



# MuscleHub A/B Fitness Test



Do Tests Make People Want to Spend  
Money?



# What did we test?

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Group A (Control Group): Visitors were still asked to fill out a fitness test before applying and then paying for a membership.

Group B: Visitors were not shown a fitness test and were sent directly to the application and then paying for a membership.

# What data did we use?

## Quantitative:

- Member's Personal Info
- Visit Date
- Test Date (Group A)
- Application Date
- Purchase Date

## Qualitative:

- Testimonial Interviews

# How was the A/B test distributed?

Visitors were randomly assigned to either Group A or Group B.

The distribution was confirmed to be almost a 50% split.

# What was the hypothesis?

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Visitors that DID NOT have to fill out a fitness test (Group B) would be more likely to purchase a membership.

# What hypothesis tests did we run?

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We ran Chi Square tests in three areas of the acquisition funnel.

This was to compare two categorical datasets to determine the P-Value.

This P-Value tells us whether to reject the null hypothesis (nothing unusual) when comparing the datasets.

The following slides detail the three tests.

# Number of Applicants

The percentage of applicants from Group B appeared to be higher at 13% vs. 9%. We performed a Chi Square test to determine if this was statistically significant.

When comparing the number of applications between Group A and B we received a P-Value of 0.0009.

This P-Value is so low that it shows EXTREME significance in the difference between the data.

Conclusion: Leaving out the fitness test increases the number of applications.

# Number of Applicant Purchasers

The percentage of applicants who went on to purchase a subscription appeared to be higher in Group A as we moved further down the funnel. We performed a Chi Square test to determine if this was statistically significant.

When comparing the number of purchasers who applied between Group A and B we received a P-Value of 0.4325.

This P-Value is so high that it shows no significance whatsoever in the comparison.

Conclusion: Those who apply are merely more motivated to continue the process. This is not changed by taking a fitness test or not.



# Number of Overall Membership Purchasers

The percentage of overall purchasers from Group B appeared quite a bit higher than Group A. We performed a Chi Square test to determine if this was statistically significant.

When comparing the number of overall purchasers between Group A and B we received a P-Value of 0.0147.

This P-Value is low enough that it shows significance that Group B is indeed performing better.

Conclusion: Those who do not need to fill out a fitness test are more likely to purchase.

# What did the interviews show us?

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- People like outside motivation
- They dislike intimidation or being overwhelmed at the gym
- Someone regretted taking the fitness test
- The fitness test is intense

Conclusion: People want to feel good about themselves with minimal effort.

# Recommendation

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MuscleHub should no longer include the fitness test as a mandatory requirement for application and subscription.

It could be optional for:

- Extra credit
- Motivation to those who want the “Full Muscle” experience
- An engagement share to test your progress