

MuscleHub A/B fitness test

Evaluating if fitness tests are being intimidating for visitors

Background

This evaluation is based on the impression that a number of possible clients are intimidated by the initial fitness test currently being used.

As an alternative to this a second option for greeting new clients is to be evaluated during a test period. The new visitors will be divided into two groups.

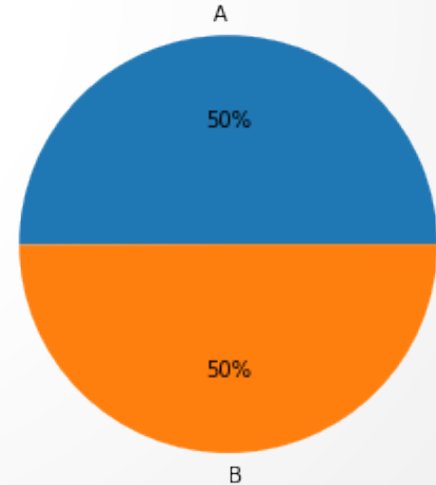
- Group A was still asked to take a fitness test with a personal trainer
- Group B skipped the fitness test and proceed directly to the application

Evaluations was done on how many in each group sent an application and how many of these went on to purchase a membership.

Finally we evaluated how many of the total A+B groups purchased a membership

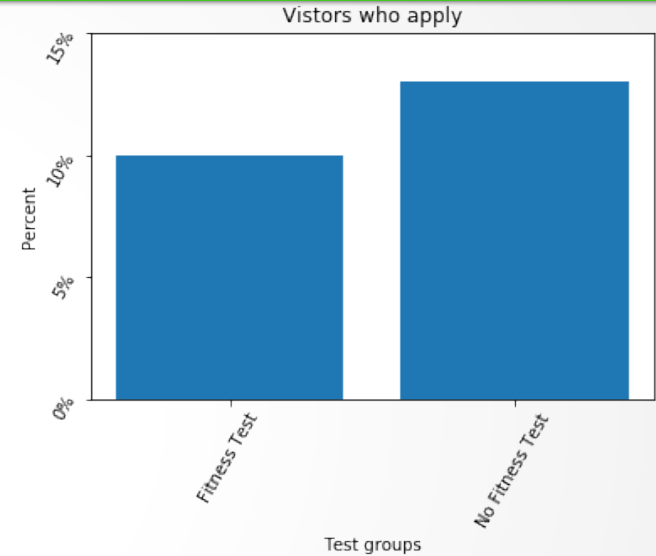
Base data

- During the test period a total of 5004 visitors came by MusclHub
- These were divided into two almost equal sets A and B. A counting 2504 and B counting 2500



Applications from each group

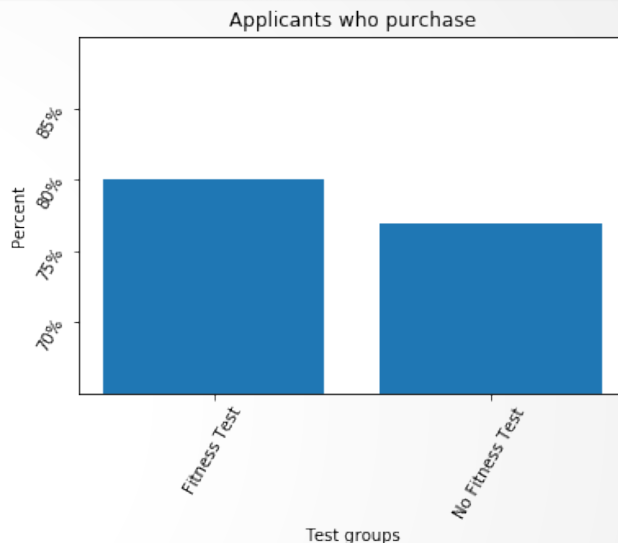
- We got 250 applications from group A
- We got 325 applications from group B



Using a Chi-squared test we found a p-value of 0.001 .This is far below 0.05 and we consider that there is a significant statistical difference between the two groups

Purchases among those who picked up an application

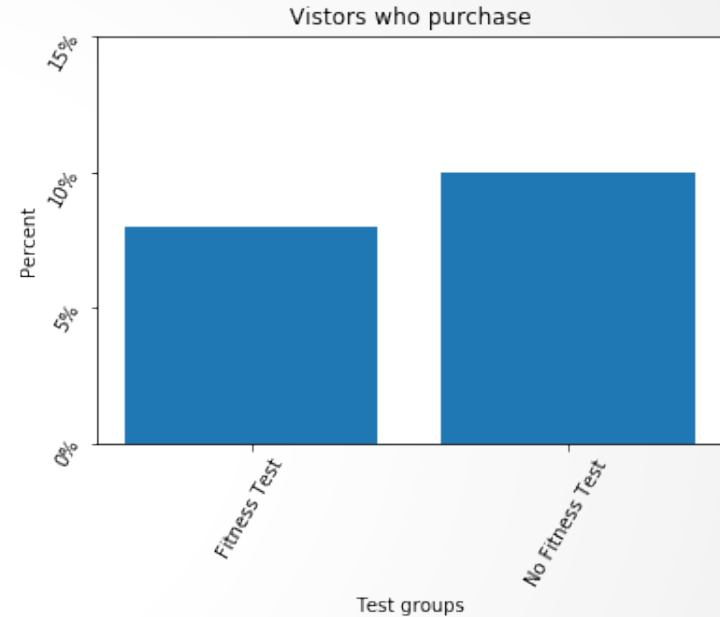
- We got 200 purchases from group A
- We got 250 purchases from group B



Using a Chi-squared test we found a p-value of 0.433 .This is far above 0.05 and we consider that there is not a significant statistical difference between the two groups

Purchases among the complete set of visitors

- We got 250 purchases from group A out of a total of 2504 in group A
- We got 250 purchases from group B out of a total of 2500 in group B



Using a Chi-squared test we found a p-value of 0.015 .This is well below 0.05 and we consider that there is a significant statistical difference between the two groups

Conclusion and recommendation

Based on the interviews and the test results, it supports Janet's assumption that not all applicants appreciate the initial fitness test.

As such, it's recommended that MuscleHub establishes a voluntary process where the client gets an offer for a fitness test if he/she would like it for their own benefit.

By doing this, it is likely that MuscleHub will get more paying members.