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9:41 AM

100% 

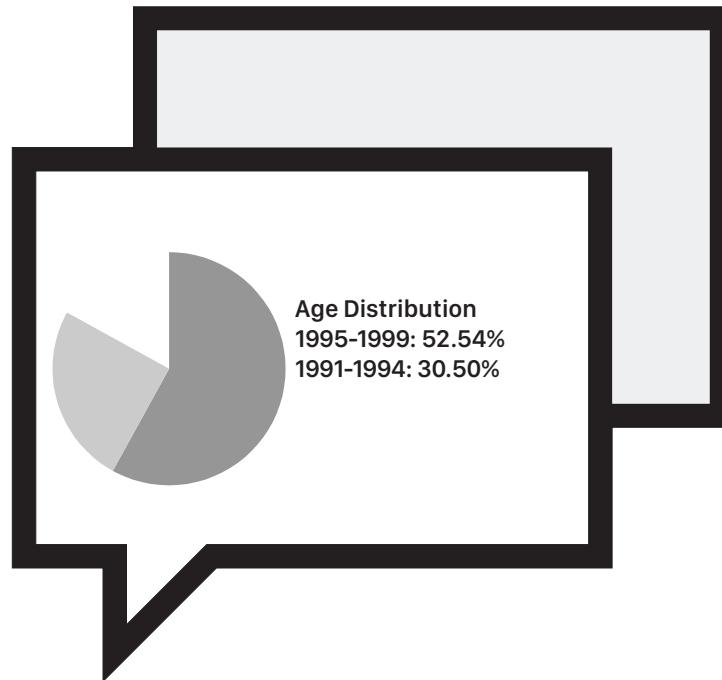
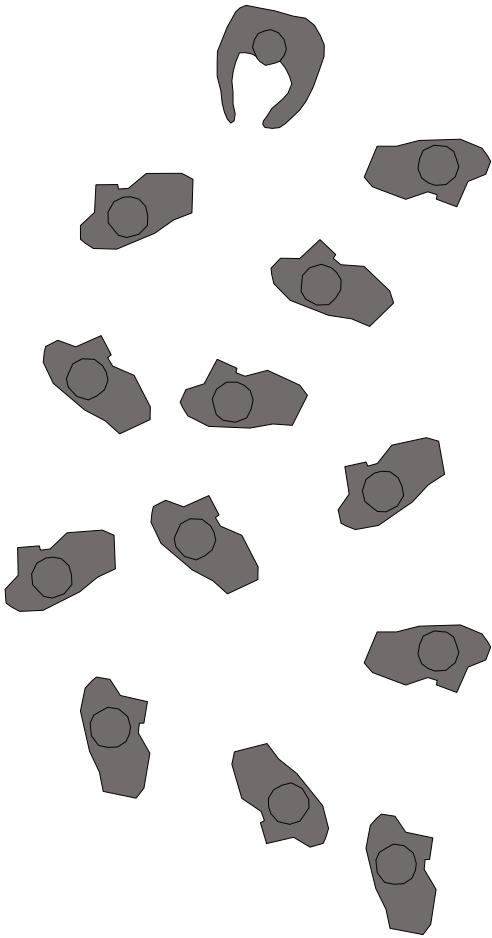


WITHINxFENWAY

WITHINxFENWAY



Touch To Log In



- Most student only have one gym membership now, the reason for this is budget limit.
- 69 percent student live on/near campus, the needs for gym and fitness is high.
- Most students go to gym 2-3 times

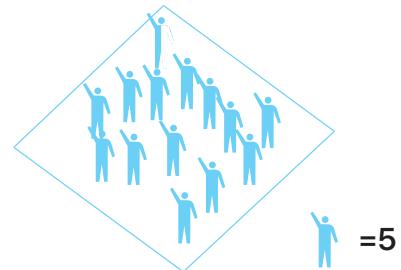
Target user:

Students in Fenway Area

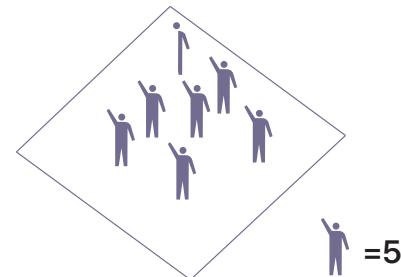
= Northeastern University + Berklee College of Music + Wentworth Institute of Technology

On campus/Off campus in every 100 Students

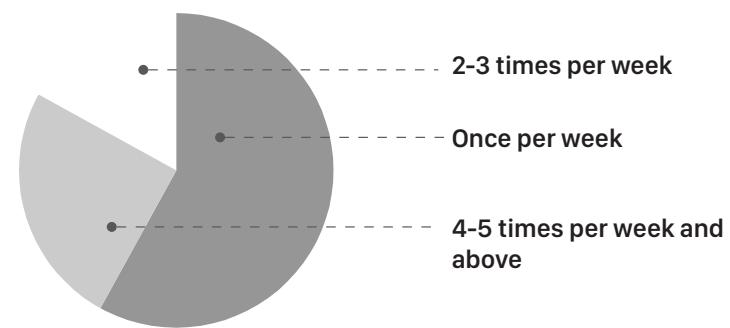
On Campus : 67



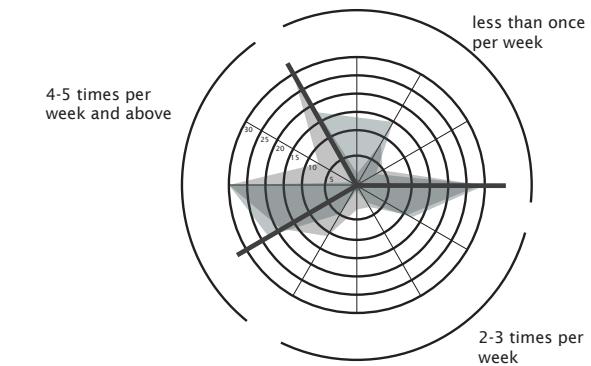
Off Campus:33



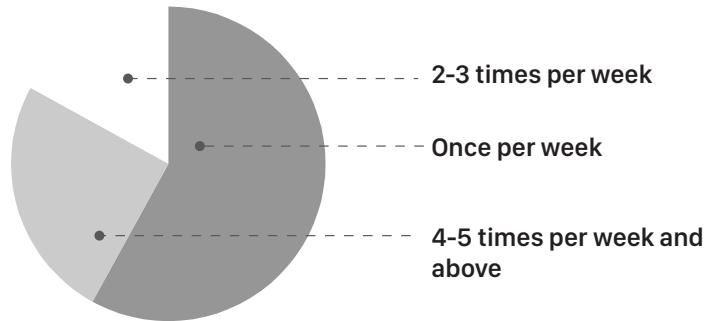
Go to Gym Frequency:



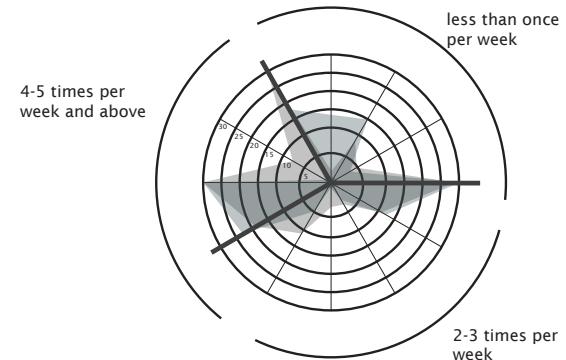
Go to Gym Frequency:



Go to Gym Near Campus Frequency:



Go to Gym Near Campus Frequency:





Reasons for stops students going to multiple gyms

