

Fitness App

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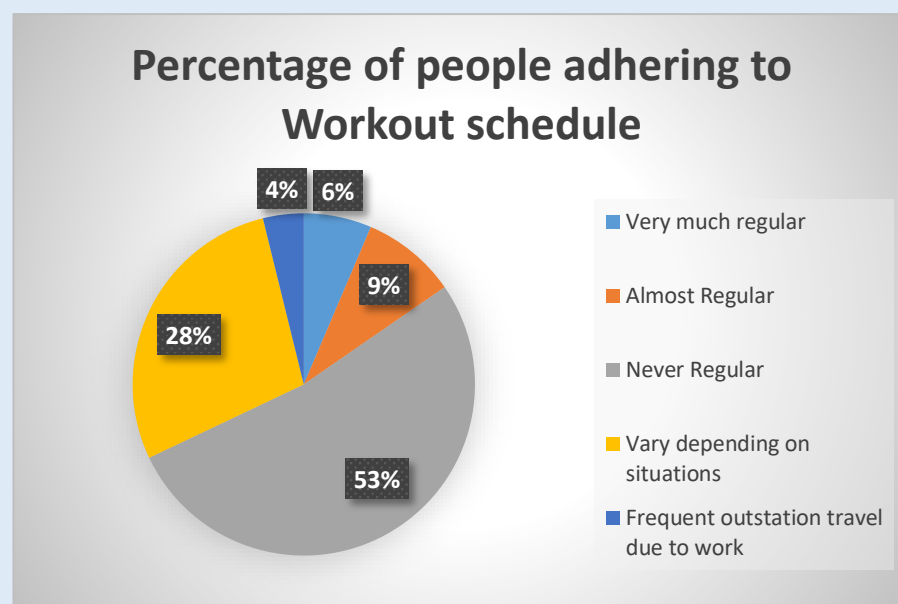
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Part 1: User Research

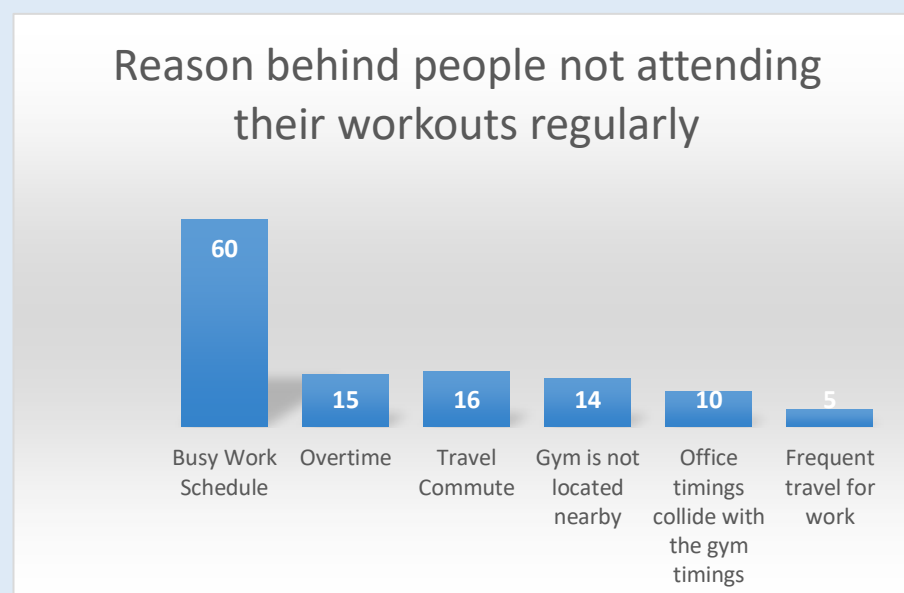
Question 1: Target Audience	Identify the target audience for StayFit. (Word limit: 50 words)
Response	<p><u>Target Audience</u></p> <p>Fitness conscious people who use smartphones and are between 22-45 years living in urban areas</p> <p><u>Objective</u></p> <p>To understand the user psychology behind a fitness app module</p> <p><u>Hypothesis</u></p> <ul style="list-style-type: none"> • Working professionals in urban areas are interested in fitness regimes • People prefer using fitness apps rather than being dedicated to only live fitness centre • People who have busy work schedule prefer fitness apps for convenience • People who have irregular working hours prefer fitness apps than regular workouts • People will expect the Stayfit app to be applicable to all centres within India
Question 2: Survey Link	Prepare a questionnaire suiting your objectives using Google Forms. Check the box which allows only one entry per user. Submit the link to the survey.
Response	https://qtrial2019q2az1.az1.qualtrics.com/jfe/form/SV_1Lc6ftKxfVU4HHL
Question 3: Insights from	Analyse the data you gathered from surveys and interviews. Draw insights out of the collected data. You can segregate your insights basis the objectives of conducting user research: users pain points, motivations, personality, goals, demographics. (Word Limit: 400 Words)

User
Research

Response

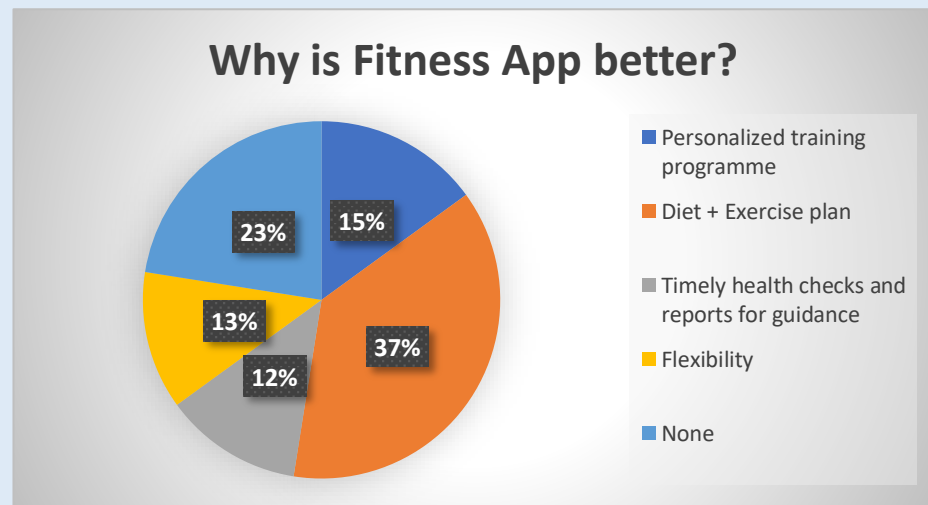
SURVEY INSIGHTS**User Pain Points**

- Around 53% are irregular when it comes to their workout schedule and 28% are not sure of their workout schedule



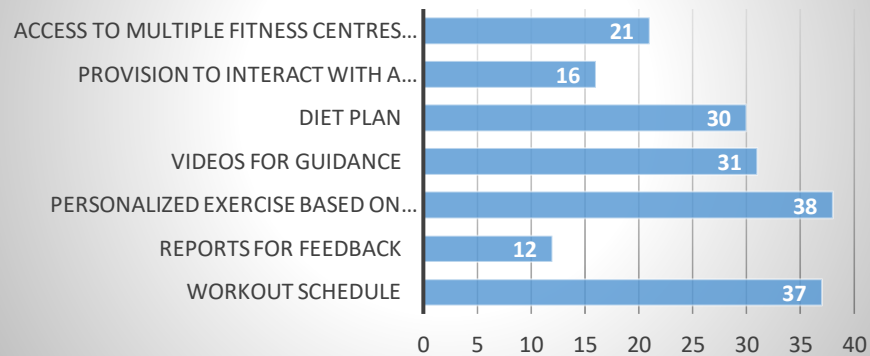
- Around 50% people do not attend workouts regularly due to their busy schedule
- Remaining 50% do not attend due to overtime, travel commute or location and timing concerns

Motivations



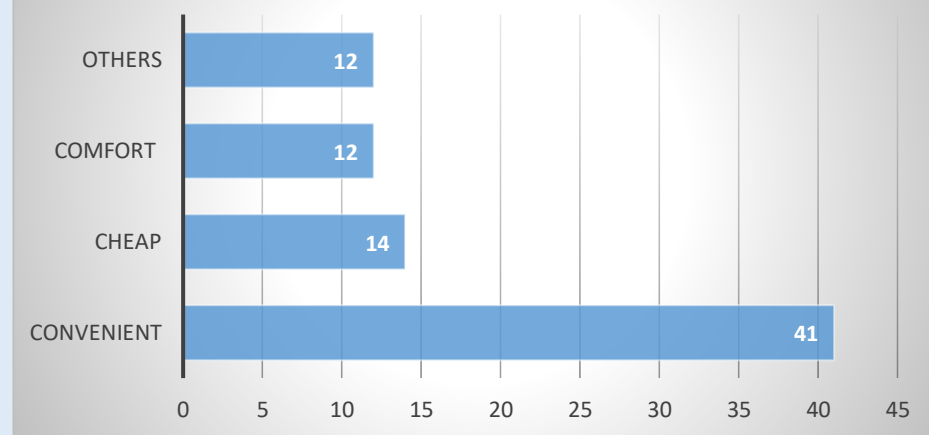
- 37% of the respondents believe that a Fitness App can provide Diet+Exercise plan in the workout plan. **Hence Hypothesis 2 is proven in this regard -** *“People prefer using fitness apps rather than being dedicated to only live fitness centre”*
- Over 15% of the respondents believe that a Fitness app will have a dedicated Personalized training programme
- Over 12% believe that timely health checkups and guidance reports will be feasible via a fitness app

Appealing Features of a Fitness App



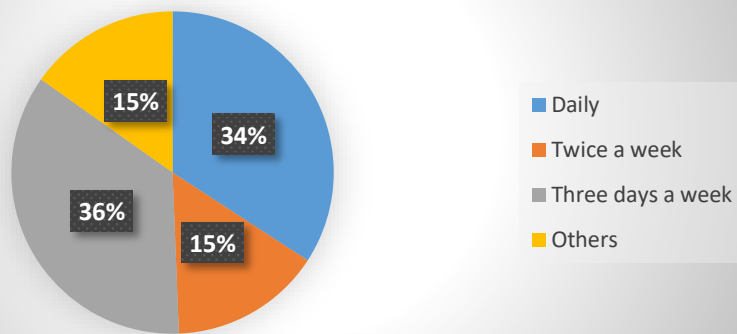
- Over 20.65% believe that Personalised exercise plan based on the body type is the most appealing feature of a fitness app.
- Over 17% believe that Diet Plan and Workout videos for guidance is the most appealing feature
- Over 20% believe that Workout Schedule in a fitness app is the most appealing feature

Fitness App vs Fitness Centers



- Over 51.90% think that fitness app is more convenient to use. **Hence Hypothesis 2 is proven in this regard** - *"People prefer using fitness apps rather than being dedicated to only live fitness centre"*
- Over 14% think that fitness app is a cheaper alternative compared to fitness centres

Fitness App Usage study

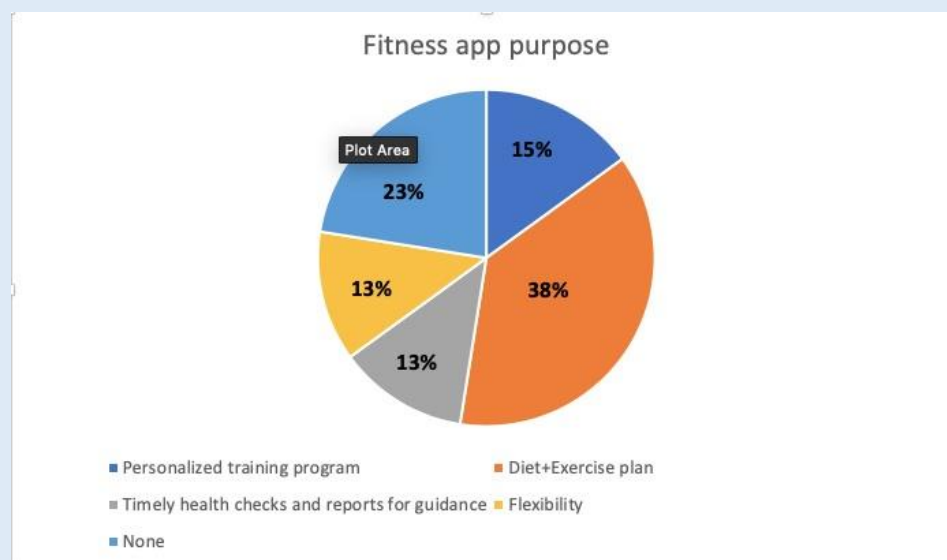


- Over 36% of the people will prefer using the fitness app 3 days a week
- Over 34% of the people will prefer using the fitness app Daily
- Over 15% of the people will prefer using the fitness app twice a week

Personality

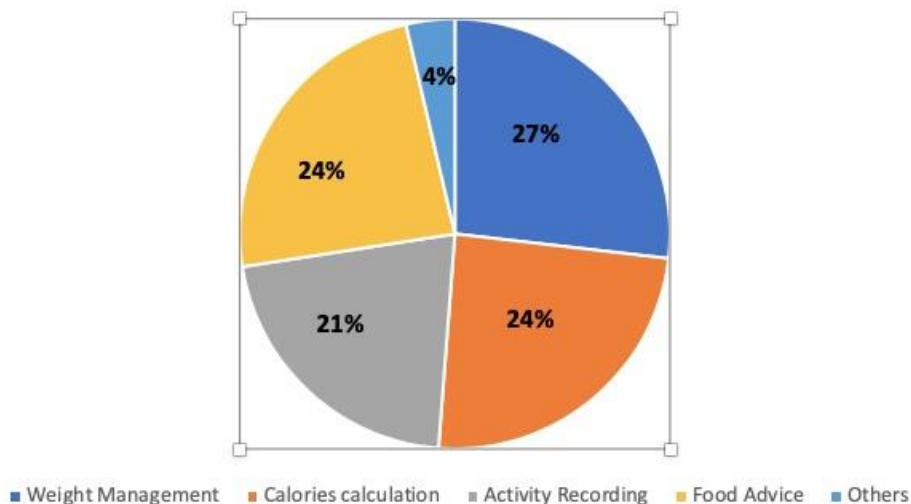
- Most of the people prefer being fit
- Most of the working professionals feel that fitness level needs to be maintained due to hectic work schedule

Goals



- In the above chart, we can see that people will prefer fitness app for multiple reasons but 38% of the crowd believes the results can be achieved with timely Diet and Exercise plans.

Fitness app features



- User goals behind using fitness app is for managing and maintaining their weight for a better lifestyle.
 - 27% prefers fitness app for feature like weight management
 - 24% prefers for food advice
 - Another 24% prefers the app for calories calculation of their workout

Demographics

		How frequently you prefer to workout?				Total
		Daily	Twice a week	Three days a week	Others	
How much time per week on an avg do you concentrate on fitness regime?	1 hour	18	6	15	9	48
	Between 1-2 hours	5	4	7	1	17
	More than 2 hours	4	2	6	2	14
	Total	27	12	28	12	79
How often do you visit the fitness center?	Very much regular	2	2	1	0	5
	Almost regular	4	1	2	0	7
	Never regular	10	6	14	10	40
	Vary depending on situations	8	3	9	2	22
	Frequent outstation travel for work	2	0	1	0	3
	Total	26	12	27	12	77

Percentage of people concentrating on Fitness Regime :

$27+12+28 = 67$ out of 79 people i.e., **84%** concentrate on fitness regime at least twice a week (for either 1 hour, 2 hours or more than 2 hours)

Percentage of people visiting the Fitness center

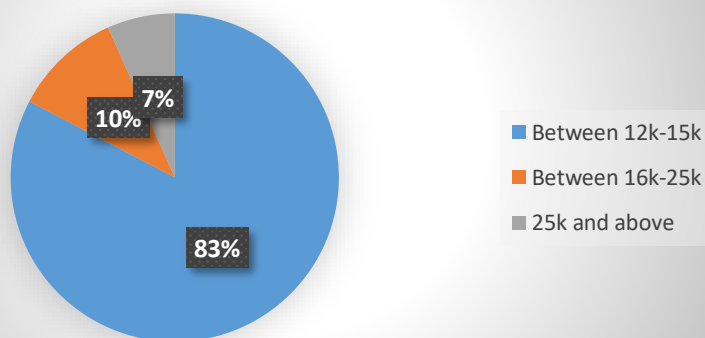
Counting the people who visit fitness center either very much regularly or almost regularly,

we have $2+4 = 6/26 = \mathbf{23\%}$ (Daily)

$2+1 = 3/12 = \mathbf{25\%}$ (Twice a week)

$1+2 = 3/27 = \mathbf{11.11\%}$ (Thrice a week)

People Budget for a Fitness App



- **82.61 %** of the people are willing to pay between 12 to 15k yearly for a fitness app

		Have you used a fitness app before?		Total
		Yes	No	
Where do you live?	Bangalore	12	30	42
	Mumbai	3	6	9
	Delhi	3	6	9
	Hyderabad	0	4	4
	Kolkata	1	0	1
	Chennai	0	0	0
	Others	4	11	15
	Total	23	57	80

- 12 out of 23 i.e. **52.17 %** of the people who show interest in using fitness app are from Bangalore followed by 3 out of 23 i.e. **13%** from Mumbai and Delhi respectively

The data above proves Hypothesis 1 - "Working professionals in urban areas are interested in fitness regimes"

- **Hypothesis 4 can be proved with the data below** - “People who have irregular working hours find fitness apps are convenient”

		What are your work timings?			Total
		Between 9am - 5 pm	Between 12pm-9pm	Between 9pm-6am	
Reason for using fitness app?	Convenient	29	10	4	43
	Cheap	10	3	1	14
	Comfort	9	3	0	12
	Others	6	2	4	12
	Total	54	18	9	81

From the data above, people who have irregular work timings are considered to be those who work between 12pm-9pm and 9pm-6am = 18+9 = 27 people. Out of these 27 people, the reason that the app would be convenient for them to use has been given by 14 people.
i.e., $14/27 = 51.8\%$ of people who have irregular work timings find using a fitness app convenient.

USER INTERVIEW INSIGHTS

Pain points

- 7 out of 10 people have mentioned that they are unable to maintain the fitness schedule due to busy work timings
- 3 out of 10 people have mentioned that due to craving for food at irregular timings and an improper diet lifestyle have resulted them to not maintain a proper fitness schedule

Motivations

- 7 out of 10 people believe that a fitness app can address user concerns
- The reason being a fitness app will provide certain metrics like:
 - ⇒ Calorie measurement
 - ⇒ Step counts
 - ⇒ Monitor Heart Rate
 - ⇒ Blood pressure
- Hence we can derive that Hypothesis 3 is proven – “**People who have busy work schedule prefer fitness apps for convenience**”

Personality

- From the user interviews conducted, people tend to dedicate 6 hours per week on fitness schedule on an average

Goals

- People prefer to have different kind of exercise routines on a per day basis like Training videos, Workout variants for Cardio and Weight Lifting, Endurance Training etc

Demographics

- The age range of 10 Interviews conducted were between 25-32 years
- 80% are working professionals
- 80% are staying in metropolitan cities

DERIVATIONS FROM BOTH SURVEYS AND USER INTERVIEWS

- The survey and the user Interviews conducted validates the Hypothesis 1, 2 , 3 and 4
- Based on the surveys and user Interviews conducted, we were unable to validate Hypothesis five “*People will expect the Stayfit app to be applicable to all centres within India*”


Important Note: The Base Data for the reports generated from the survey can be seen here:

https://drive.google.com/open?id=1sFUq_e5pNurBZh6RjQFT0B0DJj22jsZB

Part 2: Product Artifacts

Question 4: Create a persona for StayFit from the user research data. Use the template given below.

Response:

NAME: Jai Sinha		
AGE: 29 LOCATION: Bengaluru OCCUPATION: Software Consultant MARITAL STATUS: Married INCOME: Rs.14,00,000 p.a	MOTIVATIONS <ul style="list-style-type: none"> • Tech and Health related blogs • Social Media • Family and Friends • Co-workers • Fitness videos on Youtube 	PERSONALITY <ul style="list-style-type: none"> • Extrovert • Good technical skills • Fitness freak • Healthy • Foodie
	GOALS <ul style="list-style-type: none"> • Detailed guided training sessions for specific type of fitness programmes. • Less expensive than any live fitness class. • Provision to get in touch with the trainer • Notifications for new training sessions • Flexible membership with multiple fitness centres 	TECHNOLOGY <ul style="list-style-type: none"> • Mobile first • Android Smartphone • Laptop with Ubuntu Operating Systems • Most used apps : Health & Fitness, Utility • Uses 4G network
	PAIN POINTS <ul style="list-style-type: none"> • Busy work schedule to focus on fitness regularly • Lack of flexible timings in live work out classes • High fee for live fitness class membership 	

	<ul style="list-style-type: none"> At all time slots trainers are not available in fitness centres. 	
	BIO Jai is a Software Consultant working for an MNC. He has got a busy work schedule. Fitness has been his concern and he likes to devote at least 8 hours per week	BRANDS <ul style="list-style-type: none"> Google LG
QUOTE: "I prefer to maintain my fitness schedule through an app which would provide workout videos, personal trainer and diet plans"		

Questions 5: Create a user journey map for the given user goals:

- (a) To find credible gyms near me which are within my budget
- (b) To buy the membership for a gym

Use the templates given below.

Response:

User Journey Map 1	
User Goal	To find credible gyms near me which are within my budget
User Expectations	<ul style="list-style-type: none"> To find all gym details of a specific location To be able to see the reviews and ratings of the gym To be able to Filter gym as per location, budget, training schedule and timings

Process	<ul style="list-style-type: none"> • Search in Google website • Friends and Family • Dial nearby gyms • Physically visit the gym premises
Experience	<ul style="list-style-type: none"> • No single repository to check all gym within the same location and the facilities they provide • Time consuming process to search for gyms • Gym trainer availability overlaps with office schedule
Touchpoints	<ul style="list-style-type: none"> • Websites • Friends and Relatives • Advertisements • Dialling to multiple gyms based on Google search • Payment Gateway
Pain-points	<ul style="list-style-type: none"> • Time consuming process • No offers and discounts provided • Filter options (Location, price range) unavailable • Too much information yet no means to identify the best gym
Ideas	<ul style="list-style-type: none"> • Have one repository to suffice to all gym needs (facilities, pictures, trainer details, ratings, reviews etc) • Using Google Maps API, can integrate with our platform to locate nearby gyms based on user's current location • Customer Support Team to address customer queries and ensure a smooth onboarding process • Filter options available based on price range, membership duration, reviews and reviews

User Journey Map 2	
User Goal	To buy the membership for a gym
User Expectations	<ul style="list-style-type: none"> • Search for gyms within the budget • Check for membership details (For e.g. Price and Duration) • Discounts will be provided to new customers • Able to buy membership with multiple payment options • Ability to utilise the membership pass across any gym
Process	<ul style="list-style-type: none"> • Visit the gym premises and check their equipment's • Make use of the trial sessions and then decide on which gym to choose
Experience	<ul style="list-style-type: none"> • Time consuming process as it involves a lot of travelling and money • Discounts offered are too low
Touchpoints	<ul style="list-style-type: none"> • Gym onboarding specialist / manager • Payment gateway
Pain-points	<ul style="list-style-type: none"> • Prices vary when it comes to membership across all gyms • Time consuming process as it requires a physical presence to visit all gyms • Discounts offered do not meet user expectations
Ideas	<ul style="list-style-type: none"> • One stop portal to check for all gym needs (Price, membership duration, discounts) • Multiple payment options in online mode • Customer Support • Clearly define terms and conditions for each gym • Tracking membership details, payments on a mobile app

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