

COM188 CW 2 – Title page

Group name: Motion Master

Group number: 6

PESTLE Analysis and Business Model Canvas and Justification Report



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Section 1: Group's Business Model Canvas & PESTLE Analysis

Business Model Canvas

[1 landscape page for Business Model Canvas from completed MIRO Template]

N.B. Please Ensure you export the MIRO template as a PDF (as shown in the lab practical) NOT a screen grab as that will keep the fonts in vector format and permit us to zoom into the landscape page and see all the detail.

PESTLE Analysis for the Group's proposed technological innovation

[1 landscape page for PESTLE Analysis from completed MIRO Template]

N.B. Please Ensure you export the MIRO template as a PDF (as shown in the lab practical) NOT a screen grab as that will keep the fonts in vector format and permit us to zoom into the landscape page and see all the detail.

Individual Appendices

Business Model Canvas appendices

Business Model Canvas appendix – B00983387 – James Law

Key activities are a crucial component of the Business Model Canvas and encompass all the steps that need to be undertaken to move ahead and deliver the app to customers. To ensure *Motion Master's* success, its Key Activities must be carefully planned and executed to deliver user value while supporting the app's growth and sustainability. Key Activities form the backbone of the app's operations, driving user engagement, satisfaction, and retention. By focusing on actions like providing exceptional support, delivering a seamless user experience, maintaining the app through regular updates, and implementing strategic integrations, *Motion Master* can effectively meet the needs of its diverse audience.

User Support and Feedback

Delivering excellent user support and implementing effective feedback mechanisms are crucial for building trust and maintaining a strong user base. For *Motion Master*, these activities involve providing users with accessible and responsive support channels, such as in-app help desks, chatbots, and ticketing systems. By addressing user issues quickly and efficiently, the app can minimise frustration and foster satisfaction.

In addition, regular feedback collection plays a vital role in refining the app's features and user experience. Feedback can be gathered through surveys, prompts at key milestones (e.g., completing a fitness goal), or direct in-app suggestions. This feedback not only aids in identifying areas for improvement but also drives innovation, as constructive feedback "serves as material or inputs to develop new ideas" (Liu et al., 2021).

Engaging with user feedback demonstrates the app's commitment to continuous improvement, creating a positive relationship with its community.

User Experience

A seamless, enjoyable user experience ensures that users remain engaged with the app. This involves rigorous usability testing during development to identify and eliminate potential issues before launch. Testing will target diverse user demographics, ensuring that the app meets the needs of fitness beginners, experienced athletes, and everyone in between.

Accessibility is another essential aspect of the user experience. By incorporating features like customisable layouts, voice commands, and options for larger text, *Motion Master* can cater to a broader audience, including those with differing physical or

technological capabilities. As Elberzhager et al. (2017) highlights, addressing usability challenges early, such as ensuring buttons are easy to click or interfaces adjust intuitively to screen orientations, minimises frustration and enhances overall satisfaction.

Regular updates informed by analytics and user feedback will ensure the app evolves alongside user expectations, maintaining its relevance and appeal. Early integration of user feedback through systematic methods helps refine features and fosters continuous improvement, keeping the app aligned with user needs and market trends. Moreover, as Koukopoulos et al. (2017) emphasises, “a carefully designed mobile application that offers various services facilitating user participation...could make an app stand out from the competition and attract more users through enriched personal experiences”.

Development and Maintenance

To remain competitive in the rapidly changing fitness app market, *Motion Master* requires consistent development and maintenance. This involves introducing regular updates to enhance performance, add new content, and address user-reported issues. Seasonal updates, such as holiday-themed challenges or new workout modes, keep the app fresh and engaging for returning users.

Additionally, focusing on scalability ensures that the app can support a growing user base without compromising performance. As noted, “users consider compatibility with various devices and the ability to exercise without restrictions of time and place as critical factors for satisfaction,” which highlights a need “to improve the system to increase users’ sense of achievement and immersion as well as their interest and fun while exercising by providing information that can prevent injuries, as well as accurate exercise methods” (Kwon et al., 2022).

By leveraging cutting-edge technology and incorporating emerging trends, *Motion Master* can stay ahead of competitors and meet the needs of an ever-evolving market.

App Notifications

Push notifications are a critical engagement tool that keeps users active and motivated. “Notifications that included progression affordances – particularly those featuring visible, immediate, and tangible rewards – were more likely to persuade users to engage with an app” (Kunkel et al., 2023). For *Motion Master*, these notifications will serve various purposes, such as reminding users to complete their daily workouts, celebrating milestones, or encouraging participation in new challenges.

Personalisation will play a key role in making notifications more effective. For instance, users might receive tailored reminders based on their activity patterns or fitness goals. Re-engagement campaigns targeting inactive users with motivational messages or special offers can also help revive interest and maintain retention. By striking the right balance, notifications can enhance engagement without overwhelming users.

Integration with Other Apps and Tools

Integrating with third-party apps and devices enhances Motion Master's value proposition by making fitness tracking more comprehensive and convenient. Calendar synchronisation allows users to easily schedule workouts, while compatibility with wearable devices like Fitbit, Garmin, and Apple Watch enables real-time data tracking.

Further integrations with popular fitness and health apps, such as Strava or MyFitnessPal, gives users a holistic view of their health and fitness journey. These connections also allow easier data import/export, making the app a central hub for fitness management. By building a network of integrations, *Motion Master* strengthens its appeal and utility to a diverse audience.

Monetisation Model

To ensure financial sustainability, *Motion Master* will adopt a freemium monetisation model. The free version will showcase core features like basic fitness tracking, challenges, and progress tracking, enticing users to try the app and experience its benefits.

Premium features will include advanced analytics, exclusive content, and personalised coaching, available through subscription plans. Partnerships with fitness brands, equipment manufacturers, or wearable tech companies can also open sponsorship opportunities and cross-promotional revenue streams.

While Vannieuwenborg et al. (2012) recommends combining the freemium model with the advertising model to enhance revenue potential, we have opted not to integrate advertising due to its potential negative impact on user engagement. Advertisements within fitness apps can interrupt the user experience, creating a barrier to continued usage and reducing the app's overall appeal. By focusing solely on a freemium model, Motion Master aims to maintain a seamless and enjoyable user experience while offering clear incentives to upgrade to premium features.

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Business Model Canvas appendix - B00977804 - Orrin O'Connor

Beginner exercisers are a key customer segment for fitness businesses. New to physical activity, they often lack confidence or knowledge on how to begin. Offering a platform like Motion Master designed for beginners can reduce these barriers by providing accessible entry points. Many beginners feel overwhelmed by the abundance of information or intimidated by advanced fitness programs.

By offering beginner-friendly exercises and support, businesses can ensure long-term customer retention. As beginners experience success and see tangible results, they are more likely to stay engaged, progressing toward more advanced programs. This segment is crucial because it represents a large group eager to form healthy habits but needing the right tools and support to do so.

The family and friend group segment leverages social interaction in fitness. When families or friends exercise together, it creates motivation, accountability, and a sense of community. This segment is valuable for fitness businesses because it appeals to individuals seeking both health improvement and social connection.

Additionally, friendly competition within families or groups can increase motivation and improve health outcomes. Families and friends who use the platform together are more likely to become regular users, ensuring higher retention. This segment's social dimension encourages recurring usage, making it key for businesses focused on engagement.

Fitness enthusiasts are already committed to an active lifestyle and seek extra motivation or challenges. This group is valuable for fitness businesses because they are highly engaged and willing to pay for premium features like advanced workout plans or personalized tracking. According to *fitness first journal*, fitness enthusiasts look for tools that help them track progress and push limits (FITNESS FIRST, 2023)

For businesses, fitness enthusiasts are valuable because they often use advanced features and refer others. They also serve as brand advocates, helping to spread awareness and attract new users.

Socially motivated individuals thrive on community engagement and social connections in fitness. For them, the social aspect of exercise is as important as the physical benefits. A fitness platform that fosters interaction, challenges, and social sharing is ideal. Social motivation can really increase physical activity levels

For businesses, this segment is crucial for developing a loyal customer base that values the social aspects of fitness. Offering a platform that encourages connection can result in long-term retention and growth through word-of-mouth marketing.

Health-driven individuals aim to improve physical and mental well-being, often due to chronic health conditions or a desire to prevent disease. Physical activity is crucial for managing conditions such as heart disease, diabetes, and arthritis (CDC, 2020). Fitness businesses can support these individuals by offering specialised programs. Targeting this segment builds credibility in the healthcare space while positively impacting users' health outcomes.

Gamers represent a unique segment. Many are sedentary, spending hours in front of screens, which can lead to health issues. However, gamification can motivate them to engage in physical activity. Incorporating game-like elements such as rewards and leader boards can encourage participation as research shows that gamified health interventions increase exercise participation.

For fitness businesses, targeting gamers involves creating engaging, interactive programs that tap into their enthusiasm for gaming and make exercise fun.

Healthcare providers, such as gyms and personal trainers, are key customers for fitness businesses. These organizations can integrate fitness platforms to improve client engagement and adherence to fitness plans. A platform that supports progress tracking and personalized workouts helps providers better serve their clients. This segment is also crucial for scalability, as providers can expand the platform's reach through integration.

Sedentary office workers are a growing target for fitness businesses. Extended sitting at desks leads to health issues like obesity and cardiovascular disease. A fitness platform offering short, flexible workouts for breaks or after work hours can appeal to this segment. The *American Heart Association* reports that physical activity can mitigate risks associated with sedentary behaviour (AHA, 2016). Offering time-efficient exercises throughout the day is effective for this group.

Aspiring entrepreneurs often face challenges balancing work and self-care, including fitness. Fitness platforms that offer flexibility and time-saving solutions are ideal for this segment. By providing tools that promote both physical health and mental well-being, businesses can support entrepreneurs in achieving success.

Similarly, busy professionals need flexible fitness options. With demanding schedules, they struggle to commit to traditional fitness routines but still want to maintain a healthy lifestyle. Offering quick workouts that fit into their day is crucial. According to the *National Institute for Occupational Safety and Health*, physical activity helps reduce work-related stress and maintains productivity (NIOSH, 2020). Fitness businesses that offer tailored solutions for busy professionals can help them stay fit without disrupting their responsibilities.

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Business Model Canvas appendix - B00981713 - Niamh Quinn

The following report is in relation to the Channels component in the business model canvas.

In order for Motion Master to succeed in engaging users, it needs to attract a diverse audience by controlling the most effective channels to retain users whilst promoting and expanding the app. Channels are a key aspect in survival for a business, they are vital in the creation of a loyal community as well as in gaining potential new users.

A key channel for promoting Motion Master is through social media. Social media, due to its versatility and wide reach can promote Motion Master on many platforms for a relatively small price. Each platform can cater to different demographics, aligning with Motion Master's inclusive approach. TikTok, with the largest share of users aged 18 – 24 is perfect to appeal to people with a more sedentary lifestyle, this can be utilised by posting short-form content using popular hashtags, or creating a brand hashtag e.g. #motionmasters thus encouraging young people to get involved in challenges.

Alongside TikTok, platforms such as Facebook and X must be utilised to reach a slightly older demographic and is a space to share longer – form content such as how-to guides and instructional videos thus allowing the brand to reach a larger audience.

Another key channel is the App Store, the app must be well optimised for more downloads. Using optimisation (ASO) key words can be used to help users find the app, e.g. “Fitness fun” or “exercise rewards.” Furthermore, the app should be marketed with high quality visuals and users should be encouraged to leave reviews on the app-store. This aids attraction to the app, using the brand colours (various shades of blue) throughout the visuals, “Blue is most often known for representing trust and stability.” (Advantage Fitness, 2018) this may convince users to trust the app and download it.

Another key channel for Motion Master is through partnerships, particularly with influencers. From 2016 to 2022, the average annual growth rate of the influencer marketing industry was 46.9% (OBERLO, 2022, cited in Open Journal of Business and Management, 2023) Influencer Marketing is a growing field, and partnerships with small influencers, rather than “big brands” or major celebrities is proving successful. 82% of people are more likely to follow a recommendation by a micro influencer, one with less than 100,000 followers, than a bigger celebrity with follower counts in the millions (Ewen, 2017, cited in Open Journal of Business and Management, 2023) Through partnerships with a smaller influencer, trust plays a key role in boosting sales and engagement with a brand. Those influencers who we like/follow are typically those we are inspired by, or are like us, so if they are promoting a brand, Motion Master, in this case the public is more likely to download or engage with this brand. Ideal influencer partnerships for Motion Master would be an influencer starting a health or fitness journey as this would be relatable to many prospective consumers. Furthermore, partnerships with a small influencer are less expensive than partnerships with a celebrity, therefore there is less investment into marketing for the brand.

Moreover, the app itself can be a key channel for organic growth with its embedded features. For example, by allowing users to share their growth, results, and rewards on social media, by using a social media template on the app, organic growth can happen –

family and friends may be influenced. Other incentives such as rewards for referring friends to Join Motion Master, and the in-app leaderboards can create healthy competition and drive engagement for the app. The app itself is one of the most vital channels.

Another key channel to encourage engagement and traction is through event sponsorships. Not only do event sponsorships increase visibility, but they can also drive a sense of community around the app. For instance, the brand name is amplified by sponsoring events such as Marathons or the trending “Hyrox” events. By staying up to date with the latest fitness trends, the brand can continue to stay “relevant.” Motion Master can also organise and sponsor virtual events – providing incentives for competing users. A study, testing the relevance of incentives in fitness found that with a group that got no incentives for fitness compared to a game-incentive group, the latter group walked an extra 538 steps from the baseline amount (Fanaroff et al. 2024). This reiterates the importance of incentive-led event sponsorships to increase engagement. Another major channel to boost engagement and visibility is through corporate wellness programs. Corporate wellness programs are a growing trend, with “wellness culture” becoming prevalent in society. Consumers are spending more on wellness than they ever have before. Wellness is now a \$1.5 trillion market globally—and it is growing at a clip of 5 to 10 percent each year. (Chopra et al., 2021.) With the wellness trend, companies are beginning to bring wellness into the workplace to boost productivity and morale. Motion Master targets those who believe they do not have time to look after their health and wellbeing, which is often seen in corporate employees. By providing corporate initiatives Motion Master can induce engagement within a larger audience, showing them how, with Motion Master, they can have a healthy work-life balance. Motion Master can deliver fitness gamification workshops, or organise classes within these organisations, providing healthy challenges for employees and offering them incentives. The influx of endorphins, proven to be related to exercise and social contact may help convince corporate employees to try out Motion Master.

It is key that the mentioned channels and more should be used in tandem. For Motion Master to succeed the team must exploit as many relevant channels as possible to reach the maximum amount of people. Each channel works in a unique way and appeals to different people, to only use one channel would be to minimise sales, profit, and loyalty. Therefore, by leveraging a mix of social media, corporate wellness, in-app features and other channels, Motion Master can establish a strong presence in the fitness and wellness market and can subsequently build a diverse audience whilst promoting long term engagement and loyalty.

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Business Model Canvas appendix - B00984388 - Abhinav Nalatwad

Motion Master is a revolutionary fitness app designed to change how users experience exercise by incorporating gamification principles. By integrating game design elements with psychological insights, it transforms workouts into fun and engaging challenges that encourage motivation and reduce the monotony of traditional routines. The app is ideal for busy professionals, tech-savvy individuals, fitness enthusiasts, and anyone struggling with motivation. It offers quick, customizable workouts such as "Quick Fix" sessions, which last only 15 minutes and are perfect for those with tight schedules, making fitness accessible and enjoyable for all types of users

Specialising to Solve Problems:

Motion Master stands out by offering unique solutions that go beyond generic fitness apps. We specialize in gamified workout experiences that make exercise feel like play, personalized challenges based on individual fitness levels and goals, and social features that foster friendly competition within the community. By focusing on these areas, we attract users looking for precisely what we excel at—creating an engaging, personalized fitness experience.

For instance, our "Challenge of the Week" feature offers daily micro-challenges tailored to users' specific goals, keeping them engaged throughout their day. This feature is designed to maintain excitement and motivation, addressing a common pain point for those struggling to stay consistent.

Motivation:

Exercise naturally triggers the release of dopamine, the neurotransmitter linked to pleasure and reward. Gamification boosts this effect by incorporating points, badges, and level progressions, making every completed work out a rewarding experience. The human brain is wired to seek progress, and gamification provides constant visual feedback of your achievements. Leaderboards track how far you've come compared to others, while badges represent milestones and conquered challenges. This constant sense of accomplishment keeps you engaged and motivated to push forward, driving you to the next level of success.

Listening and Innovating Through Feedback:

At Motion Master, we believe that user feedback is crucial for continuous improvement. We use the Design Thinking methodology to create people-centered solutions. Regular surveys help us understand user preferences and pain points, while our community forums provide a platform for users to share ideas and collaborate on solutions. Additionally, we actively seek beta testers to provide hands-on feedback on new features.

For example, based on user feedback, we recently introduced a "Workout Buddy" feature, allowing users to find and connect with others sharing similar goals. This innovation was directly inspired by user requests for more social interaction within the app. We have also implemented a "Suggestion Box" feature, enabling users to submit ideas directly through the app, ensuring that our development team stays connected to user needs.

Building a Supportive Community:

Creating a supportive community is crucial for fostering connections and highlighting Motion Master's identity. We leverage social media platforms to build a vibrant online community that highlights user stories, promotes activities, and reinforces brand loyalty. Our strategies include sharing engaging, authentic content displaying real user achievements, promoting events like virtual fitness challenges and leaderboards, and creating private groups for users with shared interests or goals.

This approach encourages retention and word-of-mouth referrals. For example, our "Challenge of the Month" series has become incredibly popular, with users often competing against each other and sharing their progress on social media. Many users have formed lasting friendships within our community, further enhancing the overall fitness experience.

Case Studies: Successful Value Propositions:

Several prominent companies in the fitness industry demonstrate the power of effective value propositions.

Peloton focuses on convenience, offering the ability to "Bring boutique fitness classes into your home, at your convenience." This addresses the pain point of limited access to specialized studios, providing immersive, high-energy indoor cycling classes while saving customers time and money.

SoulCycle delivers a differentiated value proposition by offering a unique workout experience that inspires customer loyalty. Their fun and inspiring brand personality targets the "experiencers" segment—self-expressive, young, and enthusiastic individuals who value excitement.

Zombies, Run! takes a novel approach by combining running with a narrative-driven gaming experience. Players run while listening to a story where zombies have taken over the world. Completing runs earns resources and upgrades in the game, and progression unlocks new areas and storylines. Social features allow runners to join groups and compete, transforming mundane tasks like running into engaging, story-driven adventures.

Conclusion:

These successful examples illustrate how clear messaging combined with addressing specific customer needs can lead to strong value propositions. Crafting an effective value proposition requires a deep understanding of your target audience, specialization

in solving specific problems, active engagement with feedback, and the creation of a supportive community. By implementing these strategies and studying successful case studies, Motion Master aims to develop a value proposition that sets us apart, attracting and retaining loyal members.

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Business Model Canvas appendix - B01000476 - Avnika Rathish

This report explores the various revenue streams that businesses utilize to generate income, examining both traditional and innovative approaches to financial growth.

The various ways a company or organization makes money are represented by its revenue stream. For an app to succeed in the long run, revenue sources are essential because they supply the funds required for expansion, upkeep, and innovation. These guarantee that an application can continue to function, enhance its functionalities, and satisfy user demands—all while being lucrative and competitive in a constantly changing market. The freemium model is one of the most well-liked and extensively used revenue methods in gamified fitness applications. With this arrangement, customers can download and use the software for free, but its functionality is restricted. Basic exercise regimens, tracking tools, and involvement in gamified challenges are frequently included in these free services. Users are urged to purchase to a premium edition of the app to access more advanced features, including customized exercise regimens, unique content, and extra gamified components. Because of the app's gamification, users are frequently encouraged to upgrade after interacting with its captivating game-like features, like completing tasks or earning rewards. For instance, Because of this approach, users are encouraged to use the app for free at first. As they get reliant on the gaming, many will eventually upgrade to a premium edition for a more thorough and fulfilling experience. Both users and developers gain from this strategy, with developers seeing an increase in the number of paying subscribers as users take advantage of the gamified features. Another popular tactic employed by gamified fitness apps to produce steady revenue is subscription. Under this model, users can access the entire app's feature set and content by paying a recurring charge on a monthly or annual basis. Leaderboards, daily challenges, and virtual rewards are examples of gamified features that are frequently only available to paying users. App developers are drawn to this subscription model because it offers a reliable and consistent revenue stream. By compensating users for their continuous participation, the approach also promotes long-term user engagement. For instance, time-based challenges are frequently included in fitness applications, which encourage users to use the app consistently over time to unlock new levels, medals, or premium content. This raises the likelihood of subscription upgrades and renewals in addition to improving user retention. The reason the subscription model has worked so well is that it encourages users and apps to develop enduring relationships. The recurring membership, as opposed to a one-time purchase, keeps customers interested with new challenges, material, and an ever-changing experience. In a competitive market, this steady and predictable revenue stream is essential to the long-term viability and expansion of fitness applications. Another important source of income for gamified fitness apps is in-app purchases. These acquisitions Additionally, in-app purchases let users customize their experience to suit their tastes. By obtaining extra content, including exclusive workout regimens or one-of-a-kind challenges that address their fitness objectives, they can improve their progress or personalize their profiles. In addition to increasing user satisfaction, this type of customisation makes it simpler for developers to acquire money from users who are prepared to pay for experiences-enhancing products. One of the main benefits of this income model is the flexibility of

in-app purchases, which let customers purchase just the things they need or desire without having to commit to a complete subscription. Over time, this incremental purchase strategy may result in more frequent revenue generating.

Another important source of income for gamified fitness apps is sponsorships and brand alliances. These alliances usually entail working together with businesses or brands who aim to market their goods to a very interested and health-conscious market. For instance, a fitness app may collaborate with a well-known sports company to sponsor challenges or provide users who reach fitness goals with branded training equipment as a reward. In addition to encouraging user involvement, these sponsored challenges give fitness applications a chance to make money from sponsored content. The fitness app and the sponsoring business both profit from these collaborations since the app makes more money and the brand is seen by a certain user base that is probably interested in their goods. One new source of income for gamified fitness apps is data monetization. These applications can gather useful information with user authorization, including exercise routines, health indicators, and user preferences. This information can then be anonymized and sold to other companies, such research corporations or medical institutions. Data monetization gives apps a lucrative method to use the enormous volumes of data they gather, but privacy issues must be properly handled. Furthermore, by using this information to customize the user experience and provide more individualized recommendations, fitness applications can further boost user engagement. Users are encouraged to stick with the app and even upgrade to premium services since data-driven insights give them the impression that the app is providing a personalized fitness experience.

A variety of monetization techniques are available in gamified fitness apps, enabling developers to make money while giving consumers worthwhile experiences. Gamified fitness apps keep users interested and give creators a steady income by fusing cutting-edge game principles with fitness-related features. The market for gamified fitness apps will continue to grow in terms of revenue potential as more people use mobile devices to help them reach their fitness objectives.

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Business Model Canvas appendix - B00987922– Lee O'Neill

At Motion Master we have gone the extra mile to offer valuable services to mobile app users, particularly in the 'Fitness and Health' sector. This will not only help users live healthier lives but also has the potential to reduce public healthcare costs. The market for these services is extensive, and there is a wealth of options available to meet the diverse needs of users. (Santos-Vijande et al.2022)(Windasari et al.2021)(Damberg2022)

This is where the Motion Master app comes in and, it will be used as Customer relationships are a critical component of any successful business model, especially for a fitness-focused app like this. In an industry where customer engagement and retention are vital for success, fostering meaningful relationships is essential for long-term growth. Motion Master aims to transform the way people engage with exercise by building strong connections with its users. This report explores strategies Motion Master employs to establish, maintain, and enhance customer relationships, with examples and references to support these practices.

2. Customer Engagement

A focus on reinventing a firm's customer relationships is not new. Since the 90s, companies have been revisiting and rejuvenating their business models to reflect a focus on the customer and capturing customer value from a loyalty orientation. However, the rise of the digital economy has enveloped even deeper explorations and redefinitions of customer engagement, often with the customer's direct participation in the co-creation of value. Motion Master focuses on one version, which is customer relationships. This will mean users will become more centered where value is co-created and the customers will then be in a dynamic and evolving relationship. At Motion master we hope the relationships are long-term, depending on service, personalization, and social integration, this also depends on, if the customers have no blockages such as real life interruptions. Motion Master revolves around creating a personalized, interactive experience that keeps users motivated and invested in their fitness journeys. Through features like tailored workout plans, progress tracking, and real-time feedback, the app fosters a strong sense of community and accountability. Push notifications, challenges, and social sharing options further enhance user interaction, while regular updates with new content and gamified elements encourage long-term usage. By focusing on user needs and continuously improving the app experience, Motion Master ensures customers stay engaged, motivated, and committed to their fitness goals.

3. Building Strong Customer Relationships

To form strong customer relationships, companies should address issues such as customer interaction and customer knowledge, which affect their ability to understand customer expectations and their service or product levels, Motion master does this. Businesses, such as motion master, that engage in fitness and health sectors offer a large variety of applications, with their popularity often lasting quite a long period of time especially when you offer things such as, push notifications, challenges, and

social sharing options further enhance user interaction, while regular updates with new content. This makes sure the users stay involved. Quantity and quality have small relationships with long-term use. As satisfaction, trust, commitment, and perceived value are expectations that emerge from personal relationships, Motion Master Fitness application manages these.

The communication techniques on Motion master focus on mobile notifications, email communication do exist also. Push notifications are also fast and active for users. At Motion master we expect the relevant motivations to increase the interactions from customers and to then indicate interest. Motion master provides instant feedback during workouts and offers professional advice, which strengthens the customer experience by making users feel supported and encouraged throughout their fitness journey. Motion Master fosters a sense of belonging through features like social sharing, group challenges, and in-app communities, allowing users to connect, share achievements, and motivate one another. With personalized notifications, reminders, and motivational messages, the app keeps users engaged while showing that the brand is invested in their progress. By doing all this, Motion Masters' main goal is to provide a unique value offer that will draw in and keep customers devoted.

References:

Santos-Vijande, M.L., Gómez-Rico, M., Molina-Collado, A. and Davison, R.M., 2022. Building user engagement to health apps from a learning perspective: Relationships among functional, emotional and social drivers of user value. *Journal of retailing and consumer services*, 66, p.102956. [sciencedirect.com](https://www.sciencedirect.com)

Windasari, N.A., Lin, F.R. and Kato-Lin, Y.C., 2021. Continued use of wearable fitness technology: A value co-creation perspective. *International Journal of Information Management*, 57, p.102292. [\[HTML\]](#)

Damberg, S., 2022. Predicting future use intention of fitness apps among fitness app users in the United Kingdom: the role of health consciousness. *International Journal of Sports Marketing and Sponsorship*, 23(2), pp.369-384. [\[HTML\]](#)

Appendix - indicating work done by each group member for the assignment.

November 13th, 2024 14:15-16:15

Lab session - Worked on the business model canvas

James, Abhinav, Avnika, Niamh, Orrin, and Lee attended

November 20th, 2024 14:15-16:15

Lab session - worked on the PESTLE analysis

James, Abhinav, Avnika, and Lee attended

November 27th, 2024 14:15-16:15

Lab session - Worked on business model canvas and PESTLE analysis

James, Abhinav, Avnika, Orrin, and Niamh attended

November 27th, 2024 16:15-17:10

Meeting - worked on business model canvas and PESTLE

James, Abhinav, and Avnika attended

December 2nd, 2024 14:10–15:00

Meeting - worked on business model canvas

James, Abhinav, Avnika, Niamh, Orrin attended

December 4th, 2024 14:15-16:15

Lab session – Worked on practice vodcast recording and assigned roles for the pitch

James, Abhinav, Orrin, and Niamh attended.

December 11th, 2024 14:15-15:15

Lab session - Worked on the slide deck for the vodcast

James, Abhinav, and Orrin attended.

December 11th, 2024 17:30-18:30

Vodcast pitch recording

James, Abhinav, Avnika, Niamh, Orrin, and Lee attended