



Research Insights

full list

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Survey Insights

- 23 participants took the survey
- Under personality type 34.8% describe themselves as procrastinators
- Overwhelmingly, 87% consider themselves as moderate eaters
- 78% use their phones before going to bed and 61% wake up feeling tired or anxious
- As to what has the most impact on overall health, the responses are mixed, 34% considering mental health as key factor
- The majority of respondents do not use a wellness app and 61% consider loss of motivation as the main hindrance to completing a program
- Progress tracker was voted to be the most desired feature in a fitness app.

Interview Insights

- 3 participants (2 in-person, 1 remote), ages 30-34
- They're aware of the consequences of bad diet and lack of exercise will have on their health
- Take proactive measures to improve their quality of lives on a daily basis
- Each of the interviewees engages in different types of activity: yoga, cycling and martial arts
- $\frac{2}{3}$ of the participants started documenting their workouts in the last 2 years
- Self-paced programs seem to be preferable as they do not require a high level of commitment
- They like to achieve goals by forming a step-by-step plan that leads to an end result
- The participants have previously abandoned endeavours if they felt that it could affect their health (ie. accumulated stress) or if there were external factors that would prevent them from reaching their goal
- Progress tracking is the most desired feature for a fitness app. Improved navigation and intuitiveness were also considered important by the interviewees
- $\frac{2}{3}$ of the participants expressed doubts regarding their medical information being stored by the app due to security reasons, but also like the idea of being able to access it whenever it's needed

Affinity Mapping Insights

SOPHIE, 30
Copywriter

Behaviour

Generally happy with her health

Feels bad when choosing comfort over a workout

Prefers to follow self-paced programs

Hard to feel motivated during winter season

Following workout routines from YouTubers

Asks "What if?" a lot

Frustrations

Hates the month of January

Hiring a PT is too much commitment

Doesn't like slow apps

Distrusts apps that require detailed personal information

Would be worried to have medical records stored in an app

MIRCEA, 34
Category Manager

Likes to have a daily schedule and stick to it

Doesn't shy away from setting long term goals

Uses an app to measure his overall fitness metrics

Avoids committing to something that might compromise his leisure time

Goal orientated

Visualisation help to stay motivated

Frustrated that he spent most of his youth not caring about fitness

Current app menu is not user friendly

Can be frustrating to go to a gym, especially in January

Ereen, 32
Media Planner

Experimented with different types of diet

Visualizes her goals as a way to seek motivation

Will dedicate time and money if she thinks a goal is worthwhile

Since becoming a mum, she likes to research best nutritional options

Integrates new technology in her training regime

Plans ahead meals for the whole week

Worried that getting pregnant again will be a setback to her training

Very hard to find the time and motivation when looking after a baby

Frustrated that she gave up on a fight before her wedding to avoid getting bruised

Can't use the Nike Fuel tracker when boxing

Uncomfortable with the idea of an app storing medical history

- Participants would like the freedom of a self-paced program
- App needs to be engaging enough for users to commit to it
- Progress tracker must be well designed and interactive to motivate user
- Users are skeptical about having medical records stored, unless suffering from chronic disease
- Should consider integrating new technology and features once app is launched (ie. wearables)
- There is a shortage of apps that have a holistic view on health

SOPHIE, 30
Copywriter

Goals

Sets achievable goals to avoid complications

Likes the idea of a tracker to measure progress

Likes to be in control of her fitness schedule

Would like to be able to access medical history if she had chronic illness

Quotes

"Laziness is my biggest challenge"

"I like to set achievable goals"

MIRCEA, 34
Category Manager

Wants to maintain a high standard of life even when older

Likes the fact that he can monitor his exercise by connecting his bike to an app

Wants a feature that compiles his monthly performance

Would love to use a well designed progress tracker

"It's not hard for me to skip dessert whilst others are eating at my table"

"Had to reset my focus whilst adopting good habits and quitting the bad ones"

"I would like to have my medical records accessible as long as nobody else can see them"

Ereen, 32
Media Planner

Working out to get stronger after pregnancy

Sleep tracker would be her first choice for app feature

Would like an app that gives her recipe ideas

Uses app to calculate menstrual cycle

"I like to have the freedom of whinging my training routines"

"Without quality sleep it's difficult to find motivation for anything"

- Sleep tracker is a well desired feature and should be approached as such when designing
- Nutrition seems to be the least enjoyable aspect of improving user health
- Visualization seems to be an important tool for staying motivated and helping to achieve goals
- Winter season presents a big challenge for staying motivated and energised
- Users like to set achievable goals for themselves, preferably short-term