From Previous Course

- Status/ask
- Target Customer
- Customer Pain Points
- Product Solution

– From the Current Course

- Product value proposition & positioning
- Product Validation (MVP) and the findings (Actual Data: In Appendix)
- Customer experience with the product
- Outcome when we tested the UX (Actual UX: In Appendix)
- Product Milestones (Actual Roadmap: In Appendix)
- Challenges when executing the roadmap (Resourcing Concerns)

Breakaway Fitness App: The Future Solution for the Personal Training Success

Project background and status

In last three years, Peloton encountered total revenue declined by -XX% YoY due to a) fitness clients prefer hybrid training options after Covid-19 due to gyms and clubs reopened; b) home fitness equipment market gets competitive due to new entry players with the low-end fitness product offerings; c) higher customer acquisition cost due to high upfront purchasing cost of fitness equipment and subscription options (up to $2K). However, unlike Peloton equipment business (at-home cycle, treadmill etc.) declined by -XX% YoY, Peloton app subscription has been continuously growing by +xx% YoY that is driven by Peloton premium assets, including a) 6.5MM of Peloton's members, b) extensive premium content at online library, and c) increasing strategic partnership with business clients, including educational institution and hotel enterprises. To further unlock potential revenue growth by existing company assets and fill in unmet market needs in the dynamics of the fitness industry in a post Cov-19 environment, Peloton seeks an innovative, sustainable digital solution for business clients who desire to connect their clients with an immersive, engaging personal training service. This document is to a) define current problems and opportunities in the fitness market after Cov-19; b) elaborate targeted customer segments and value propositions to them; c) validate product concept and hypothesis; and d) product release roadmap and challenges we will encounter. [Appendix: Peloton rev chart]. It aims to request for continuous resources and support on product development aligned with the roadmap.

A. market opportunity and targeted segment

Although Cov-19 accelerated the demand of at-home connected fitness models, the early adopters are primarily athletic professionals, at-home fitness enthusiasts and fitness technology savvy. Despite this shift, the majority of fitness exercisers still require some level of involvement from professional fitness instructors and/or personal trainers to some degree to avoid risk of injury, particularly for older adults or those who need medical care or injury recovery. Our research indicates that the personal training industry has surged post-pandemic and is projected to reach a market value of $xxx billion and xx million business market size by 2030. [chart-xxx]. This presents a promising business opportunity for us to target the personal training service segment, catering to personal trainers and fitness instructors whose clients seek a diverse range of personalized fitness offers and desire for high quality, engaging workout journeys.

B. customer needs

As the personal training industry evolves, the challenges arise for personal trainers and fitness instructors. Based on our empathy interviews conducted in May, we observed that personal trainers and fitness instructors face several key needs, including a) seamless integration of training models: there is a significant need for tools and systems that seamlessly integrate in-person and digital training sessions. Trainers require solutions that make it easy to manage and synchronize their blended training models, ensuring consistency and high-quality experiences for clients; b) enhanced data management: trainers need more effective and integrated ways to access, manage, and interpret client data across various devices and platforms. It allows them to understand their client's real-time performance tracking and progress monitoring, enable better tailor workout plans and adjust schedule as needed; c) scalable business: as trainers aim to expand their reach beyond their immediate geographic areas, they need solutions to facilitate and manage a scalable, larger client base; d) improved client engagement: trainer are looking for ways to enhance client engagement and motivation through digital platform, offering interactive and engaging features to maintain client interest and commitment. Moreover, for high premium personal training service, a holistic, personalized plan to manage training, nutrition and wellness is required as well. One of example is "xxxxxxxxx – by xxx (VOC)"

C.Problem statement and our solution

Conducted four interviews with personal trainers and fitness training stakeholders, we are able to define the problem statement "As the personal trainer and fitness instructors, I struggle to meet personalized clients' needs, leading to low engagement and high membership attrition. Addressing this challenge is crucial to enhance service quality and foster lasting trust with customers."

To address their problem, we propose to launch "Breakaway Fitness App", the first release of the innovative app designed specifically for personal trainers. This comprehensive app offers a one-stop solution to elevate your clients' fitness journeys by providing access to Peloton's extensive online training library, enabling personalized workout planning and scheduling, supporting real-time progress tracking, and facilitating instant communication between trainers

and their clients. With the app, personal trainers can efficiently manage their resources and time, tailoring workout plans to meet each client's individual goals and performance. The app can enhance the trainers' capabilities as well as ensure their clients achieve their fitness goals, ultimately leading to a seamless workout experience that increases customer retention and loyalty.

The app aims to solve the problem of creating and scheduling personalized workout plans based on the pre-set individual goals and real-time performance tracking. With a subscription service, trainers gain access to Peloton online training library or upload their own training content to craft customized workout plans. These Plans are then scheduled for clients with default notification settings. Clients can access their workout plans and schedule sessions anytime, anywhere. The app seamlessly integrates with the third-party devices or apps, such as Apple Watch, Fitbit App, heart monitors, weight measurements, to synchronize the biometric performance and track progress toward milestones. Real-time data is stored in the progress dashboard, allowing trainers to review and adjust plans as needed. Additionally, Breakaway Fitness App also supports embedding with nutrition and wellness apps, offering a holistic approach to fitness that includes training, nutrition management, and body recovery.

D. Product value proposition & positioning

For **Personal Trainers/Fitness Instructors** whose customers have a wide range of personalized fitness needs and a desire for high quality and engaging workout experience, **Peloton Breakaway** is a solution that helps gym businesses and trainers provide tailored workout regimens and schedule plans based on individual performance and fitness monitoring data. This enhances both gym and remote exercise sessions for clients, providing a seamless fitness experience.

Unlike competitors in the connected fitness sector, Peloton Breakaway is a one-stop solution for effectively engaging with clients to give them holistic, engaging and 1:1 fitness experience. By offering versatile fitness solutions, Peloton Breakaway fosters higher satisfaction and retention rates.

Product Validation (MVP) and the findings

MVP Duration

One week from 07/21 - 07/28

MVP Design

Landing page MVP with 3 important features - https://brand.page/breakawayapp

The landing page will illustrate three core features with a call to action to have the viewer sign up for more details about the product launch. These features are:

1. Client workout scheduling:

   Personal trainers can filter out exercises leveraging the existing Peloton library for exercises suiting the needs of their client who is remote. They can send them links to specific exercises and schedule it on their calendar if the client desires. Once the exercise is completed by the client, the video is marked 'Done' and the trainer is notified.

2. Trainer-client chat:

   Instant messaging functionality where the trainer can chat with the client, send them voice notes, record workout videos and share it with them or do facetime for live training sessions. For future versions, we plan to make this more sophisticated by integrating a platform like zoom where the trainers can record and upload their videos and similarly the client can also do so and the trainer can monitor the progress and give feedback.

3. Client tracking and monitoring:

   For the MVP, we ask the user if they would like to share their calorie intake, number of steps etc. manually and the trainer can track and measure progress. Can also put in no. of reps, no. of sets they did following the video content we will provide.

Customer Experience

For our user experience our goal was to be as simple and user friendly as possible, the app must be built so that anyone can use it. With that in mind we have gone with a simple clean interface, everything is stated in as plain a way as possible and we use vibrant teal color against a white backdrop to keep everything as clear as possible.
We cut down the number of app pages to the most important/necessary functions for our V1 prototype. V1 is directed specifically at personal trainers and thus everything on the homepage is centered around their experience.

During our MVP test we sent a survey to 10 professionals within the fitness industry, we had a pool of 6 functions that we felt would best meet their needs and asked that they rank them in order of personal importance. We also asked them to list a single function that the app did not include, but that they felt was vital to their profession. Nearly all of them listed performance tracking as the most important missing feature. From the original six potential features we found that there were three functions that they all felt were absolute necessities; client monitoring, scheduling, and workout building. We also found that the function that had the most survey responders rank as most important was progress/performance tracking, the only one in the top four that was not included in our initial list of potential features.

This made it an easy decision to make a slight pivot and include performance tracking in our V1 prototype. The results of this feedback can be seen in the layout of the trainer homepage, we include four clearly defined tabs for client management, scheduling, workout building, and account management. We integrated the progress and performance tracking features into the client page and workout interface so that as clients complete workouts and take measurement of vitals (ie weight, caloric burn, body fat%, etc) the personal trainer can easily access the recorded information and use it to evaluate the effectiveness of their client's current program and adjust their approach accordingly.

The scheduling tab includes a simple calendar with daily time-slots that clients can be booked for as well as a list of the upcoming training sessions for the day.

The build tab gives trainers the option to use premade in-house workouts from our content library to build client workouts, but also gives them the option to add their own workouts. The customization options are absolutely vital to filling the needs of our target customer and we emphasized it specifically because many of our interview subjects felt that tailoring their services to their clients needs was one of the most important parts of their job.

UX Testing Results (UX in Appendix)

Upon finishing the wireframe for our prototype we had some of the trainers from the MVP survey test it through Figma to give their own personal qualitative feedback. We then followed this with a SUS test to see if what we had presented to them was intuitive, simple, and allowed them to perform all the necessary functions as seamlessly as possible.

The general consensus was that we had a relatively simple app that did exactly what they needed it to. We prioritized visual cues through the use of symbols and colors, but did receive feedback that the app lacked in audio and tactile cues. Among the original survey responders that tested the app, all felt that we had created an easy to use solution that met the needs they had listed during the MVP period.
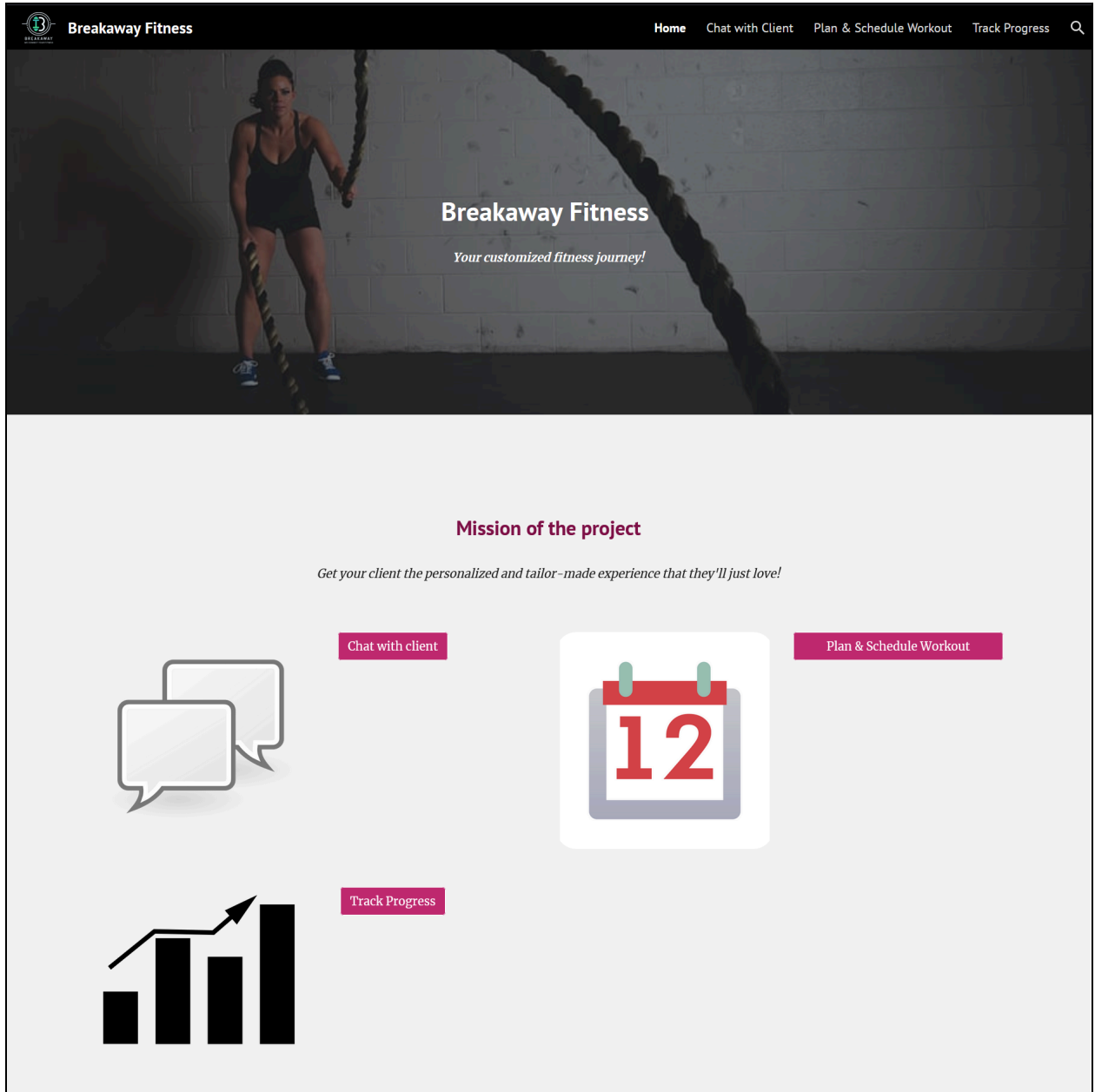
Our SUS test results told a similar story, we were able to get four of the original survey responders and Figma testers to answer questions for our SUS test, we also had an outside tester with no experience with the original app concept give both a qualitative review and SUS test through trymata. All trainers felt it would be something that would be used frequently in their daily lives, while our outside tester did not agree as strongly, they did feel that it was something that could be useful to them as a training client. All SUS testers agreed that the prototype was not overly complicated, seemed easy to use, and was something they could learn how to use with no instruction.

There was some disagreement between the fitness professionals and the outside tester on the integration. The trainers felt that progress and performance tracking being included within the client and workout pages made sense and was self-explanatory/straightforward, the outside tester felt that it should have been its own specific tab. All testers found the visual layout to be

mostly consistent, but not striking or particularly pretty. They all felt that the app was straightforward to use, but again said that there was a lack of feedback. All of our testers agreed that it would take very little time to learn how to use the app and all of its functions.

Based on the results and feedback we received from the UX testing, we believe that our initial prototype is on the right track. It met our goal of presenting an app that has all the most important training functions, while also being simple and intuitive to use, even for people who have never used a personal training app before. Among testers the general consensus was that the area that needs the most improvement is the feedback when performing actions, specifically audio and tactile cues. They also agreed that visually there is nothing striking about the current prototype, which is good from a usability perspective, but could use some workshopping to make a more aesthetically appealing app experience.

Home Page for Breakaway Fitness

Breakaway Fitness

Your customized fitness journey!

Mission of the project

Get your client the personalized and tailor-made experience that they'll just love!

Chat with client

Plan & Schedule Workout

Track Progress

Trainer-Client Chat Landing Page

Home   **Chat with Client**   Plan & Schedule Workout   Track Progress

Instant messaging feature to directly get in touch with your client, send them workout videos, schedule google meet video calls for work out sessions.

**Say first hello**👋

Start your conversation!

If you like what you see, sign up today!

Would you like to get a platform tailored for your needs of communicating and working with your client? Do not wait, give your feedback to our first version and sign up now!

[Sign Up]

Workout Planning/Scheduling Landing Page

Home   Chat with Client   **Plan & Schedule Workout**   Track Progress

Plan and schedule client workouts
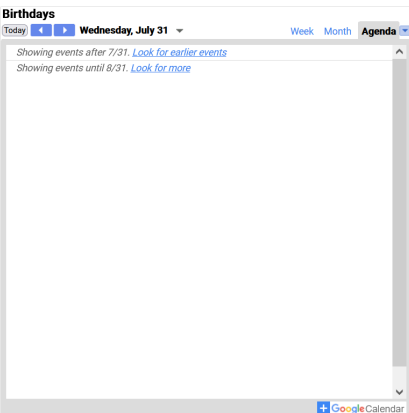
Add exercise links to your client's calendar below

Birthdays

Today ◀ ▶   **Wednesday, July 31** ▾   Week Month **Agenda** ▾

Showing events after 7/31. *Look for earlier events*
Showing events until 8/31. *Look for more*

➕ Google Calendar

You can specify which exercise you'd like your client to workout on which day and time of the week. Customize and plan your client's calendar.

If you like what you see, please sign up!

[Sign up]

Progress Tracking Landing Page

MVP Result Findings

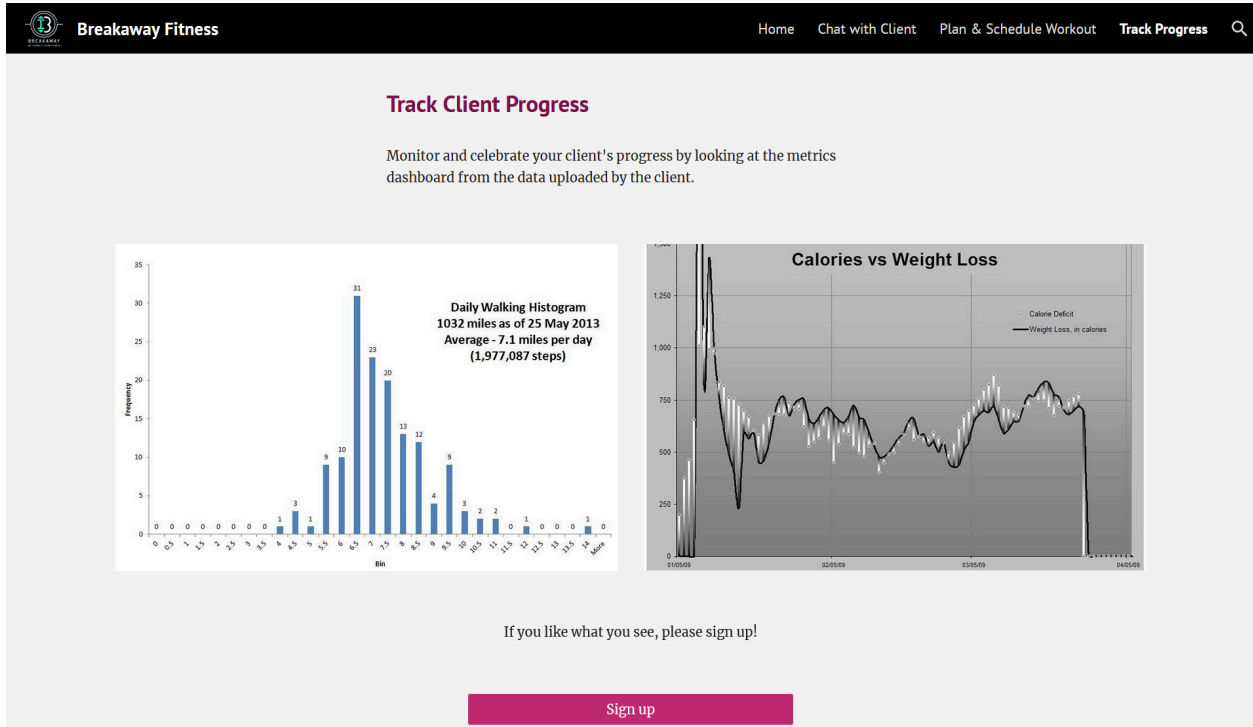The metric that we were tracking for the MVP experiment was the number of email signups. We had 10 sign ups in total out of the 12 people we reached out to. Our threshold was 5% and we were able to achieve that, so we decided to **persevere**. We also got good feedback for the MVP experiment that we plan to incorporate. Respondents to the MVP all signed up from one of the pages on the MVP, which may not be granular enough of a signal to determine on its own what we should be focusing on and building first. However, the qualitative information we gained from surveying the subjects of the MVP experiment did inform us on the most important functionality to focus on: workout planning. This should guide us early on in developing the first iteration of our product.

In order to decide on Pivot, we would have needed to see a far lower interest in users signing up. We may be able to see this if we had a much broader sample set, including subjects that we may not have been in contact with regarding this project previously. As mentioned in the reasoning for persevering above, we may not be targeting a granular enough feature set or wide enough audience to get statistically significant results.

Major Roadmap Milestones:

Release 1: Table Stakes

This release covers all of the basic functionality of Breakaway Fitness, including account creation, subscription management, basic workout planning, scheduling for clients, and setting client fitness goals with basic manual inputs for tracking. This will be where we demonstrate the core value proposition to our customers which is that Breakaway Fitness provides easy and scalable client management, allowing for personalized, 1:1 fitness programming for all of their clients.

Release 2: Communications

The next release slated on our roadmap while we build a user base is to fortify and deepen the ways in which Breakaway Fitness assists personal trainers and their clients along their fitness journey. This will include the ability to set and sync notifications reminding clients of upcoming scheduled workouts, remind them of their progress along their stated fitness goals, allow our personal trainer users to begin uploading their own custom content for designing workouts, and introduce trainer-client messaging within the Breakaway app. The goal of this release is to make Breakaway Fitness an indispensable part of our users' day-to-day choices on their health and fitness.

Release 3: Differentiate with AI

This release introduces several AI/ML components, including a new facet of the fitness planning tool dedicated to nutrition planning. Using our existing customer data, clients and trainers will be able to leverage generative AI to assist with meal preparation to meet nutritional targets to achieve their fitness goals faster and more efficiently. In addition to this, we'll begin offering the ability to suggest workout programming that is targeted at the clients' goals with their preferences, ability, and prior performance in mind. In addition to the AI/ML components of this release, we will open up our partner content with Peloton to allow a wide variety of premium content produced by Peloton to be used in Breakaway-designed workouts, further decreasing the burden of trainers in the design of effective and results-oriented workouts.

MVP Data Collected (In Appendix)

In addition to capturing 6 email sign-ups, we presented a survey to understand more about the preferences and demands of the subjects of our MVP experiment. We collected responses to the survey from all 6 signups to the following questions:

- Was there anything you found frustrating about the current Breakaway Fitness website? If so what and why?

- As a fitness/health and wellness professional which of the following client relations features is the most important to you?
- What is one feature not included in the current Breakaway Fitness platform that you feel is vital for a personal trainer or health and wellness professional?
- Please rank the five features (the four from question one and your answer from question two) from most important to least important.
- What was your reasoning for the ranking order?
- If you were to pay for a service with these features how much would you be willing to pay per month?
- Have you ever used a fitness-specific client relations application or website platform before? If so, which have you used and what did you like/dislike about it?
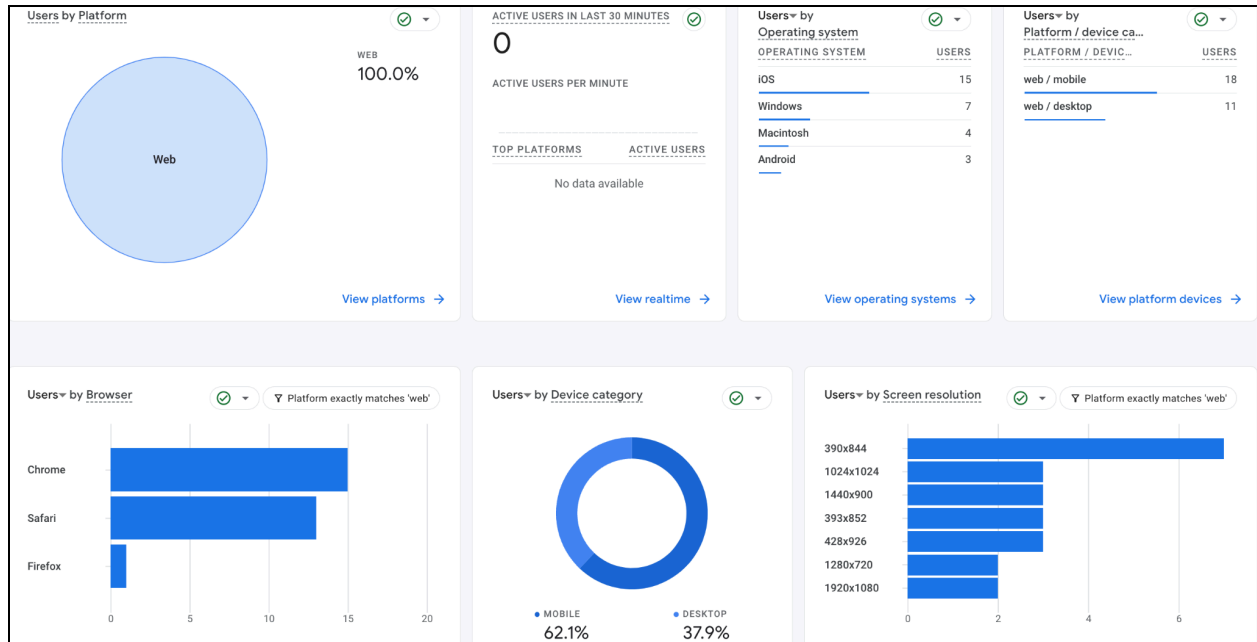
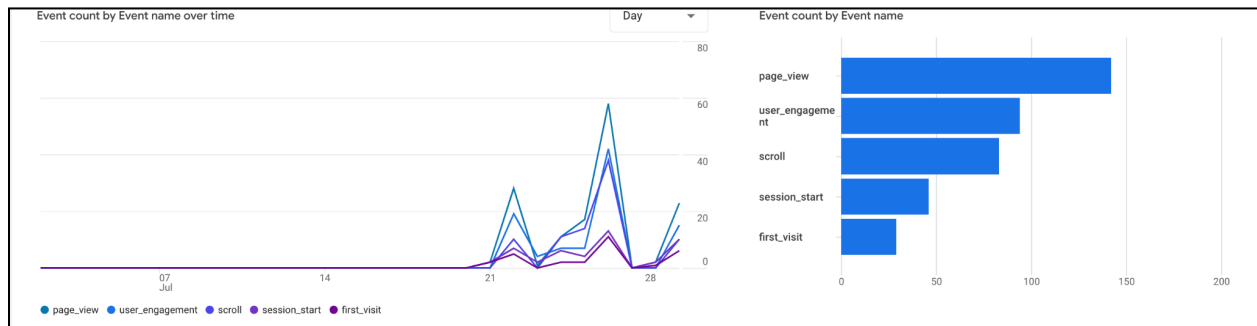## Analytics from webpage:

Page view analytics:
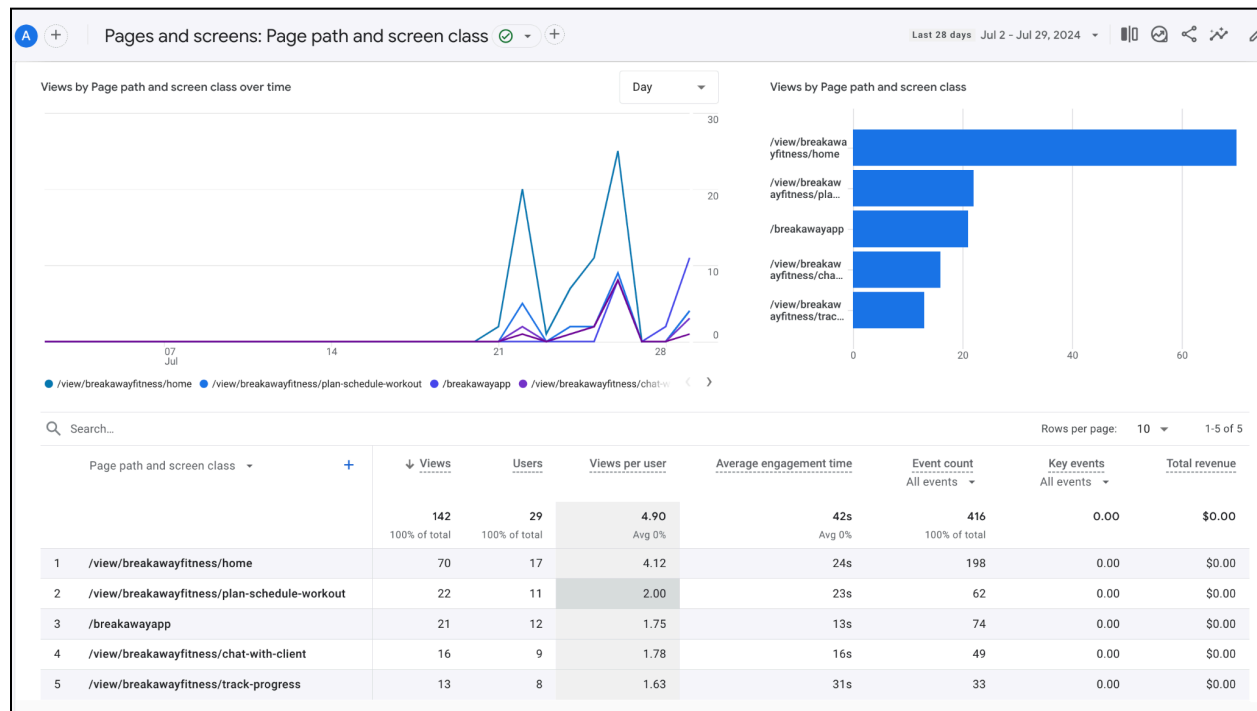
From this, we can see that planning and scheduling is more important to the user.

Platform Analytics:

We can see that most people tend to use the mobile app version and on more on their iOS devices as compared to desktop or android versions.

User Activity Analytics:

Breakaway Training UX Demo Video: @ 🎬 FigmaDemo.mp4