Canvas #08
Value map

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It helps the user's acquisition of resources by

- Providing a personalized plan for fitness: types of machines to use and program of exercises over weeks.

- Assists the user with how-to guides for machines and exercises.

It helps the user deliver x or y because…

- defines a programme that fits the user objectives (health,, fitness, wellness, , bodybuilding…)

- keeps the user engaged thanks to push notifications and positive feedback

- helps to manage time effectively thanks to a taylored programme, dematerialized.

The solution is… an augmented coaching app

- a mobile / web app

- providing a personalized coaching plan

- with notifications / recommendations / feedback

- enabled by the measurements of the member's use of machines via IoT

-> will reduce churn and will generate an extra stream of revenue

It removes or decreases these constraints for the user:

- Optimisation of the agenda

- Cost of membership gets justified by measurable performance

- Virtual coach that extends the benefits: fitness can also be tracked at home and in other Gym Sports clubs

The solution helps the user perform better on these KPIs:

- *Performances (in sports, health, etc.)*
- *Body measurements (hip size, etc.)*
- *Frequency of visits to the club and activity on machines*