

Increasing Engagement



BY:-

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Problem Statement / Deck Flow

To improve engagement on Cult Fit

About Cult Fit

User Research

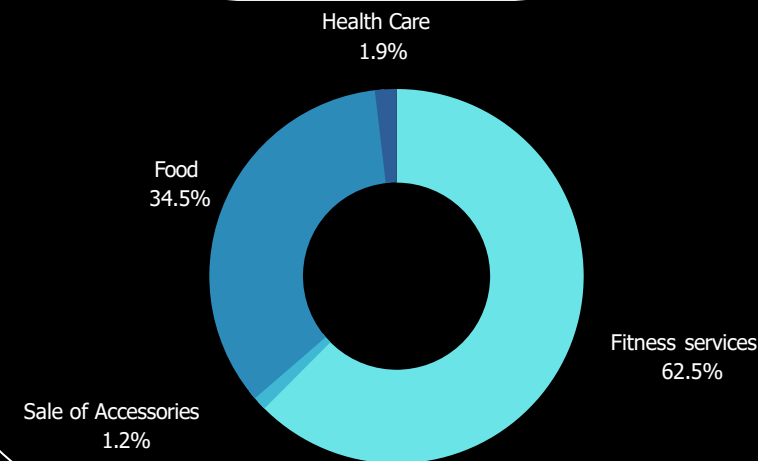
Solutions

Metrices and Pitfalls

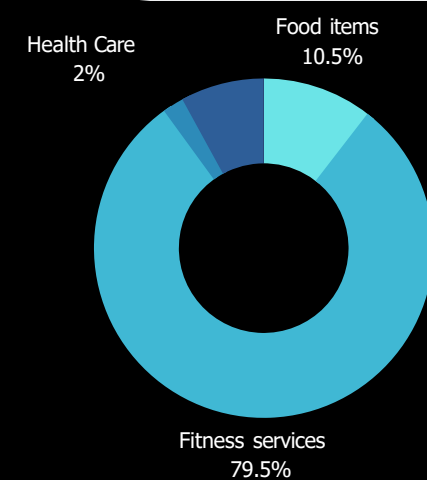
About Cult Fit

Cult fit is a preventive and curative healthcare & fitness company. It's a chain of group workout fitness centers that comprises different workout formats such as Zumba, Yoga, Boxing & Strength & Conditioning, Sports Conditioning. It also has eat fit for food items, mind fit for mental stress issues.

Revenue breakdown by services FY 20



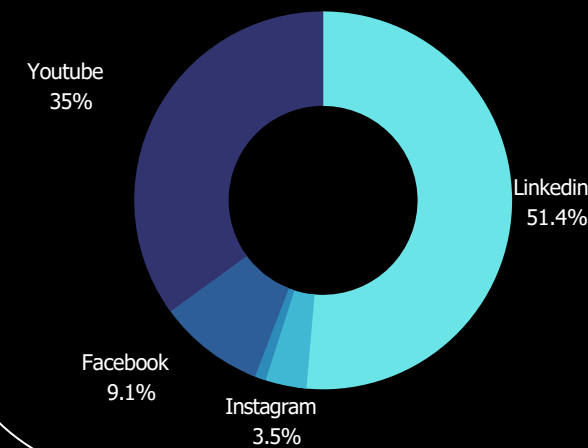
Revenue breakdown by services FY 21



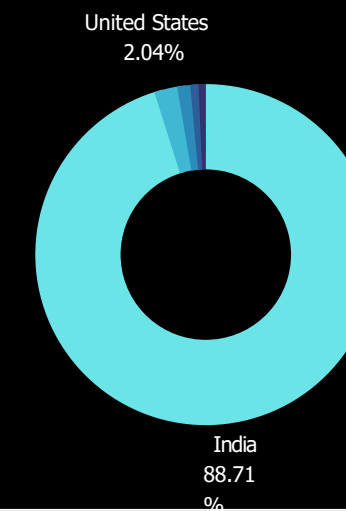
Current Engagement Level

Daily Active Users: 100,000
App and Website visits per day: 1 million
Bounce Rate: **51.48%**

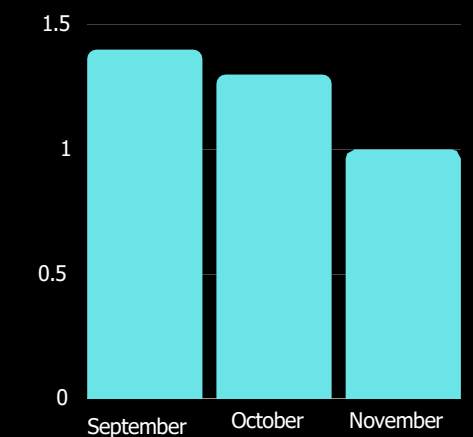
Social Media Engagement



Geography based engagement



Average visits on website per day



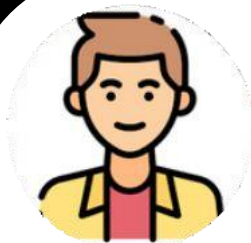
Why do we need to improve engagement

From FY 20 to FY 21 fitness services share in revenue has increased, hence it's the major source of revenue for Cult Fit

As loss of engagement will make fewer people buy subscription hence there will a loss of revenue.

Existing cult fit users are most likely to buy food for eat fit and fitness accessories, hence if their are less customers on Cult Fit, less people will avail other services and hence loss of other revenue sources.

User Research

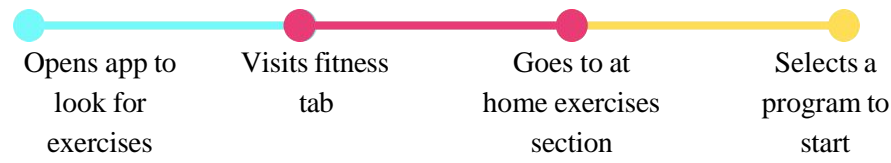


Aakash
21 Year old
College student

Use Cases

Aakash, a 21 year old college student who lives in Delhi. He uses cult to maintain a certain level of fitness and wants good workout sessions to help him. His main reason to use cult is getting good pre-recorded exercises.

User Journey



Pain Points

- Being a college student, Aakash has limited time to understand the product features. He faces difficulty finding the right course and remains confused while using the product.
- Frustrated with the poor customer service as they have just e-mail with automated reply and no follow-up calls or option talk to talk to solve queries.
- No motivation for workout, need to work together with fellow friends to enjoy the fitness process.
- Beginner level fitness enthusiast so often hurts himself while working out

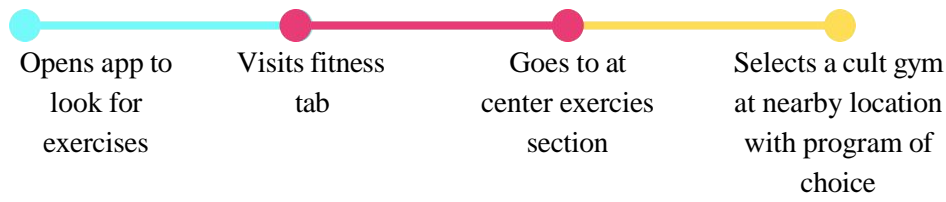


Sagar
26 Year old
Working Professional

Use Cases

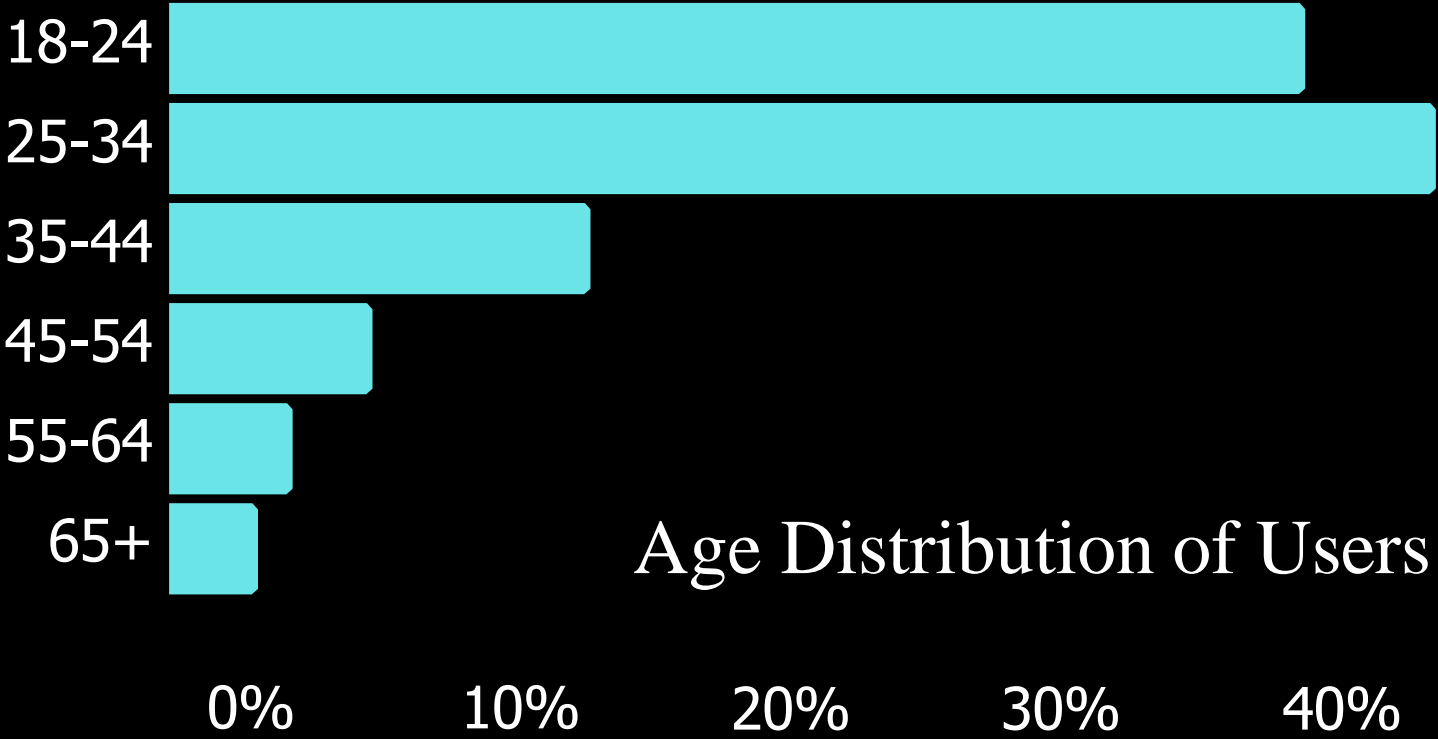
Sagar, a 26 year old working professional who lives in Bangalore. He is an advanced level fitness lover who loves to train. He uses cult to use elite gyms near his place and wants good in-person trainers.

User Journey



Pain Points

- Finds it difficult to understand cult application features and often remains confused.
- He loses motivation for working out but finds it helpful when he exercises with his friends.
- There are fewer elite gym options nearby.
No method of connecting with customer service to resolve his issues .
- Application just has an email which sends automated replies.
- Queries are never resolved.



Age Distribution of Users



Pain Points: On-boarding Customer Service Few gym options Social exercises Right Posture

Solution 1

Breakout Rooms

Pain point: Social Exercise



Value Proposition to Users

- Social environment in the comfort of your home.
- Scoring system will encourage healthy competition among friends to exercise more.
- Users can connect with others who want to perform the same workout on that day.

Features:

- Over 60% of people prefer to do the gym with friends. It will enable them to do exercises with their friends,
- In this feature, friends can create a breakroom
- In breakout rooms, workout video is being played on one side and workouts with friends are on the other side.
- With the help of AI, we will give all participants a score on the basis of their performance.
- Participants can view their scores in the participants tab.
- There will be open breakout rooms for each workout.

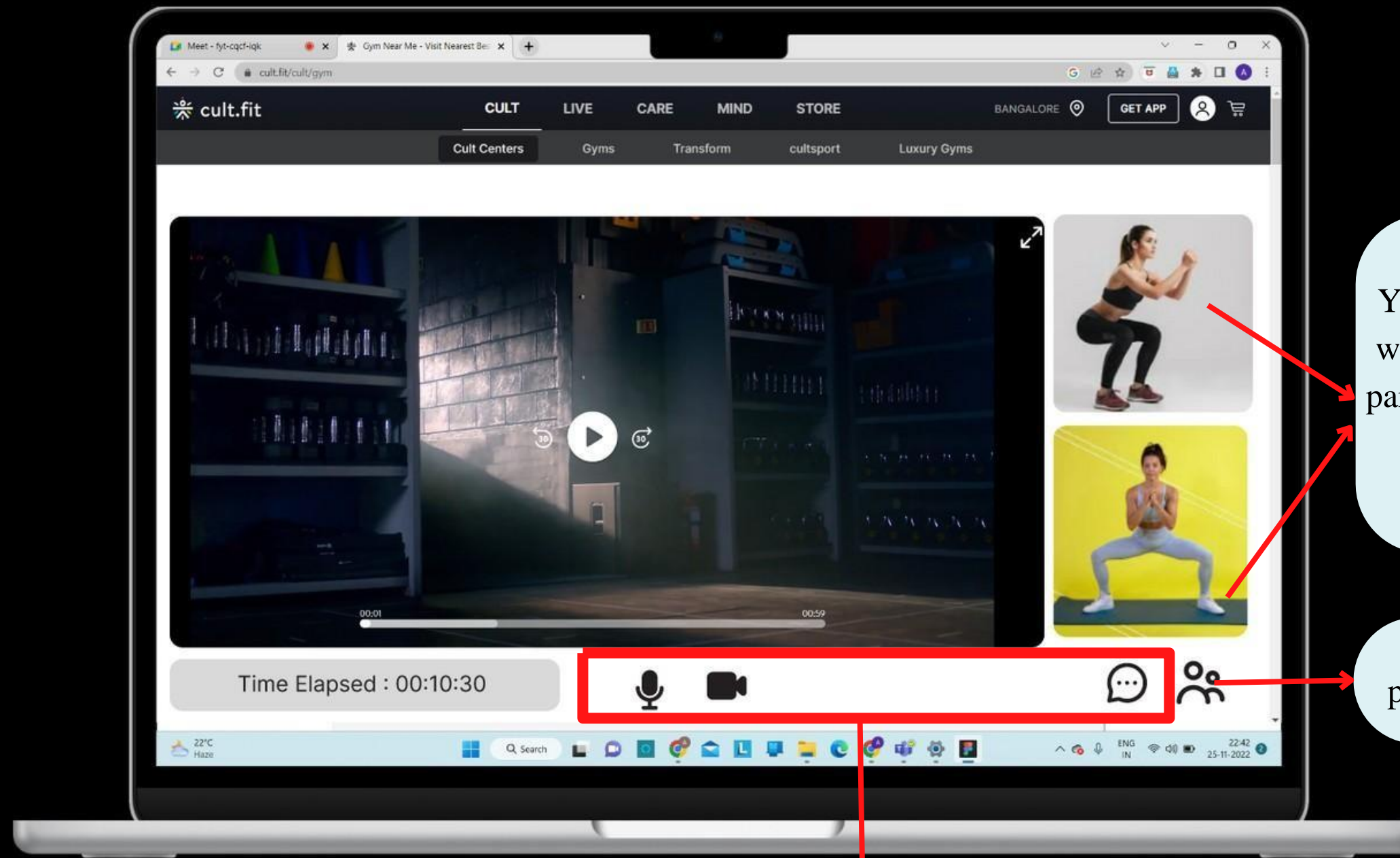
You can view what your co-participants are doing.

List of participants

Value Proposition to Cult.fit:

- Increase user Engagement.
- Cult Fit can organize live competition without calling participants in one city.
- Increase in retention of customers

With these you can talk, chat with the co-participants. You can turn off the camera too.



Solution 2

ChatBot

Pain point: Customer Service



Value Proposition to Users:

- Fast support at any time of the day.
- Quick answer to queries compared to traditional email and call.
- No need to wait in queues

Features:

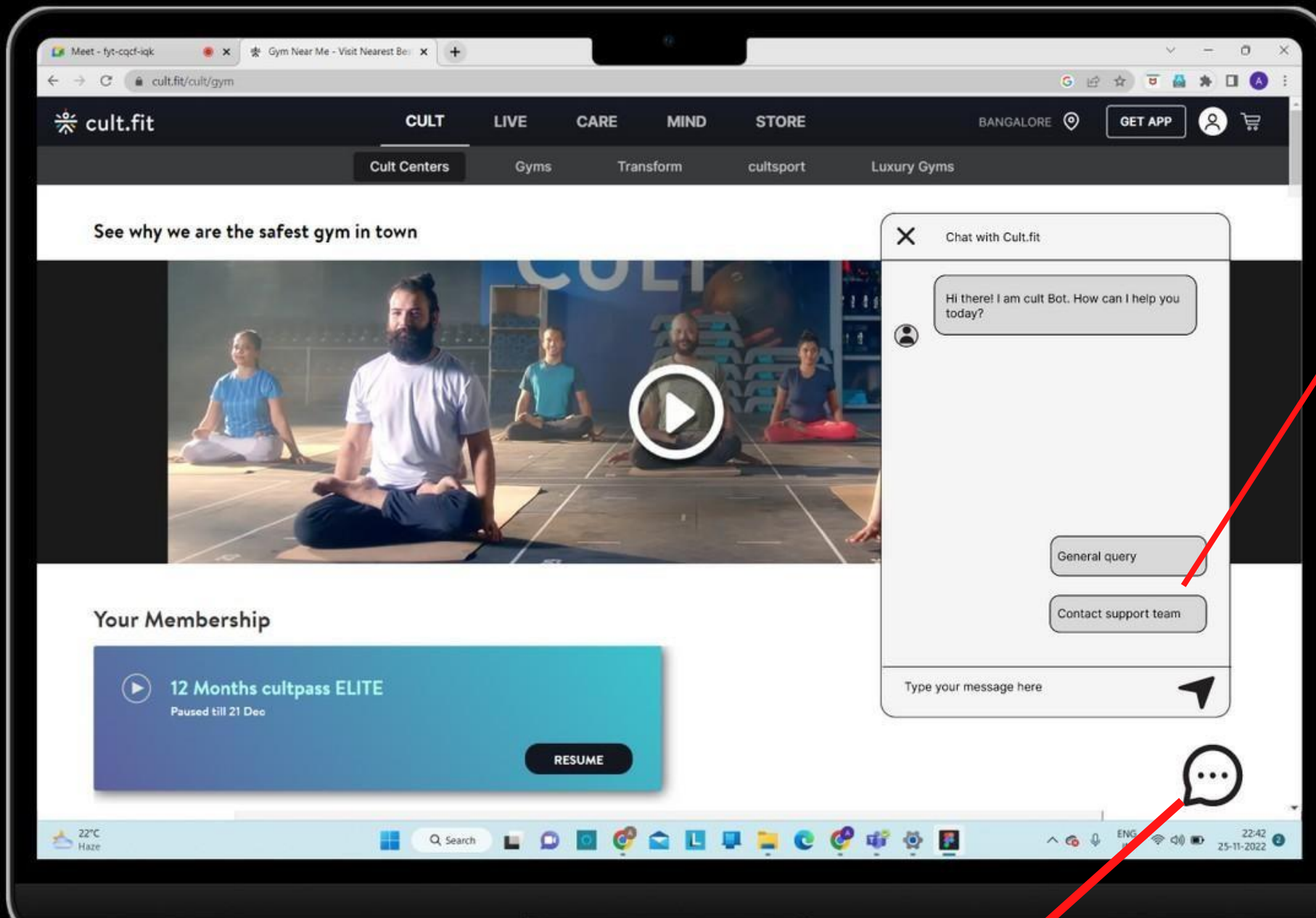
- A catchy welcome message to create a better first impression as it impacts the user's motivation to continue chatting.
- Chatbot with a consistent personality to maintain a consistent brand experience.
- Personalized chatbot response to increase user satisfaction. (connect with support team etc. for solving queries and issues)
- Priorities assigned to customer queries containing certain keywords like pricing etc. when deciding which customer should support team connect with immediately.

Script for the ChatBot. The scenario includes the user questions (queries/intents) and predefined bot responses.

Value Proposition to Cult.fit:

- Increased user engagement
- Increased sales and conversions
- Easily track and view support tickets
- Minimize customer support costs

This button represents the chatBot for customers' better, faster, and better-personalized interaction.



Solution 3

AI Tracking

Pain point: Right Posture



Value Proposition to Users:

- Incorrect body posture during workout will be corrected.
- No need to come to gym, hence it saves time.
- No time bound; can be performed anytime in a day.

Features:

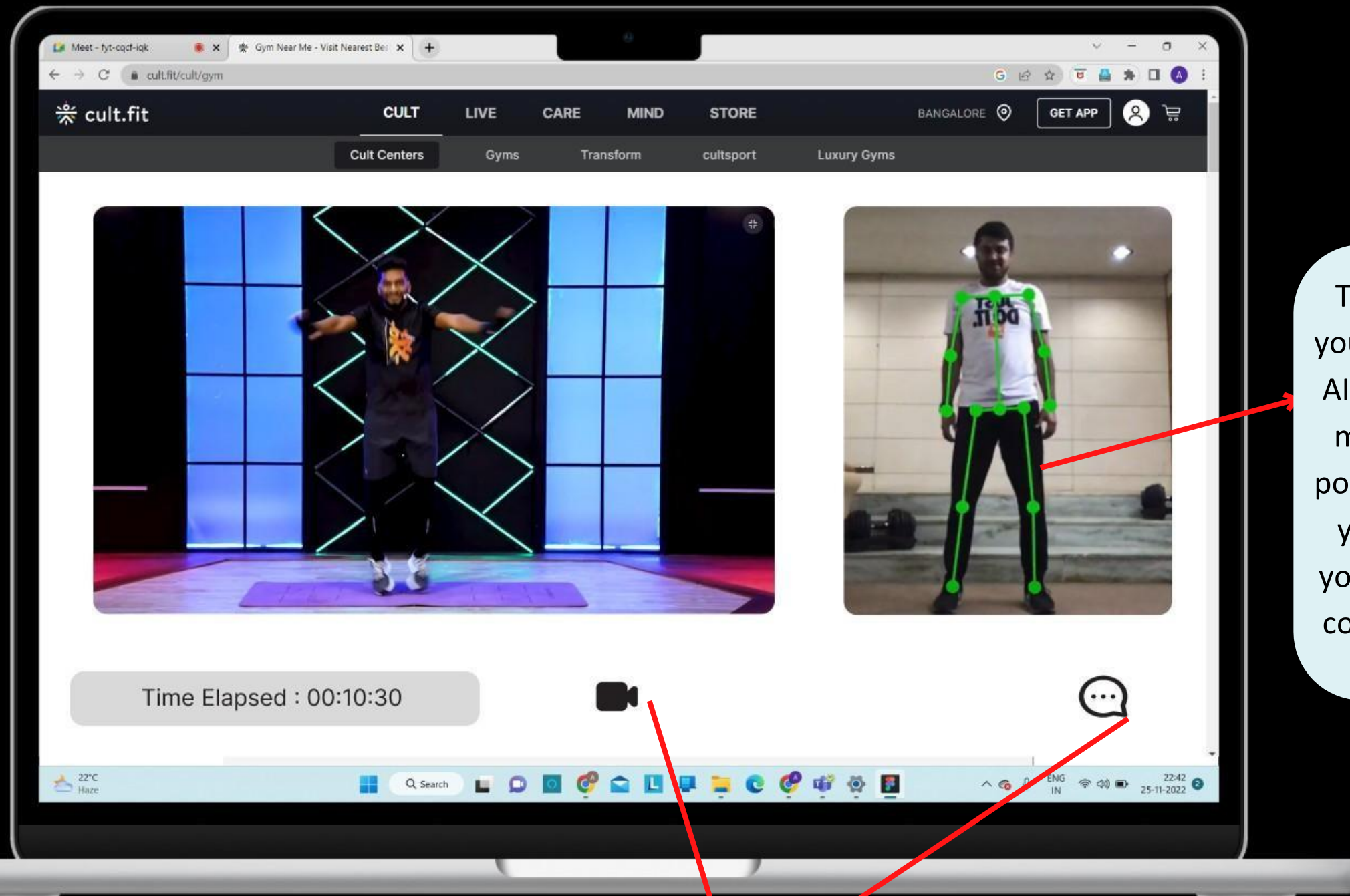
- This feature will proctor your body movements.
- This feature will only work once the workout video is played on the other side of the screen and you turn on your video.
- As soon you perform a wrong posture the AI software will show a message with a beep sound.
- A feature to pause the video when you do the wrong move will also be there.

This contains your image with AI censoring to monitor your position and tell you whether your posture is correct or not.

Value Proposition to Cult.fit:

- Increased user engagement.
- Increase in customer satisfaction will lead to better retention.
- Acquisition of new users from new geographies without opening physical centers.

This will enable you to turn on the camera to start proctoring and if you are doing wrong then there will be a beep sound and a message will come on your screen



Solution 4

Product Tour

Pain point: On-Boarding



Value Proposition to Users:

- Increased confidence while using the product.
- Saves time as users prefer self-exploring rather than calls.
- Understand value-laden features of product.

Features:

- A new window opens with an introductory video explaining the product use case with micro questions to segment users by their goals
- Tooltips on-boarding for conveying information about features.
- Users can anytime start the product introductory sessions at their convenience.

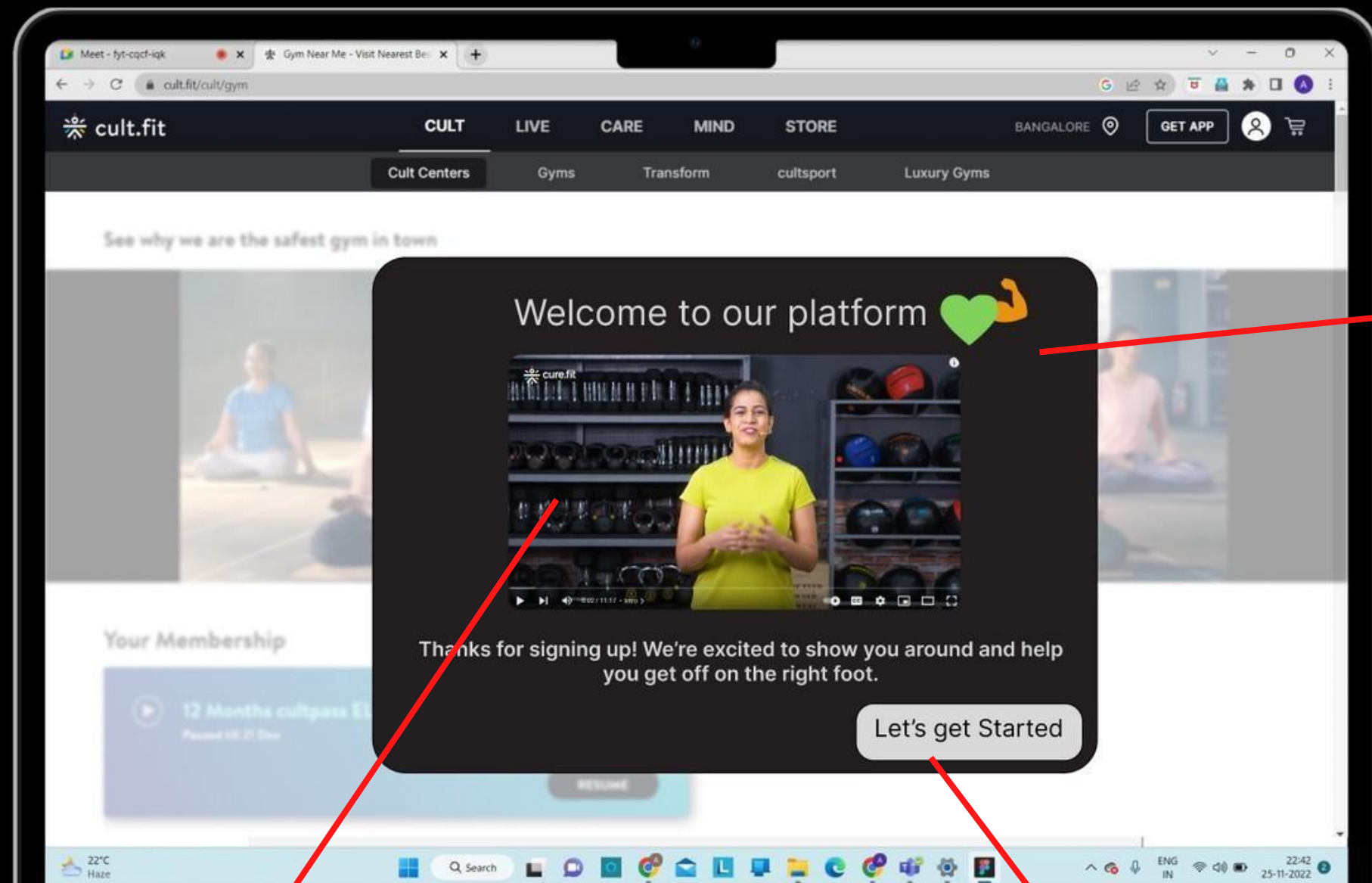
Value Proposition to Cult.fit:

- Lower chance of losing potential income.
- Possible to monitor active users, different user segments and user behaviors.
- Increased product stickiness.

Welcome tab for a new user. This will be the starting of our product tour.

Small introduction video to give users understanding about the product.

Button to start the product tour process.



Metrics

North Star
Metrics

Active users per week

Breakout Rooms

1. Average duration of the meeting in a week
2. Average number of breakout rooms created per week

ChatBot

1. Average CSAT scores in a month
2. Average resolution rating post query per week.
3. Bounce Rate in a month
4. % of queries resolved in a week.

AI Tracking

1. Average CSAT scores in a month
2. % reduction in wrong posture per user per month

Product Tour

1. Tours Started in a month
2. Tours Completed in a month
3. Assits in a month

Pitfalls

People may join breakout rooms, and rather than doing exercise, they may just talk and waste time.

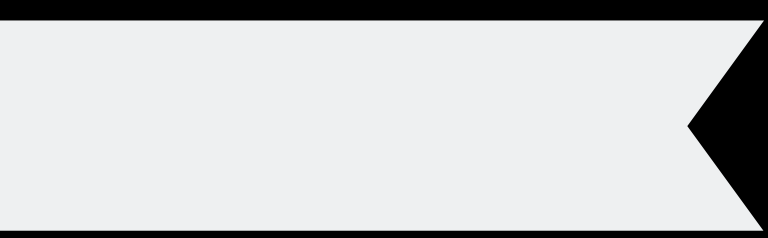
Solution: Using an AI system built above, we will track people's movement and if there is no movement for a certain period, application will send notification to close their room.

ChatBot might not be able to solve some of the customer's queries or some queries might still remain unsolved.

Solution: Ask the user to connect with the support/customer team in case their queries are not resolved within a certain time frame.

Users with body disability example - bend spine might always be marked with the wrong posture by AI.

Solution: Ask user if they have any body disability and improve AI tracking system accordingly



THANK YOU