

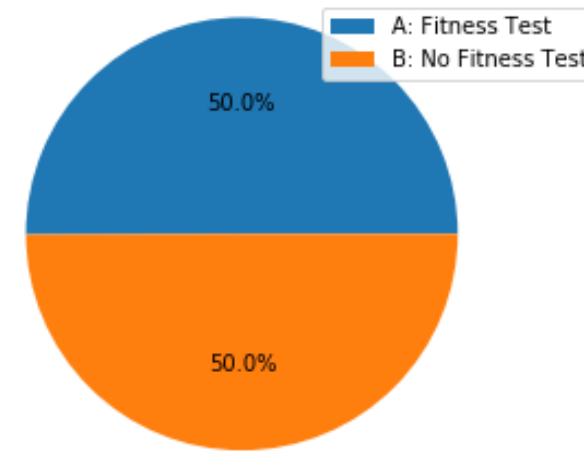
MUSCLEHUB A/B TEST

FITNESS TESTING OF NEW MEMBERS

TEST DESIGN OVERVIEW

- Currently prospective members must take a fitness test before applying.
- Half of new prospective members during test period were required to take the fitness test as usual, while the other half were able to apply without taking the test with a personal trainer.
- Data was recorded to show the rate at which participants in each group moved through the application process to become full members, with the main steps:
 - Initial visit (and fitness test for applicable group)
 - Completion of an application form
 - Making membership payment after application submission

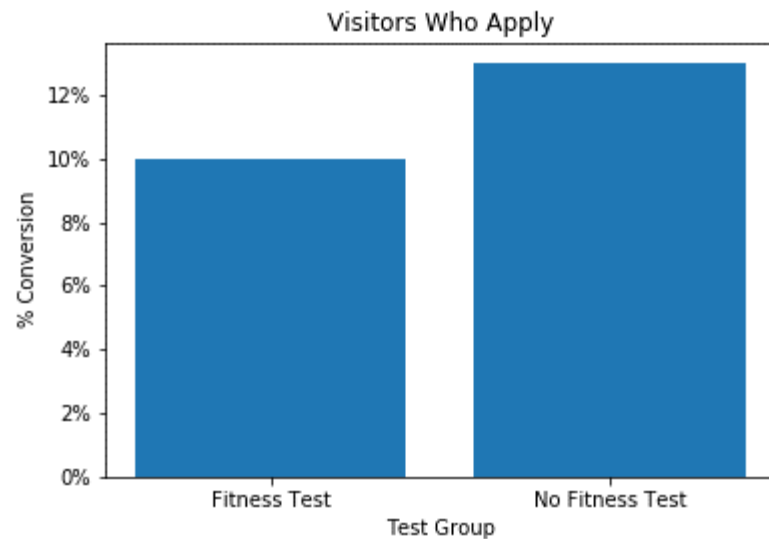
TEST GROUP POPULATION DISTRIBUTION



HYPOTHESIS TESTING

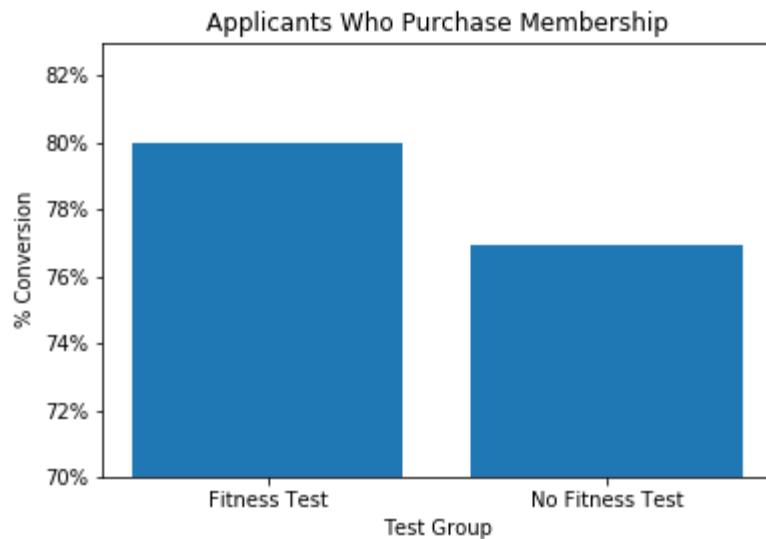
- Since we are comparing two groups and their discrete outcome (did they advance to the next phase or not), a Chi Squared test is appropriate.
- Between the two test groups we will examine:
 - Visitors who complete applications,
 - Applicants that become paying members, and
 - Visitors that complete the entire application process to become members.

VISITOR CONVERSION TO APPLICANTS



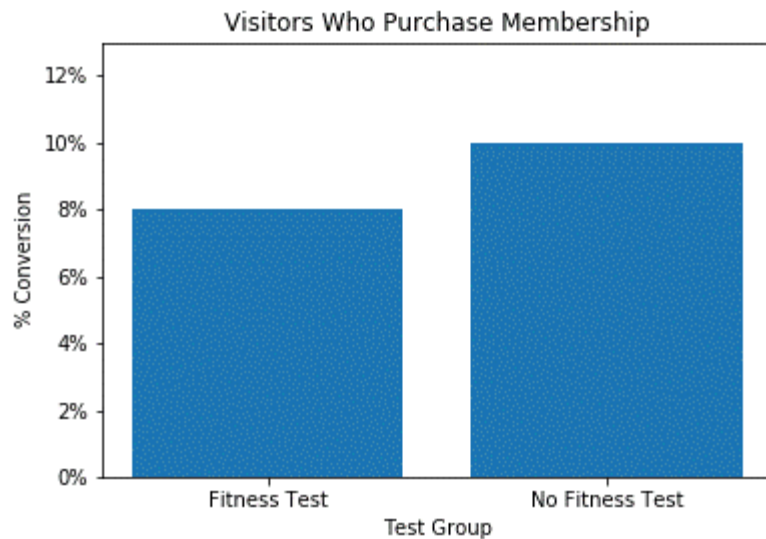
- More visitors from the 'No Fitness Test' group applied.
- The Chi Squared test resulted in a p-value ≈ 0.000965 .
- The results are statistically significant.

APPLICANT CONVERSION TO MEMBER



- More applicants from the 'Fitness Test' group purchased memberships.
- The Chi Squared test resulted in a p-value ≈ 0.432586 .
- The results are not statistically significant.
- It is more important to examine the conversion rate from Visitor to Member.

VISITOR CONVERSION TO MEMBER



- More visitors from the 'No Fitness Test' group ultimately purchased memberships.
- The Chi Squared test resulted in a p-value ≈ 0.014724 .
- The results are statistically significant.

CUSTOMER INTERVIEWS

- In general, most visitors had a better experience not having to take the fitness test, and occasionally those that did “regretted it.”
- Fitness tests members have done at other gyms were too intense.
- However, having a connection with a personal trainer from the first visit can be a strong motivator for some members.

FINAL RECOMMENDATIONS

- Remove the fitness test requirement for all new prospective members.
- FURTHER STUDY:
 - Since connecting with a personal trainer can be a motivator for some members, a new A/B test could be preformed.
 - Two new groups:
 - No Fitness test offered; the same process that proved effective in this study.
 - Fitness test offered; optional but not required.
 - Similar analysis on the new data to see if conversion rate can be further improved.