

# cult.fit Social Networking Case Study

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## Problem Statement



As the Director of Product at cult.fit, your task is to conceptualize and design a dedicated social media platform for cult.fit's fitness community. This platform aims to enhance users' overall fitness experience by fostering connections, motivation, and socialization among like-minded individuals by promoting a positive and competitive environment.

The goal is to create a space where users can seamlessly connect with their gym buddies, workout partners, fellow sports enthusiasts, wellness companions, etc enabling them to share their fitness journeys, accomplishments, content, and progress. The platform should offer engaging features fostering a strong sense of community and well-being.

Your role is to envision a user-centric and innovative social media platform that complements cult.fit's existing offerings and helps cultivate a thriving fitness-focused ecosystem.

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## Understanding the Company

### Industry

The Cult.fit comes under the health and fitness industry. The most interesting thing about this industry is that the total market size of the global health and fitness industry is over \$87 billion.

In India especially, the number of health app downloads have been increased. According to some reports, India topped the list of having the maximum number of health app downloads about 157%.

The covid-19 pandemic has made more conscious about health than ever before. This is giving now opening people's eyes to a more holistic approach. It is expected that this industry will have a CAGR of 17.6% from 2022 to 2030.q

## Customer Demographics

Cult.fit's customer base is fairly evenly split between men and women. **The average age of a Cult.fit member is 25-35 years old**, and the majority of members have a college degree.

Cult.fit's customer base is growing rapidly, and the company is now one of the largest fitness chains in India. **In 2021, the company had over 3 million members**, and it is expected to reach 5 million members by 2023.

The company's customer base is concentrated in urban areas, with the majority of its members living in **major cities like Mumbai, Delhi, and Bengaluru**.

## Business Model

- Cult.fit operates through **both online and offline modes**, offering interactive coaching and proactive health management solutions for fitness enthusiasts.
- During the Covid-19 pandemic, the brand shifted its focus to online home workouts and mental health offerings, conducting live sessions and increasing its content library.
- Cult.fit expanded its business operations through acquisitions: **Eat.fit**, offering subscription-based health diet plans after acquiring 'Kristy's Kitchen,' and **Mind.fit**, focusing on yoga and mental health, following the acquisition of the yoga studio '1000 yoga' and **Care.fit**, launched as its healthcare clinic in Bangalore in 2018.

## Revenue Model

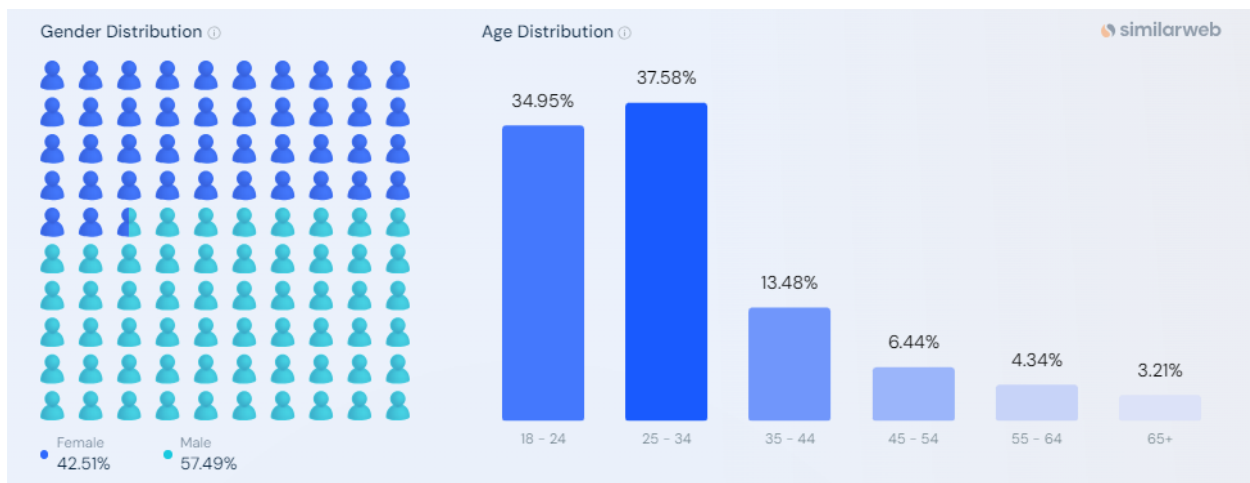
- The brand mostly gets its revenue from the fitness vertical, which contributed about 62.4% followed by food services which accounted for 34.5%. Its other services contributed about 3.06%.

## Goals

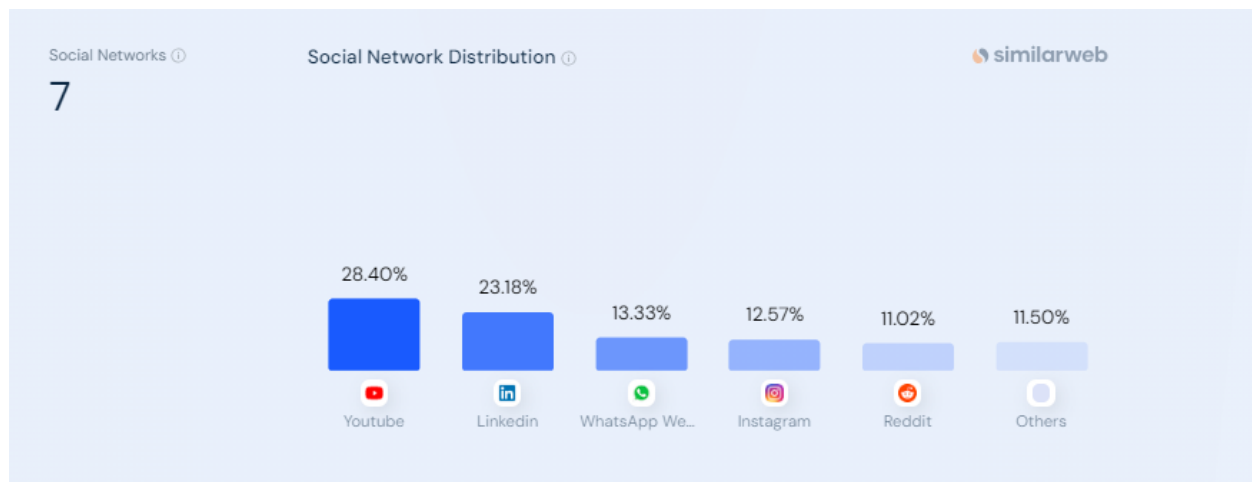
- Creation of a social media platform that allows socialization among like-minded individuals by promoting a positive and competitive environment.
- Improve overall fitness experience of customers in cult.fit that allows user to share fitness journey.
- Having a user-centric design for increased user adoption and retention.
- Integrate with cult.fit existing services and offerings.

## Identifying Users

### Gender and Age Distribution



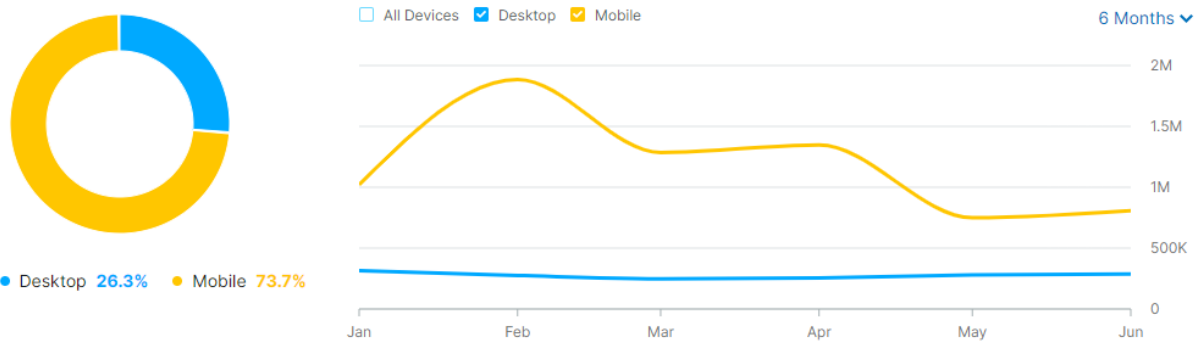
### Social Media traffic



## Persona of Users currently using Cult.fit

1. **Wellness Seekers:** Core users also include individuals who are interested in holistic wellness, including mental health, mindfulness, and nutrition.
2. **Fitness Enthusiasts:** These are individuals who are passionate about fitness and are actively seeking ways to improve their physical well-being. They may have various fitness goals such as weight loss, muscle gain, improving endurance, or overall health and well-being.
3. **Online Workout Participants:** Users who prefer or have adapted to the online mode of working out during the pandemic are also part of the core user group. They actively participate in live sessions, on-demand workouts, and utilize the platform's library content.
4. **Yoga and Mental Health Enthusiasts:** Users who engage with Mind.fit, the initiative focused on yoga and mental health, form a core part of cult.fit's user base. They are interested in improving their mental well-being and exploring yoga practices.

## Exploring Solution



The data clearly shows that 73.7% of cult.fit's visitors prefer using mobile devices, making the creation of a social media app a more compelling choice. Emphasizing a mobile-first approach will maximize engagement and reach, tapping into the vast majority of users who prefer using their mobile devices for fitness interactions.

Hence creation of a mobile app called **FITVERSE**.

## Fitverse basic info

Fitverse is a dedicated social media app exclusively for fitness enthusiasts. Users can easily sign up and explore a wide range of fitness-related content within the app. It serves as an information hub for fitness, allowing users to stay updated on the latest trends and tips.

The app enables users to share their fitness accomplishments and progress, creating a supportive and motivating environment. Users can post about their fitness journeys, workout achievements, and other content related to their fitness experiences.

Fitverse focuses on fostering a strong sense of community and well-being. It connects like-minded individuals, such as gym buddies, workout partners, sports enthusiasts, and wellness companions. This allows users to form connections and support each other in their fitness endeavors.

Fitverse aims to provide an engaging platform where fitness enthusiasts can come together, share their fitness stories, and connect with others who share a passion for leading a healthy lifestyle.

## Value Proposition of Fitverse

- Offers smooth integration with other cult.fit services like Eat.fit and Mind.fit, providing users with a comprehensive and holistic wellness ecosystem.
- Dedicated social media platform for fitness enthusiasts.
- Seamlessly connect with gym buddies, workout partners, and sports enthusiasts.
- Share fitness journey, accomplishments, and progress while staying motivated in a positive and competitive environment.

### Emotions Expectation after using the app

- Motivated
- Supported
- Committed
- Connected
- Empowered
- Focused
- Happier
- Inspired
- Informed
- Satisfied

## Onboard users into Fitverse.

**To ensure a smooth transition, existing customers from cult.fit won't need to create Fitverse accounts;** their accounts will be automatically created using their cult.fit details. This seamless process guarantees an effortless onboarding experience, leveraging cult.fit's user base to successfully introduce and integrate them into Fitverse.

With this approach, users can seamlessly continue their fitness journey while exploring the exciting features of Fitverse, making it a compelling and convenient addition to their fitness ecosystem.

## Onboarding Strategies

Strategy	Description
Personalized Email Campaigns	Send personalized email campaigns to cult.fit customers, introducing Fitverse and highlighting its fitness-focused features. Tailor the content based on users' fitness interests and activities to make the messaging more relevant and appealing.
Cross-Promotion within cult.fit App	Display banners or pop-ups within the cult.fit app, promoting Fitverse as a dedicated social media platform for fitness enthusiasts. Offering exclusive

Strategy	Description
	rewards or incentives for joining Fitverse will encourage cult.fit users to explore the new fitness community.
In-App Notifications	Utilize in-app notifications in the cult.fit app to inform existing customers about the launch of Fitverse. Notify them of any special features or challenges to engage them in the new fitness ecosystem.
Product Tour	Fitverse's product tour ensures a smooth onboarding experience, guiding existing users through new features, enhanced fitness content, community engagement, and motivational tools, empowering them in their fitness journey.
Knowledge Base	Fitverse's knowledge base provides valuable resources, including clear instructions, FAQs, and tips, to familiarize users with the app's features, ensuring a smooth and informed onboarding experience.
Onboarding Video	Fitverse's onboarding video introduces specific features through a simple walkthrough, helping users seamlessly start their fitness journey. This engaging video ensures users grasp essential information within minutes, making it user-friendly for everyone.

## Features of Fitverse

- Community engagement for connecting with gym buddies, workout partners, and sports enthusiasts.
- Wellness resources and mental health content.
- Sharing fitness accomplishments and progress and Virtual workouts and live streaming sessions.
- Having a search functionality where users can search other individuals with similar demographics like fitness interests, location, fitness centres, etc Personalized user experience with tailored content.
- Fitness challenges and competitions to boost motivation.
- Track fitness progress and performance metrics to monitor your achievements.
- Earn badges and rewards through gamification, making your fitness journey fun and rewarding.
- Share your accomplishments on social media platforms effortlessly.
- Stay informed with in-app notifications for updates and announcements.
- Enjoy exclusive offers and incentives as a new user,



- Integration with other cult.fit services like Eat.fit and Mind.fit. enhancing your fitness experience with Fitverse.
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## Metrics to track progress

### 1. User Engagement Metrics:

- **Daily Active Users (DAU) and :** Measure the number of users who are actively using the platform daily and monthly, respectively. A higher DAU and MAU indicate strong user engagement.
- **Time Spent per Session:** Track the average time users spend on the platform during each session. Longer session durations suggest that users find the content engaging and valuable.

### 2. Community(User base) Growth Metrics:

- **Number of Connections:** Monitor the growth in the number of connections or friends made by users.
- **Content Interaction:** Measure the number of likes, comments, shares, and saves on user-generated content.

### 3. Retention and Churn Metrics:

- **User Retention Rate:** Calculate the percentage of users who continue using the platform over time.
- **Referral Rate:** Measure the number of users who refer the platform to others. A high referral rate indicates that users are advocates of the platform.
- **Churn Rate:** Track the rate at which users disengage or stop using the platform.

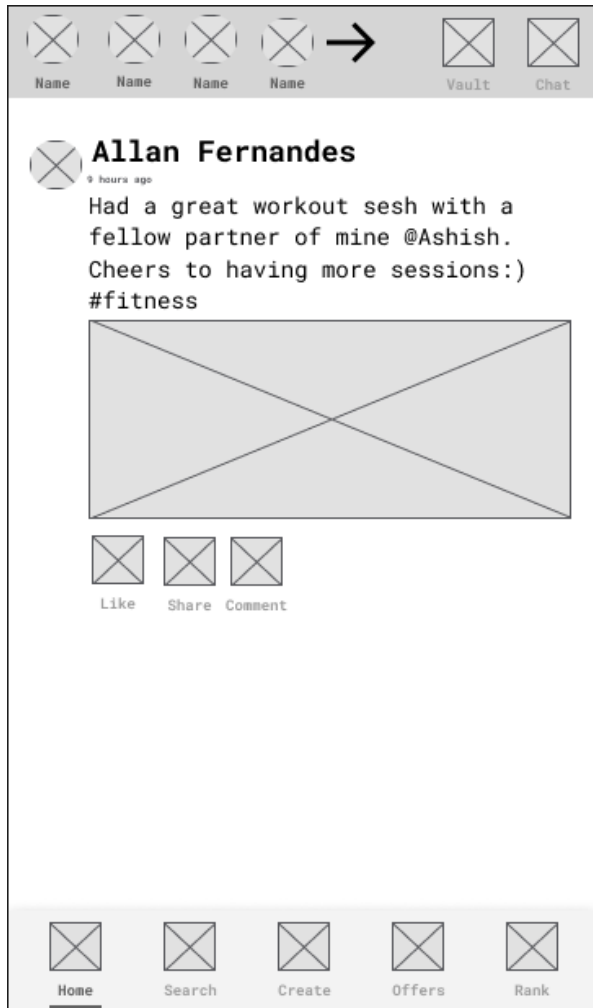
### 4. User-Generated Content Metrics:

- **Content Creation Rate:** Measure the frequency at which users post new fitness-related content. A higher content creation rate indicates active user participation.
- **Content Reach and Engagement:** Assess the reach and engagement of user-generated content. High reach and engagement metrics demonstrate content relevance and quality.

## 5. Fitness Challenge/Event Participation Metrics:

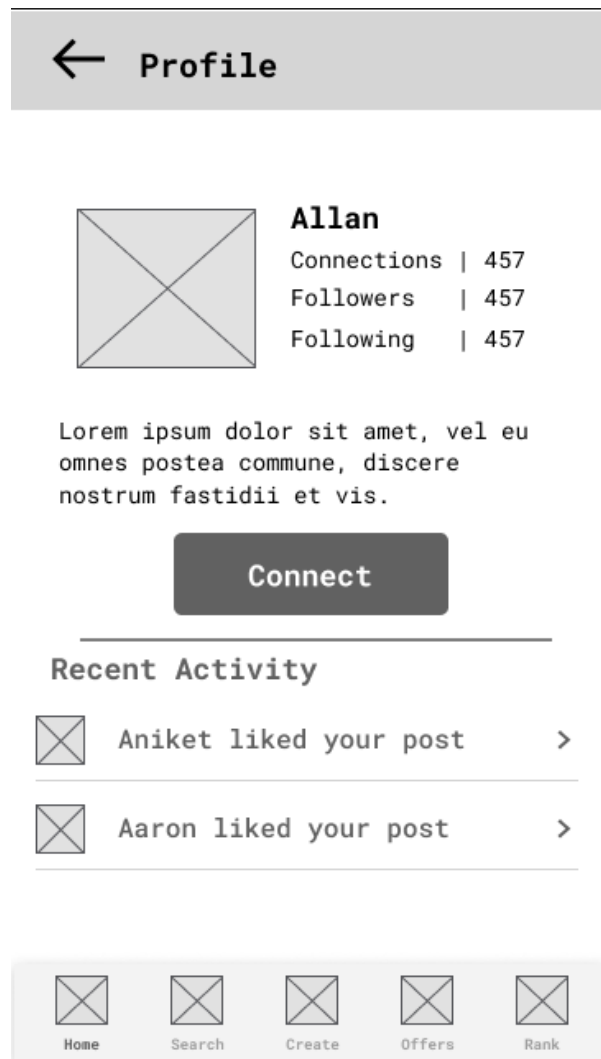
- **Participation Rate in Challenges:** Monitor the percentage of users who actively participate in fitness challenges. The events could be webinars, Ask me Anything (AMA), etc.
  - **Coupon Utilization through Challenges:** After completion of such challenges, the expectation is to provide coupons to the participants which will enable them to have discounts over existing cult.fit's services. Tracking them can help us understand how many of the participants have actively making use of the sessions.
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## Low Fidelity Wireframe



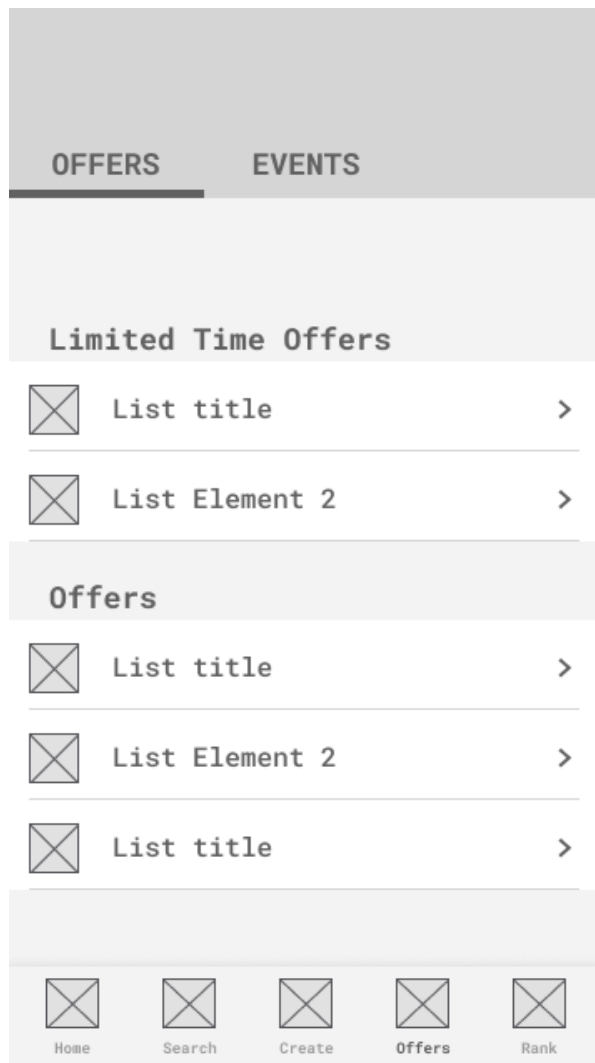
Main Screen

This screen allows users to post their fitness-related content, which can be viewed and engaged with by others. It also features a Stories section where users can upload content available for 24 hours.



Profile Screen

The Profile Screen provides an overview of a user's profile. It enables users to find and connect with like-minded individuals, enhancing their network and fostering a thriving fitness community.



Offers Screen

In the Offers section, users can find limited-time and general offers to entice them to utilize cult.fit services.

These deals may include time-sensitive promotions on services and payment offers like a 10% discount when using specific credit cards. The users can take advantage of these attractive offers to enhance their fitness experience with cult.fit.



Leaderboard Screen

The Leaderboard section will showcase rankings of the user's connections, which can be filtered based on City/Cult.fit center.

Rankings will be determined by Workout Streak, Steps Count, and Calories Burnt. This enables users to stay motivated and compete with their connections to climb the leaderboard and achieve your fitness goals!

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# Go to market strategy

Here are the key steps and elements of the go-to-market strategy for Fitverse:

1. **Product Development and Testing:** Ensuring the development of the Fitverse app is on track, and rigorous testing is conducted to fix any bugs or issues before launch. Gather feedback from a selected group of beta users to refine the user experience.
2. **Brand Identity and Positioning:** Develop a compelling brand identity for Fitverse, including logo, color scheme, and brand messaging. Clearly define the platform's positioning and value proposition to stand out in the crowded market.
3. **Pre-Launch Marketing:** Start building anticipation and awareness for Fitverse even before the launch. Utilize social media, email marketing, and teaser campaigns to generate interest and gather early sign-ups. **We can use Youtube, Linkedin and Whatsapp Webapp as the primary channels since majority of the traction comes from these platforms.**
4. **Strategic Partnerships and Content Marketing:** Collaborate with fitness influencers, gyms, wellness brands, and celebrities to create partnerships and endorsements, amplifying Fitverse's reach. Establish Fitverse as a fitness community authority by creating valuable content on fitness, wellness, and socialization through blogs, videos, and social media posts.
5. **User Onboarding Plan:** Design a user-friendly onboarding plan to ensure a smooth experience for new users. Implement product tours, tutorials, and guides to help users navigate the app easily.
6. **Incentives and Referral Program:** Offer exclusive incentives, rewards, or discounts to early adopters to encourage them to join Fitverse. Implement a referral program to incentivize users to invite their friends and expand the user base.
7. **Customer Support Readiness:** Prepare a dedicated customer support team to handle user queries and feedback promptly after the launch.
8. **Post-Launch Marketing:** Continue marketing efforts post-launch to sustain momentum and attract new users. Monitor user feedback and iterate based on user

needs.

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## How to collect feedback post launch

- Customer Interviews/1-on-1 Feedback.
  - In-App Product Feedback for Customers.
  - Focus Groups.
  - Website Feedback Buttons & Feedback Widgets.
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## References

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