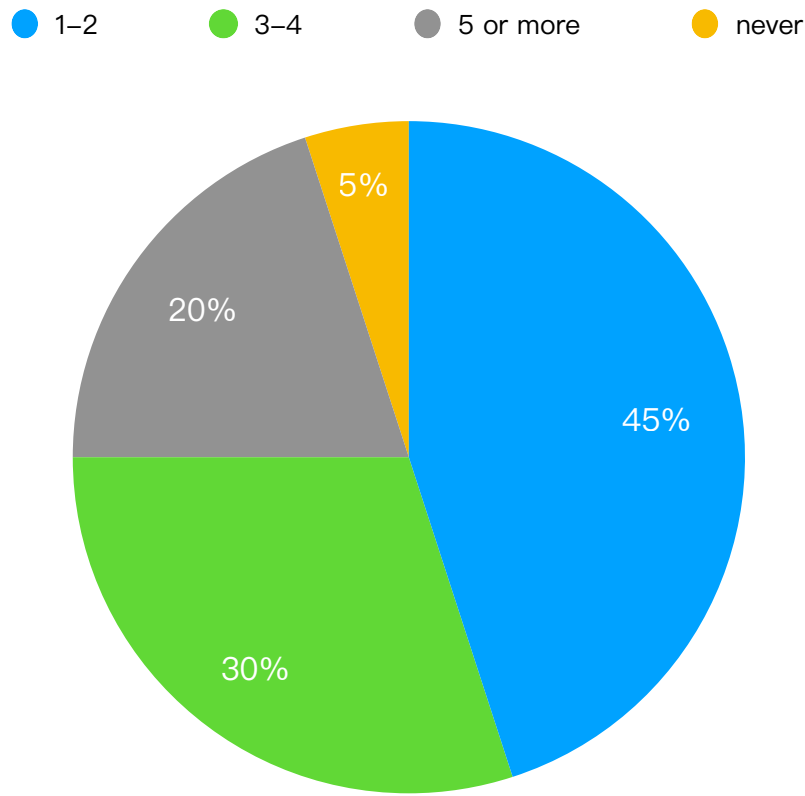
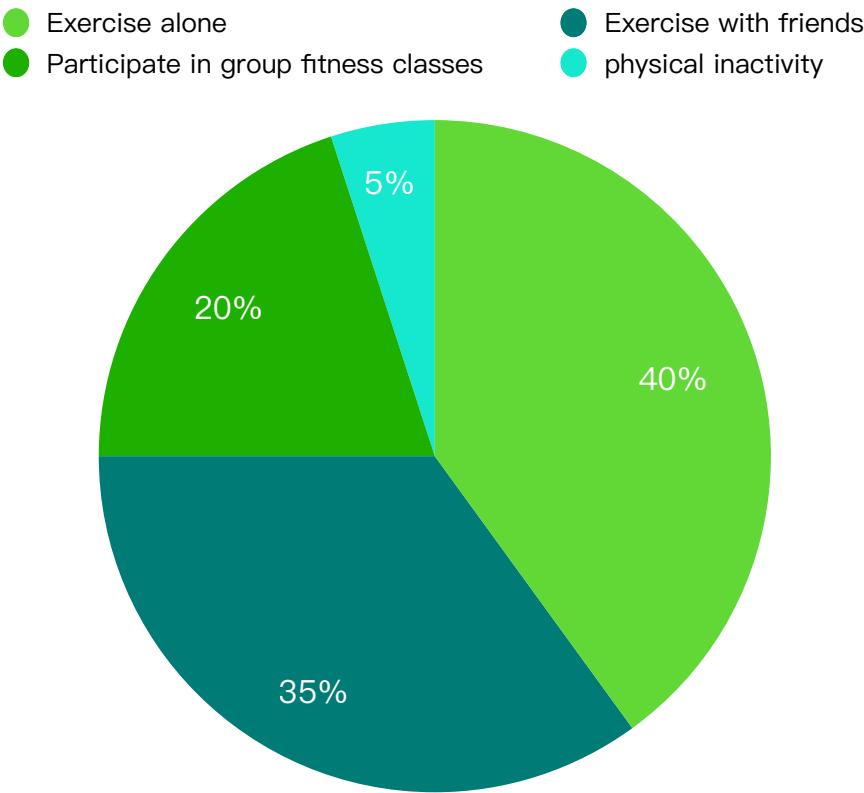


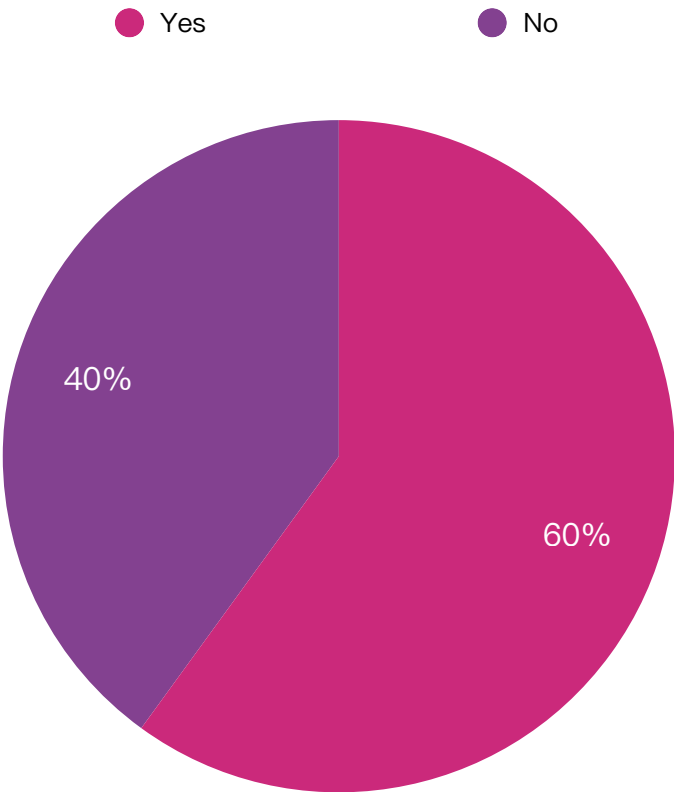
How many times a week do you do physical activity?



Do you prefer to work out alone, with friends, or in a group fitness class?



Are you interested in a fitness app that includes pet-related content, such as cat videos or interacting with your cat to motivate you to exercise?



What do you think of the complexity of most fitness apps? Do you think they are overly complex?

