

# WHOOP

Research Presentation

Group 2.1



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# EXECUTIVE SUMMARY

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Our research focus revolves around the Fitness Band, WHOOP, with an emphasis on **how fitness enthusiasts perceive the lack of a display screen**. We want to know how it **compares** to other devices to draw valuable insights into **consumer preferences and decision-making** processes within the fitness technology landscape.

**We conducted the following tests with our survey respondents and are presenting the results today:**

- **Anova**
- **Regression Analysis**
- **Frequency Analysis**
- **Descriptive Analysis**
- **Correlation**



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# WHOOP

**FOUNDED: 2012**

**HEADQUARTERED: BOSTON, MA**

**VALUED AT \$1.2 BILLION**

WHOOP is an American **wearable technology company**. Its principal product is a **fitness tracker band** that measures strain, recovery, and sleep. The device is often used to keep track of overall health and detection of illness.



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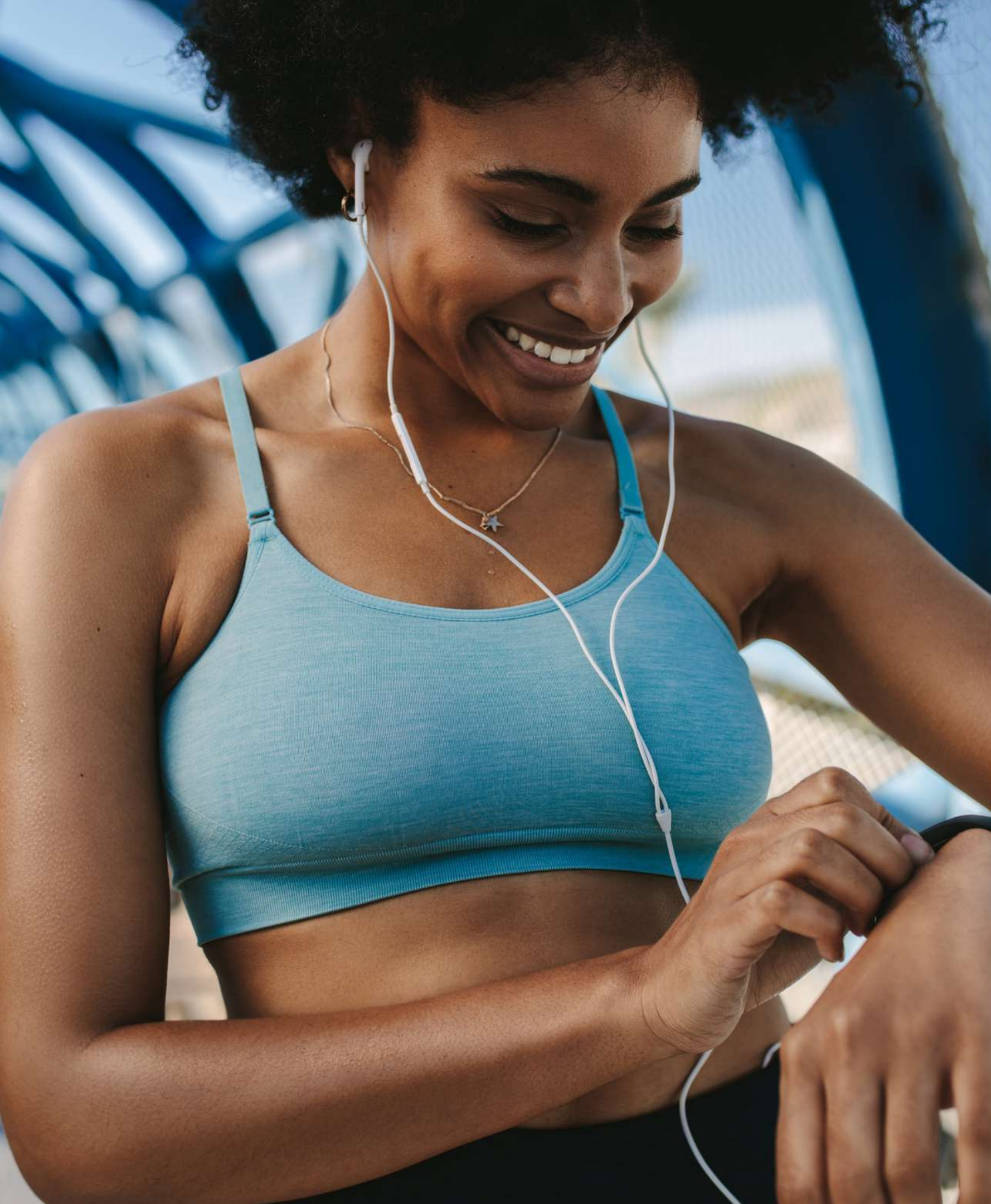
# SURVEY DESIGN

# WV



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# RESEARCH OBJECTIVE

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Explore user perceptions and preferences regarding the design and functionality of WHOOP (looking mainly at the impact of not having a screen) by comparing it to close competitors.

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# RESEARCH QUESTIONS

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- 1 Do fitness enthusiasts prefer fitness devices with or without a display screen?**
  - Gauge consumer interest and willingness to buy
- 2 Is the absence of a display screen as well as other features on fitness devices perceived as an advantage or a disadvantage?**
  - Analyze consumer rankings for each feature

## HYPOTHESIS

Individuals are more likely to prefer fitness devices with a screen due to a familiarity of screen-based interfaces in daily technological interactions.





# SURVEY DESIGN

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- 1 **SCREENER**
- 2 **MARKET SEGMENTATION**
- 3 **FEATURE PREFERENCES**
- 4 **CATEGORY FAVORITE**
- 5 **A/B CONCEPT TEST**
- 6 **DEMOGRAPHICS**



# QUESTIONS

## Themes:

1. Health
2. Fitness
3. Features

- My health is important to me
- I work out to stay physically fit
- I find gamified features on fitness devices enjoyable and effective for maintaining motivation





# QUESTIONS

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1. Do you participate in fitness?
2. Do you use technology to track your workouts?
3. How important are the following features if you were to purchase a fitness tracker?
4. What is your favorite health and fitness device?





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# RESEARCH FINDINGS

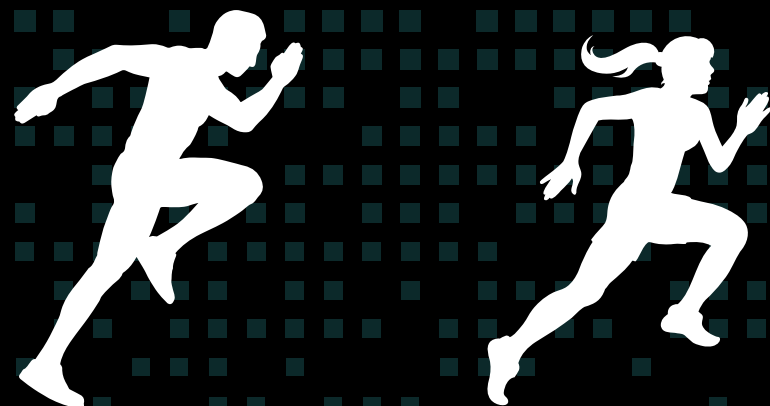
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WHOOP



51  
PARTICIPANTS



21 MALE

26 FEMALE

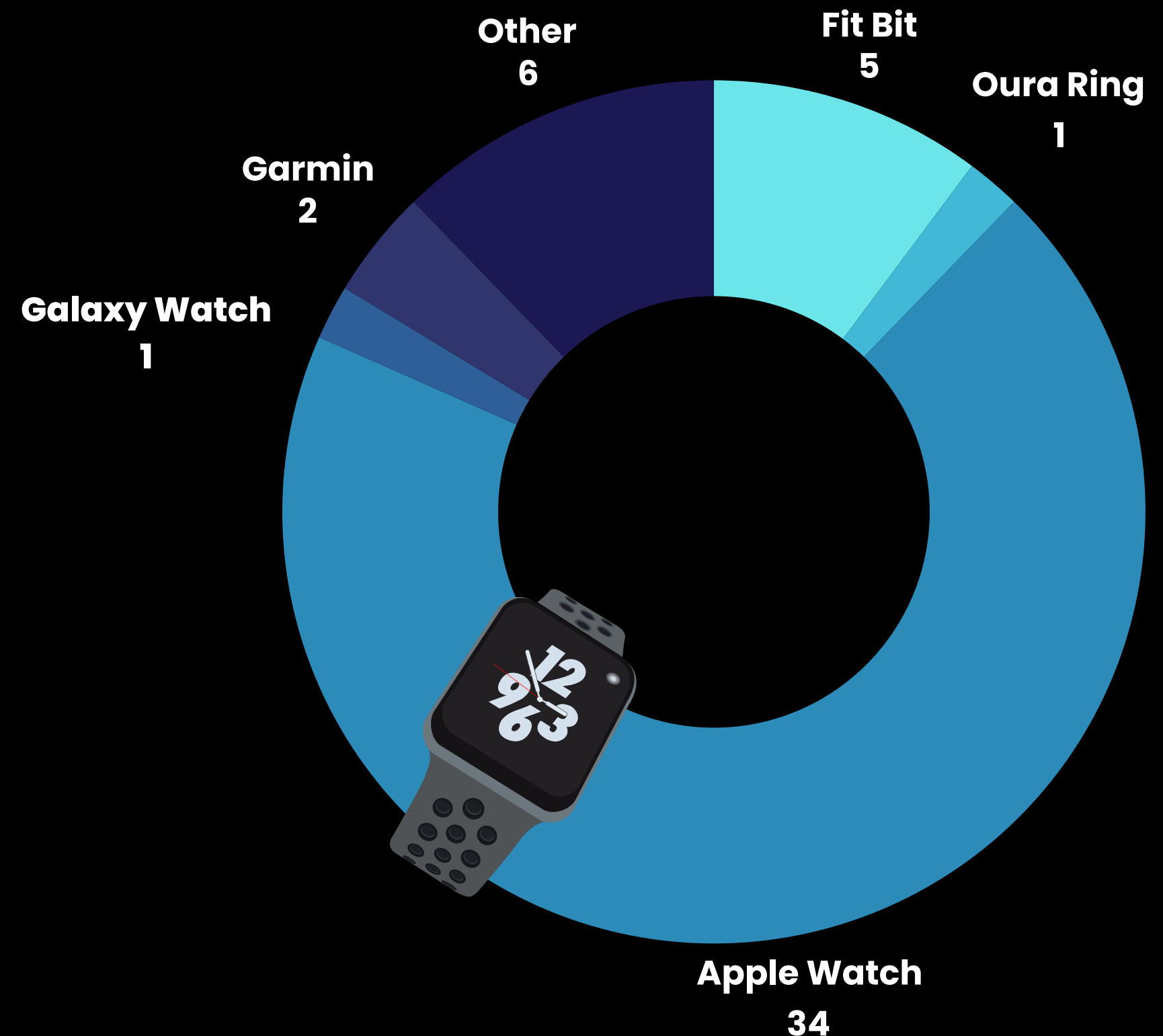
MEAN AGE: 26

MIN AGE: 19

MAX AGE: 60

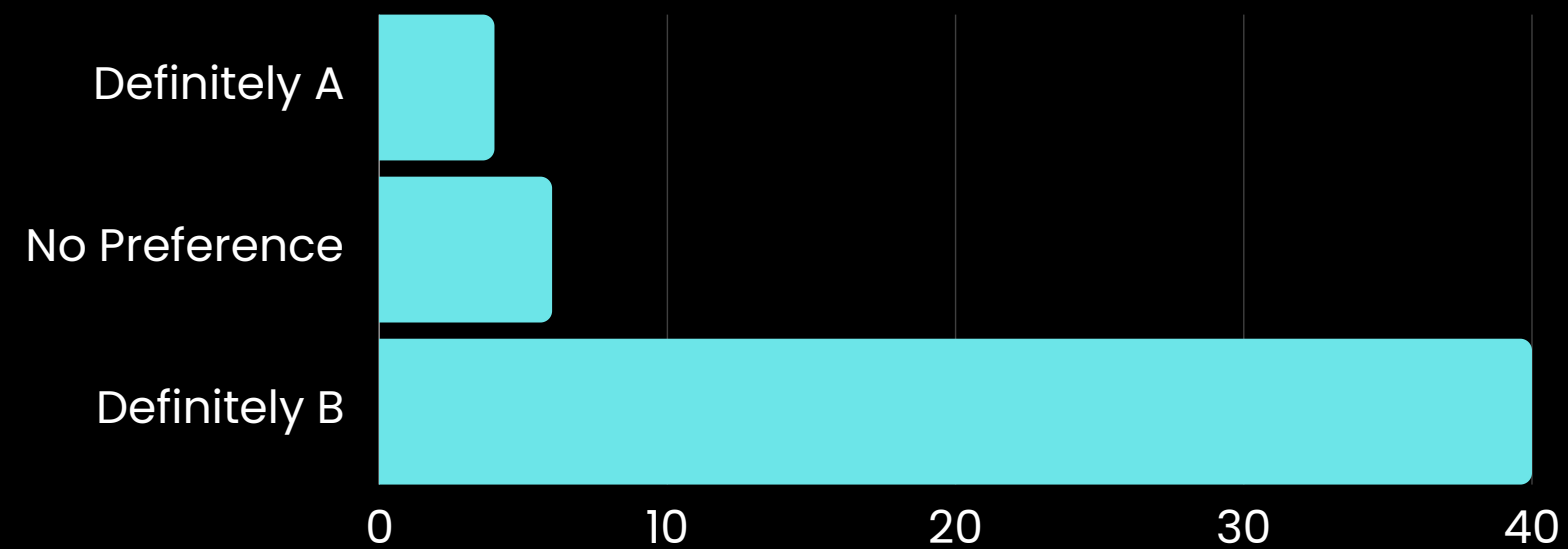


# FAVORITE HEALTH AND FITNESS DEVICE





# PREFERENCE



*" [Device] A Looks clean without being a substitute for a watch."*

*"The end goal is to view the matrix in details so whether [you] can see it on the face watch or in the app doesn't really matter."*

*"Opening an app on a phone may lead to distraction due to other notifications."*

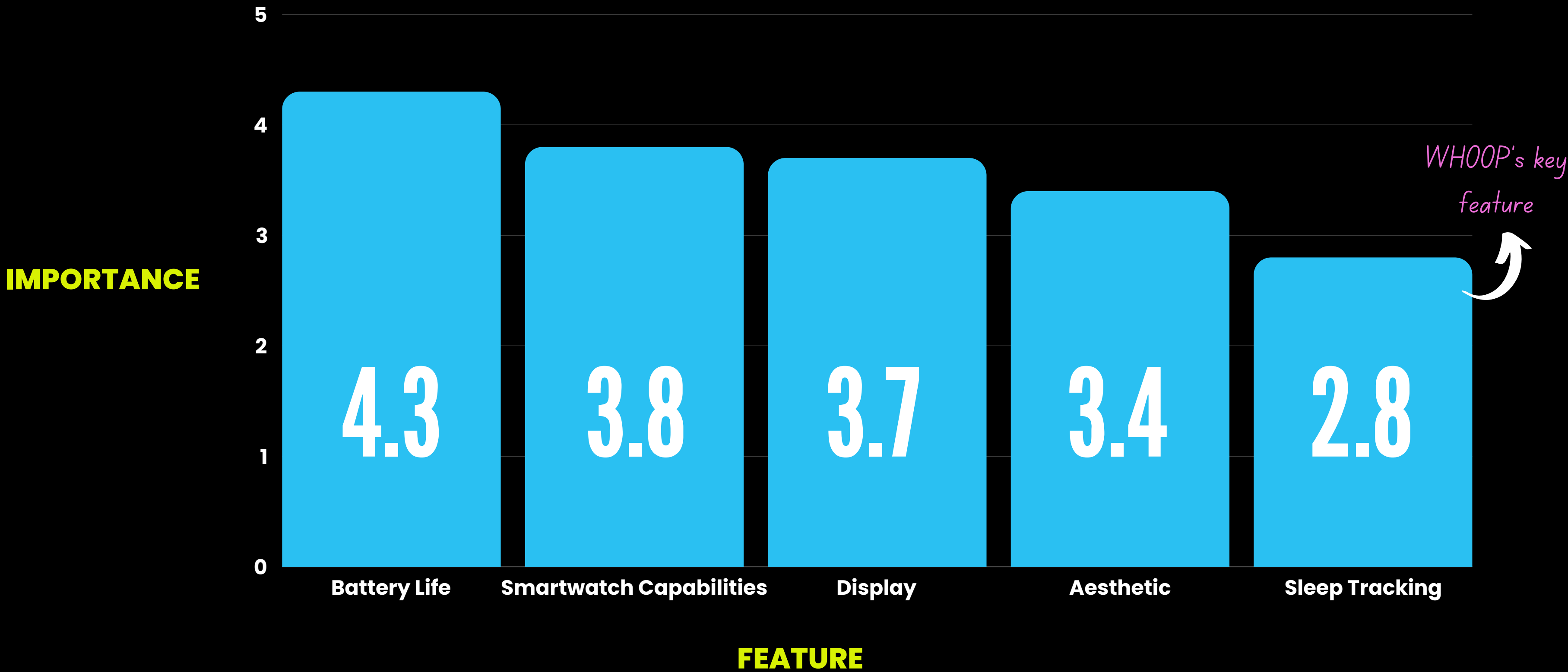
# FREQUENCY TEST

NO SCREEN VS. SCREEN





# FEATURE IMPORTANCE RANKED





# ANOVA

## LIKELIHOOD TO PURCHASE:

**habit**(frequently glancing at their watch) and **smartwatch capabilities** have significant effects on whether someone would purchase a fitness device

INDEPENDENT VARIABLE	F	Sig.	
Frequently glance at fitness watch face when working out	4.216	.021	✓
Importance of smartwatch capabilities	3.272	.047	✓
Participate in contact sports	1.126	0.333	✗



# REGRESSION

## LIKELIHOOD TO TRY WEARABLE TECH:

**Gamified Features:** Participants who find gamified features enjoyable and effective for maintaining motivation tend to have a higher interest in trying wearable technology.

**Comfort During Heavy Workouts:** Individuals who feel comfortable using a fitness band with a display during heavy workouts show a significantly higher interest in trying wearable technology.

INDEPENDENT VARIABLE	t- value	Sig.	
Gamified Features enjoyable	2.168	.040	✓
Comfortable using a fitness band with a display during heavy workouts	3.304	.003	✓
Use fitness band weight to assess its comfort and usability	-2.513	.041	✓
Focus on style of fitness trackers	-.458	.651	✗



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# MANAGERIAL INSIGHTS

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# RECOMMENDATIONS

Based on the outcome of the survey results and our interpretation of the data, we have the following recommendations for WHOOP



## ATHLETIC PROGRAMS

WHOOP should focus on partnering with high-level collegiate athletic programs and highlight the benefits of the fitness band and its tracking features to this niche audience.



## DISPLAY MODEL

WHOOP can create a new version of the band with a display or incorporate gamified features to potentially target the secondary target market of fitness enthusiasts who like having a display to view their progress and enjoy gamification for motivation.



## RETAIL

WHOOP should bring its products into brick-and-mortar sporting outlets like Dick's Sporting Goods to increase brand awareness, encourage trialability, and target offline shoppers.



## MARKETING

Pay greater attention to the comfort level and lightweight design of the screen-less device when marketing, as users prioritize and value these product aspects in addition to the metrics.





# **LIMITATIONS**

While we were able to draw valuable insights from our research, we still had some limitations as listed below:



## **SAMPLING BIAS**

We gathered feedback from a limited sample size within our social circles, which may have led to biased responses. Therefore, the survey respondents do not accurately represent the entire population.



## **FORMAT**

We did not differentiate between athletes and fitness enthusiasts which further limits our understanding and observation of the target audience. Furthermore, insufficient retail-related questions were asked to effectively understand buyer behaviors and provide precise recommendations.



## **CAUSALITY**

While regression analysis can reveal connections between variables, it cannot prove causation.



# CONCLUSION

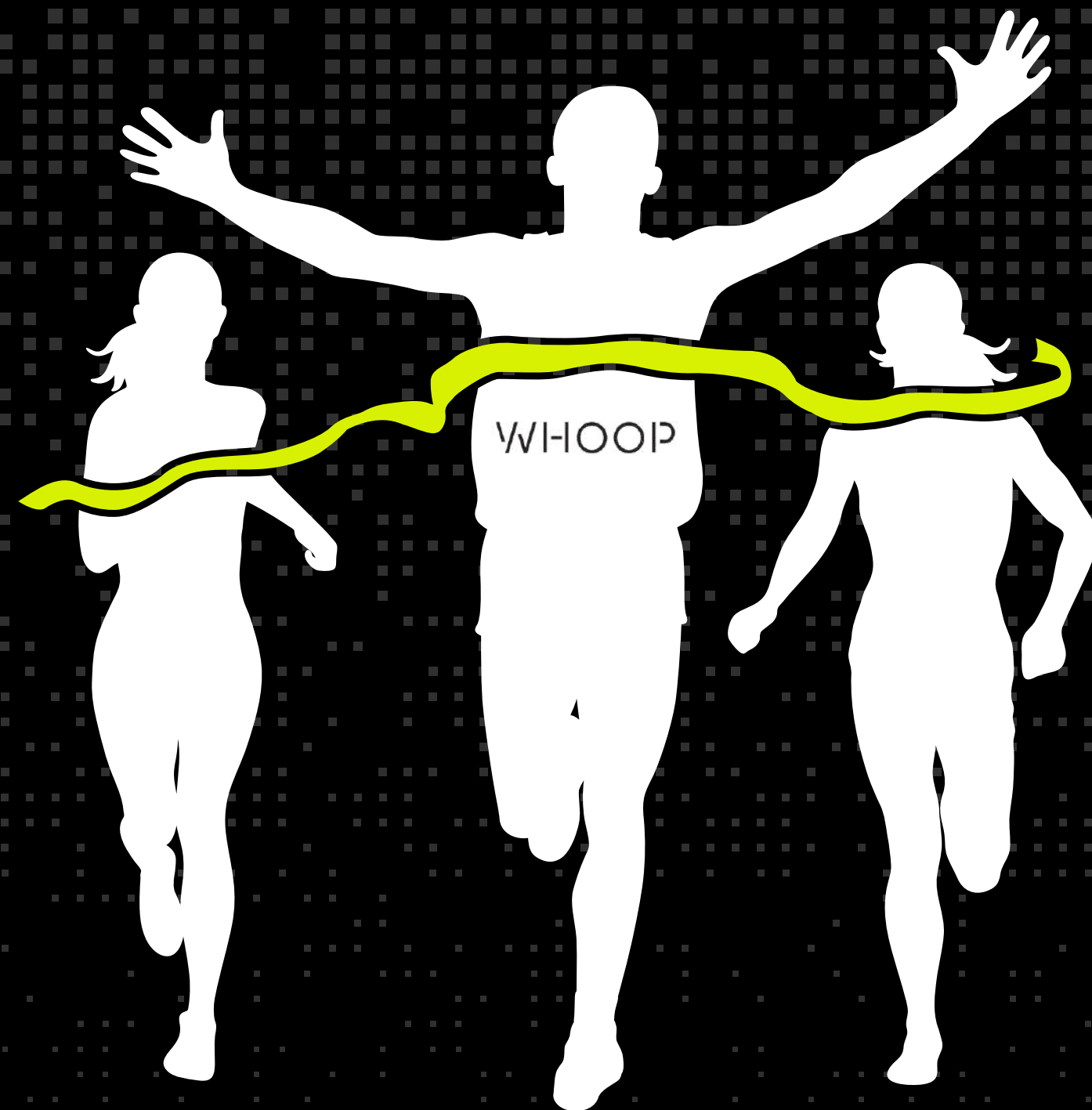
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People prefer having a fitness tracker with a screen. However, this presents an opportunity for WHOOP to target a more niche audience. If WHOOP can highlight the benefits of its products that consumers value the most and sell its products in the right spaces, then it can continue to expand its user base and generate more profit, especially through partnerships with institutions that appreciate its visibility into the relationship between physiology and performance.





# THANK YOU!



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