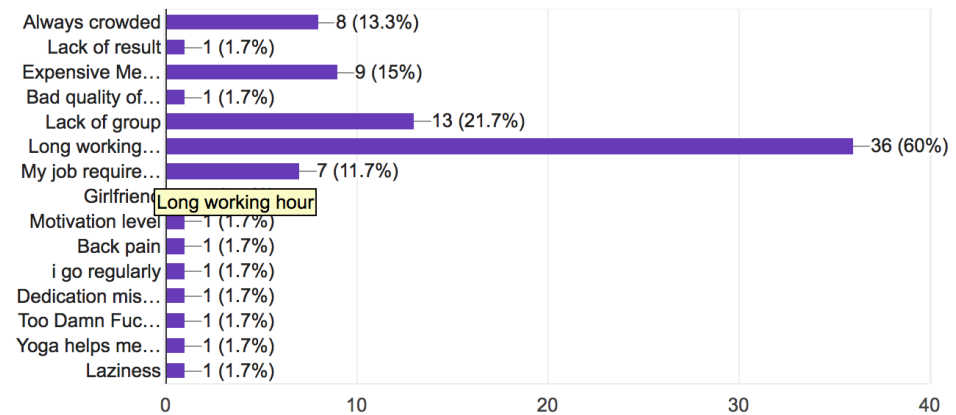
Count of Timestamp	Column Labels								
Row Labels	Again! Damn Lazy!	Annual	Daily (pay per class)	monthly	Not interested	quarterly	Weekly	Grand Total	
Less than once a week			1	3			1	5	
Not a gym member		1		13	5	1	5	4	29
Once a week	1			1	1				3
Regularly (More than trice a week)		8		3	3		5		19
Twice a week					2				2
Grand Total	1	10	17	14	1	10	5		58

- User has shown inclination towards daily subscription model**
28 percent have shown interest towards daily model and 25 percent people have shown interest towards monthly subscription. This proves the fact that users are not willing pursue a long term membership plan. Also the 50 percent of the target audience that are non-gym goers show a very strong inclination towards the Daily Subscription model, in contrast to regular gym population which is more inclined to annual and quarterly model. **(7st hypothesis - Correct)**
- 64% people have not used any fitness apps before. **(6th Hypothesis- Incorrect)**



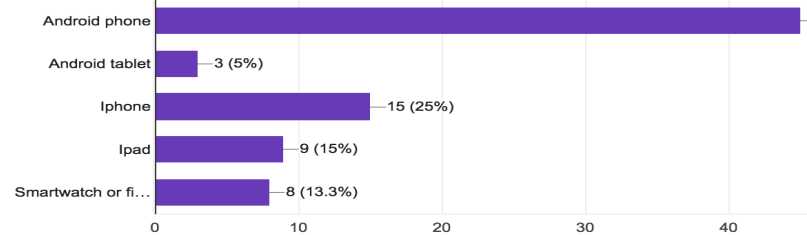
Factors that restrict you from regularly attending a gym?

60 responses

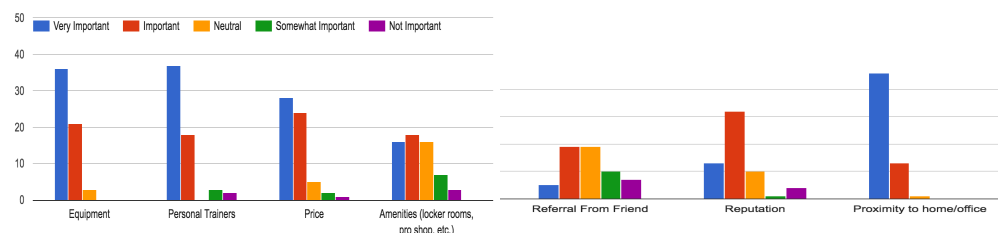


The biggest pain point is around the long working hours or job requiring them to travel places (More than 60 percent) followed by lack of social group and expensive membership fees. **(1st Hypothesis- Correct)**

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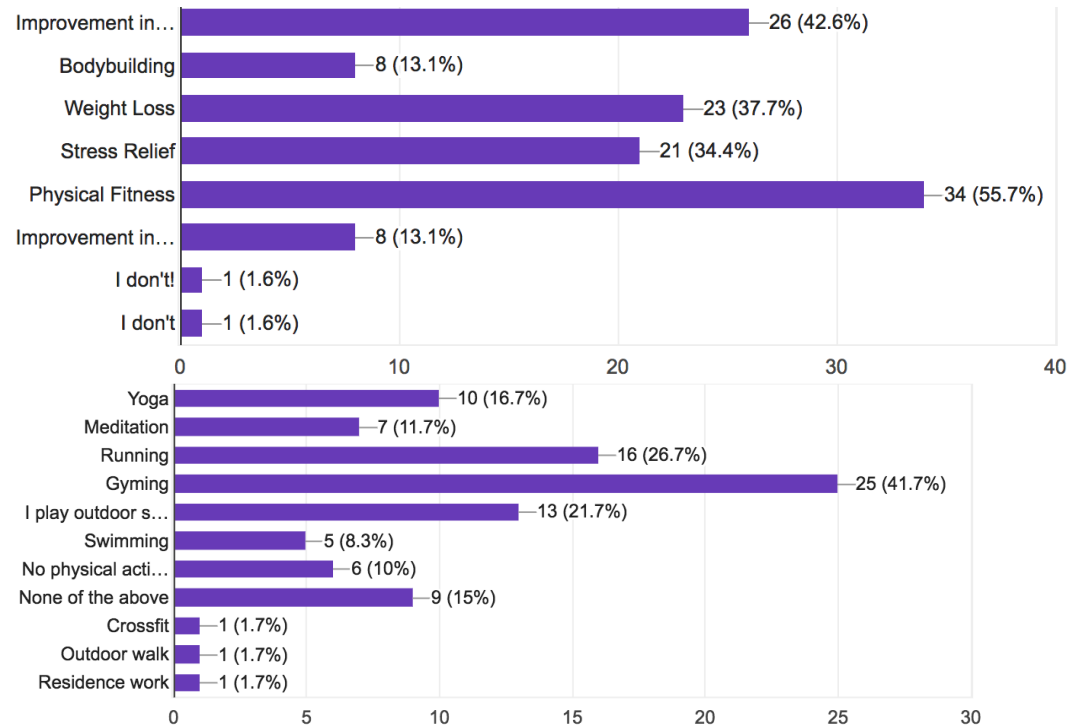


Our audience seems to be dominated by the android devices where else fitness tracker/smartwatch usage is almost the same as ipad/tablets. Inferring that our user is tech savvy and willing to buy product related to fitness as well. **(5th hypothesis- Close)**



The above data point shows that 46 users evaluate proximity from home/office followed by 37 people looking for Personal trainers and 36 people pointing out to Gym equipment as important.

Along with this, 28 people have mentioned pricing to be an important factor. Interviews have shown that no proper refund options were also stopping them from getting a proper membership plan. **(8th Hypothesis- Correct in terms of proximity but not so much for Pricing)**



Most of the target audience joins to improve their Physical fitness (34 votes) and improve their stamina/agility(34 votes).There is a prominent part of our audience who uses gym service for weight loss (23 votes) and stress Relief (24 votes).

Thus proving **2nd Hypothesis- Correct** and **4th Hypothesis- Correct**.

Part 2: Product Artifacts

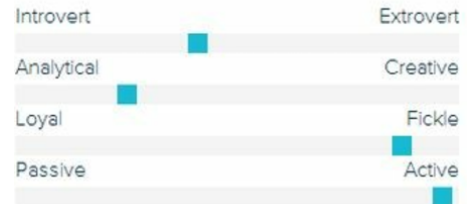
Question 4: Create a persona for StayFit from the user research data. Use the template given below.

User Persona 1:

NAME: Akshay		
AGE: 24 LOCATION: Bangalore OCCUPATION: Software Developer MARITAL STATUS: Single INCOME: 9 lpa	MOTIVATIONS: 1) Being able to participate in the Iron-Man Marathon 2) Leading a healthy lifestyle	PERSONALITY: Personality 
	GOALS : 1) Finishing the marathon 2) Improving stamina and agility 3) Improving quality of life in terms of fitness and having a proper work life balance	TECHNOLOGY: Android phone, Windows OS
	PAIN POINTS: 1) Long working hours 2) Overcrowding in the Gym during his preferred time 3) Lack of result 4) Uncontrolled diet	

	BIO:Akshay is a Developer with Oracle. His work is very demanding leaving him with very less time to work out or hang out with friends. Yet, he manages to catch up with his friends occasionally over drinks. He wants to keep track of his sleeping patterns , eating and exercise habits to lead a healthy lifestyle.	BRANDS: Samsung, Puma, FitBit
QUOTE:	“I feel like there is not enough time in my life to go to the gym regularly”	

User Persona 2

NAME: Radhika																						
AGE: 29 LOCATION: Mumbai OCCUPATION: Corporate Planner MARITAL STATUS: Single INCOME: 13 lpa	MOTIVATIONS: 1)With all the unhealthy food and travelling, it’s taking a toll on her health which she wants to contain. 2) Improve my immune system and lead a healthy lifestyle	PERSONALITY: Personality  <table><thead><tr><th>Trait</th><th>Left End</th><th>Right End</th><th>User Position (approx)</th></tr></thead><tbody><tr><td>Introvert</td><td>Introvert</td><td>Extrovert</td><td>25% Extrovert</td></tr><tr><td>Analytical</td><td>Analytical</td><td>Creative</td><td>25% Creative</td></tr><tr><td>Loyal</td><td>Loyal</td><td>Fickle</td><td>25% Fickle</td></tr><tr><td>Passive</td><td>Passive</td><td>Active</td><td>25% Active</td></tr></tbody></table>	Trait	Left End	Right End	User Position (approx)	Introvert	Introvert	Extrovert	25% Extrovert	Analytical	Analytical	Creative	25% Creative	Loyal	Loyal	Fickle	25% Fickle	Passive	Passive	Active	25% Active
Trait	Left End	Right End	User Position (approx)																			
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Passive	Passive	Active	25% Active																			
	GOALS : 1)Stress relief 2)Weight loss	TECHNOLOGY: Iphone, Apple, Mac OS																				

	PAIN POINTS: 1) My job requires me to travel very often 2) Lack of a social group to go to the Gym 3) No flexible membership plans that can accommodate my travel needs	
	BIO: Radhika is Corporate Planner who has to travel 3-4 times a month for work. She is frustrated that despite her need to workout, she is unable to make time for it due to her frequent travels.	BRANDS: Loreal, Cure.fit, Adidas Originals
QUOTE:	"My travels aren't allowing me to have a consistent gym routine."	

Questions 5: Create a user journey map for the given user goals:

- (a) To find credible gyms near me which are within my budget
- (b) To buy the membership for a gym

Use the templates given below.

User Journey Map 1

User Journey Map 1	
User Goal	To find credible gyms near me which are within my budget.
User Expectations	1. Finding a gym membership within the user's budget. 2. The ideal gym location would be in close proximity to his house or work. 3. A gym with proper facilities (Trainers, equipment) and a good reputation. 4. The gym should validate his parking along with it not being over crowded during his desirable time of workout. 5. The workout plan offered by the gym should help him achieve his goals of weight loss and stamina building

Process	1. The user starts looking for gyms online as well as offline with his friends/colleagues recommendations. 2. After narrowing down his search to 4-5 gyms he does more research on the membership plans and if they fall under his budget. 3. Further narrowing it down to 2-3 gyms, he decides to personally visit these gyms. 4. Makes a decision based on his experience.
Experience	1. A normal google search enables the user to find gyms near him along with ratings and contact information. Speaking to his friends about his findings he could make an informed decision leading to a neutral experience. 2. Not a very good experience in terms of comparing different gyms and their membership plans because there isn't a centralised consolidated space with multiple gyms under the same website. This compelled him to visit multiple websites for gathering information. 3. Bad experience in one of the gyms due to inaccurate location listed. Other than this he was pretty happy with visiting the rest of the gyms on his list. 4. He was able to make an informed decision without much difficulty. Neutral Experience
Touchpoints	1. Search engines like google. 2. Social circle 3. Gym website 4. Gym staff
Pain-points	1. To find information on different gyms the user had to visit multiple websites. 2. The user had to manually gather data for comparing different membership plans 3. The information location listed on one of the website was inaccurate.
Ideas	1. The idea would be creating a centralised database of all the gyms available in the city with filtering options for location proximity, membership plans and fees, facilities, ratings, different services offered, user feedback etc. 2. This website would verify and validate information provided by the gyms listed in our database so the user has a seamless experience. 3. Our website/app shall provide an option to compare multiple gyms based on the filters given by the user. Our solution would be something like a "ZOMATO for Gyms"

User Journey Map 2

User Journey Map 2	
User Goal	To buy the membership for a gym
User Expectations	1. The user should be given free trial sessions before making the payment. 2. The user should be notified of any discounts/offers that are available in the market right now. 3. The user should be able to make the payment in his preferred choice like credit cards, debit cards, e-wallets, UPI etc.
Process	1. He makes a visit to the gym of choice and talks to the staff who show him the facilities provided by the gym. 2. The user chooses from the available subscription model without any trial sessions 3. The user makes the payment with the gyms available choice , which are by card or cash.
Experience	1. Good Experience in visiting the Gym 2. Bad Experience since he can't customise his membership plan 3. Neutral experience as he has very limited payment options(eg: E-wallets, UPI etc.)
Touchpoints	1. Gym Staff 2. Payment Gateway
Pain-points	1. He doesn't have the control on subscription model, he is forced to take the options that are available at the gym. 2. He isn't offered any trial classes before finalising on the gym 3. Most gyms have a hard rule of No refund options
Ideas	1. StayFit offers flexible membership plans like pay per class, weekly/monthly subscriptions etc. 2. Once he has narrowed down his options, 3 trial classes should be offered so the user has an idea of how his workouts might be. 3. As we have the pay per class option available, the user can buy classes on a daily basis, having the flexibility of time and availability. 4. We will also give the user an option to cancel his class if he can't make it on time and offer credit for the next class in a pay per class model.