

MuscleHub A/B Test

Fitness Tests before applying

Description

The purpose of this A/B test is to find out if people are statistically less likely to become members, if Fitness Tests are required before applying for a membership.

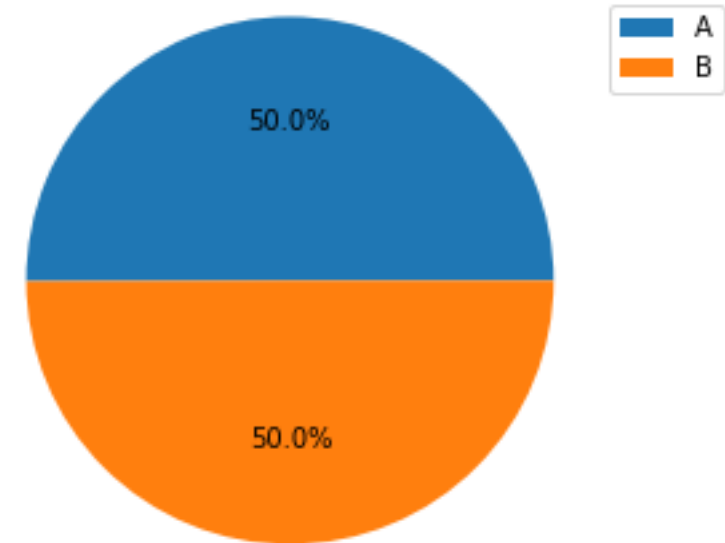
To find the answer, we have analyzed the data of: visitors, fitness tests, applicants and membership purchases.

Test Groups

We ran the test on 5004 visitors, which we divided equally into two groups.

Group A (2504) was required to undergo the Fitness Test before applying.

Group B (2500) was not required to undergo any Fitness Test before applying.

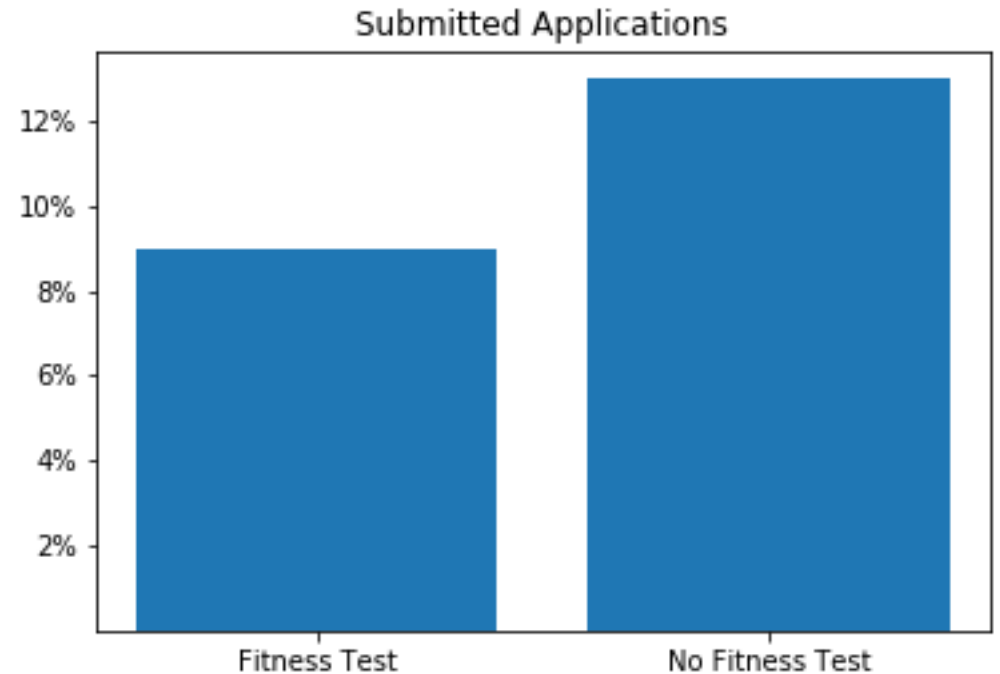


Analysis #1 – Submitted Applications

Out of the two groups we compared the proportions of visitors who proceeded to submit an application. After being subject or not subject to a required Fitness Test.

Group A (With Fitness Test) Out of 2504 only 250 submitted applications.

Group B (No Fitness Test) Out of 2500 325 submitted applications.



Data control

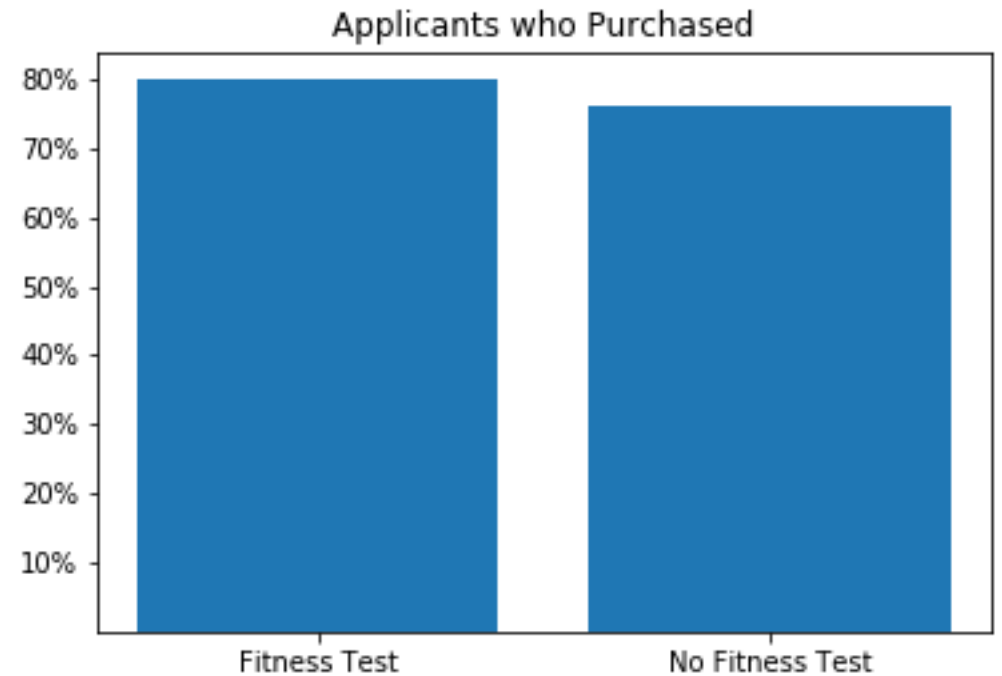
To be sure in our results, and maintain objectivity. We ran a statistical binomial test between the two results. The p-value was below 0.05%, proving that it **IS** a significant difference.

Analysis #2 – Applicants Groups

Out of the isolated applicants we wanted to compare the proportions between the groups purchased. To check if the Fitness Test maybe increased the likeliness of an applicant purchasing a membership.

Group A (With Fitness Test) had slightly more purchases than Group B.

But the difference seemed very small, so it could just be a natural and insignificant variation.



Data control

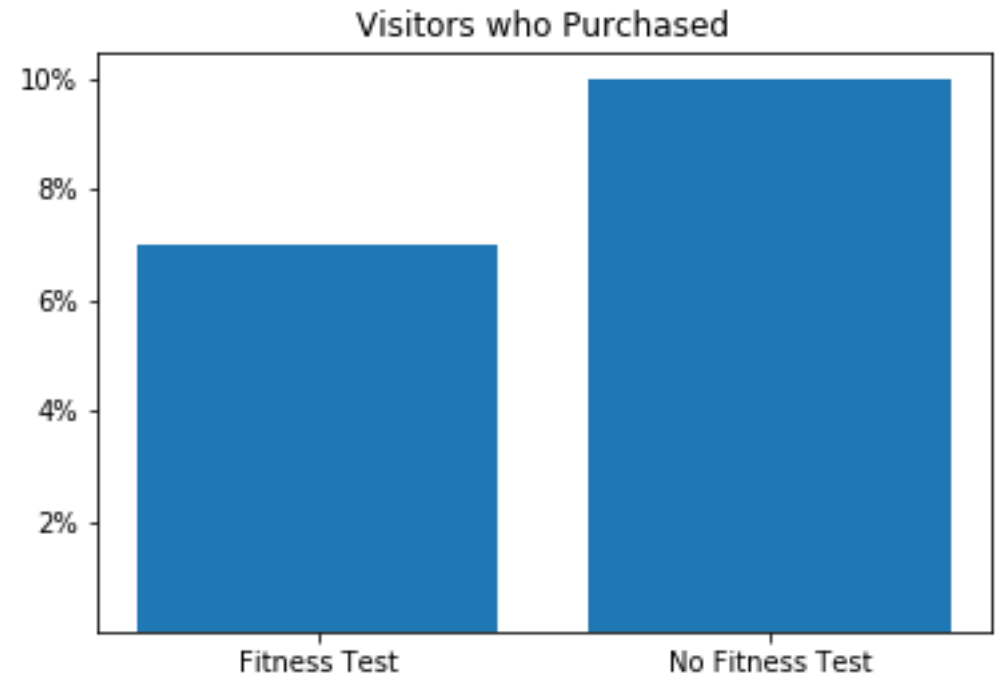
To be sure in our results, and maintain objectivity. We ran a statistical binomial test between the two results. The p-value was above 0.05%, proving that it is **NOT** a significant difference.

Analysis #3 – Final Membership Purchases

Since we know that the Fitness Test itself does not help in getting an applicant to purchase. We can safely compare the total amount of visitors with final percentage of membership purchases, between the two groups.

Group A (With Fitness Test) Out of 2504 visitors, 200 purchased a membership.

Group B (No Fitness Test) Out of 2500 visitors, 250 purchased a membership.



Data control

To be sure in our results, and maintain objectivity. We ran a statistical binomial test between the two results. The p-value was below 0.05%, proving that it **IS** a significant difference.

What did the users say?

Observation in regards to Fitness Test:

I always wanted to work out like all of the shredded people on the fitness accounts I see on Instagram, but I never really knew how to start. MuscleHub’s introductory fitness test was super helpful for me! After taking the fitness test, I had to sign up and keep coming back so that I could impress my trainer Rachel with how much I was improving!- Cora, 23, Hoboken	Good
When I walked into MuscleHub I wasn’t accosted by any personal trainers trying to sell me some mumbo jumbo, which I really appreciated. Down at LiftCity they had me doing burpees 30 seconds after I walked in the door and I was like “woah guys slow your roll, this is TOOOO much for Jesse!” I still ended up not signing up for a membership because the weight machines had all those sweat stains on them and you know, no thanks.- Jesse, 35, Gowanes	Bad
I took the MuscleHub fitness test because my coworker Laura recommended it. Regretted it.- Sonny "Dad Bod", 26, Brooklyn	Bad
I saw an ad for MuscleHub on BookFace and thought I'd check it out! The people there were suuuuper friendly and the whole sign-up process took a matter of minutes. I tried to sign up for LiftCity last year, but the fitness test was way too intense. This is my first gym membership EVER, and MuscleHub made me feel welcome.- Shirley, 22, Williamsburg	Neutral

Recommendation to MuscleHub

The quantitative data does not lie, it has proven that a required Fitness Test does scare some people away.

But the qualitative data also indicates that a Fitness Test can be helpful in some cases.

My recommendation is to make the Fitness Test **OPTIONAL** for new applicants.