

Canvas #09-2

Graphical synthesis

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Synthesis

Name of the organization

Gym Sports

Name of the idea

Augmented Coaching Plan

Target users and their needs / problems to solve

High spending Gym club members. They typically lack motivation to exercise in the long term: because they don't receive proper coaching according to their objectives, can't measure their progress, and don't receive feedback. They have strong expectations in terms of flexibility because they of their time constraints.

Description of the idea

Personalized coaching plan consisting of:

- a mobile and Web app
- providing a personalized coaching plan mentoring the member during her use of the club's services
- as well as tailored notifications, recommendations, and feedback thanks to IoT- and RFID- based measure of machine usage

How does it match the strategic priorities of the org

This new offer will allow Gym Sports to differentiate by offering personalized services to its customers.

The ability of the underlying solution to optimize Gym Sports' resources usage (machines, coaches, exercise rooms) ensures its scalability and cost control: the marginal cost of an additional customer is relatively low. Lastly, the differentiation through the use of digital technologies and service personalization allows Gym Sports to launch a Premium offer and to address high return demand segments

Datasets / data sources contributing to the idea

Fitness machines, complete and frequent individual measurements via a body scan device, fitness data collected via Apple Health or Google Fit.

Expected benefits

- *A solution to demotivation thanks to performance monitoring and personalized recommendations*
- *=> Reduced churn, increased attractivity*
- *This service is differentiating and creates value: it will be proposed as an additional subscription*