Interview questions:

- Could you introduce yourself?
- Do you like sports?
- Do you have some kind of membership? Could you tell me more about it(money, etc.)
- What do you prefer - private or group training? Maybe both?
- Do you use apps for doing challenges/working out? If yes, which?
- What are you looking for in such an app?
- Would you use our app?
- If you were to use our app, with what purpose would you do so?
- Do you consider our app a good way to earn money? If so, how would you use its features to increase your income?
- Would you consider our app compared to similar ones like:
    - Workout for Women: Fit at home
    - Fit For Free (requires a gym membership)
    - Running app
- What do you think makes our app better/worse than the rest?
- How much would you pay for a challenge?
- What type of reward would you expect?
- Would you be willing to complete more workouts/sports events/challenges to get discounts on other sports events and challenges?

Kristina:

- Could you introduce yourself?
    - o   21
    - o   Student – English philology
- Do you like sports?
    - o   No, more of an artsy person
- Do you have some kind of membership? Could you tell me more about it(money, etc.)
    - o   No
- What do you prefer - private or group training? Maybe both?
    - o   Would prefer private training
- Do you use apps for doing challenges/working out? If yes, which?
    - o   No
- What are you looking for in such an app?
    - o   Detailed descriptions for training; perhaps diet; an app with a more lifestyle sense
- Would you use our app?
- o   Yes, because it provides you with wide range of options as to how to get in shape and connects you with people that share the same interests.
- If you were to use our app, with what purpose would you do so?
    - o   Due to the fact I am not a sporty person I don't think I would use the option to create my own workout/ challenge, but I can see how that can be appealing to someone with more experience.
- Do you consider our app a good way to earn money? If so, how would you use its features to increase your income?
    - o   Yes
    - o   Profile to social media is a very good feature.
    - o   Would like to see how a person could grow their revenue in the app itself
- Would you consider our app compared to similar ones like:
    - o   Workout for Women: Fit at home
    - o   Fit For Free (requires a gym membership)
    - o   Running app
    - o   None of the above – requires too much commitment and seriousness.
- What do you think makes our app better/worse than the rest?
    - o   + Lighthearted / doesn't require membership/ good choice for people starting out/ The challenge idea is a good reward as well as a way to compete with friends
    - o   +sport event feature
    - o   -lack of diet tips
- How much would you pay for a challenge?
    - o   Ranging between 20-50 depending on the challenge
- What type of reward would you expect?
    - o   Medal idea is cool
    - o   Some kind of way to connect with the creator of the challenge
    - o   Perhaps have an account "promotion"
    - o   Point gathering to get more rewards – for example shops connected to the app

- Would you be willing to complete more workouts/sports events/challenges to get discounts on other sports events and challenges?
  - Yes

Alex:

- Could you introduce yourself?
  - 23
  - Working – product owner position -has master
- Do you like sports?
  - Yes, enjoys them quite a bit although last years its been hard with Covid
- Do you have some kind of membership? Could you tell me more about it(money, etc.)
  - Not now, had jujitsu membership or gym; rarely both
- What do you prefer - private or group training? Maybe both?
  - Unless it's a group sport-private session
  - Prefers individual sports
- Do you use apps for doing challenges/working out? If yes, which?
  - Used to use an app to track calories
- What are you looking for in such an app?
  - "One stop shop"-check calories, schedule gym appointments, jurnal my process
- Would you use our app?
  - yes
- If you were to use our app, with what purpose would you do so?
  - Social feature
  - Would like to show other people are active
  - Also see what type of activities others offer
- Do you consider our app a good way to earn money? If so, how would you use its features to increase your income?
  - Yes, would be very useful for group trainings of friends
  - Would use the sport event feature
- Would you consider our app compared to similar ones like:
  - Workout for Women: Fit at home
  - Fit For Free (requires a gym membership)
  - Running app
  - Yes, but he would also consider using them alongside
- What do you think makes our app better/worse than the rest?
  - +social value proposition
- How much would you pay for a challenge?
  - Up to 10
- What type of reward would you expect?
  - A small trophy in the app and a small replica irl
- Would you be willing to complete more workouts/sports events/challenges to get discounts on other sports events and challenges?
  - Yes

- Could you introduce yourself?

My name is Kaloyan and I am 18 years old and now I am graduating school

- Do you like sports?

Yes, I do

- Do you have some kind of membership? Could you tell me more about it(money, etc.)

Yes, fintness – 50 euro

- What do you prefer - private or group training? Maybe both?

Private

- Do you use apps for doing challenges/working out? If yes, which?

NO

- What are you looking for in such an app?

Notifications why you did not work so to stimulate

- Would you use our app?

Yes

- If you were to use our app, with what purpose would you do so?

Follow a training

- Do you consider our app a good way to earn money? If so, how would you use its features to increase your income?

Yes,

- Would you consider our app compared to similar ones like:
    - Workout for Women: Fit at home
    - Fit For Free (requires a gym membership)
    - Running app
- What do you think makes our app better/worse than the rest?

+notifications

- How much would you pay for a challenge?

5 euro-10 since I am a student/none

- What type of reward would you expect?

Sales for other challenges, and for sport shops or хранителни добавки

- Would you be willing to complete more workouts/sports events/challenges to get discounts on other sports events and challenges?

Yes