Project Proposal: Analyzing iOS User Spending on Fitness Apps

**Group Members:** Yeoeun Choi, Henry Barrera, Noah Jackson, Ryan Tietjen

#### **Introduction:**

In the digital age, fitness apps have become integral to many individuals' daily routines, offering a blend of convenience, personalization, and accessibility that traditional fitness regimes cannot match. The fitness app industry, particularly on iOS devices, has seen substantial growth, with revenues reaching $5.35 billion in 2021, a 54% increase from the previous year. This surge was driven by higher app usage during lockdown periods and the introduction of innovative subscription models. Notably, apps like MyFitnessPal and Strava have led the charge, showcasing a robust user willingness to invest in fitness-related mobile applications.

#### **Problem Definition:**

Despite the burgeoning market, understanding the nuances of user spending within iOS fitness apps remains a challenge. This project aims to dissect the spending habits and preferences of iOS users towards fitness apps, focusing on aspects such as one-time purchases, subscriptions, and in-app purchases. This analysis is critical for developers aiming to enter or expand within this lucrative market, as it can guide the development of monetization strategies that align with user expectations and preferences.

#### **Motivation:**

The motivation behind selecting this topic stems from a personal interest in fitness and technology's role in enhancing health and wellness practices. The intersection of iOS app development and user spending behavior offers a fascinating glimpse into how digital solutions can drive and sustain lifestyle changes. Moreover, the evolving landscape of the fitness app market presents a ripe opportunity for innovation, where data-driven insights can lead to the creation of more engaging, effective, and financially successful fitness applications.

#### **Goal(s) and Objective(s):**

* Goal: To understand the spending behavior of iOS users on fitness apps and how it influences the development and success of these apps.
* Objectives:
  + Investigate Spending Habits: Quantify how much money iOS users spend on fitness apps, delineating between different types of expenditures (subscriptions, one-time purchases, in-app purchases).
  + Analyze User Preferences: Identify which app features or characteristics (e.g., workout personalization, wearables integration) are most valued by users and likely to drive spending.
  + Explore Revenue Generation Strategies: Evaluate the effectiveness of various monetization strategies employed by existing successful fitness apps to derive best practices.
  + Distribution of Revenue Amongst Apps: Assess how revenue is distributed across different types of fitness apps to understand market dynamics and opportunities for new entrants.

This proposal not only aims to fill a gap in understanding user spending in the fitness app domain but also to provide actionable insights for developers looking to make informed decisions in this rapidly growing market.