

MuscleHub membership rate

Reflections on improving

A/B testing the payment process

Now:

1. Fitness test
2. Application
3. Payment

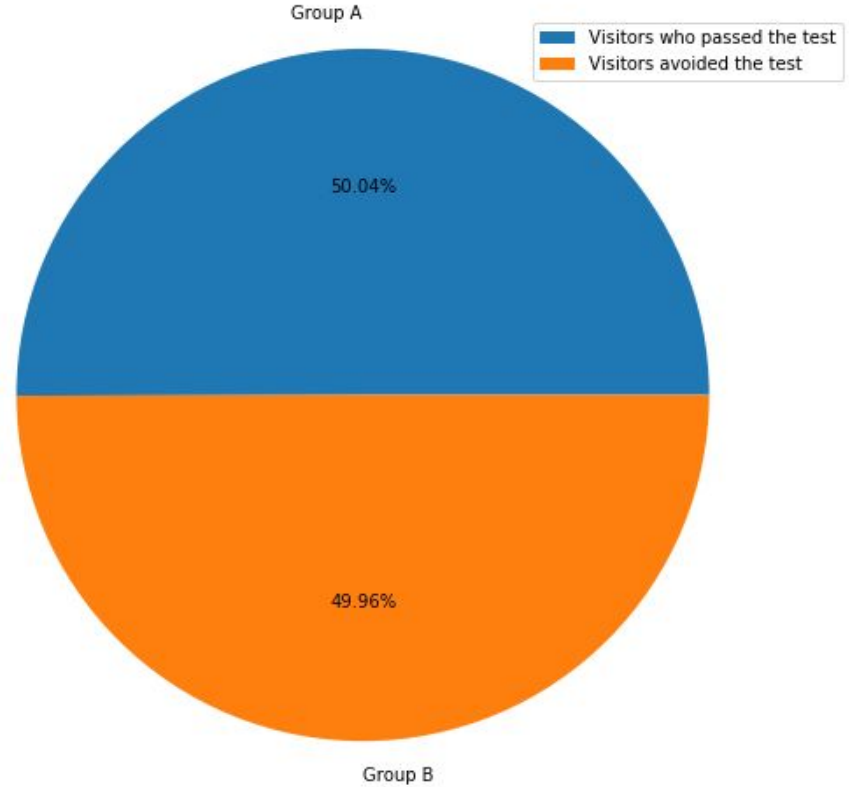
What if:

- ~~1. Fitness test~~
1. Application
2. Payment

Data for A/B test

~ 2500 visitors for each group

Visits after 1 July



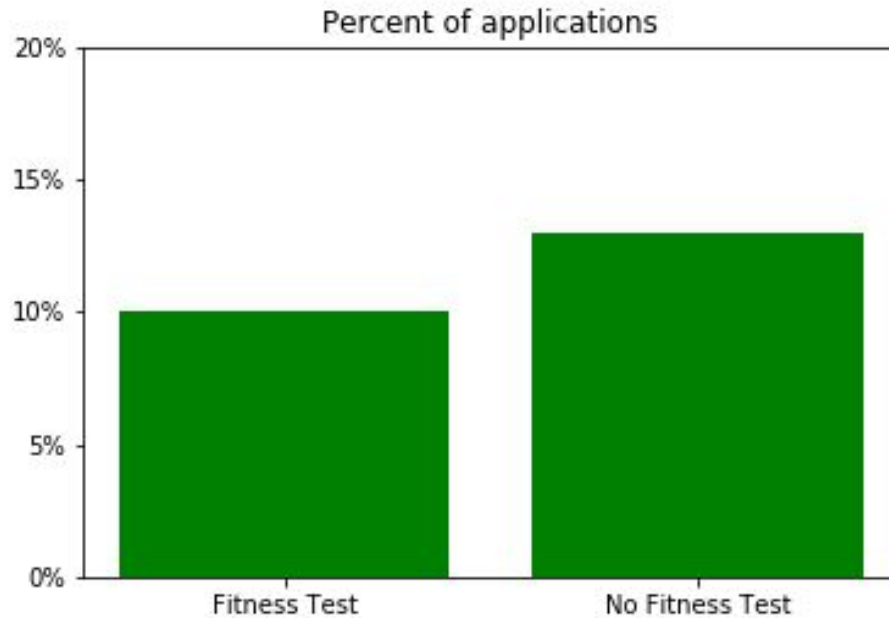
Chi Square Hypothesis Test

Useful for two or more sets of categorical data:

- Apply/do not apply (in both groups)
- Become a member/do not become a member (in both groups)

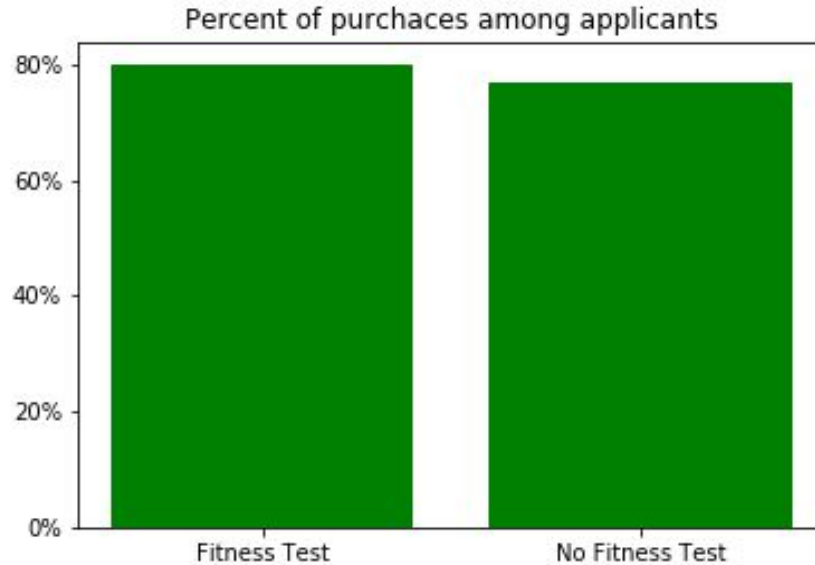
CTR to Applications

Significantly higher in No Fitness Test group



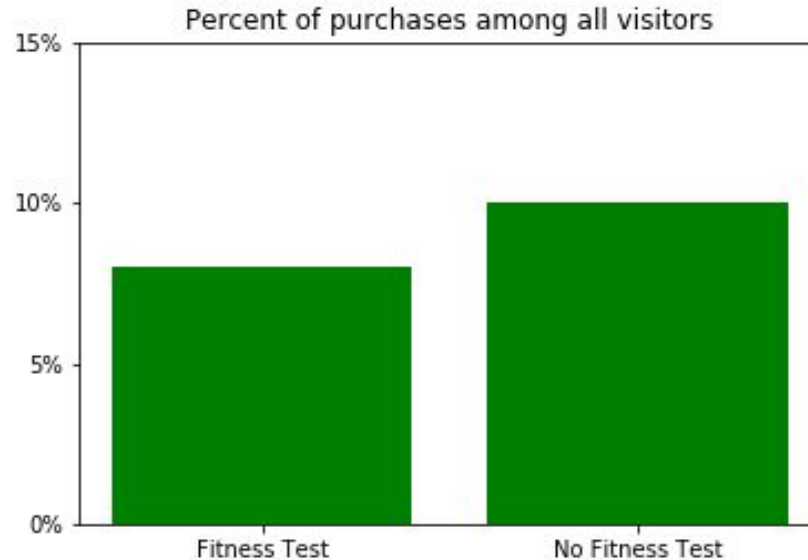
CTR to purchases among applicants

No significant difference between two groups



CTR to purchases among all visitors

Significantly higher in No Fitness Test group (!)



What visitors say

The most common pattern in user interviews: dislike of fitness tests no matter where they were conducted (MuscleHub or other gym). It seems that often people find these tests intimidating and time-consuming

“I took the MuscleHub fitness test because my coworker Laura recommended it. Regretted it”

“I tried to sign up for LiftCity last year, but the fitness test was way too intense”

Recommendations

1. Assuming A/B test results visitors tend to apply and *pay for a membership* more likely when the process doesn't include any fitness test
2. Insights from interviews with visitors support the A/B test results
3. Due to these insights we recommend to exclude the fitness test from the process of buying a membership