

# INTERVIEW GUIDE: UNDERSTANDING ATHLETE FITNESS HABITS AND CHALLENGES

## 1. Objective

- Objective: Understand the habits, challenges, and needs of athletes when it comes to maintaining fitness routines and using fitness-related technology.

## 2. Hypotheses

1. Athletes struggle with finding reliable and personalized training plans.
2. Many athletes find it challenging to maintain consistency in their fitness routines due to external factors (e.g., time constraints, injuries).
3. Athletes prefer using technology (apps, wearables) that offers personalized and adaptive feedback.

## 3. Main Topics

1. Training routines
2. Diet and nutrition
3. Use of fitness technology
4. Injury prevention and recovery methods
5. Motivation and consistency challenges

## 4. Open-Ended Questions

- Training Routines
  - a. "Can you walk me through your typical training day?"
  - b. "How do you decide what exercises to include in your routine?"
- Diet and Nutrition
  - c. "What role does nutrition play in your fitness routine?"
  - d. "How do you track or manage your diet?"
- Use of Fitness Technology
  - e. "Tell me about the last time you used a fitness app or wearable."
  - f. "How has technology impacted your training?"
- Injury Prevention and Recovery
  - g. "What steps do you take to prevent injuries?"
  - h. "How do you handle recovery after an intense workout?"
- Motivation and Consistency Challenges
  - i. "What keeps you motivated to stick to your fitness routine?"
  - j. "Can you describe a time when it was particularly hard to stay consistent? What happened?"

## 5. Screening Questions

1. "What is your age?"
2. "What is your profession?"
3. "Where are you located?"
4. "How long have you been practicing your current fitness routine?"
5. "Do you regularly use any fitness technology (e.g., apps, wearables)?"

## 6. Question Funnel Structure

- Start with broad questions like "How did you get started with fitness?" to ease into the conversation.
- Gradually move to more specific questions like "What specific tools do you use for tracking your progress?"
- Close with reflective questions such as "What keeps you motivated to stick to your fitness routine?"

## 7. Introduction

- Greeting: "Hi, I'm [Your Name], and I'm conducting research to understand how athletes manage their fitness routines. Your insights will help us develop better tools and resources for people like you."
- Purpose: Briefly explain the purpose of the interview and how their feedback will be valuable.

## 8. Conclusion

- Wrap-Up: "Thank you for your time today. Your insights are incredibly valuable."
- Next Steps: "If you know anyone else who might be interested in sharing their experience, I'd love to speak with them."
- Final Thank You: "Thanks again for your help, and I appreciate your time."