Increasing Engagement through Personalized Workout Plans

1. Introduction

Working at a fitness tracking app more and more people are downloading the app, which is great! But people are not using it every day like we hoped they would. The number of daily active users (DAU's)has kind of stalled.
Now the team has come up with an idea of adding a personalized workout plan feature thinking of giving people a tailored fitness plan might help keep them engaged, sounds promising right? But before we build anything we need to make sure its really worth doing, especially since we don't have unlimited time or resources.

2. Problem Statement

Users are falling off after they sign up. They open the app and poke around a bit and do nothing. We have got to ask ourselves why?

Well we think the problem might be that users don't know what to do next after logging their activity. They are missing structure. It's like walking into a gym with tons of equipment but no trainer, kind of overwhelming.
So figuring it out will be like as fallows:

- Is the personalized workout plan something users actually want?
- If yes, what are the simplest versions we can build to test it?
- How do we know if it is successful or not?

3. User Pain Points

Before jumping to the solutions, it's important to understand what users are feeling. Based on feedback here is what's probably going wrong:

- "I don't know what workout to do." Especially for beginners, choosing from a huge workout library can feel paralyzing.
- "Thers is no real plan to fallow." Without a routine or structure people lose momentum.
- "I want something just for me." Users want workouts that match their goals, schedule, and fitness level.
- "I stop using the app after a few days." No accountability means people forget or lose motivation.Basically users want direction and personalization, not just tracking.

4. Proposed Solution: Personalized workout plan

Here we are developing the solution but not the perfect one. We want to build the smallest useful version of a personalized workout plan. Which is called Minimum Viable Product(MVP).

The MVP Looks as follows:
Step 1: Ask the user a few quick questions.

- What is your goal? (Lose weight, build strength, stay active)
- How many days can you workout?
- Do you have any equipment?

Step 2: Show a simple plan.

- Based on their answers, we give them a pre-made weekly plan.
- That would look like " Day1: Full body | Day 2: Rest | Day 3: Core workout" using videos we already have.

Step 3: Let them checkout each workout.

- Simple progress tracking keeps them motivated.
- Each day the user sees what's on the plan and can mark it as done after completing it.
- This simple checkbox makes it feels like they are making progress. We can even add :
    - ➢ A mini celebration animation
    - ➢ A weekly progress summary
    - ➢ A badge system down the line after completing a few workout sessions.

Step 4: Remind them to stick with it.

- Gentle push notification or calendar reminders.
- Email summary showing their weekly progress report.
- Messages or banners that appear inside the app triggered based on behaviour.

This version does not need a fancy AI or custom workout generator. We are keeping it lean so we can test the idea without spending months on it.

Table 4.1 Full frame work plan: personalized workout plan features

Phase	Timeline	Objective	Key Activities	Deliverables / Output
Phase 1: Discovery & Validation	Week 1–2	Understand the real user need and validate the idea	Run in-app surveys- Interview 5–10 users- Analyze engagement metrics- Study competitors	Insights into drop-off points- User quotes- Interest level in feature

Phase 2: Design & Prototyping	Week 3–4	Visualize the feature and test usability	Sketch wireframes- Create clickable Figma prototype- Run usability tests- Collect early feedback	Low-fidelity prototype- Usability test notes- Refined user flow
Phase 3: MVP Build	Week 5–8	Build the smallest usable version of the feature	- Collaborate with devs to implement core flow- QA testing- Prepare analytics tracking- Set up reminder logic	Live MVP (for limited audience)- Bugs documented- Event tracking integrated
Phase 4: Pilot Launch	Week 9–10	Test feature with a small group and gather usage data	- Roll out to 10–20% of users- Monitor completion and stickiness- Survey pilot users- Triage feedback	- Usage metrics- CSAT/NPS scores- Next-step recommendations
Phase 5: Full Rollout & Iteration	Week 11–12	Release to all users and make initial improvements	- Gradual 100% rollout- Send in-app announcement- Tweak plan logic based on feedback- Identify v2 enhancements	- Feature fully live- Retention lift analysis- Iteration backlog created

5. Validation And Rollout Strategy

We need to validate this idea before we spend any engineering time hear is how we can test it without even building the full feature.

- Survey users in the app by asking them directly would they use a personalized app.
- Make a phishing page by adding a button saying try your personalized plan and see how many people clicks.
- Prototype it in figma let few users try it in a mockup and get their reaction

If the interest is high we can move forward with confidence.

Once its built Success matrix will be

- Increasing DAU
- Are people finishing their weekly plans?
- Are users happy with the feature by analysing a quick in app-pool

6. Success Matrics

To evaluate the effectiveness of the **personalized workout plan** (PWP) feature, we have to identify four critical success areas. These are tied to the broader goals of improving user engagement, retention and satisfaction the key pillars of product performance.

Goal	Metric	Why It's Important	Target
Engagement	DAU/WAU Growth	Signals feature drives regular usage	+15% in 4 weeks
Feature Adoption	% Starting PWP	Shows interest, discoverability, and usability	≥ 40% of new users
Habit Formation	Plan Completion Rate	Measures long-term value and user discipline	≥ 60% of weekly plan
User Satisfaction	CSAT/NPS	Reflects emotional and qualitative user feedback	≥ 8/10 or NPS ≥ +50

6.1 Engagement

DAU and WAU reflect how frequently users interact with the product. If users start using the app more regularly after we launch the PWP feature, it is a strong sign the feature is engaging.

Target:15% in 4 weeks

This is a moderate yet ambitious goal for a feature aiming to improve engagement. In early stage experiments even single-digit DAU growth is often seen as a win. A 15% increase suggests the feature is not just useful, but meaningfully impacting user behaviour.

According to Mixpanel and Amplitude Benchmark top-quartile consumer apps often see 10-20% DAU lifts from successful feature launches. I have also assumed if PWP solves a major pain point, there should be a noticeable uptick in return usage within a few weeks

What success look like

If a weekly plan has 5 sessions, users should complete at least 3 (60%) to meet the goal. This means they are finding the experience both valuable and achievable.

6.2 Feature Adoption

Adoption is an early indicator of feature relevance. If users don't even start the PWP it doesn't matter how great it is. A 40% adoption rate tells us the feature is attractive and easy to find.

Target: 40% of new users

This target is based on the "magic movement" activation threshold, in many apps when 30-50% of new users adopt a core feature, it indicates strong product-market fit for the feature.

Similar onboarding-related features in the apps like Duolingo or Headspace often seen 35-50% first session engagement for core plans/goals. A new user should easily find and start the plan. If less than 30% do, its likely a discoverability, value clarity, or UX issue.

What Success looks like
Out of every 100 new users who sign up, at least 40 should engage with the PWP feature (complete the set up quiz or start their first workout plan)

6.3 Habit Formation

Habit formation is the cornerstone of retention. Completing workout plans signals that users are integrating the app into their routines. High completion rates often correlate with stronger long-term retention and satisfaction.
Target:60% of weekly plan
Habit forming products aim for “behaviour consistency” completing 60% of weekly plan reflects a meaningful commitment while leaving room for flexibility.
Fitness app analytics (Fitbit, Freeletics) suggest that users who complete approximately 3 workouts per week are 5 times more likely to remain retained over 30+ days. Consistency beats perfection 60% reflects strong early-stage habits without expecting unrealistic behavior.
What Success look like
If the weekly plan has 5 sessions users should complete at least 3 to meet the goal. This means they are finding the experience both valuable and achievable.

6.4 User Satisfaction

CSAT (Customer Satisfaction Score) and NPS (Net promoter Score) are direct feedback from users about their experience. High scores suggest the feature is not only functional but enjoyable.
Target: CSAT ≥ 8 or NPS ≥ 50
CSAT ≥ 8 is a common threshold indicating the user is not just satisfied, but positively delighted.
NPS ≥ 50 is considered excellent by Bin & Company standards.
Product led companies like Notion, Calm, Duolingo often measure success with these targets in pilot phases before border rollout. If we have nailed the proposition and execution, users should reflect that via high CSAT/NPS.
What Success looks like
CSAT: After using the feature, users are prompted to rate their experience on a scale of 1-10. An average of 8 or higher is ideal.
NPS: Asking how likely are you to recommend this app to a friend? A score above 50 is considered excellent.

7. Conclusion

This case study tackled a common product challenge “**users are signing up, but they’re not sticking around’.** After digging deeper, we found that the problem wasn’t a lack of features, it was a **lack of guidance.** Users were opening the app, tracking a few things, and then leaving because they didn’t have a plan to follow or feel supported on their fitness journey.

That insight led us to the idea of a **Personalized Workout Plan, a simple** feature that helps users set a goal, get a structured routine, and stay on track with gentle reminders and progress tracking.

But we didn't just jump into building it. Instead, we took a smart, product-led approach:

1. Validate the need first,
2. Build a lightweight MVP,
3. Test if it drives engagement,
4. And use real data to decide whether to invest mor**e.**

This case wasn't just about launching a new feature, it was about solving a real user problem while being smart with limited resources. If done right, this feature has the potential to turn passive users into consistent ones helping them stay motivated and helping the product grow at the same time.