

GROWTH ROADMAP: FitStart

Fitstart is a fitness app launched 2 months back. This app is able to gain customer acquisition but is struggling with user retention and revenue .

- Data shows only 30% of users are coming back after 3 days.
- Also, FitSmart is struggling with conversion of users to its premium subscription model.

AARRR : The Pirate funnel results

The metrics show the app is struggling majorly at 2 steps.

Funnel Stage	Metric Examples	User	How to Improve?
Acquisition	signups	10,000	
Activation	First value event	8,000	
Retention	DAU/MAU, churn	3,000	Adding engaging features like buddy workout and gaining daily streaks.
Referral	% of users inviting others	2,500	
Revenue	Conversion rate, ARPU	400	Showcasing some outdoor sessions planned for premium members to attract and convince them the benefits of premium plan.

Growth Roadmap Vs Core Roadmap

Roadmap	Feature1	Feature 2	Feature3	Reason
Growth	Referral Rewards Program	Social challenges with entry fee and prizes	Influencers led paid live sessions	Focuses on specific metrics(here Revenue & Virality) and acts fast
Core	Habit Builder & Daily Check-ins	Personalized Workout Plans	Progress Tracking with Milestone Rewards	Focus on long term business goals(Retention & engagement)

Growth Loop in Action

❖ Group Fitness Challenges with Leaderboards

The Loop Structure:

1. User joins or creates a fitness challenge (e.g. 30-Day Challenge)
2. They invite friends or get matched with a group
3. Everyone tracks daily progress and climbs a leaderboard
4. Top performers get recognition, rewards, or premium unlocks
5. Winners and participants share results on social media platforms or invite new users

Group fitness challenges with leaderboards help retain users by leveraging social accountability. When users participate with friends or within a group, they're more likely to stay consistent. As users check in daily over the course of a challenge (like a 30-day goal), they naturally build routine usage behavior. Additionally, rewards such as badges, rankings, or premium content unlocks provide positive reinforcement, making users feel valued and motivated to continue using the app.

RICE Framework

For the two growth features listed, we have to identify which one to prioritize due to limited bandwidth of the team. So let's take the RICE Framework to calculate the precedence one over the other.

Feature	Reach	Impact	Confidence	Effort	RICE Score
1. Referral Rewards Program	7,000	High (3)	High (90%)	3 days	6300
2. Social Challenges with Entry Fee & Prizes	3,000	Very High (3.5)	Medium (75%)	8 days	984.375

While Social Challenges have high potential impact, the Referral Program is far more efficient to implement and delivers a stronger growth. So, referral features should be prioritized first.

Two week Spring Planning

With 1 Designer, 1 Backend Developer & 1 App Developer we have to plan our Sprint very carefully to utilize all the efforts in concurrent . So that no one is sitting idle and waiting for others to finish their task.

Role	Week 1 Tasks	Week 2 Tasks
Designer	Design the referral screen (code + share + benefits) Design onboarding/signup flow with referral input Create empty state and success state visuals	Design reward celebration(e.g. confetti + "You've earned a reward!") Export assets + provide animations.
Backend Developer	Set up referral code generation logic- Create API endpoints(GET/POST/DELETE) Store referrer-referee relationships in database	Implement reward logic (track referee actions) Trigger rewards on milestones Add analytics/logging Write unit tests cases
App Developer	Build referral screen: <ul style="list-style-type: none">• Display user's referral code• Share button (e.g WhatsApp, SMS etc.) Handle link or code on sign-up	Show referral status dashboard Integrate with backend APIs Implement reward UI (e.g., "You earned ...X...")
