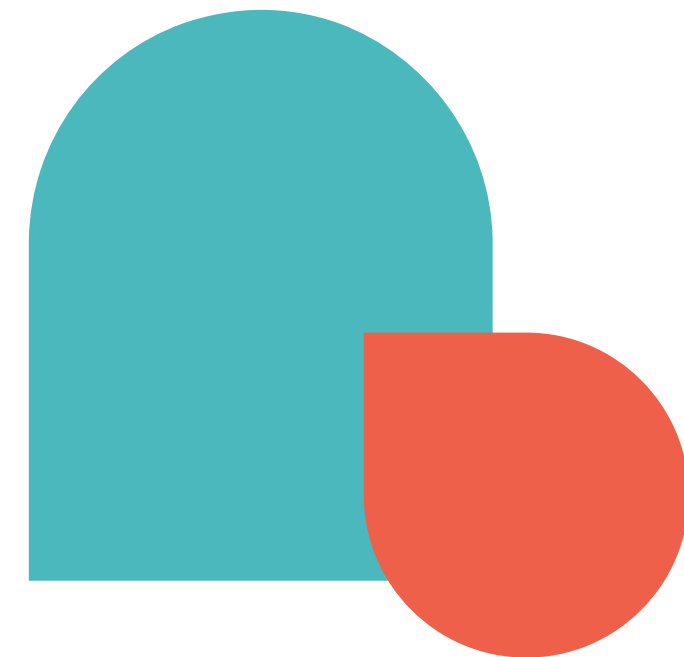
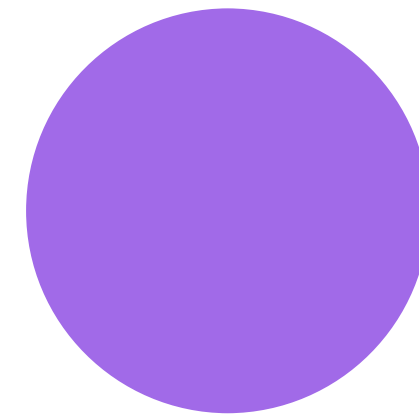


UX Research Case Study

By Joe Kubeshesky



Educating and enabling confidence in new gym-goers

Gymtimidation describes how men and women can feel pressured when they try to use free weights or machines at the gym, especially when they first start exercising regularly. That pressure can cause people to leave the gym early, skip sessions, or stop going entirely, thwarting their attempt at a healthier lifestyle.

Heneghan, C. (2017). *Gymtimidation: Why We Fear the Gym and 6 Tips to Overcome It*.
<https://www.dignityhealth.org/articles/gymtimidation-why-we-fear-the-gym-and-6-tips-to-overcome-it>

Project Overview

This class project was part of my graduate studies at Michigan State University. We were able to conduct UX research to find out how to educate and enable confidence in new gym-goers through human-centered technology.

Team

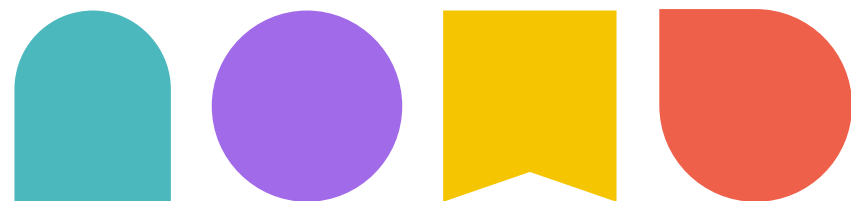
- Myself (UX Researcher)
- Classmate (UX Researcher)

Scope

- Observe and learn the behaviors people partake in while working out at gyms to be able to make recommendations.
- Identify competitor applications and the features used that intend to educate new gym-goers.
- Conduct usability tests to view strengths and weaknesses those those features.

Deliverables

- Research findings that can be used to develop a prototype fitness education application.



Methods Used



1. User Observation Study

- Ethnographic data collected on people's workout behaviors
- Conducted at a local gym
- User recommendations were generated after conducting data analysis



2. Competitive Analysis

- Identified top competitor applications with the same aim.
- Compared their features with the user recommendations from our user observation study.
- Identify the features that our prototype application should include



3. User-Testing

- Tested the features from the *Workout: Gym Workout Planner* Application
- analyzed and made recommendations based on the user test and post-test survey

Project 1: User Observation Study

Purpose

The purpose for this user observation study is to observe the behaviors of people working out at the gym to allow us to design a fitness app to help people plan, guide, and track their workouts and educate new gym-goers to help them feel more confident at the gym.

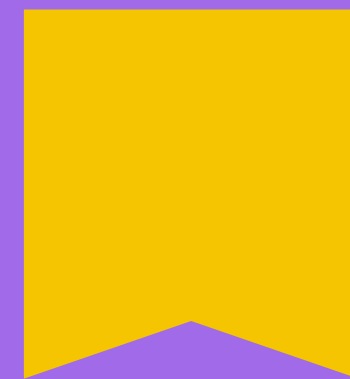
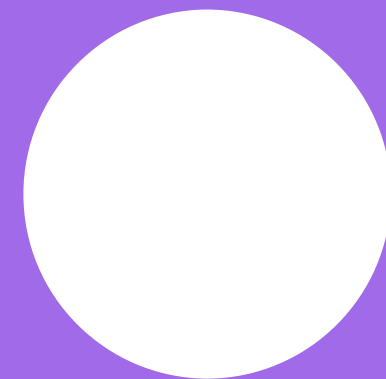
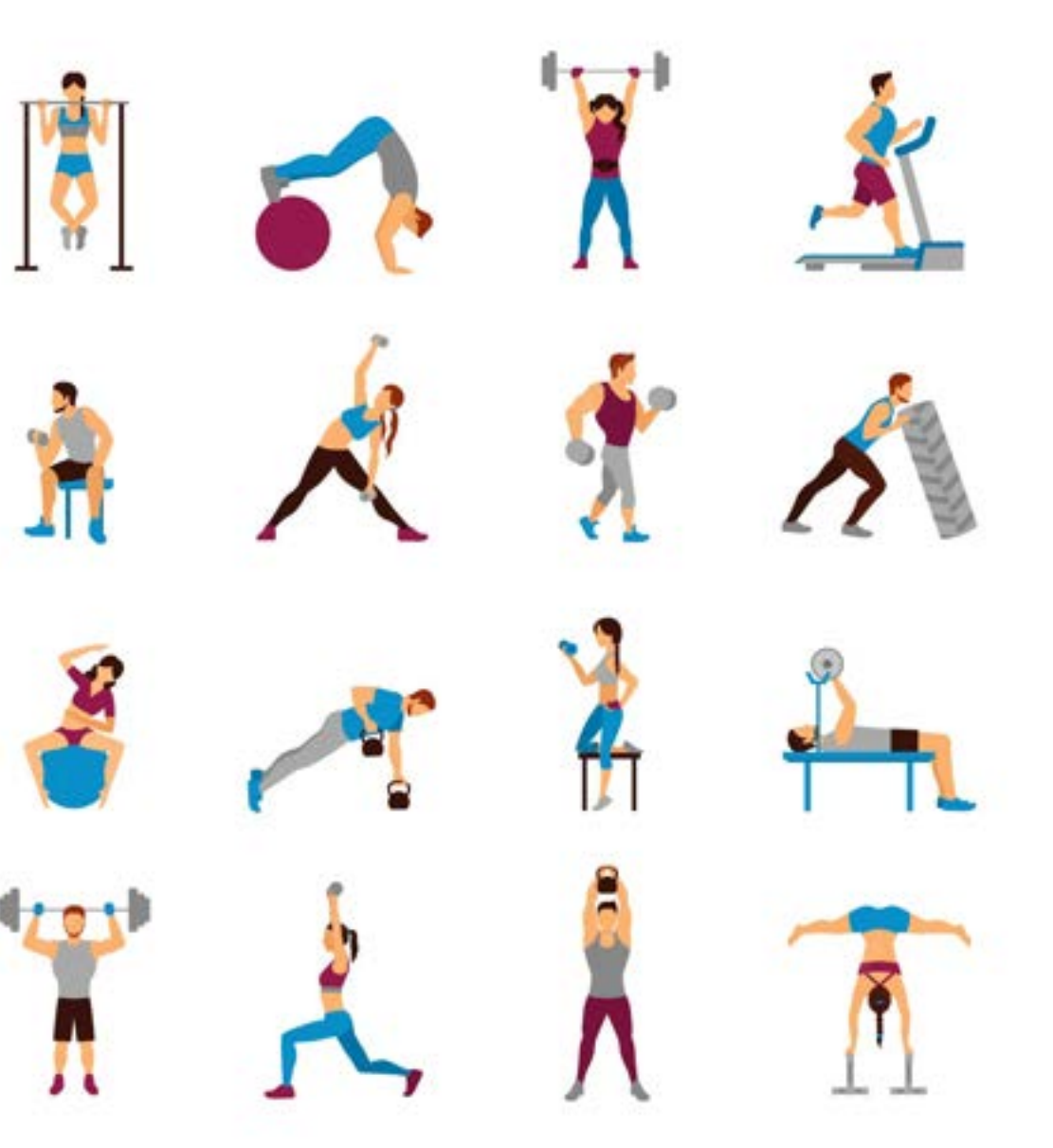
Methods Used

We collected data in the form of in-person observations at A local gym in East-Lansing, Michigan. For our study we used purposive sampling but we did not target specific demographics since people of all ages and genders could be new to fitness and working out at a gym. We used multiple locations in the gym to conduct our study, including the stretching and abs area, free weight area, workout machine areas, cardio areas, and a group fitness class room. We planned and determined our categories for observation prior to our observations.



Observation Categories

- What types of devices are present with people at the gym?
- What type of workouts do people participate in at the gym?
- Do people workout alone or in groups at the gym?
- Are people socially interacting with other people at the gym?
- What is the perceived mood that people are in while working out at the gym?



Data Collection Method

We used purposive sampling to target two types of individuals in our study, those who worked out alone vs. in groups. For this observation, two observers used a single coding form and communicated with each other directly to assess and fill out the content of the form for each of the people that was observed. We organized the results into a new table shown to the right and used color to group and highlight the key insights.

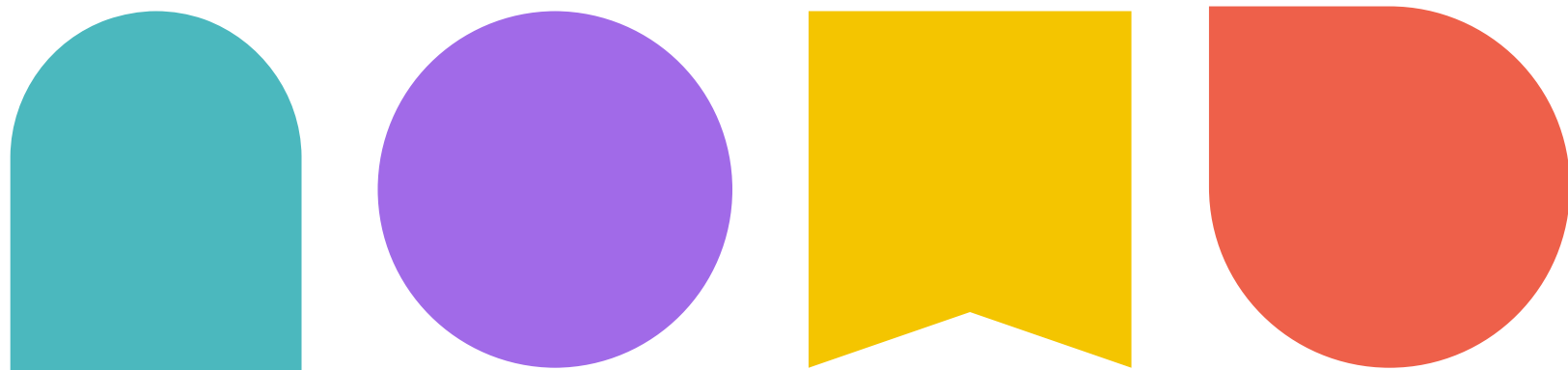
We recorded them in 6 different sections of the gym. These sections included the stretching and abs area, free weight area, workout machine areas, cardio areas, a group fitness class room, and a hit zone area.



ID	Persona	Devices Used	Workouts	With Whom	Social?	Mood
1	Calm Clyde	Yes Apple Watch	None	Trainers	Yes (talking to the trainers at their sign up desk)	Calm
2	Happy Harper	Yes - Apple Watch - Trainer used clipboard and paper to track workouts	Weighted Sled Push	With 1 F Trainer	Yes (chatting to trainer in between sets)	Happy and Motivated
3	Happy Harper	Yes - Headphones - Trainer used clipboard and paper to track workouts	Rope Pull Down	With 1 F Trainer	Yes (chatting with trainer)	Happy
4	Happy Harper	Yes -Iphone -Headphones	Pull Ups	With 1 M Friend	Yes (talking to someone outside their group)	Comfortable & Happy
5	Focused Freddie	Yes -Apple Watch - Notepad (keeping track of workout)	Pulley Pushdown	With 1 F Friend	No	Serious & Focused
6	Focused Freddie	Yes - Apple Watch - Headphones -Iphone	Dumbbell Shoulder Press	W 1 F Friend	No	Focused

Personas

We made four personas to represent the people we looked at for our observation. The personas we created includes Calm Clyde, Happy Harper, Focused Freddie, and Intense Ian. These personas help us categorize the common characteristics that the people in our observation shared with each other and can be useful to help us with our design insights.



Persona	Characteristics
Calm Clyde	Works out leisurely and is not in a hurry or rush to finish.
Happy Harper	Enjoys working out and socializing with others at the gym.
Focused Freddie	Focused on working out only, not showing interest in anything else.
Intense Ian	Taking part in physically demanding workouts that enables an intense attitude.

Finding 1

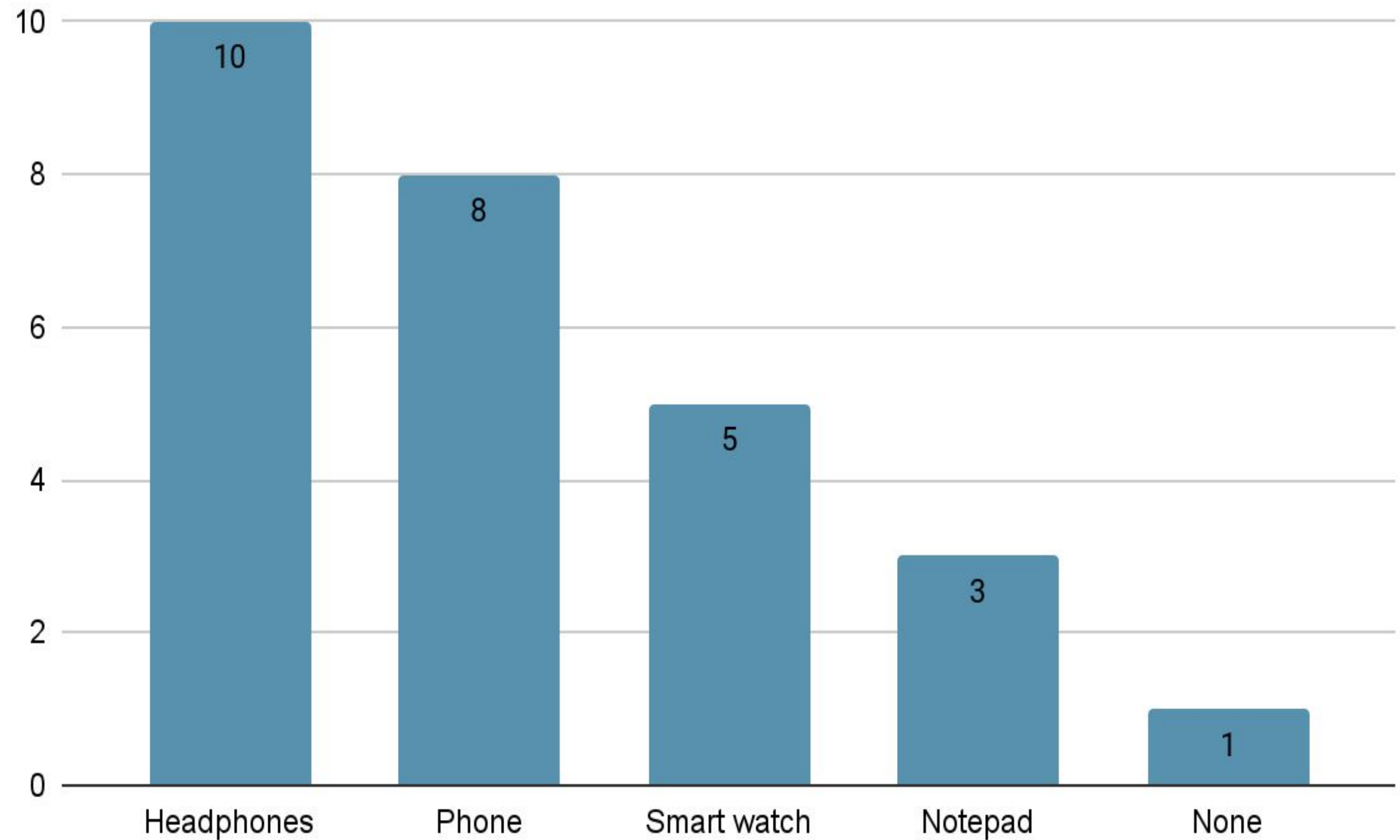
Overview

From our observations, all subjects except one were using some sort of device. We observed 5 smart watches, including Apple Watches and FitBits, 8 cell phones, including iPhones and Androids, 10 pairs of headphones, and 3 physical notepads and clipboards. Furthermore, we observed one subject using their phone to watch YouTube videos while working out, and one subject using their phone to follow a guided meditation.

Insights for design

- An Application would work due to the high presence of smartphones we observed.
- A smartwatch application should also be considered to cater to people who only workout with smartwatches.
- People keep track of their workouts with the use of Notepads.

Devices/Items Used



Finding 2

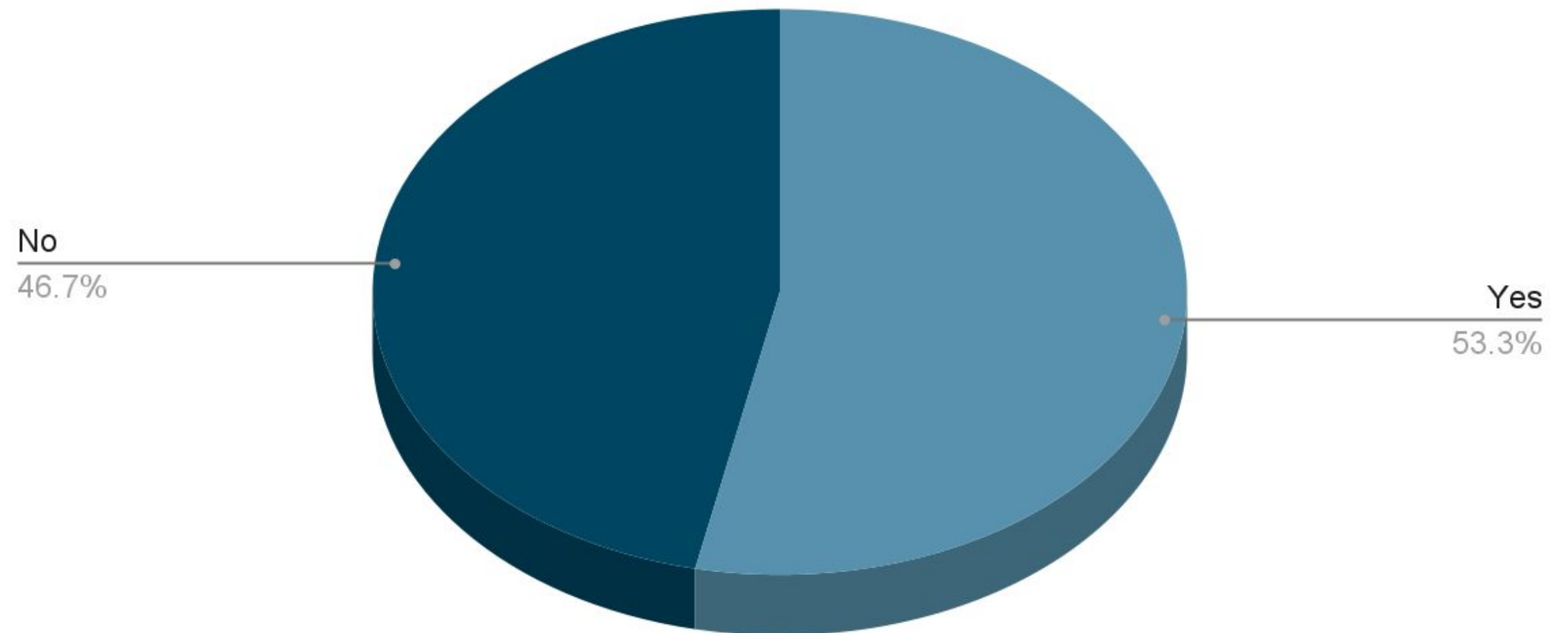
Overview

Our observations show that over half of our sample used a machine at some point during their time at the gym. The types of machines varied, from treadmills to hip extensions. Of the 8 people using a machine, 4 machines had some sort of labels and directions for proper use while the other half did not. Our observations gave us insight into only one part of an individual's overall workout so we cannot say for sure that only 8 people used a machine at some point

Insights for design

- There are workouts that include the use of machines and those don't
- Machines include instructions on how to complete the workout while non-machine workouts don't
- An app should provide informational instructions to guide new gym-goers while they complete non-machine related workouts.
- A “trainer queue” feature should be included to allow users to contact a professional trainer for tips or help.

Machine Use



Finding 3

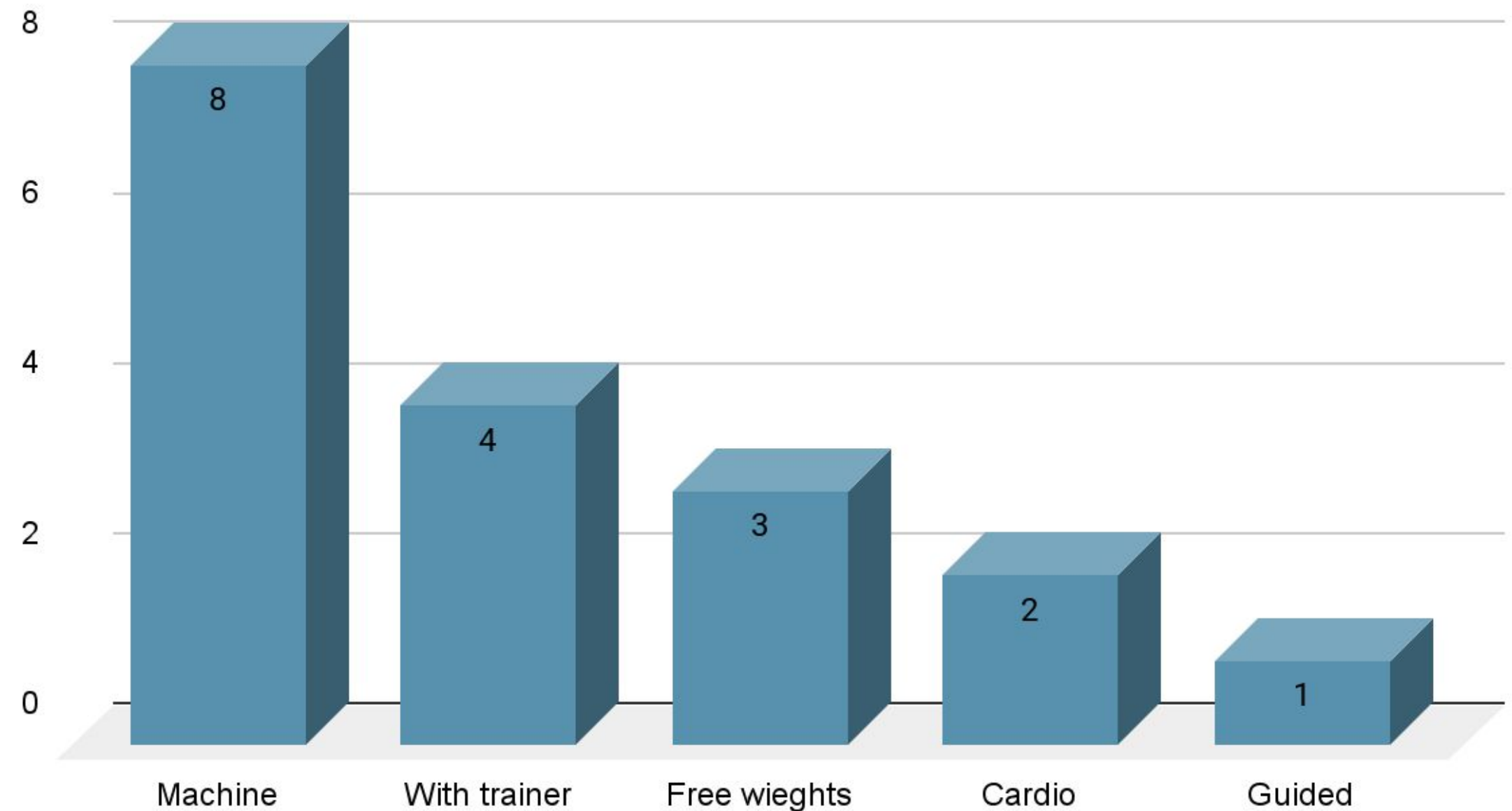
Overview

We observed a plethora of workout types. During our observations, we may have witnessed just once subsection of an individual's full workout, but nonetheless, there was a variety of types of workouts. The types of workouts varied from cardio (treadmills, ellipticals), free weights, machines (with or without instructions), guided (via cellphone), and working out with a trainer.

Insights for design

Based on our observations, we concur that we observed different levels of expertise in the gym. The use of free weights or machines without instructions may suggest that those individuals have more experience and higher levels of confidence in the gym. On the other hand, subjects following a guided workout, working with a trainer, or using machines with directions may not have as much experience or confidence in the gym. From our observations and conclusions, we think that our app would benefit from providing users with customized workout plans and routines complete with instructions and tracking to keep users on track. With the use of our app, new gym-goers wouldn't be confined to machines with instructions or working with a trainer. Our app would allow users to gain experience with new equipment and build confidence in all areas of the gym.

Types of Workout



Finding 4

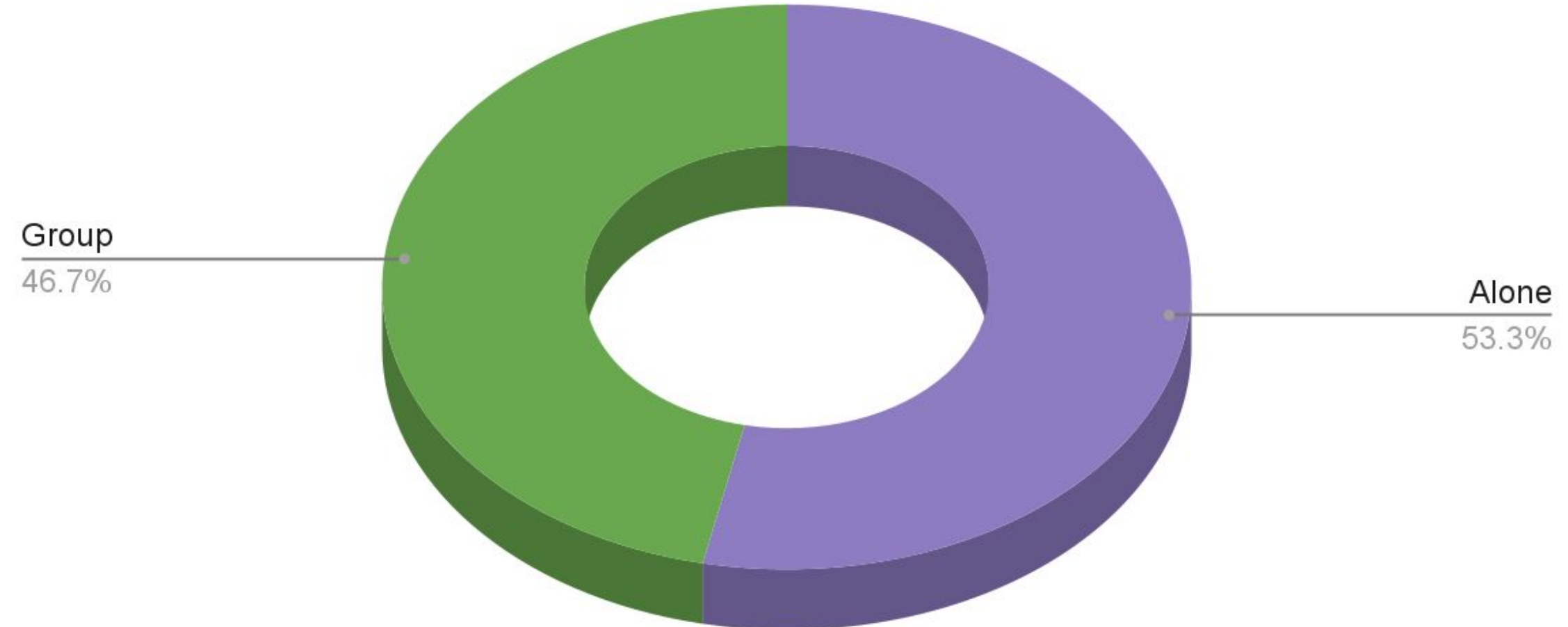
Overview

Our data shows that out of the 15 people that we observed, 8 people were working out alone and 7 people were working out in groups at the time of our observation. We cannot say for sure that the individuals working out alone were not previously working out with a friend before our observation or if they normally work out alone or in a group. Out of the 7 individuals working out in groups, 4 of them were working out with a Crunch Trainer, and the other 3 were working out with another person (most likely a friend).

Insights for design

- There are two distinct categories: working out with a **friend group** vs working out individually with a **trainer**.
- Trainers provided the people working out with tips and guidance
- Trainers tracked their progress with notepads
- Working out with friends was more companion like than guide like.
- A social forum feature could be beneficial to connect people to do group workouts to help lessen gymtimidation

Workout Alone or in Groups



Finding 5

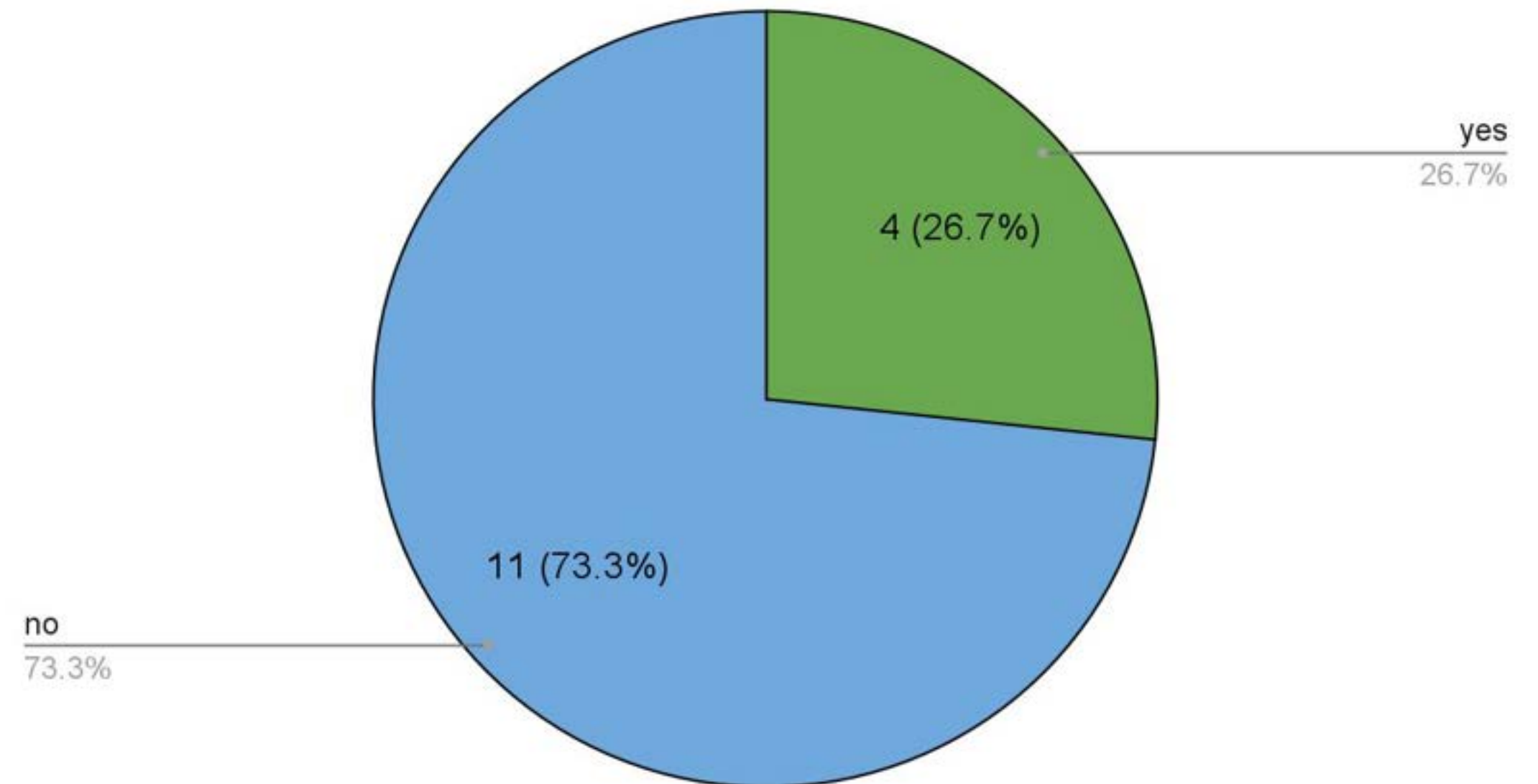
Overview

Next we wanted to see if there was a pattern between social interaction with others and if people worked out in groups or not. We found that the people who were socially interactive were also working out in groups. Out of the people who were working out alone, none of them seemed to show any social interaction with others at the gym. Also, Three fourths of the people who were social also were in a happy mood.

Insights for design

- Since people working out in groups were more happy and social while working out, a group workout mode should be implemented.
- Group workout analytics
- Since we found that people working out in groups are happy and social, the gamification of fitness in a group setting could help decrease gym anxiety for new gym-goers.

Social Interaction With Others



Finding 6

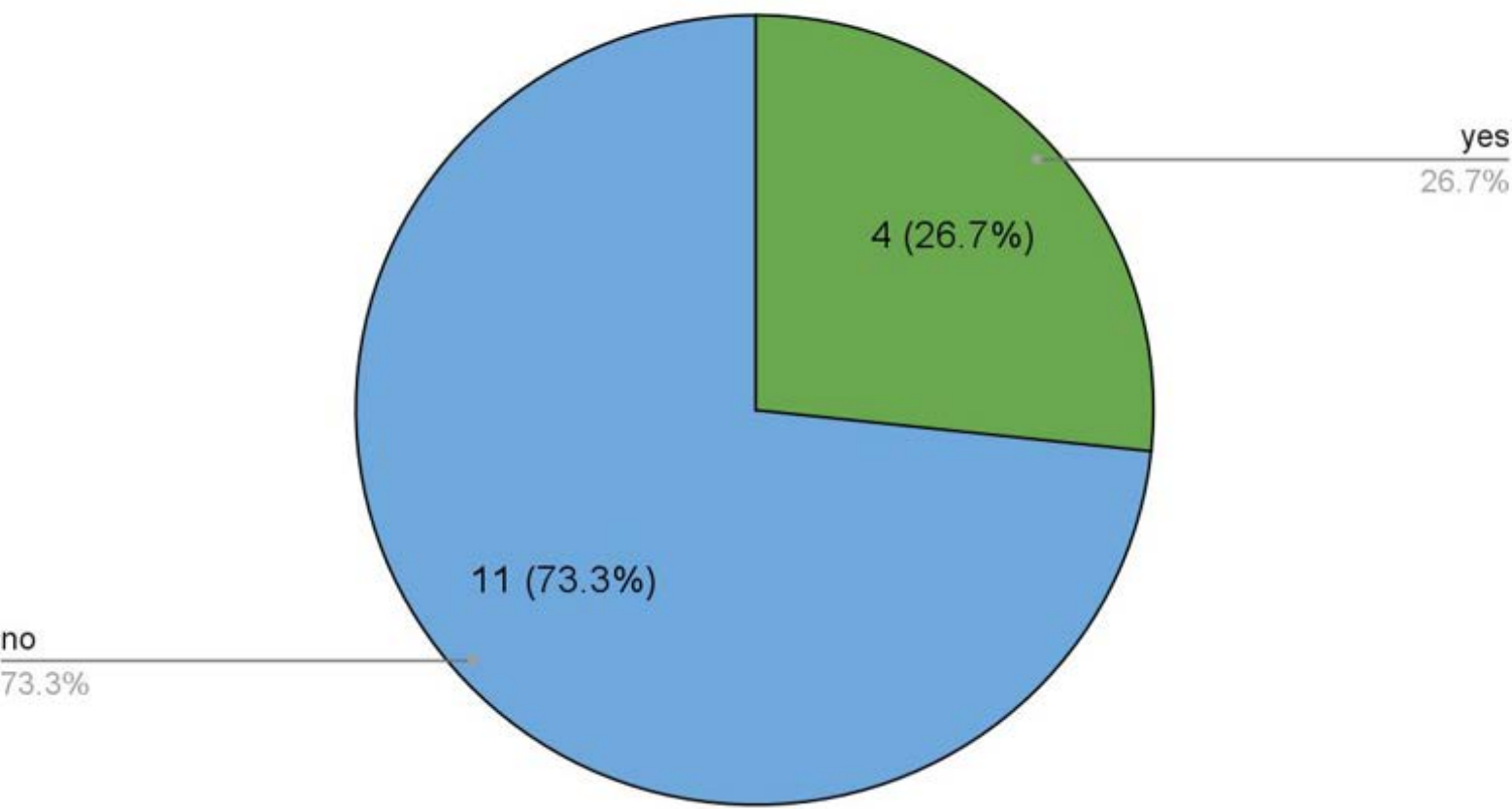
Overview

We observed and recorded many different moods among our purposive sample. We judged their mood based on their body language along with their facial expressions. Out of our sample 7 people seemed to be focused, 3 people were calm, 3 people were happy, and 2 people were intense. All of the people who were happy were working out in groups. About two thirds of the people that showed a focused/intense mood were working out alone. A majority of the people who were calm while working out were also working out alone.

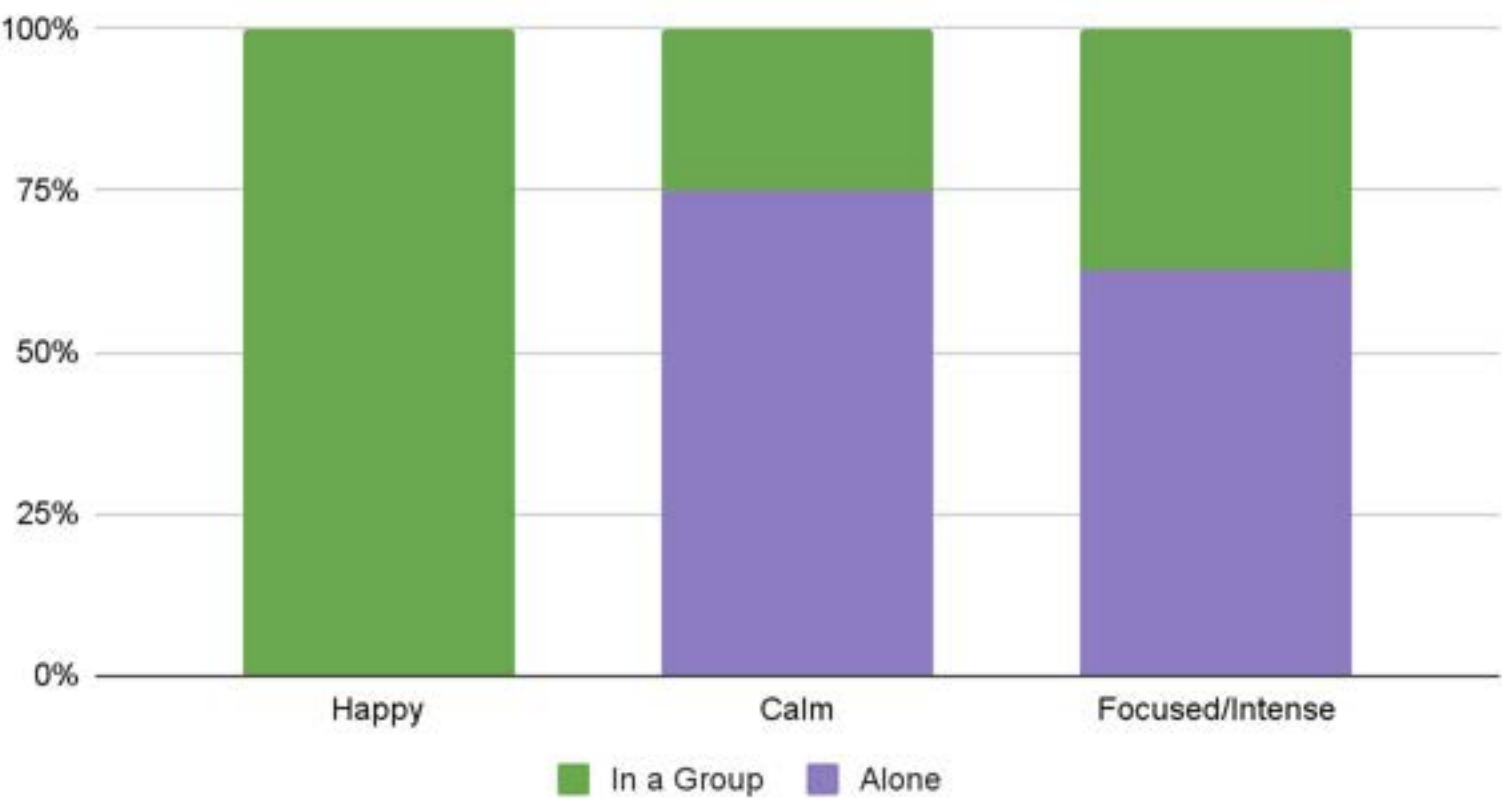
Insights for design

Looking at the “Mood When Alone vs in a Group” graph to the right, it shows a clear correlation between happy moods and group workouts, while no one who worked out alone seemed to be happy. While some people who were working out in groups showed focus and calmness, the majority were working out alone.

Social Interaction With Others



Mood When Alone Vs in a Group



Final App Recommendations



Most people use a device while working out at the gym

Our observations found that most people use at least one device while working out, whether it is a cell phone, a smartwatch, or a notepad. We believe that our app should be optimized for all devices allowing for all users to access it. This includes a version for iPhones and Androids, as well as a watch mode for smartwatch users to easily track workout and access information on our app via their watch.



Non-machine equipment at gyms fail to provide instructions

There are many different types of equipment available at public gyms including cardio machines, free weights, strength machines, and more. We concluded that about half of the workouts people were doing did not have instructions accompanied with them. We identify this as a potential problem for new gym-goers and could prevent them from trying certain workouts due to a lack of knowledge and experience. Because of this we believe that our app should include instructions in a video or animation format, for the purpose of teaching correct form for new gym-goers. This would help educate and make new gym-goers more comfortable and confident while working out at a gym.



People workout in groups for friendship, guidance, or motivation

We found that multiple people in the gym were working out in a group or with a partner. Whether it was a trainer or a friend, we observed that being with another person provided tips and external motivation. Our app will provide the essence of being in a group for those working out alone. On top of providing information and guidance for workouts, our app would offer motivational reminders and online interaction with trainers if needed.

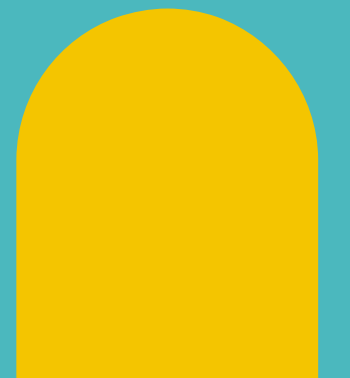
Project 2: Competitive Analysis

Purpose

The purpose of this analysis was to learn about the features that are included in current workout planning, educating, and tracking applications for potentially new gym-goers. By highlighting and learning about the variety of features that these applications have, future applications of this kind will be able to reference the insights learned from this report for future design.

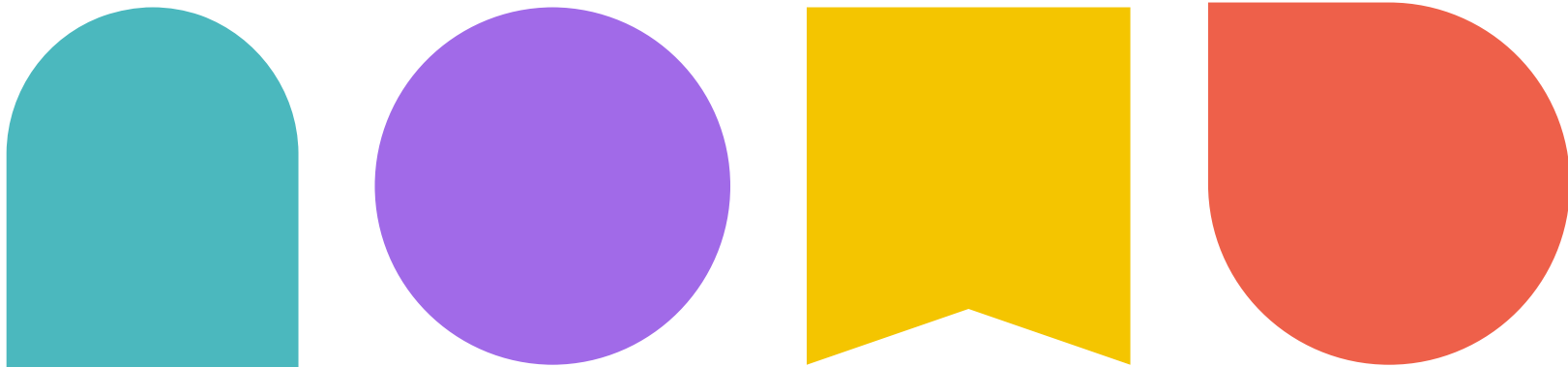
Sample Selection

The sample for this analysis was collected in the following ways. Seeing that the two primary operating systems that people use for their smartphones are Android and IOS, we used the app stores that ship with iPhones and Androids, the Apple App store and the Google Play store when collecting our sample. We did a search on both of the app stores, the search input was “workout planner and tracker”. From there a sample of 5 applications was picked based on popularity in the app stores along with scanning the descriptions and marketed features to make sure they fit the criteria of the purpose statement.



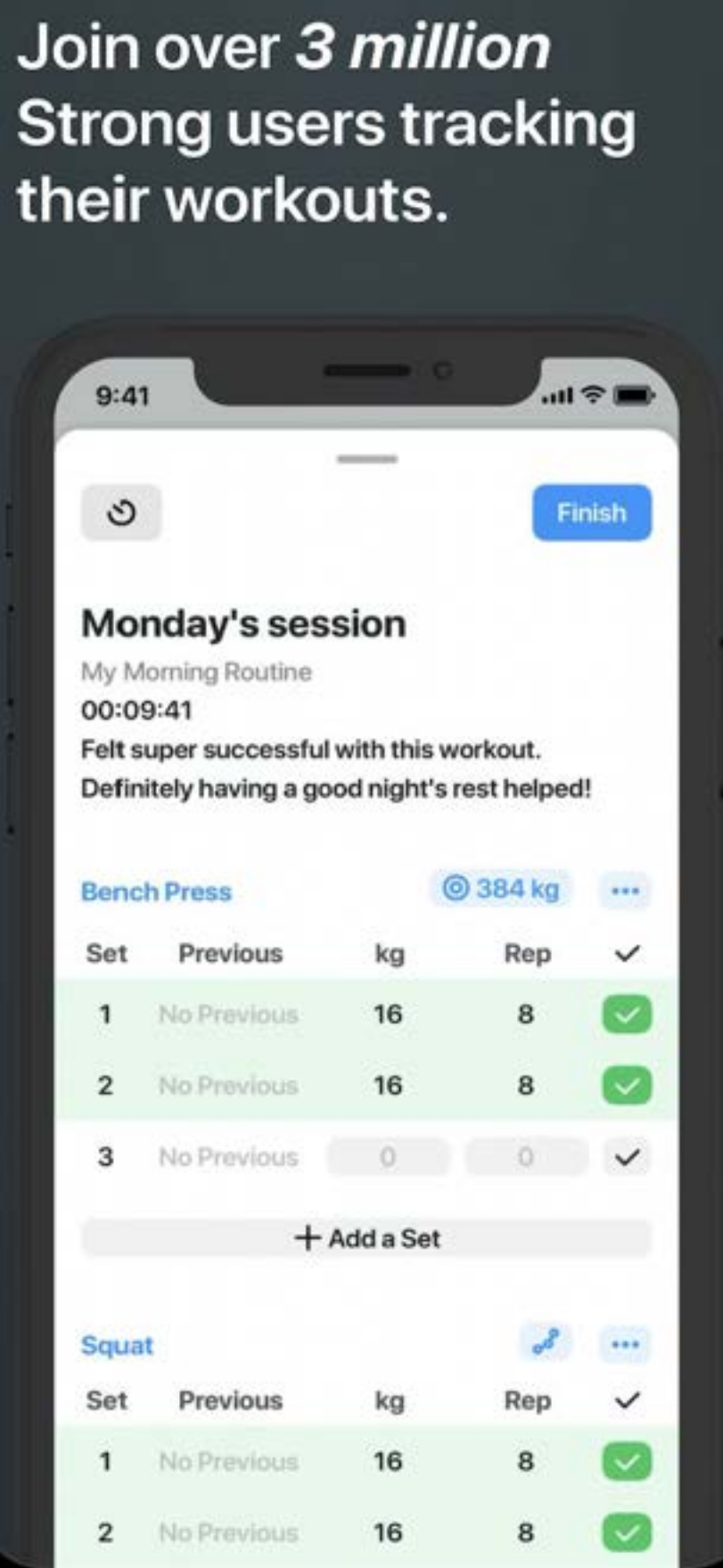
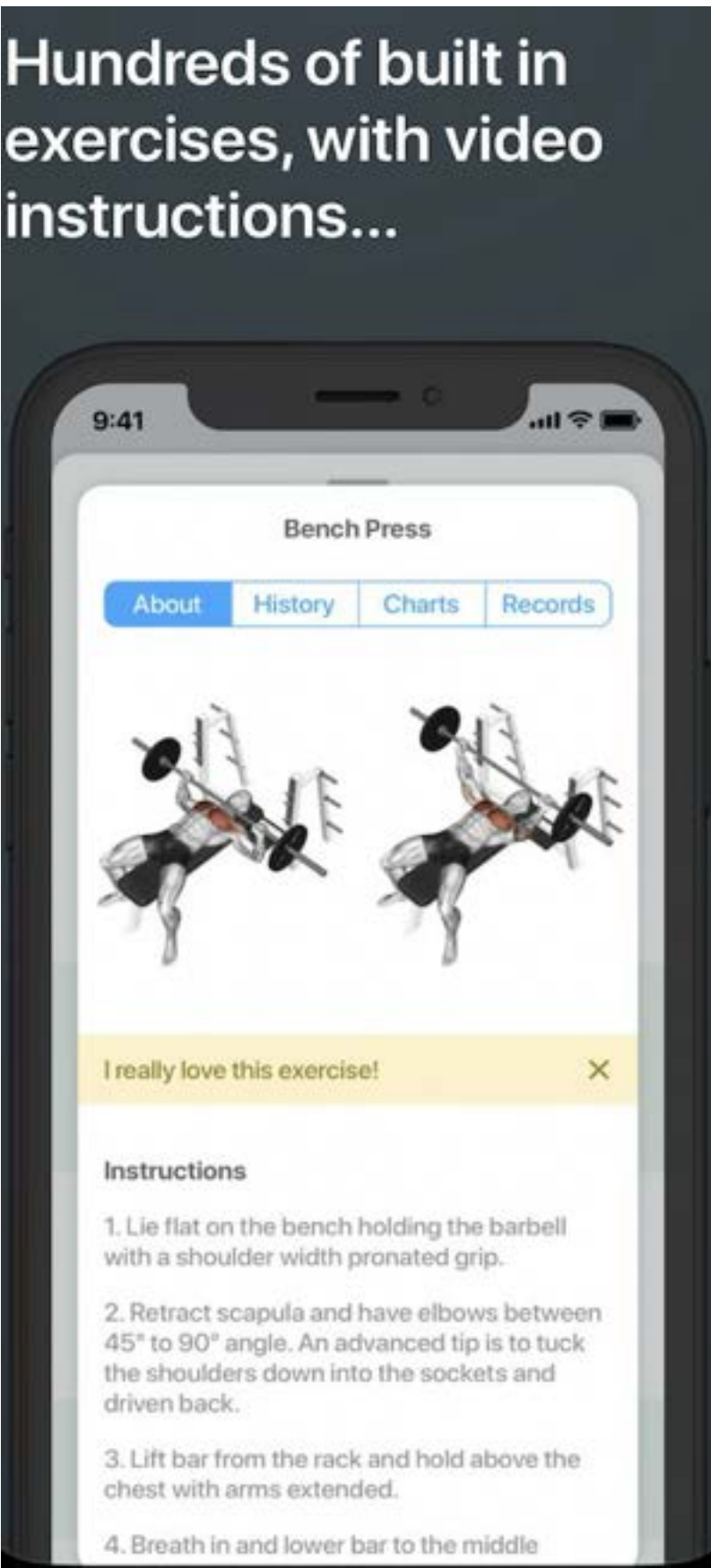
Competitors Analyzed

The competitive applications that were analyzed in this report include GymStreak, Jefit Gymlife, Workout: Gym workout planner, and Strong workout tracking and gym log. Analysis of the applications were conducted first by noting the marketed features, and then testing the features on an Iphone 11 pro.

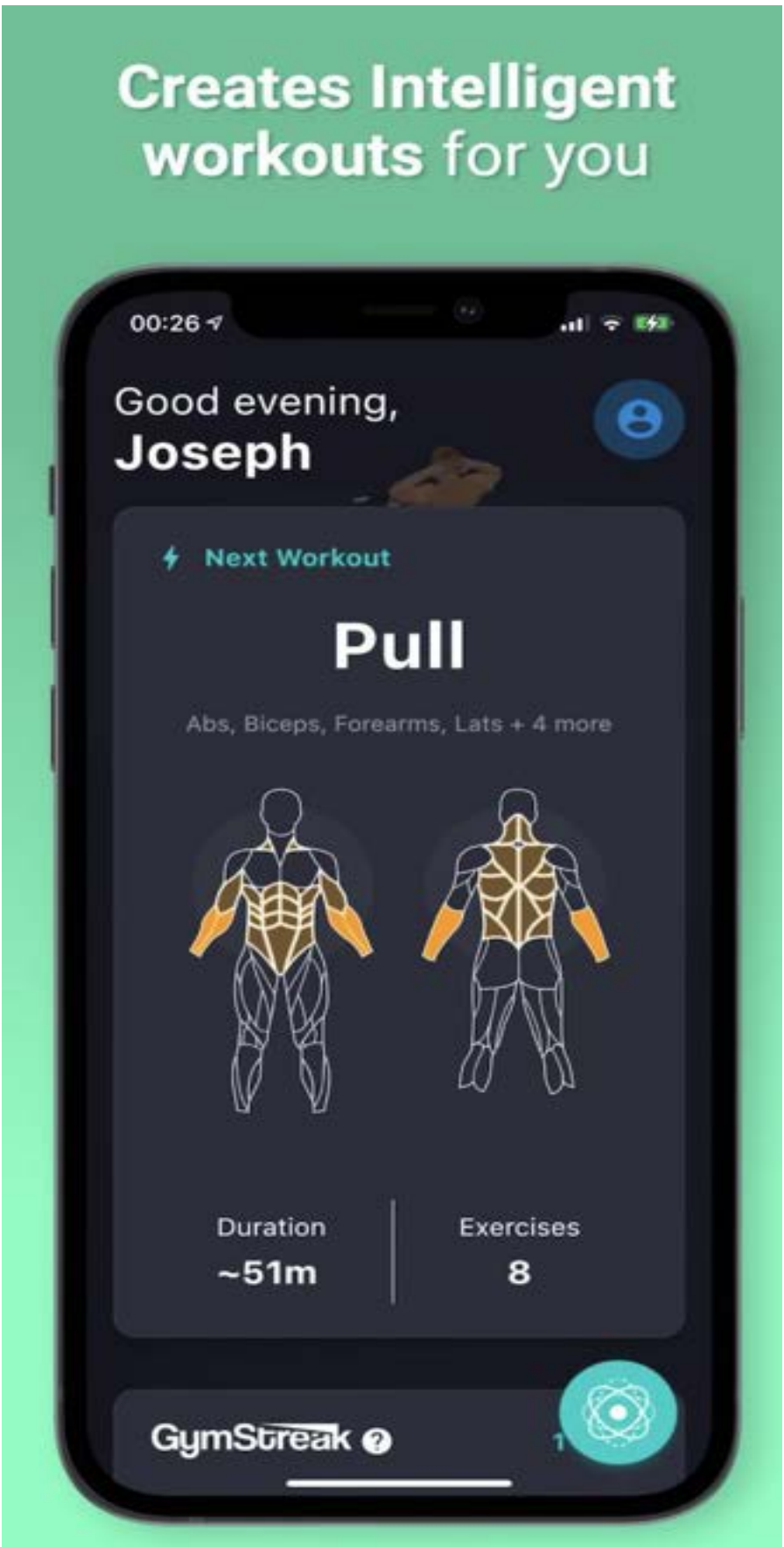
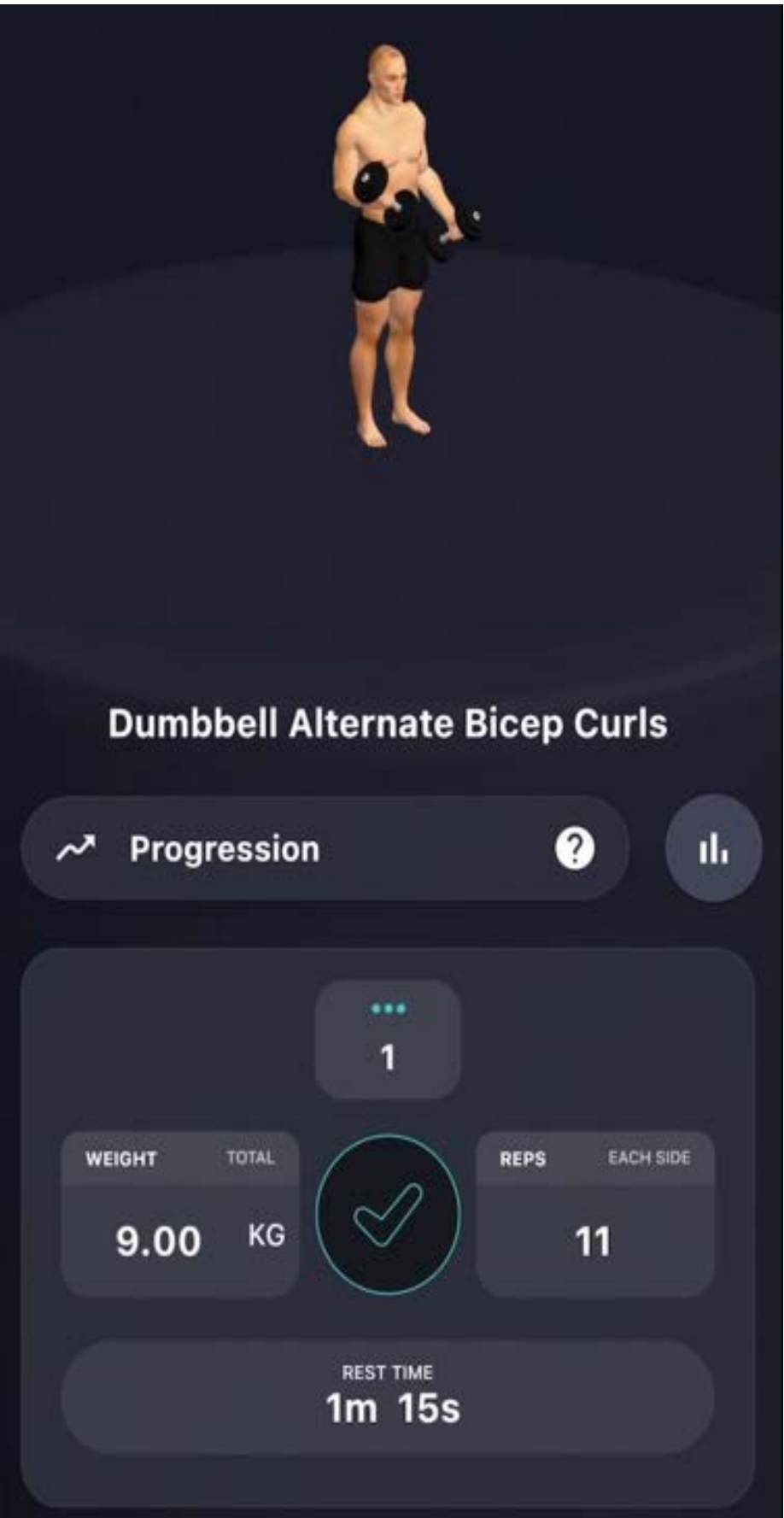


Application	Developer	Apple App store Rating	Google Play Store Rating
Strong	Strong Fitness PTE Limited	4.9	4.8
Workout	FITNESS22 LTD	4.9	4.5
Gymstreak	GymStreak LTD	4.7	4.4
Jetfit	Jetfit Inc.	4.7	4.6
Gymlife	Nicola Eusebi	4.5	3.2

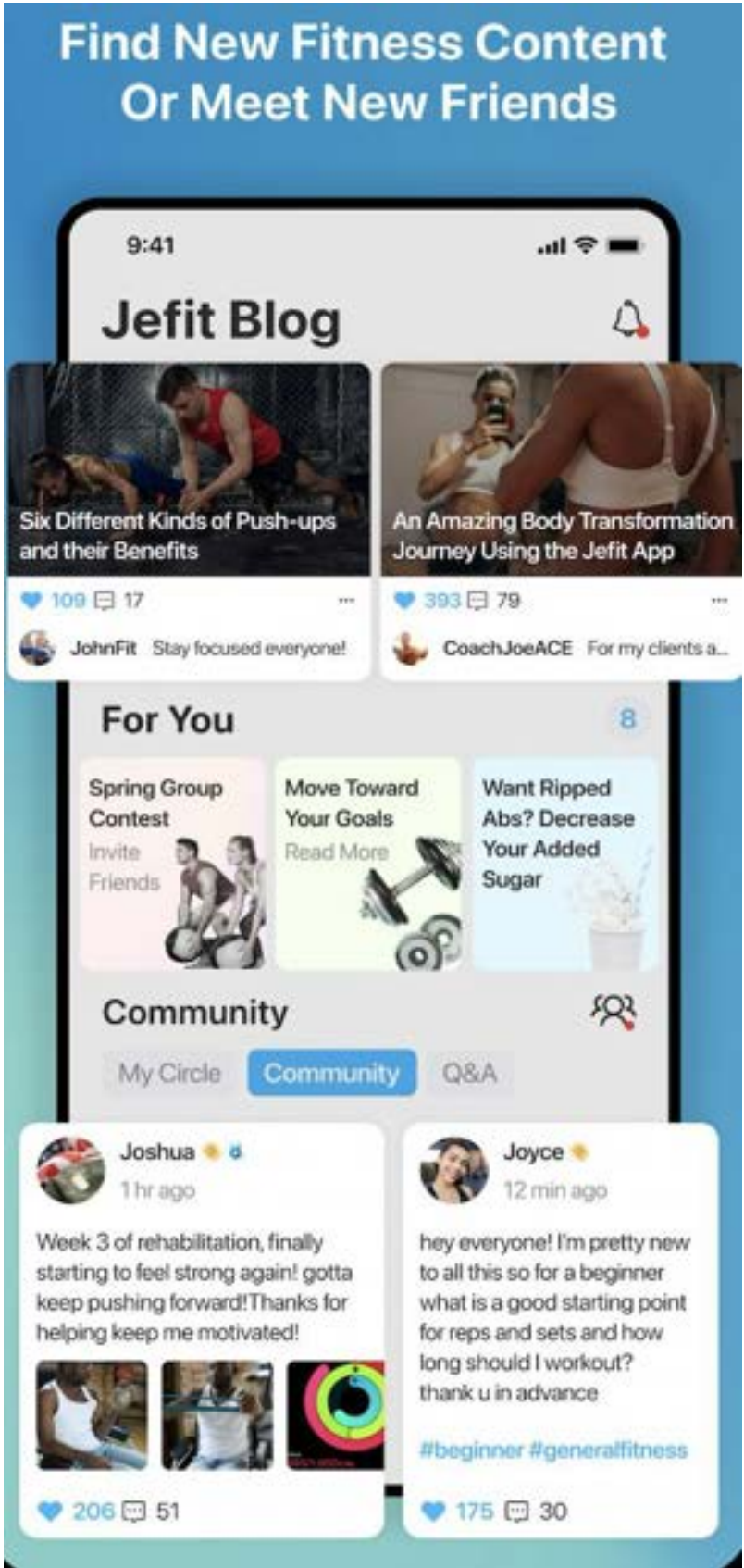
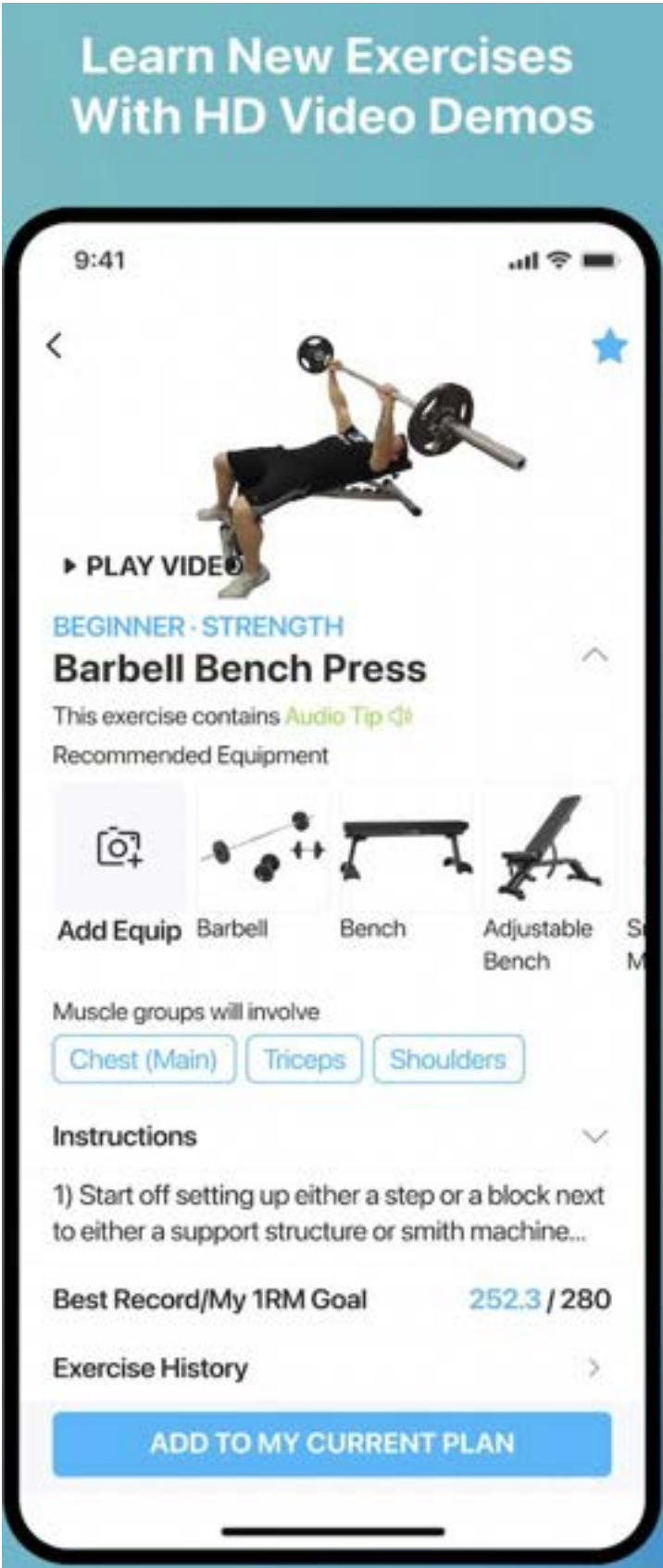
Strong Workout Tracker Gym Log



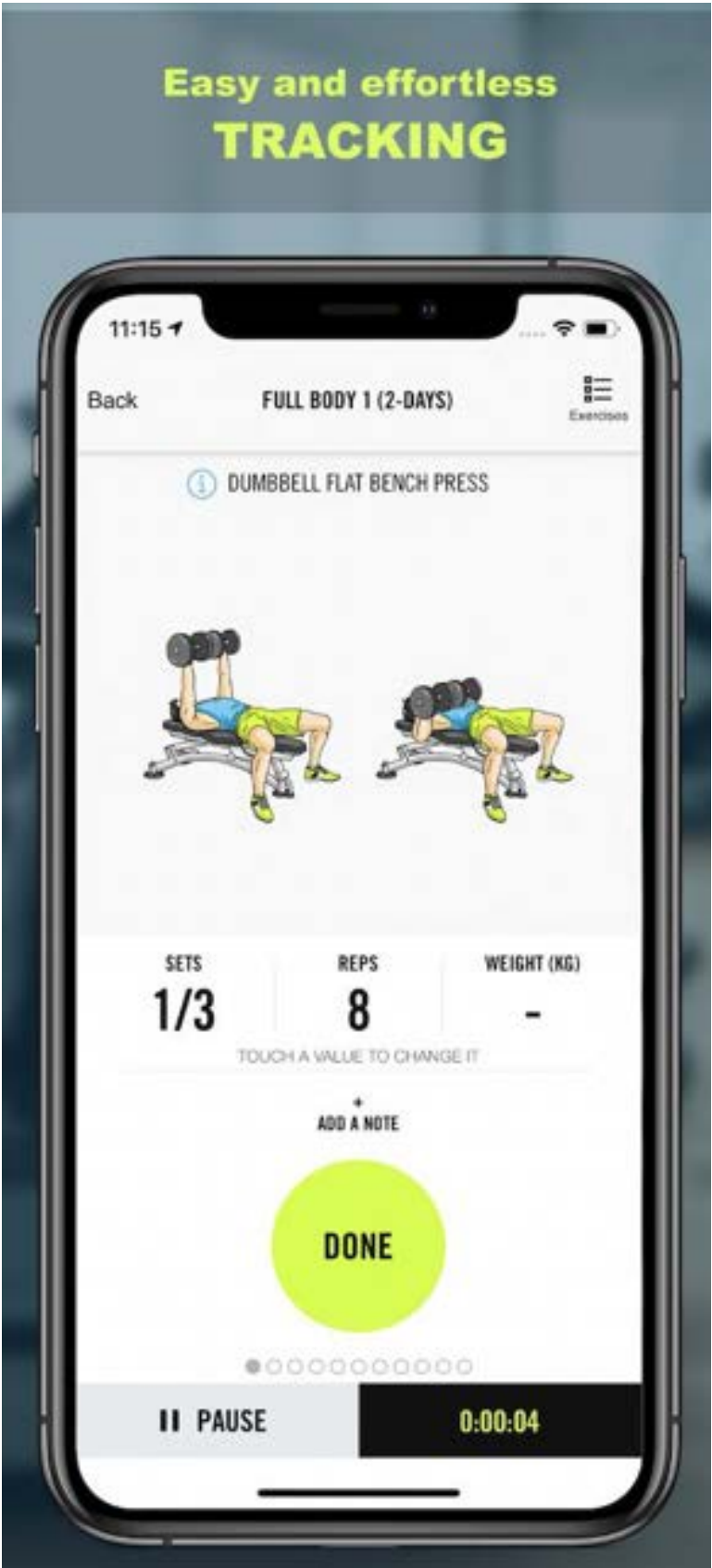
GymStreak - Gym Log & Workouts



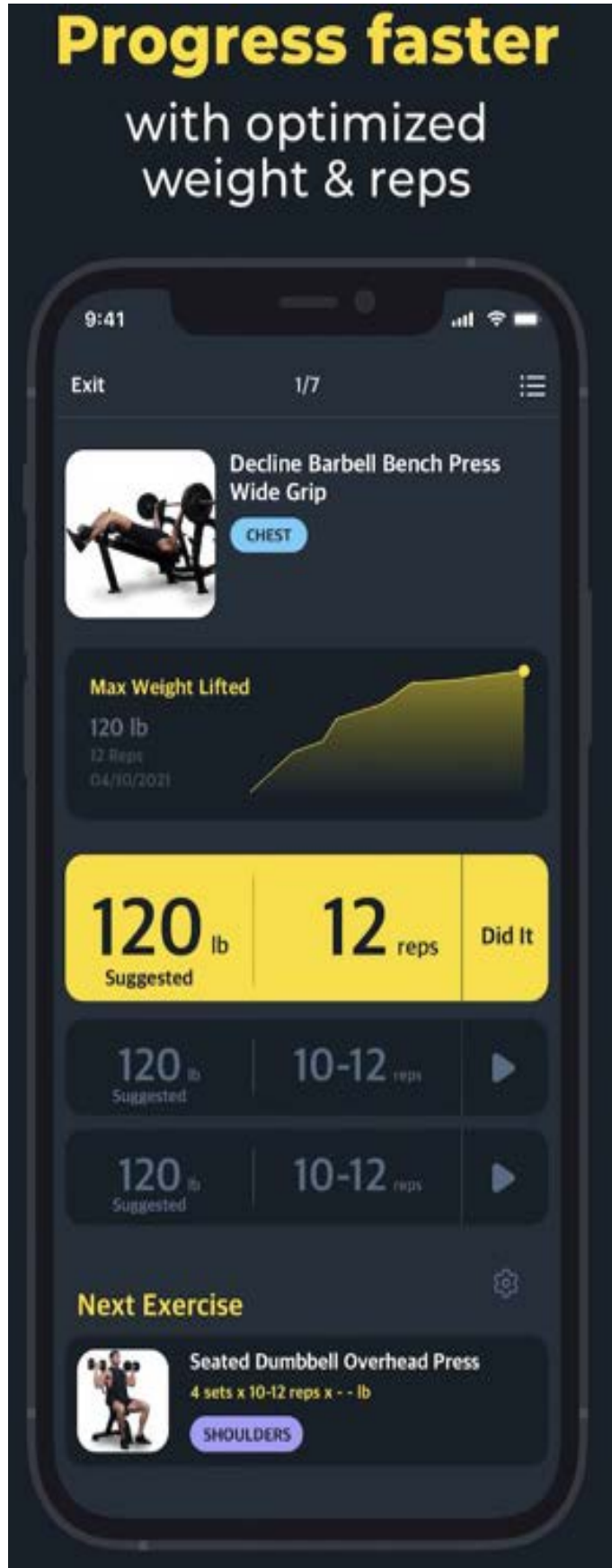
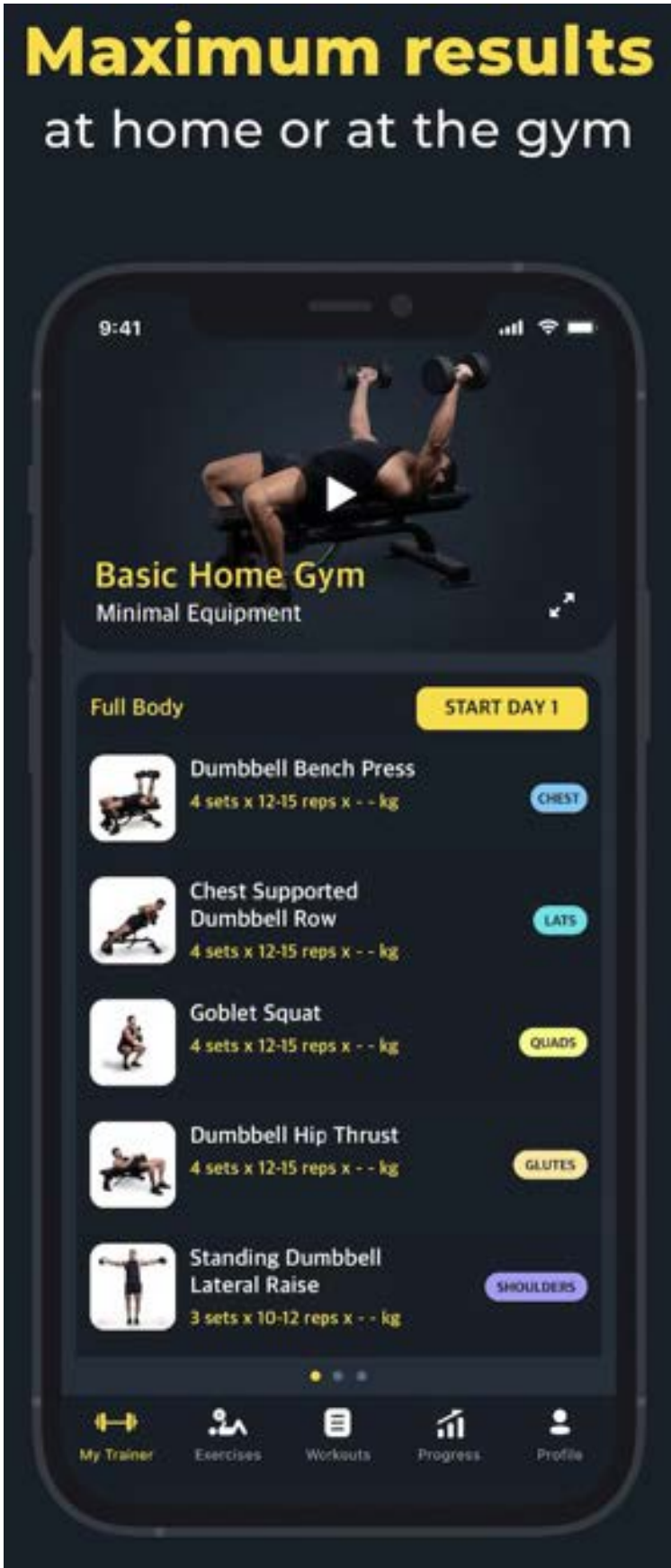
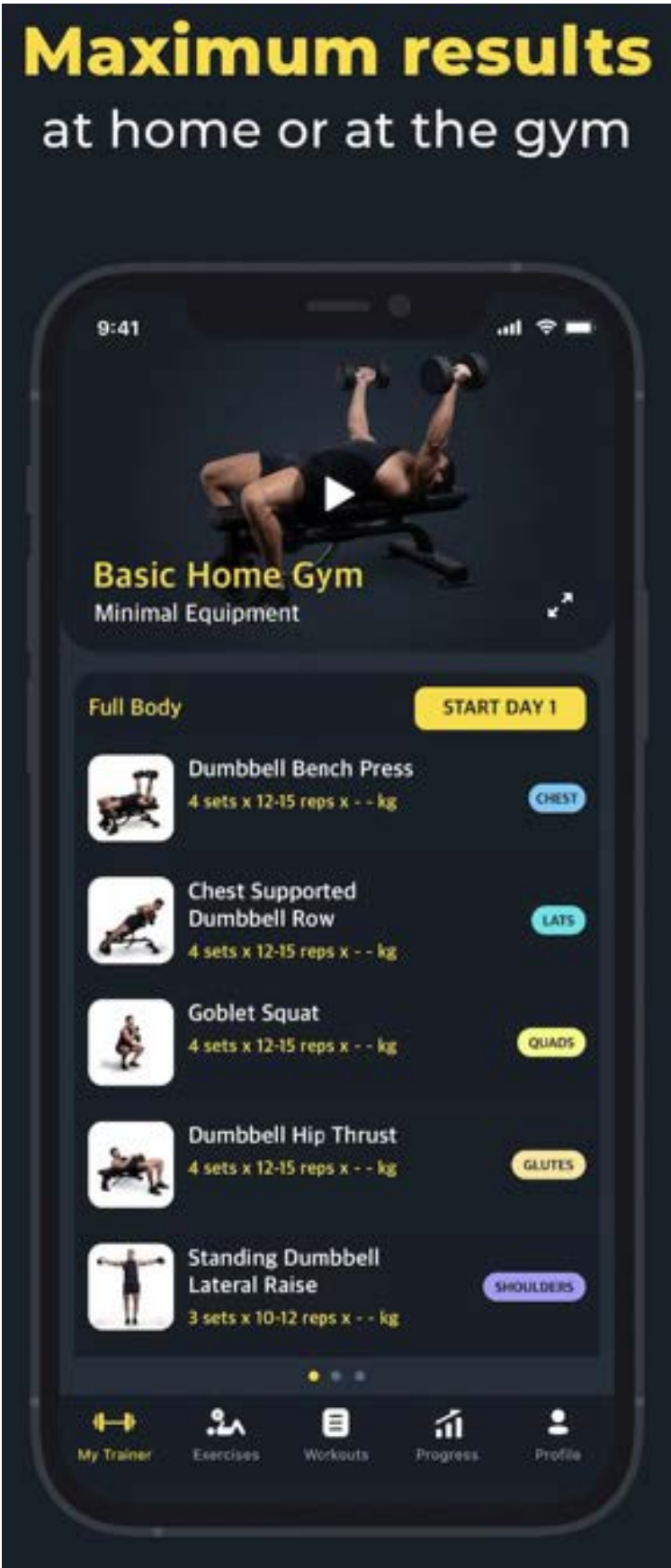
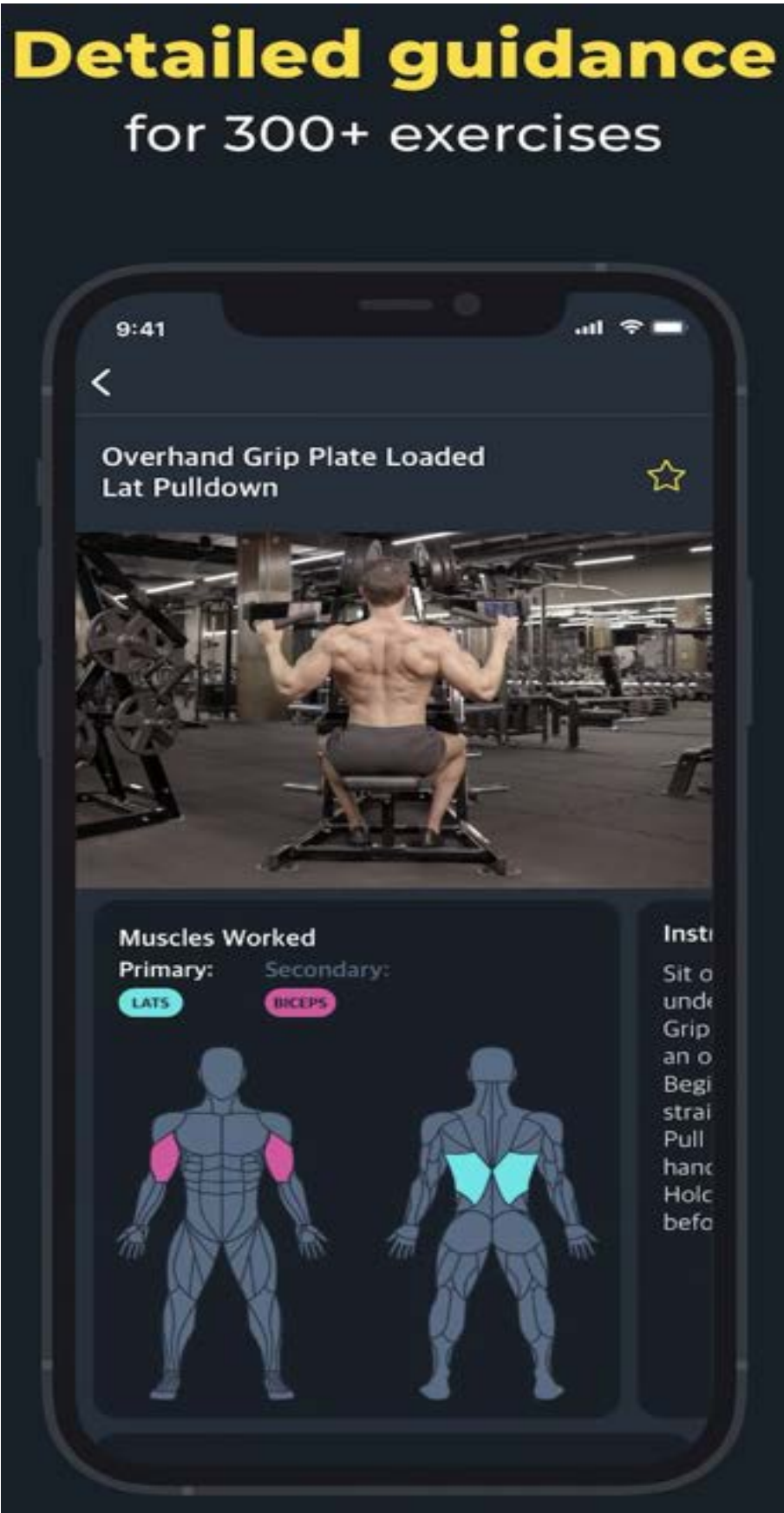
Jetfit Workout Planner and Gym Log



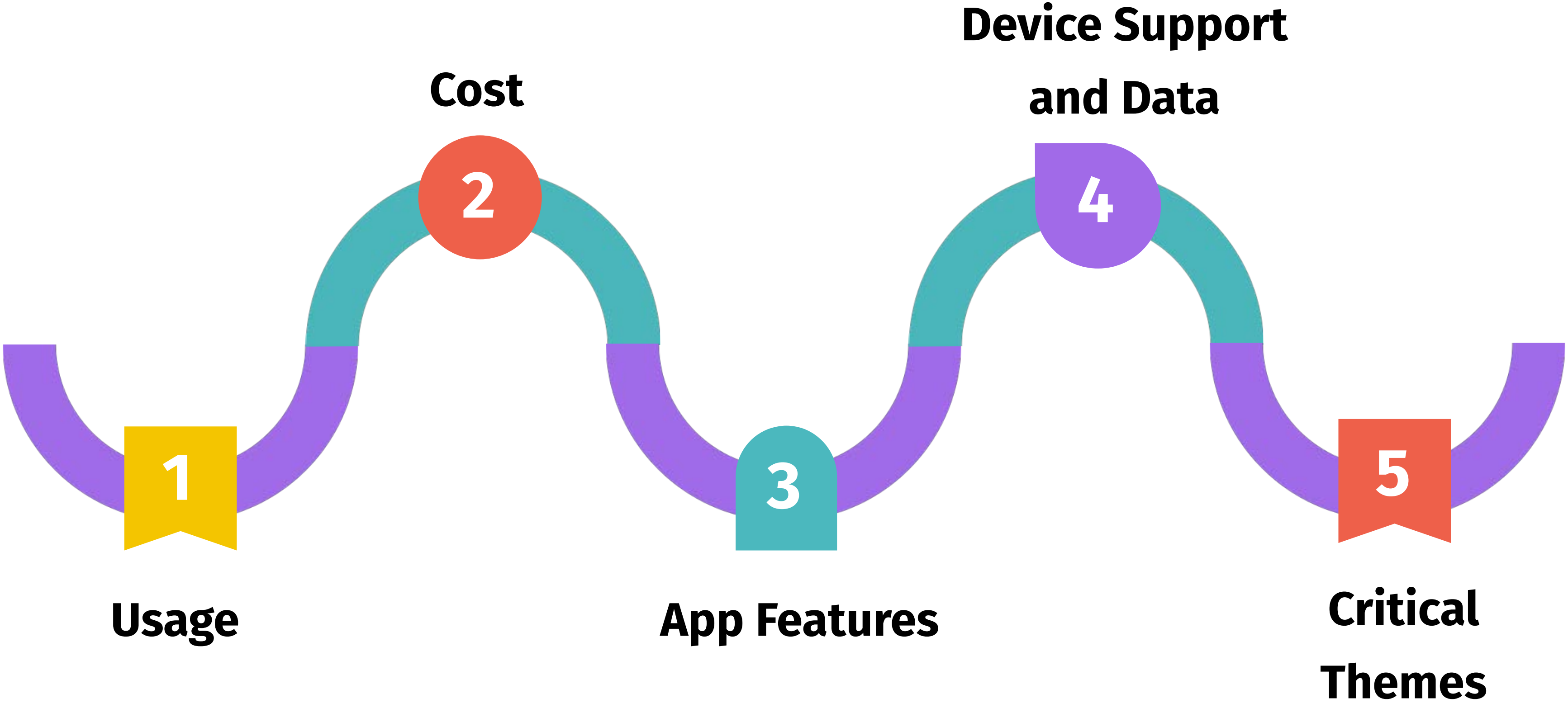
Gymlife - Workout Planner



Workout: Gym Workout Planner



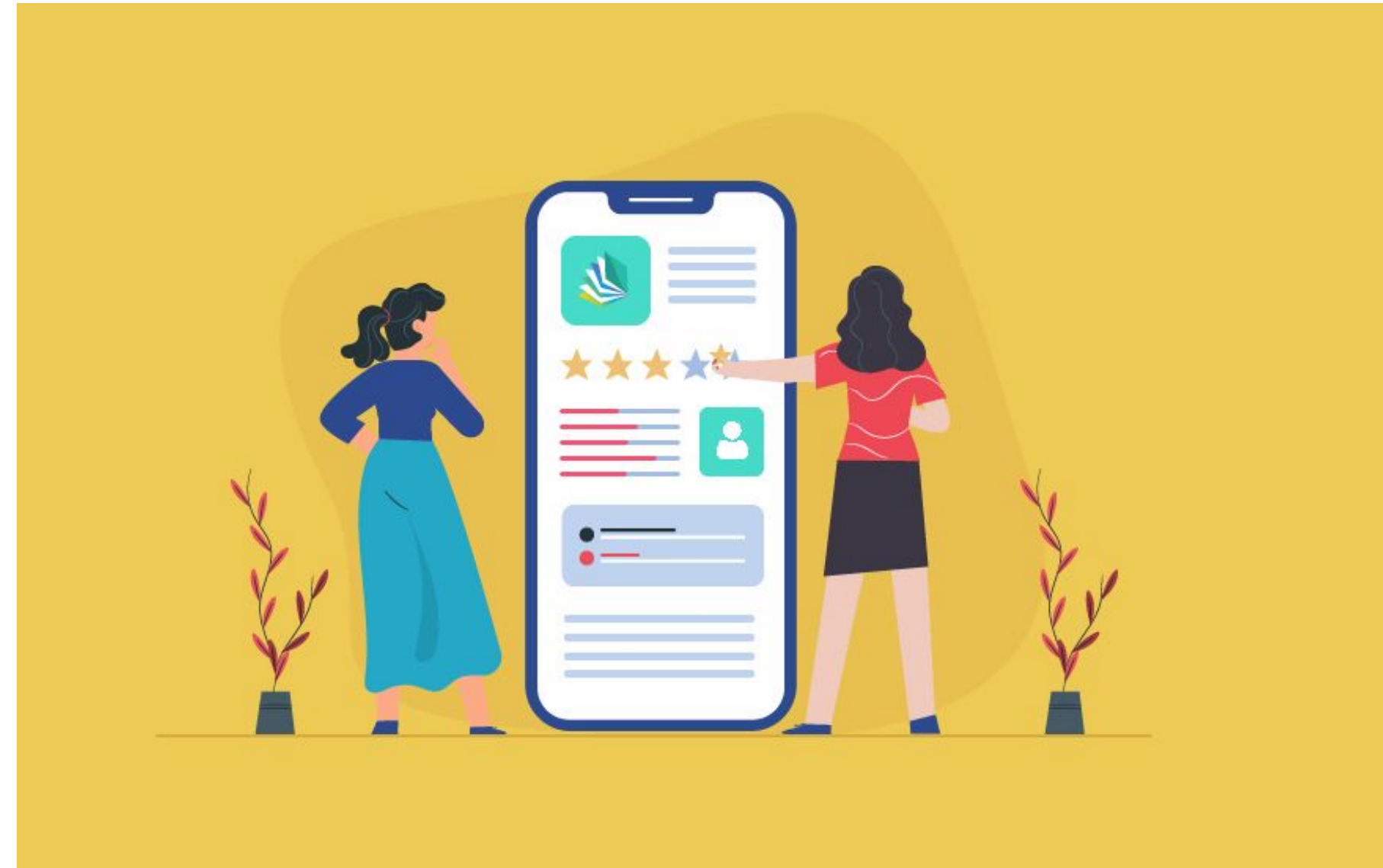
Categories Analyzed



Category 1: Usage

Description

The usage category was the first category analyzed. The categories summarized include app launch date, average star rating, number of ratings, and last app update. The data for these categories were collected for both IOS and Android applications. Data was collected from the Apple App store, Google Play store, Appbrain.com, and app.sensortower.com. This category is important because we can use the ratings and popularity metrics to categorize the apps by popularity. After analyzing the upcoming categories in the report, we can view those findings and see why each of the applications are rated the way they are or in other words, why they are so popular.



Usage

Application	Launch Date (IOS version)	Apple App Store Average Rating (0-5 stars)	Number of ratings (Apple)	Last IOS Update	Launch Date (Android version)	Google Play Store Average Rating (0-5 stars)	Number of ratings (Google play)	Last Android Update
Workout	December 2015	4.9	109,483	September 2022	September 2022	4.5	45,100	September 2022
Strong	September 2011	4.9	94,756	July 2022	April 2017	4.8	39,000	July 2022
Jetfit	July 2011	4.7	38,682	October 2022	July 2011	4.6	81,200	October 2022
GymStreak	November 2018	4.7	9,930	July 2022	March 2022	4.4	4,520	March 2022
GymLife	November 2015	4.5	1,143	October 2022	October 2019	3.2	565	September 2022

Category 2: Cost

Description

It is important to learn and understand the revenue models of competitors because we can understand if and what people are willing to pay for using applications in this field. Also, comparing the cost, ratings, and features can allow us to identify which app is the best value overall for consumers.



Cost

Comparisons

- Only 2 out of the 5 applications offered a free version, but to access all features you must upgrade to the premium version.
- All applications except GymLife offered a free trial
- Monthly and yearly subscriptions were offered

Insights

- The Workout application had the highest ratings and costed the most to use meaning its users value the product and its features
- Offering users a chance to use the product before paying for it is common among competitors and it allows users to make a decision if your applications features are worth it.

Application	Free Version Available	Free Trial Available	Number of Free Trial Days offered	Cost of Paid Version
Strong	No	Yes	60 days	\$29.99 per year
GymLife	Yes	No	0 days	\$9.99 per month or \$59.99 per year
Jefit	No	Yes	7 days	\$12.99 per month or \$69.99 per year
GymStreak	No	Yes	3 days	\$12.99 per month or \$100.99 per year
Workout	Yes	Yes	7 days	\$19.99 per month or \$119.99 per year

Category 3: Features

Description

After conducting prior user observation research in this topic along with looking through the apps briefly, application features were collected and identified to be compared with each application. These are the core and most important features that make these applications useful to their users.



Features

Application	Workout Program Generator Based on Goals and Experience	Can You Create Your Own Workout Plan?	Weight and Rep Tracking While in a Workout	Use of Videos, Images, or Animations Teaching Correct Form	Progress Reports Showing Analytics	Can You Interact With a Real Trainer?	Community Forum	Workout Sharing With Friends
Workout	Yes	Yes	Yes	Yes	Yes	No	No	No
Strong	No	Yes	Yes	Yes	No	No	No	No
Jetfit	Yes	Yes	Yes	Yes	Yes	Yes (Paid)	Yes	Yes
GymStreak	Yes	Yes	Yes	Yes	No	No	no	no
GymLife	No	Yes	Yes	Yes	Yes	No	No	Yes

Features

Comparisons & Insights

- 3 out of 5 applications generate custom workout plans based on their users workout goals and experience level. This data is collected from a quiz when the application is first launched
- All applications allow you to create your own workout plan
- All applications allow you to input your weight and reps during your workout routine which allows you to track your progress
- All applications use either instructional videos, images, or animations to teach the user correct form for the suggested workouts from their workout plans.
- 3 out of 5 applications provide progress reports showing analytics

Application	Workout Program Generator Based on Goals and Experience	Can You Create Your Own Workout Plan?	Weight and Rep Tracking While in a Workout	Use of Videos, Images, or Animations Teaching Correct Form	Progress Reports Showing Analytics
Workout	Yes	Yes	Yes	Yes	Yes
Strong	No	Yes	Yes	Yes	No
Jetfit	Yes	Yes	Yes	Yes	Yes
GymStreak	Yes	Yes	Yes	Yes	No
GymLife	No	Yes	Yes	Yes	Yes

Features Cont.

Comparisons & Insights

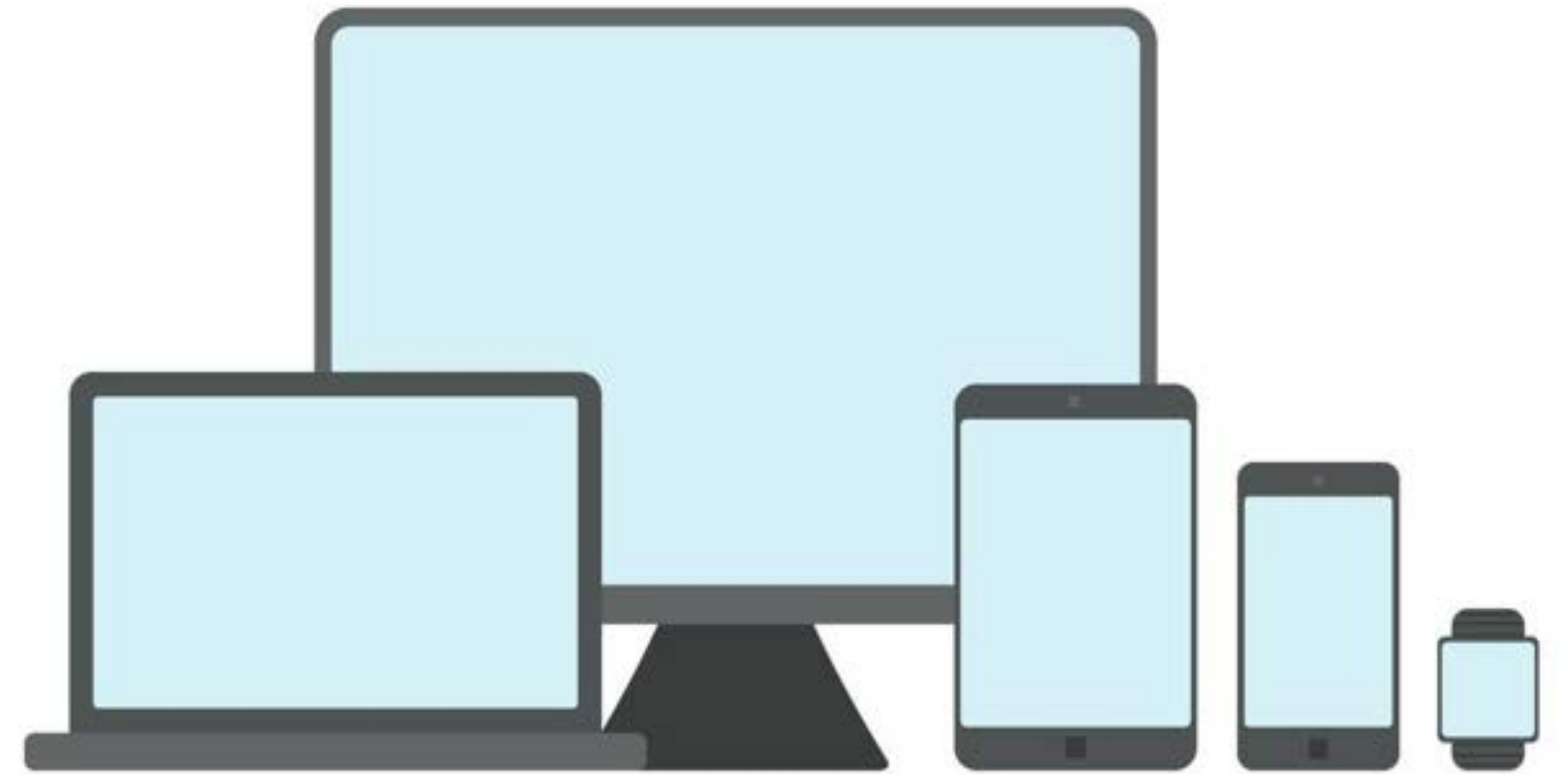
- Most of the applications don't provide social or group features
- The applications don't include any group workout modes
- The workout sharing features available from Jetfit and Gymlife only allow you to share your workout results
- no features that gamify fitness

Application	Can You Interact With a Real Trainer?	Community Forum	Workout Sharing With Friends
Workout	No	No	No
Strong	No	No	No
Jetfit	Yes (Paid)	Yes	Yes
GymStreak	No	no	no
GymLife	No	No	Yes

Category 4: Device Compatibility

Description

Device capability and data was analyzed to understand the ways that people can use these applications. This is important to compare the accessibility that users of these applications have to be able to design a good product for all potential users. Health data syncing was also observed to see how these applications use your health data. The number of android device types was not included due to a lack of data (I don't have android devices and the Google Play store won't let me check).



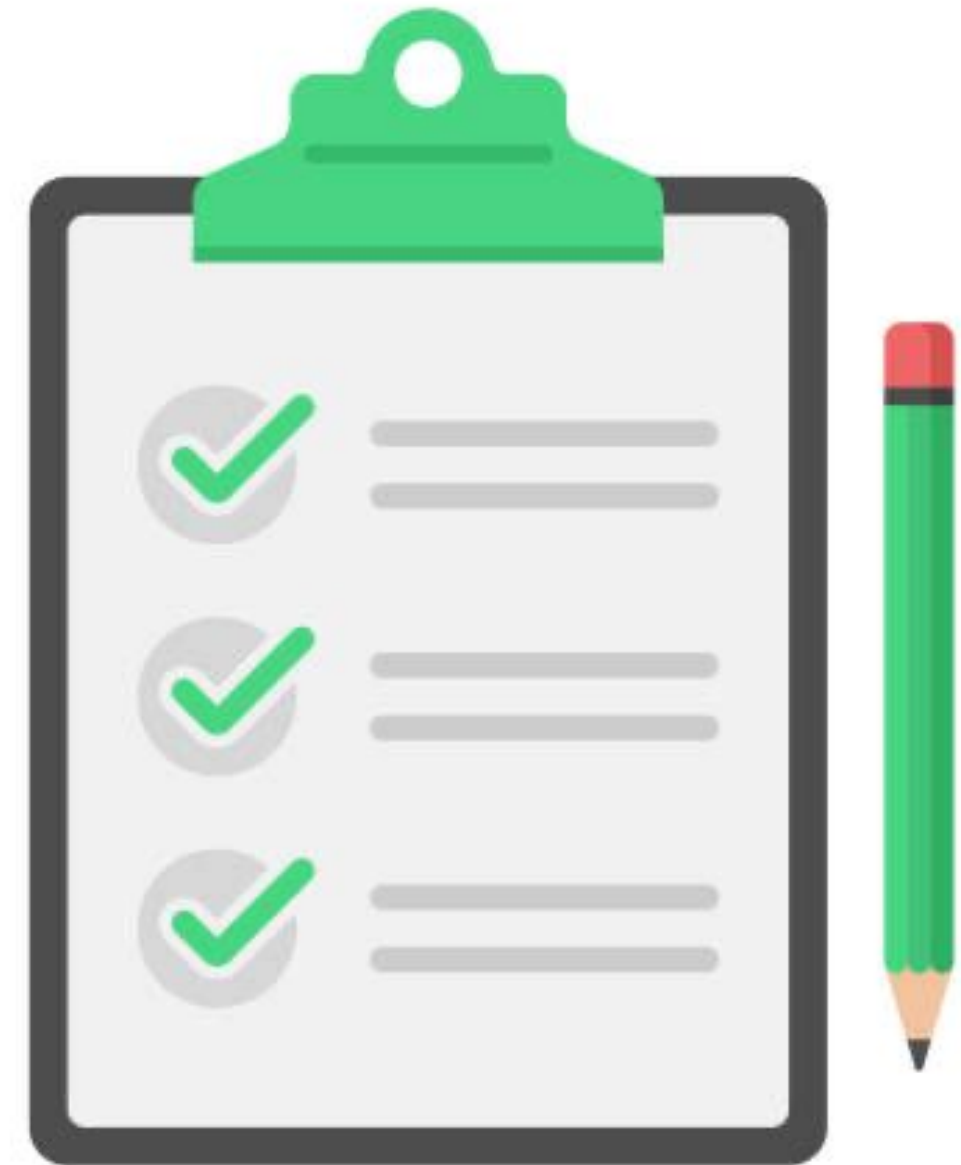
Device Compatibility

Application	# of Apple Supported Device Types	Apple Supported Devices and Versions	Android Supported Versions	Solo Smartwatch Application?
Workout	3	iPhone - iOS 13 or later iPad - iPadOS 13 or later iPod touch - iOS 13 or later	Android 4.1 or higher Samsung watch & wear Os	Samsung watch & wear Os Only
GymStreak	3	iPhone - iOS 13 or later iPad - IpadOS 13 or later iPod touch - iOS 13.0 or later	Android 11 or later	no
Strong	4	iPhone - iOS 11 or later iPad - ipadOS 11 or later iPod touch - iOS 11 or later Apple watch - WatchOS 4.0 or later	Android 5.0 or later	Available on Apple Watch
Jetfit	5	iPhone - iOS 14 or later iPad - iPadOS 14 or later iPod touch - iOS 14 or later Apple Watch - watchOS 8.0 or later Mac - macOS 11 or later and M1 processor or later	Android	Available on Apple Watch & Android smartwatches running Wear OS
GymLife	5	iPhone - iOS 11 or later iPad - iPadOS 11 or later iPod touch - iOS 11 or later Apple watch - WatchOS 8.0 or later Mac - MacOS 11.0 or later and a Mac with Apple M1 chip or later	Android	Available on Apple Watch

Category 5: Critical Themes

Description

This section describes the critical theme that is analyzed in this study being if the application successfully enables confidence and can help educate new gym goers. This is explained by analyzing the experience that the user would get from their ***first impressions*** of the application along with looking at the ***application as a whole***.



Critical Themes

Comparisons & Insights

From a new gym-goers perspective, the applications GymStreak, Jetfit, and Workout help draw the user in because they immediately get to know you and your fitness goals. This is followed by the workout plan generator feature . Applications like Gymlife and Strong don't guide new gym-goers in a way to educate and promote confidence because they act more like a workout log/planner for already experienced gym-goers. A key insight learned from this is that when targeting on making a fitness application geared towards new gym-goers, the application itself should feel like your trainer. That is the main reason that applications like Gymstreak, Jetfit, and Workout exist. From this we can categorize these workout applications into two different categories. Category one being a **fitness trainer app** and the second being a **mobile exercise workout log**.

Application	First Time User Impressions?	Would This App Help Promote Confidence and Educate New Gym-Goers?
Workout	Good	Yes
Strong	Good	No
Jetfit	Good	Yes
GymStreak	Good	Yes
GymLife	Bad	No

Final App Recommendations



Most people use a device while working out at the gym

Our observations found that most people use at least one device while working out, whether it is a cell phone, a smartwatch, or a notepad. We believe that our app should be optimized for all devices allowing for all users to access it. This includes a version for iPhones and Androids, as well as a watch mode for smartwatch users to easily track workout and access information on our app via their watch.



Non-machine equipment at gyms fail to provide instructions

There are many different types of equipment available at public gyms including cardio machines, free weights, strength machines, and more. We concluded that about half of the workouts people were doing did not have instructions accompanied with them. We identify this as a potential problem for new gym-goers and could prevent them from trying certain workouts due to a lack of knowledge and experience. Because of this we believe that our app should include instructions in a video or animation format, for the purpose of teaching correct form for new gym-goers. This would help educate and make new gym-goers more comfortable and confident while working out at a gym.



People workout in groups for friendship, guidance, or motivation

We found that multiple people in the gym were working out in a group or with a partner. Whether it was a trainer or a friend, we observed that being with another person provided tips and external motivation. Our app will provide the essence of being in a group for those working out alone. On top of providing information and guidance for workouts, our app would offer motivational reminders and online interaction with trainers if needed.

Final App Recommendations

Our application should

- **Offer monthly and yearly subscription options, with a minimum 7 day free trial.** The competitors are flexible and allow multiple different subscription plans and free trials should allow the users to test out the application before committing to a purchase. Consumers might be driven away from the application without having a chance to use the app for free.
- **Be compatible with multiple iOS and Android devices and be smartwatch compatible.** The number of devices the app supports should be on par with the competitors analyzed. A smartwatch app should also be developed alongside the main application to cater towards users who like to workout with only their smartwatch.
- **Include group workout features.** Prior research has outlined the importance of this feature for new gym-goers. While Only one of the five competitors had a community forum feature, none of the applications had a feature that incorporates group workouts. A feature like this could disrupt the market and make our app distinct from the other.
- **Include popular features geared towards new gym-goers.** The application should feel like your own personal trainer. Features like a workout plan generator and having accompanied videos/animations/images teaching correct form for workouts. Progress reports with analytics should also be a main feature.
- **Make new gym-goers feel welcome upon first use of the application.** The best competitors that were analyzed had a custom questionnaire to get to know the user and make them feel comfortable. This also allowed you to create their own workout plan.

Final App Recommendations

Our application should not

- **Require a subscription without offering a free trial.** As mentioned before, this could deter new users from trying the application.
- **Only feel like a digital log for keeping track of workouts.** This would make the application unusable to inexperienced and new gym-goers. It would be best that the application acts like their own personal trainer.

- Project 3: User Test

● Introduction and Methods

○ Purpose

The purpose of this user test is to test the features geared towards new gym-goers in the Gym Workout Planner & Tracker application.

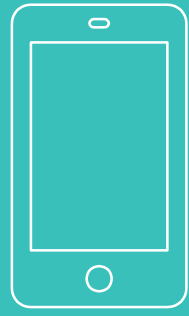
Methods

3 user tests were conducted by having the participants interact and use the application at a local or at home gym.

Goals

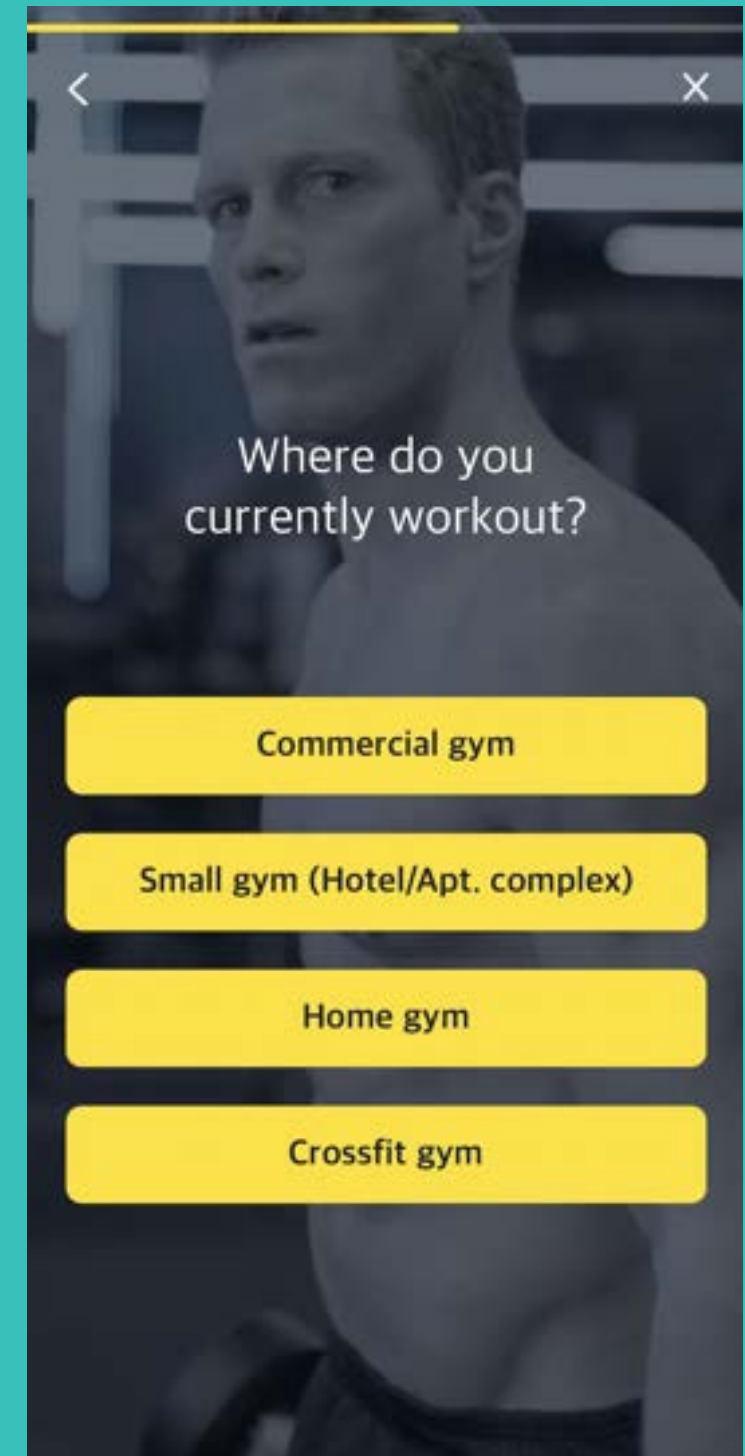
What we tested and hope to learn

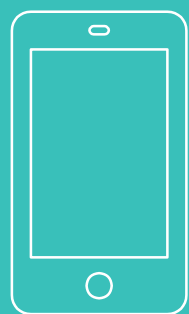
- Does the workout plan quiz provide new gym-goers with a workout plan that meets their fitness goals?
- Does the my trainer feature help guide and educate users during their workouts?
- Is the my trainer feature easy to use?



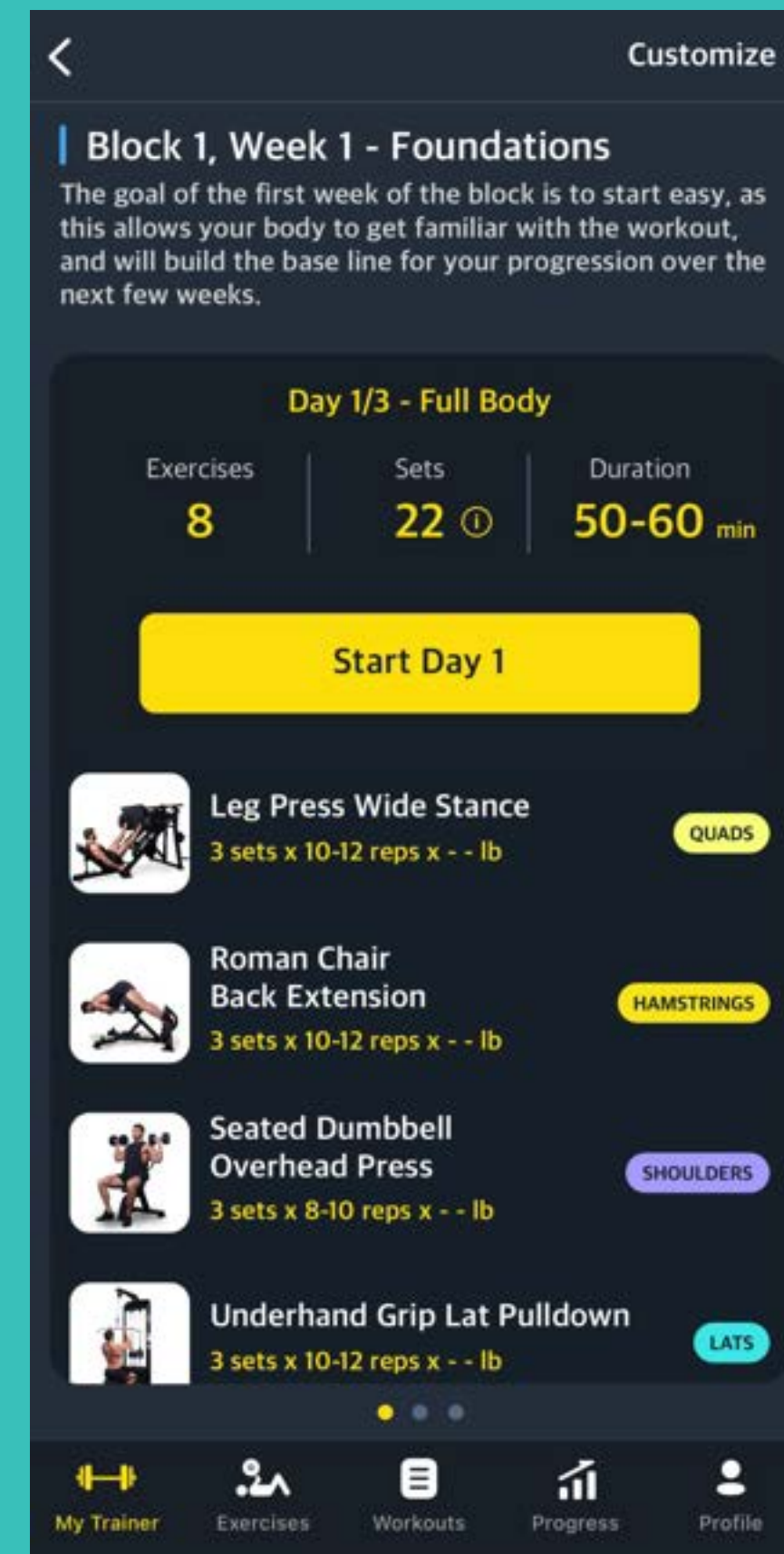
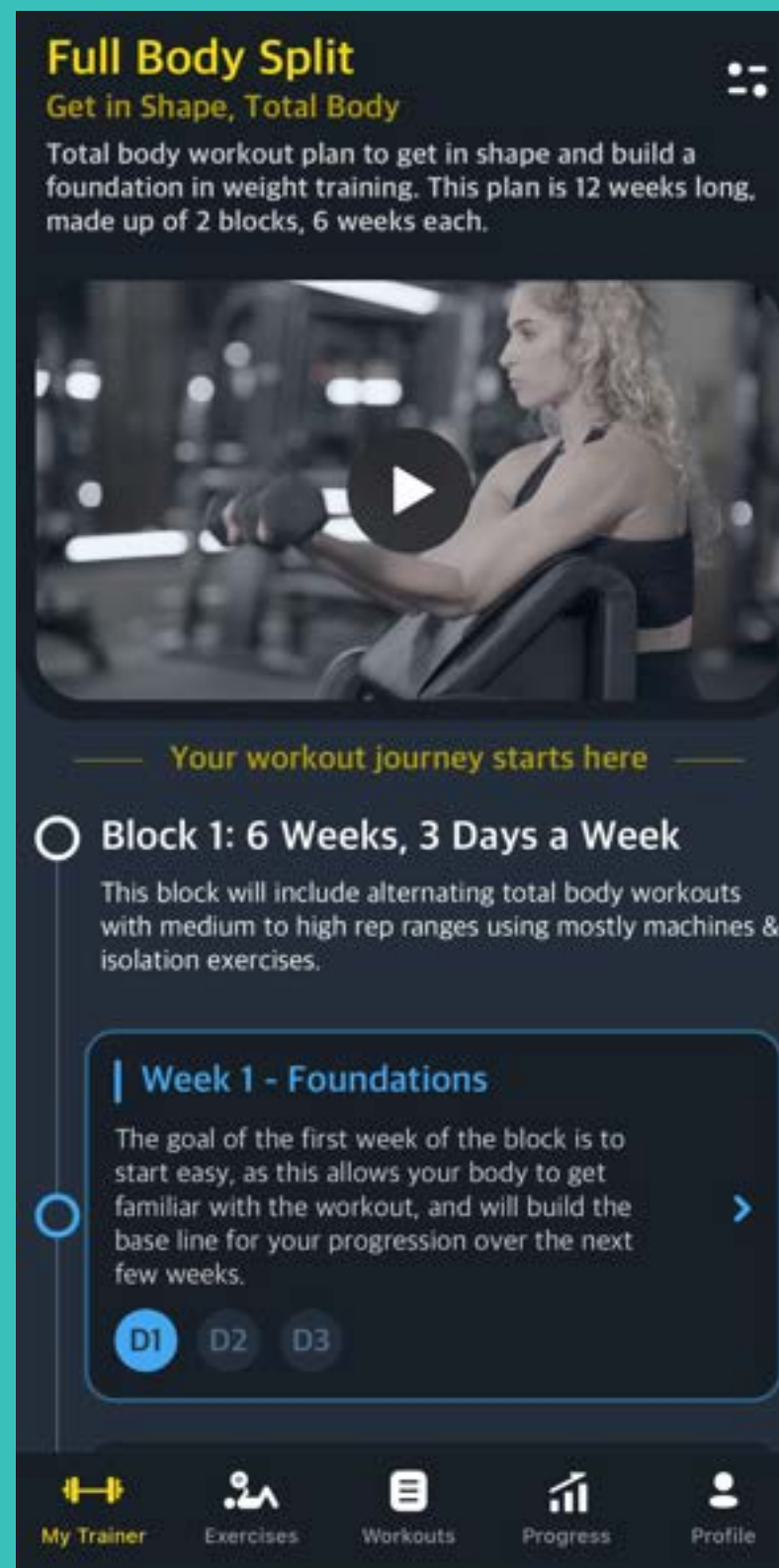
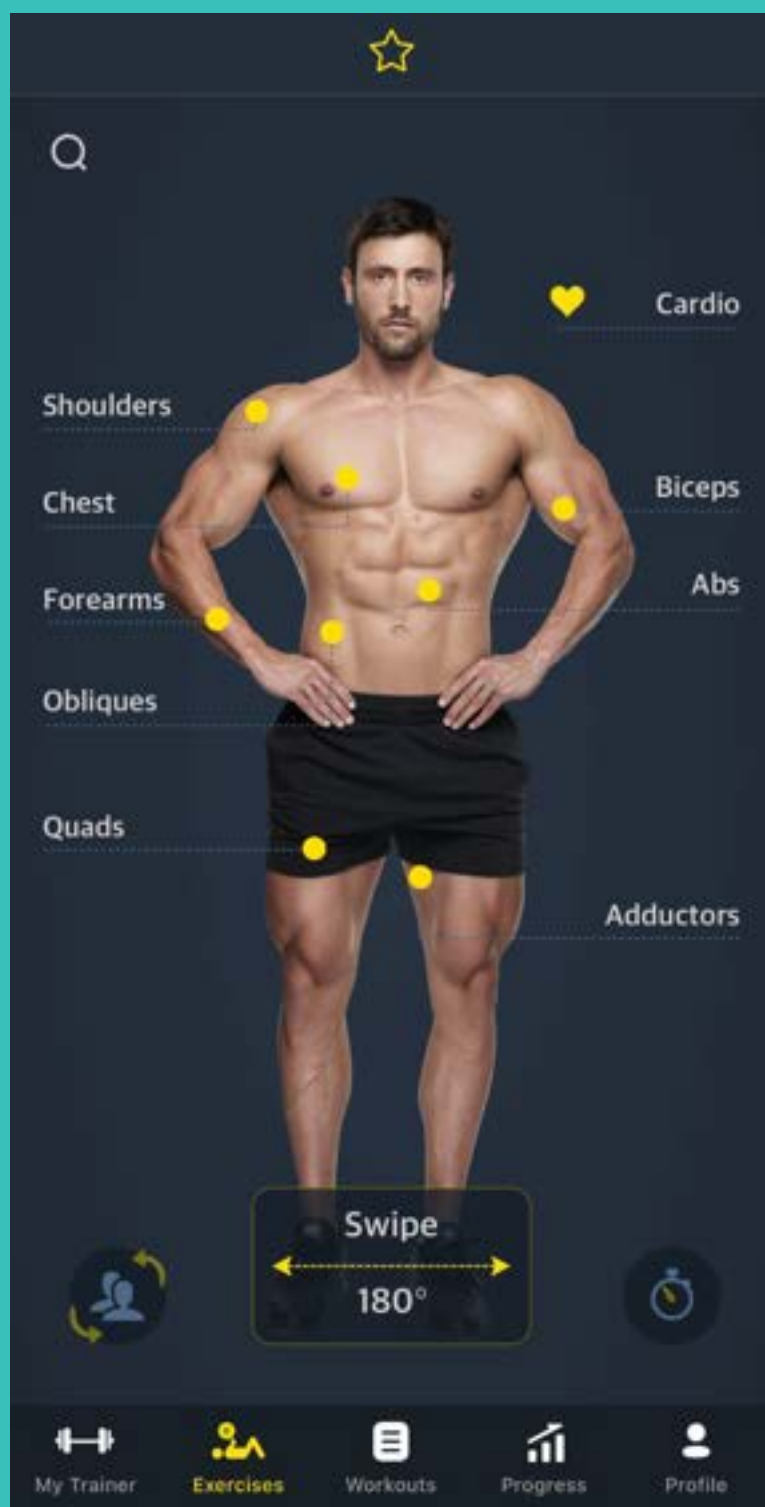
Product Description: Workout

Gym Workout Planner and Tracker is an IOS and Android application that acts as your own personal trainer by providing its users with custom workouts schedules, workout instructions, and progress analytics.





App Features



Sample

The participants were chosen through convenience sampling and consisted of college-aged individuals who expressed interest in working out.



	Age	Gender	Experience
Motivated Marissa	22	Female	Beginner
Intuitive Ian	23	Male	Advanced
Focused Frankie	21	Female	Intermediate

Observations + Survey

Observations

We observed the users throughout the whole experience but focused on three areas; the 'My Plan' quiz, signing up for the free trial, and how they interacted with the 'My Trainer' feature and workouts.



Tasks read to the participants

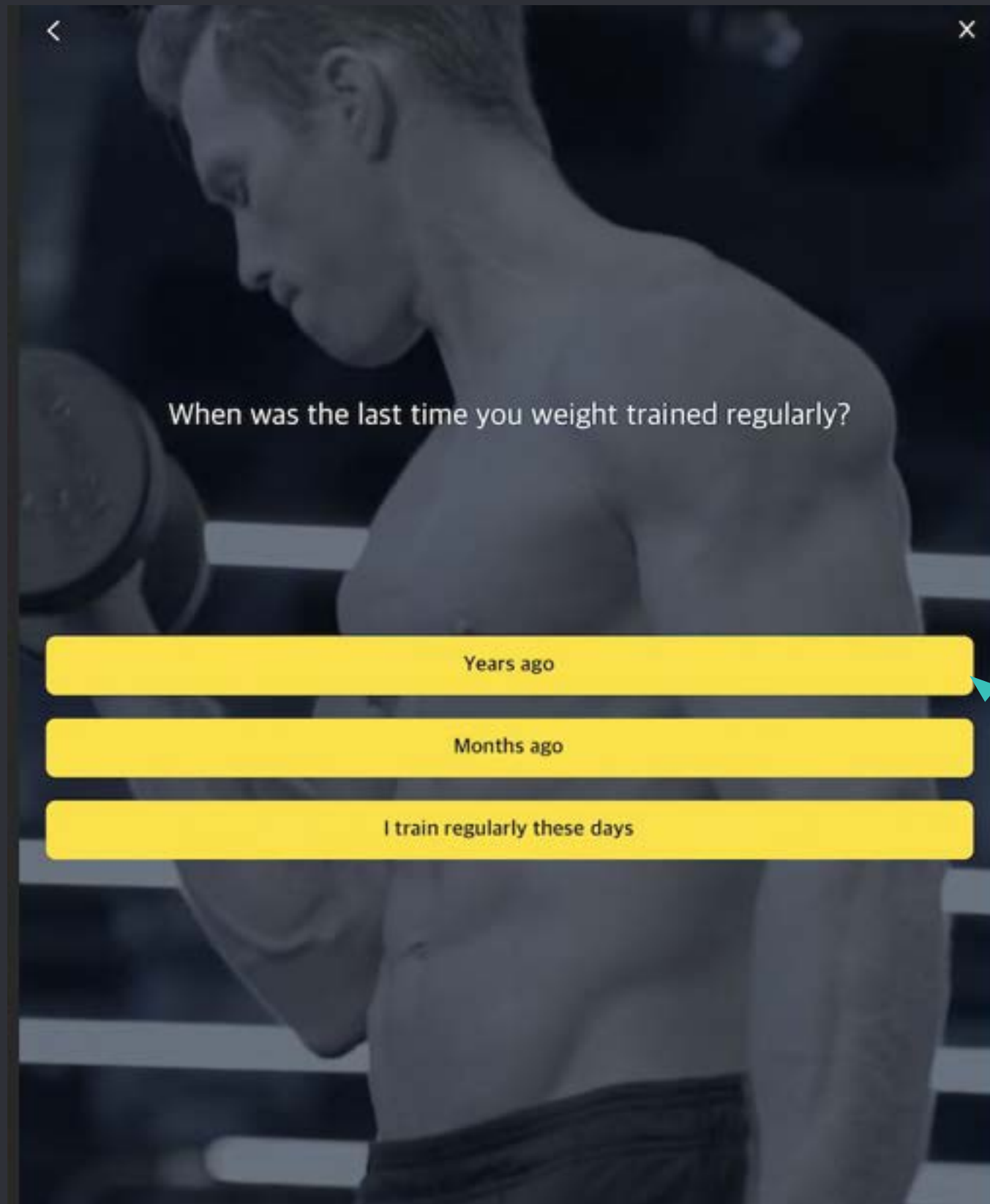
1. Open the Workout application and take the my plan (get my plan) quiz.
2. After you complete the my plan quiz, enroll in the 7 day free trial.
3. After arriving at the gym, Go to the my trainer tab and start and complete their day 1 workout for their first week.

Survey

Our post-survey included eleven questions:

1. The 'My Plan' quiz was easy to understand (strongly disagree to strongly agree)
2. The "My Plan" quiz generated a workout schedule accurately based on your experience and current fitness goals. (strongly disagree to strongly agree)
3. In your opinion, what worked well with the "My Plan" quiz?
4. In your opinion, what didn't work with the "My Plan" quiz?
5. What other questions would you add to the "My Plan" quiz to make it better?
6. What problems did you experience, if any, while using the "My Trainer" workout feature during the study?
7. During your workout, did you find any features in the "My Trainer" helpful?
8. Were the workouts in the "My Trainer" feature easy to follow? (strongly agree to strongly disagree)
9. Did you find the instructions helpful for each exercise? (strongly agree to strongly disagree)
10. Signing up for the free trial was an easy process (strongly agree to strongly disagree)
11. Would you consider paying the monthly subscription for this application after the free trial expires? Why or why not?

● Key Findings - My Plan Quiz

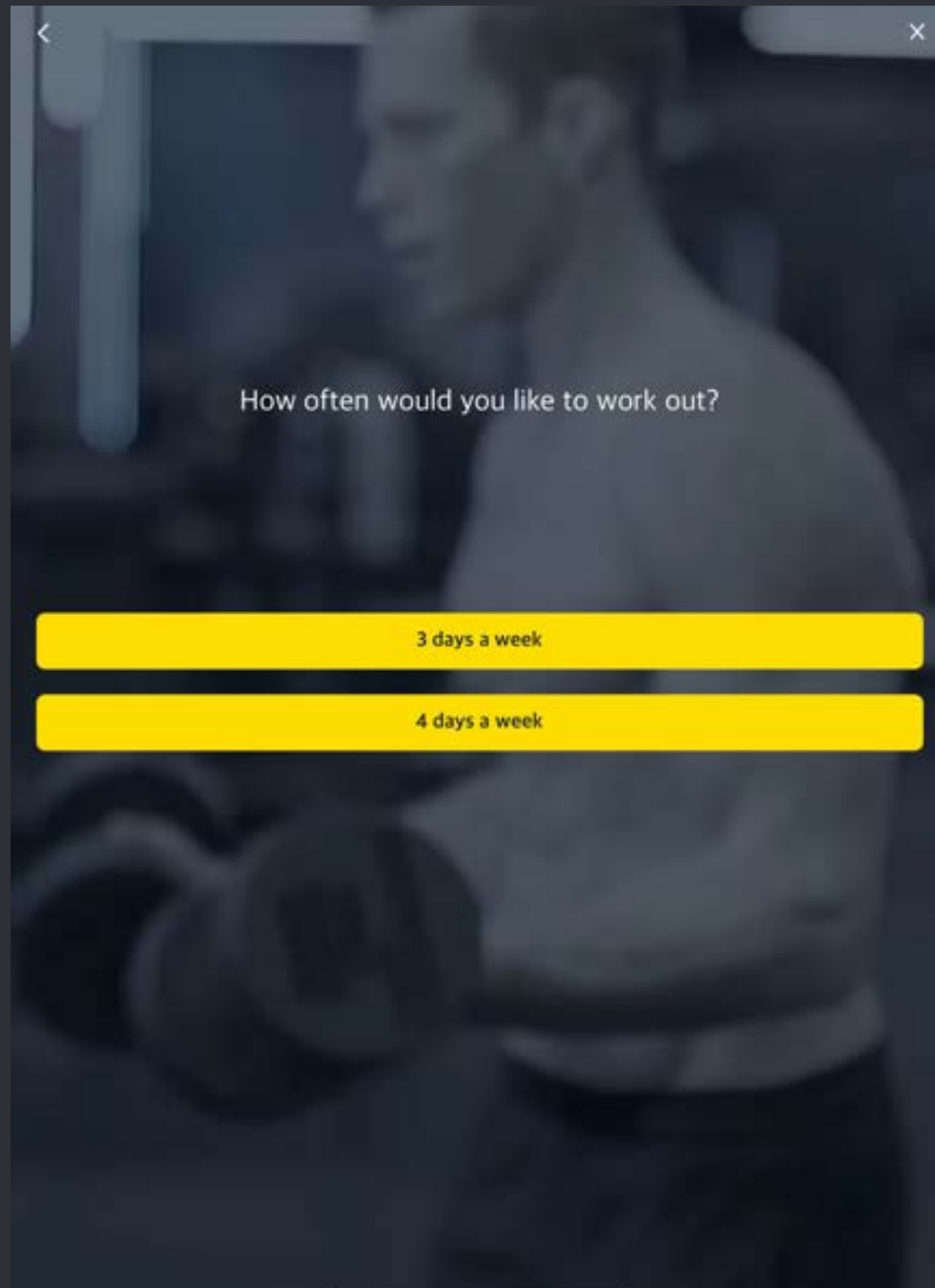


Issue severity: Medium

Some of the quiz questions did not include options that the participants could pick truthfully. This user defaulted to choosing years ago but they in fact never weight trained before.

“They don’t have the option to say that I have never weight trained before, I guess I will choose years ago” - Marissa

● Key Findings - My Plan Quiz

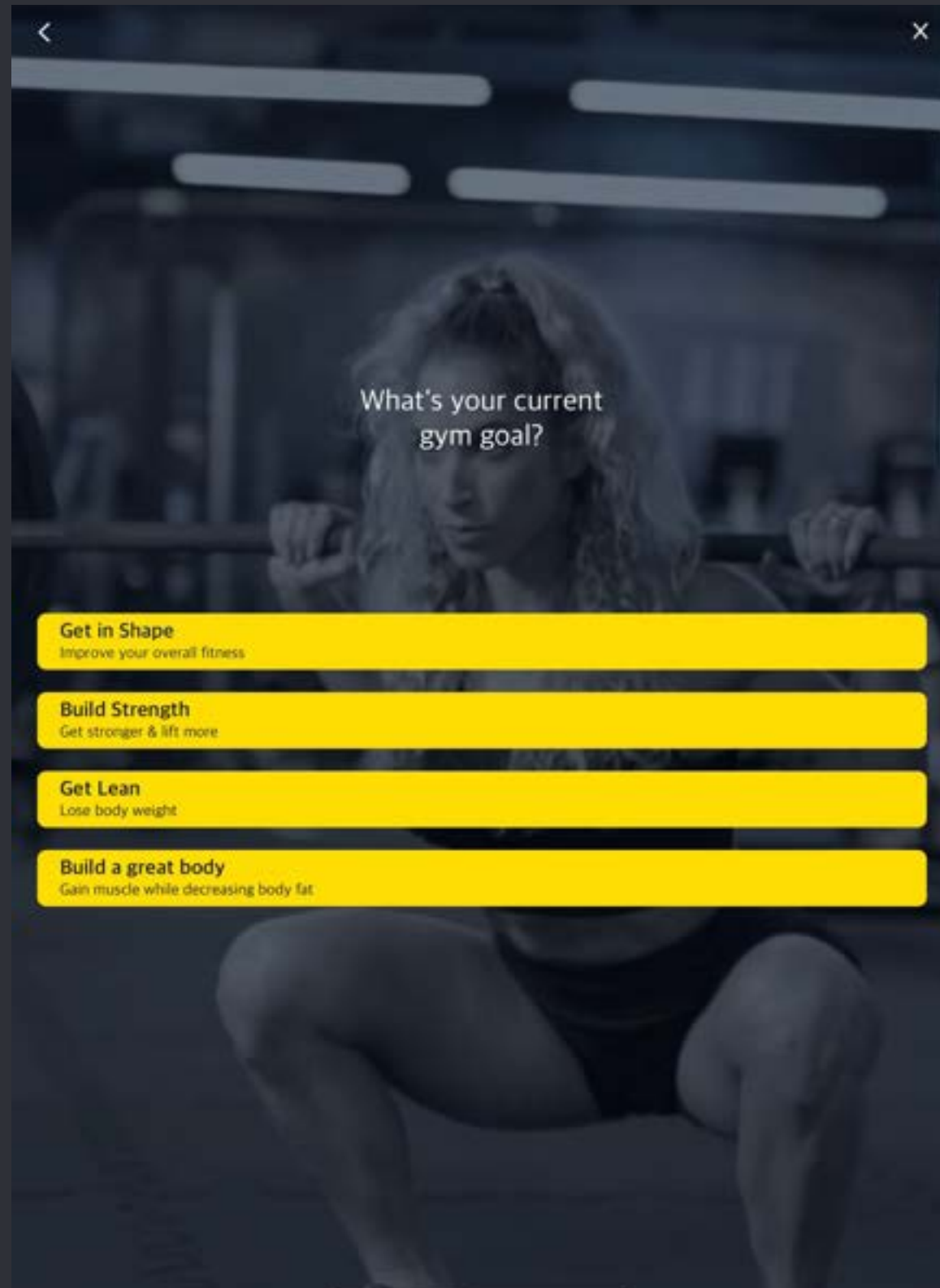


Issue Severity - Medium

The my plan quiz failed to offer an array of option for how often users would like to work out. There was no option for users to workout more or less than 3-4 days a week.

“I’d like more options for how many days a week one wants to workout”
-Ian

Key Findings - My Plan Quiz



Issue Severity - Medium

The gym goals generated by the quiz were not overly extensive. Users may have different goals, but don't have the ability to accurately answer this question.

When asked what she would change about the 'My Plan' quiz, Frankie explained she would add more options for gym goals.

Key Findings - My Trainer



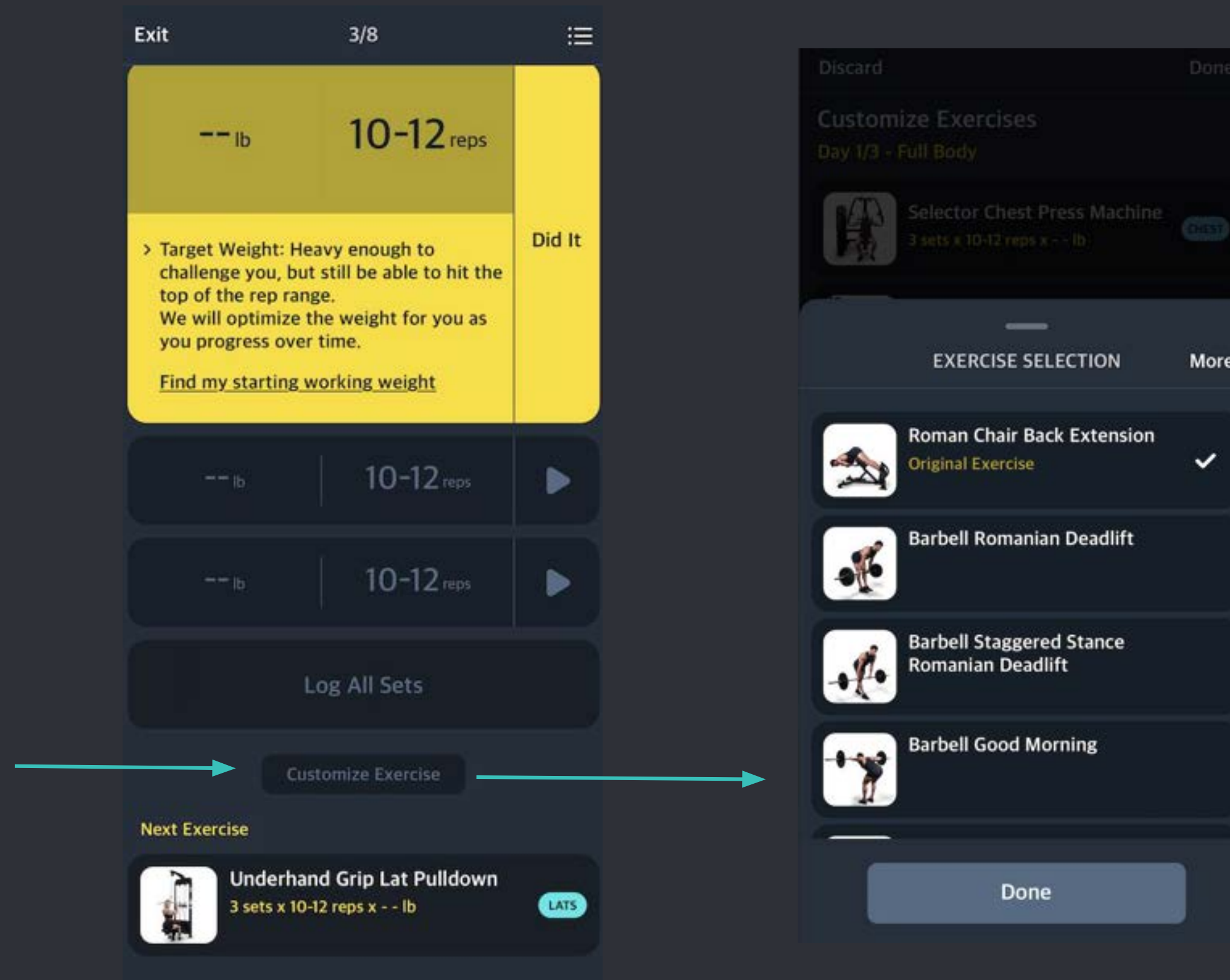
Issue severity: Serious

While working out with the “My Trainer Feature”, two participants in the study were given exercises that required equipment either the gym or their homes did not have access to.

The application allowed you to change exercises in your workout plan with a “Customize Exercise” feature, but the two participants did not figure out this solution and just skipped the exercise completely without switching to one that they could complete.

“it doesn’t want us to skip the back extension even though we don’t have it at the gym, I’m gonna skip it again” - Marissa

Continued...



This shows the process for changing an exercise while using the “My Trainer feature”.

Marissa clicked on the “customize exercise” option but did not understand that she was able to substitute out an exercise.

Ian was not able to find this option, perhaps because the “Customize Exercise” wording was not clear with its intended action.

- Key Findings - My Trainer



“It’s telling me to do light weight but it doesn’t say how much I should do”

-Marissa

Issue Severity - Medium

The workouts within the ‘My Trainer’ feature did not recommend what weight to use while strength training. The feature stated users should choose a weight heavy enough to be effective but not too heavy. This is a broad statement, and for those new to fitness, doesn’t offer any direction. Users were prompted to enter the weight they were using during the workout, but two of the participants did not find this very helpful.

“If you didn’t know how to plan you workout, this wouldn’t be very helpful” -Frankie

Survey Results - My Plan Quiz

Positives

- All three participants strongly agreed that the my plan quiz was easy to understand and complete
- Two participants strongly agreed and one participant agreed that the my plan quiz generated a workout schedule accurate to their experience and current fitness goals
- The participants liked that the my plan quiz gave them a personalized plan. “It gave me a plan that I could really call my plan”.

Negatives or improvements

- “I would have added an area to ask if you have any injuries or parts of your body you can’t work out as hard”
- “It could’ve been more specific on what kind of workouts/equipment one is used to.”
- “I’d add more options for how many days a week one wants to work out”



Survey Results - Free Trial

Positives

- Two Participants agreed and one participant strongly agreed that signing up for the free trial was an easy process



Would the participants consider paying a subscription for this product after using it?

- “would consider it because it is good for people like me who don’t know where to go or where to start when it comes to weight training”
- “Yes, but not as much as they’re asking for”
- “I would not consider paying for a monthly subscription for this application because for someone who has gym experience, the app does not seem worth the price or very beneficial. For a beginner, I think this app would be very helpful as it gives directions and suggestions”

Survey Results - My Trainer

Positives

- Two participants strongly agreed and one participant agreed that the instructional videos were helpful for learning correct form on an exercise
 - “Being able to adjust how many reps and how much weight was good for you, also being able to watch the videos and see the instructions on how to do it correctly”
 - “The video feature was helpful”
- Two participants agreed and one participant strongly agreed that the “My Trainer” feature was easy to use and follow

Negatives or improvements

- “I couldn’t figure out how to replace an exercise that I didn’t have at my gym”



Recommendations

'My Plan' quiz recommendations

- Add more options for
 - Last time users trained regularly
 - How often users workout
 - Gym goals



'My Trainer' feature recommendations

- Ensure users have access to the equipment included in the workouts
- Recommend weight for strength training exercises
- Make the process for swapping out exercises easier and more clear by changing the “Customize Exercise” button to “Replace Exercise”