

GAMIFYING EXPERIENCE TO IMPROVE RETENTION FOR CULT.FIT APP



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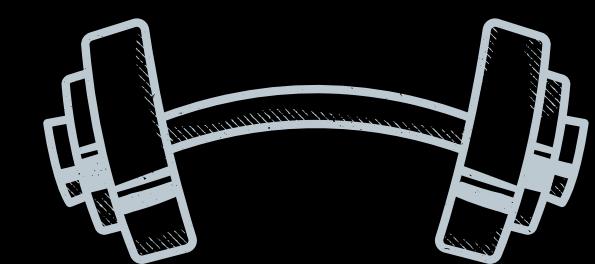




PROBLEM STATEMENT



Looking at the numbers for the cult.fit app, the current 30-day user retention rate has plateaued at 10% since its inception in 2016. Additionally, despite users purchasing subscription plans, only 20-25% complete their entire subscription duration. To boost user engagement and retention, we aim to enhance the cult classes booking experience through innovative gamified features. These initiatives are intended to drive higher user retention rates over time.





ABOUT COMPANY

Provider of digital and offline fitness services, cult.fit's offerings include video-based live and on-demand fitness, yoga, and meditation live sessions based on membership. Also, it offers healthy meals, an online store for sports merchandise, and enables users to track their performance in real-time and work out in group sessions as well as gyms. The Cult. fit comes under the health and fitness industry. The most interesting thing about this industry is that the total market size of the global health and fitness industry is over \$87 billion.

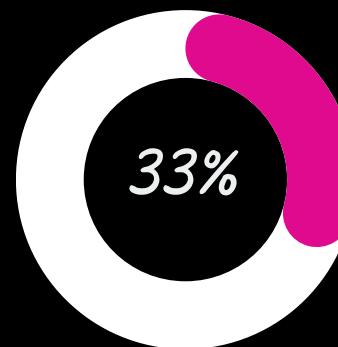
In India especially, the number of health app downloads have been increased. According to some reports, India topped the list of having the maximum number of health app downloads about 157%.

Besides having a huge market size and opportunity cult.fit has not been able to keep up with the market and has a very low market capture and very low user retention rate .

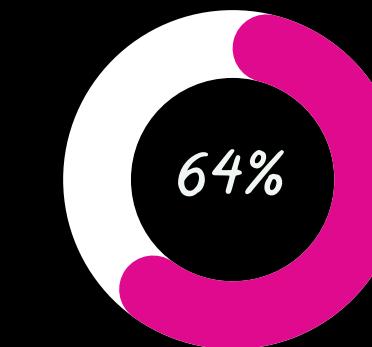
VISION



Make Health Easy For Everyone



ICMR study: 33 per cent of urban men and 44 per cent of urban women are either overweight or obese.

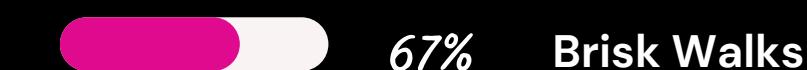


Approximately 64 per cent of Indians do not exercise.

MARKET OPPORTUNITY

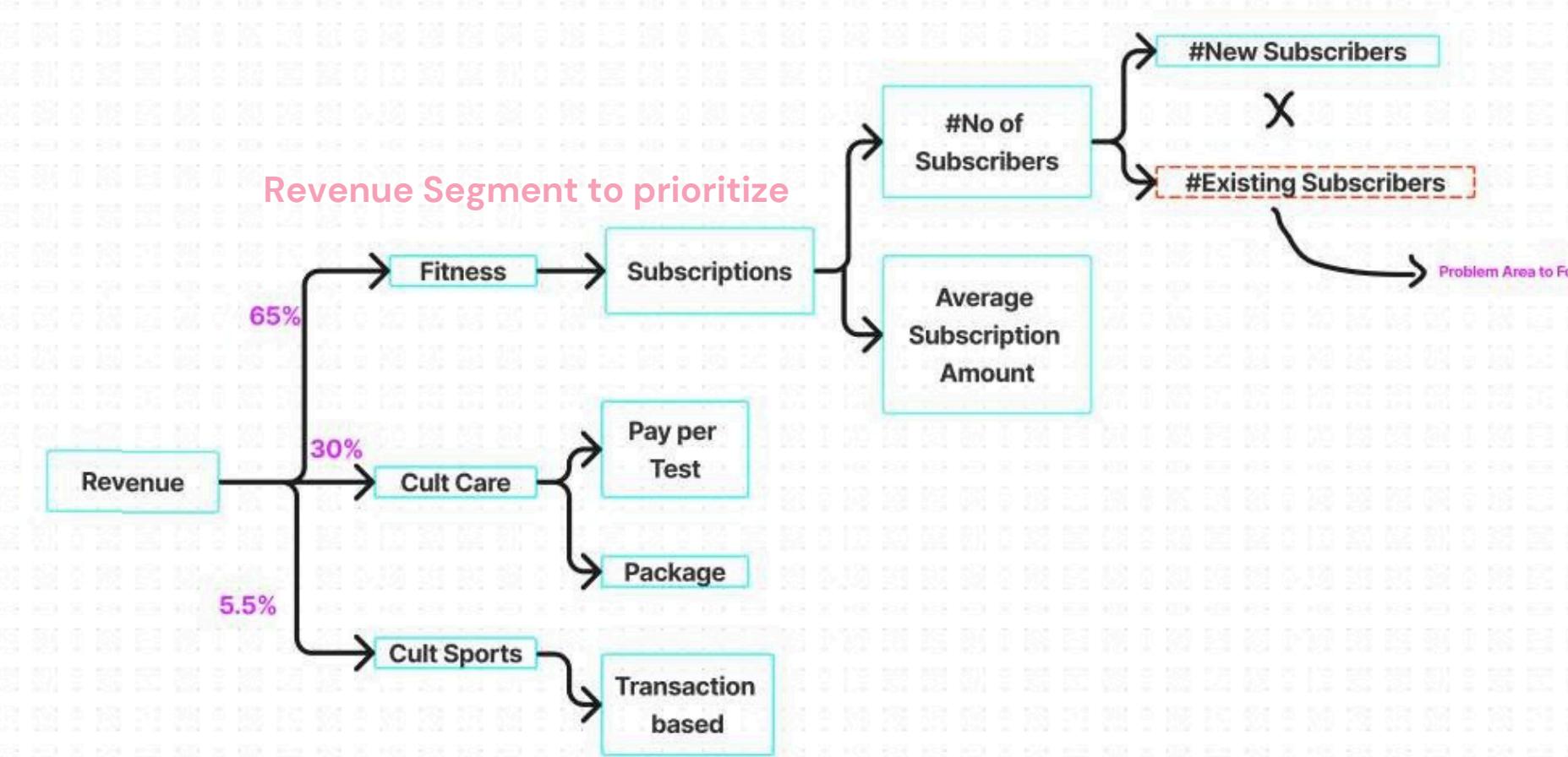
Health & Fitness market India: Total revenue is expected to show an annual growth rate (CAGR 2022-2027) of 9.39%, resulting in a projected market volume of US\$34.60m by 2027. Global annual growth rate (CAGR) of 17.6% from 2023 to 2030.

Indians are into simple exercises:



REVENUE MODEL AND USER JOURNEY

REVENUE MODEL :



FOCUS AREAS:

- Increase Retention rate by 10% every Quarter.
- Current conversion rate should not be impacted negatively.
- Increase attendance.
- Customer Life Time Value Should be increased.

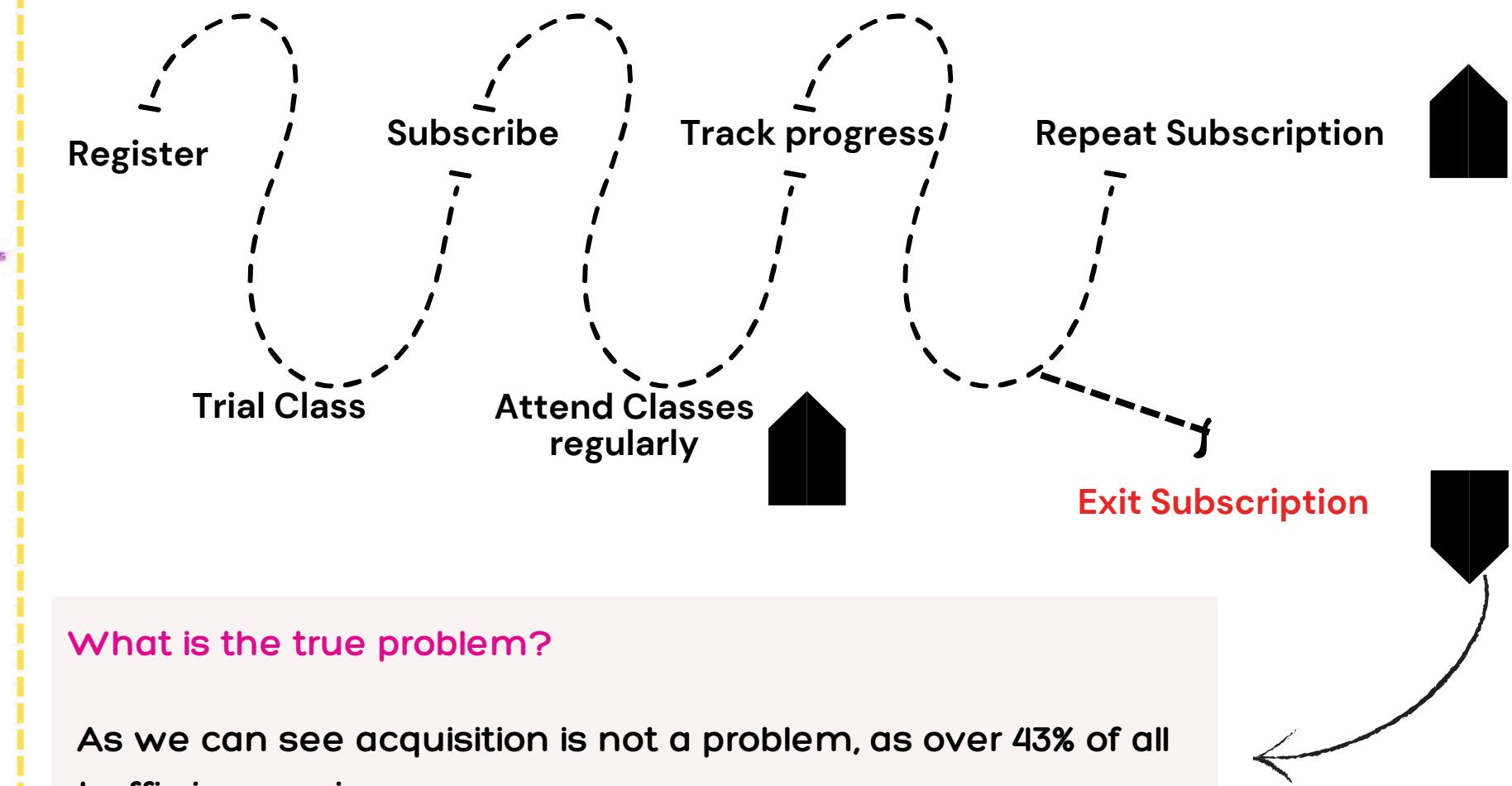


Study by Bain & Company concluded that a 5% increase in retention rate can lead to an increase in profits of between 25% and 95%.

ASSUMPTIONS:

- Focus is on Fitness Segment.
- We have adequate funds and resources to deploy new features.
- Gamification features to be implemented to benefit both offline and online Users.

USER JOURNEY

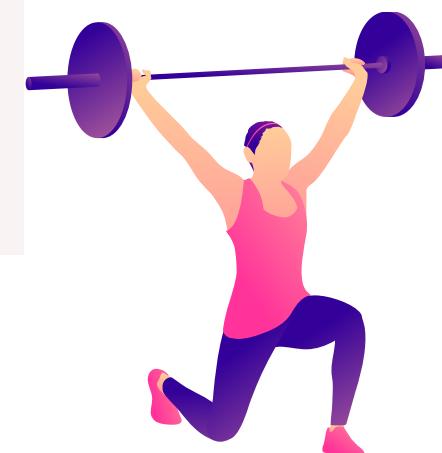


What is the true problem?

As we can see acquisition is not a problem, as over 43% of all traffic is organic

Users search a query → Google leads them to you → You convert them to paying users!

Major problem here is not able to retain the User. Also, retained Users are not regular and not able to complete the subscription period which eventually leads to loss of user



COMPETITOR ANALYSIS

Fitness



MyFitnessPal



HealthifyMe

- 17.5 M Visits last Month.
- Category rank #2.
- Bounce rate 46.31.
- 200 million users.

- 1.9 M Visits last Month. Category rank #3.
- Bounce rate 71.24 30 million users.

SOURCE

Cultfit

- 937.8 K Visits last Month.
- Category rank #10.
- Bounce rate 54.25 1 lakh
- digital users.

Cult Care



PharmEasy

- 11.4 M Visits last Month.
- Category rank #3.
- Bounce rate 69.02
- 25 million users.

Practo

- 12.6 M Visits last Month.
- Category rank #4.
- Bounce rate 55.07
- 300 million users.

SOURCE

Cult Sports



theflexnest



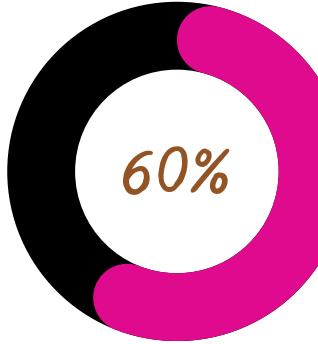
Powermax Fitness

- 113 K Visits last Month.
- Bounce rate 54.53

SOURCE

USER RESEARCH AND PERSONAS

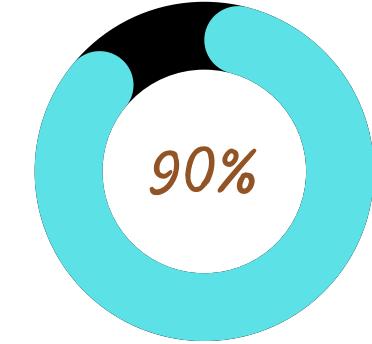
USER SURVEY KEY TAKEAWAYS



60% Users say Lack of time and Motivation are the reasons for not being regular to gym.



70% Users say Varied and interesting workout programs/Challenges Would motivate them to be regular.



90 % Users say rewards such as free marathon, trek or other events for being consistent

GAMIFICATION INSIGHTS:



70% Users say gamified fitness app would increase their motivation to do gym



90% Users are very likely to recommend gamified fitness app to others

The CAGR of the gamification market is predicted to witness a 30.1% growth between a forecast period of 2020 to 2025. (mordorintelligence.com) According to PwC's report on top health industry issues released in 2017, 78% aged between 25 and 44 have said that they would like the use of some sort of gamification in their treatment. (belitsoft.com)



Sowmya || Bengaluru

Age : 34.
Occupation : Developer.
Married and have 2 kids.

About

Sowmya has to take care of home and office , with the minimum time she gets she is trying maintain healthy lifestyle.

Goal

Needs virtual fitness app which helps her to do exercise with posture support and flexible schedule to fit into her busy life.

Pain Point

Current virtual plan doesn't help her to understand if her posture is right. Lack of short duration, flexible and engaging exercise.



Prabhu || Hyderabad
Prabhu || Hyderabad || 25

Age : 25.
Occupation : Analyst.
Unmarried.

About

Prabhu is a bachelor and goes to gym only whenever he feels motivated to go.

Goal

Lack of motivation is the main problem for prabhu, even though he has ample of time. He wants interesting Workout programmes/challenges which helps him to overcome laziness/lack of motivation.

Pain Point

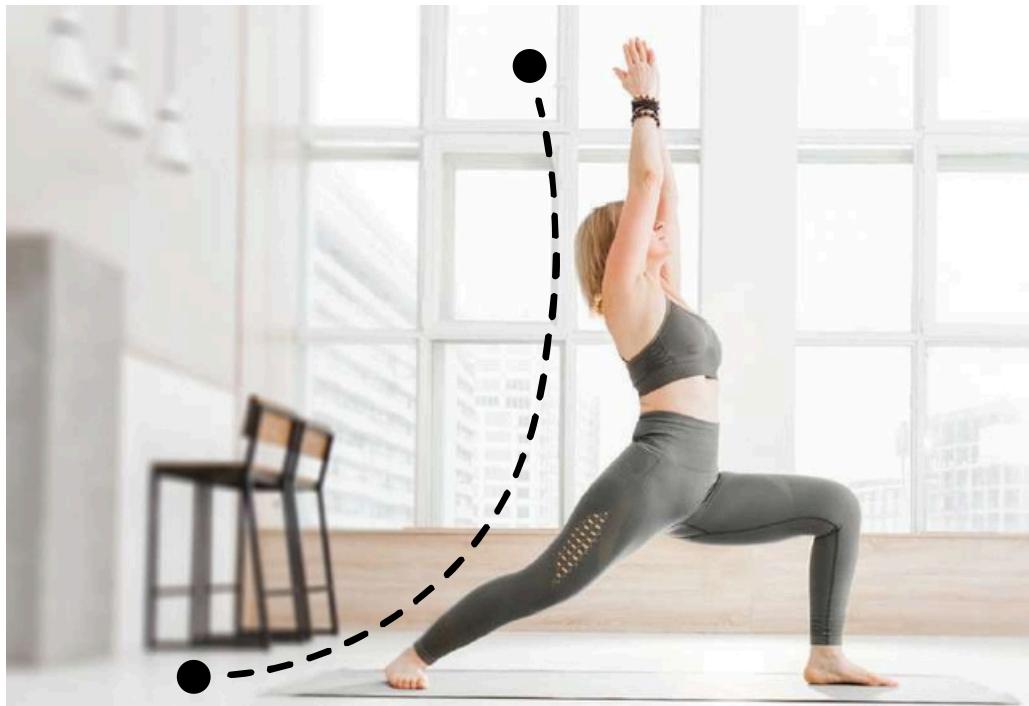
Even though cult fit plan is diverse and covers mix of workouts. It is not enough to push myself to get ready, travel and be regular to gym.

PROPOSED SOLUTIONS

INTRODUCE EXTENDED REALITY

"When you're in a gaming world, you can forget that you're actually working out. This means that you're more likely to complete your workout and stick to your fitness routine."

POSTURE CORRECTOR



Introduce Posture Corrector in the app. As most of the Users utilising virtual training through videos doesn't have access to feedback on their postures.



Road Map



AR Games

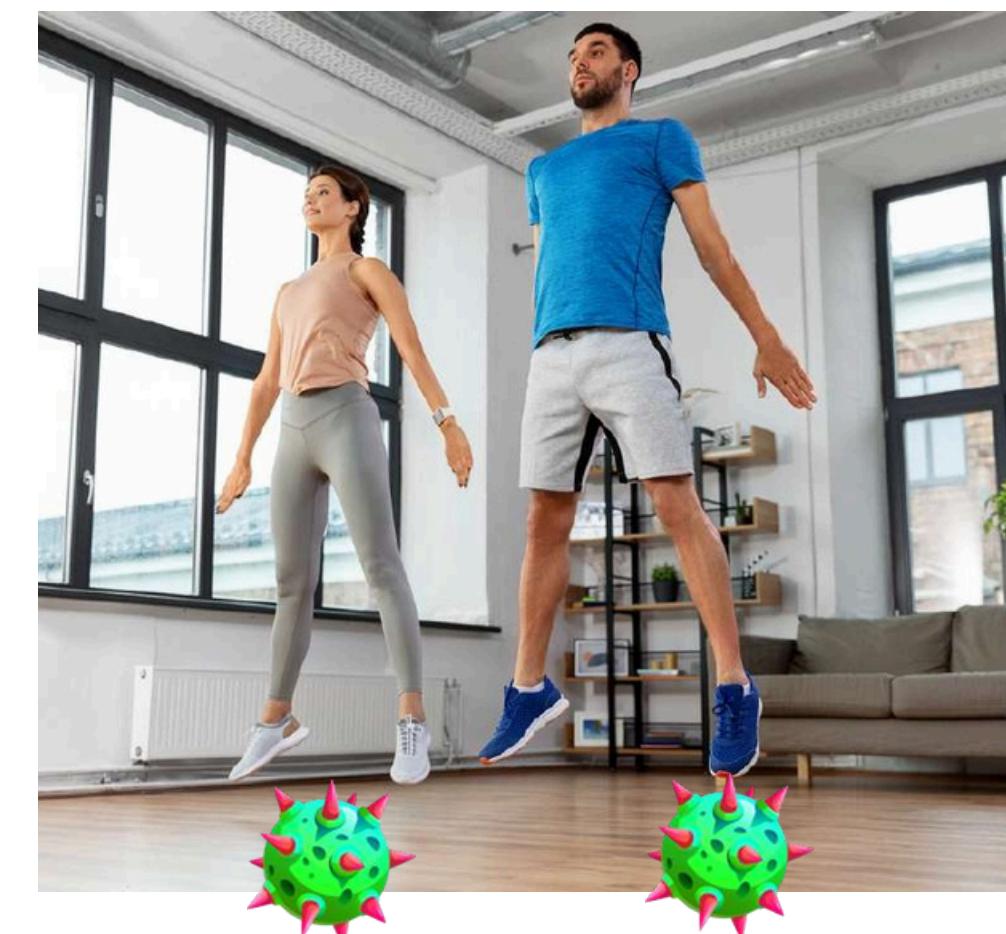


VR Games

Limited Introduction. As this might have some pitfalls like Motion Sickness for few.



ER Offline and Online



Scope

Both offline and Online users

Why it works

As we are addressing the major friction for going to gym which is motivation, these games remove boredom and remove the psychological impediment of doing workouts

AUGMENTED REALITY GAMES

AR Games has to be introduced based on various current exercise formats.

Jumping Hurdle Game:

User has to avoid stepping on the hurdles that come their way by jumping over them.

Monster Killer game:

User waves their hands sideward with a virtual sword to kill the monster that pop up.

Fruit Splash game: User has to splash all the fruits that appear on the screen, using motion sensor system fruit will be cut and users gets points based on the challenge and level.



PROPOSED SOLUTIONS

INTRODUCING OUTDOOR ACTIVITIES



	ELITE	PRO	HOME
ELITE Gyms & At Centre Group Classes	Unlimited	02 Sessions/month	✗
PRO Gyms	Unlimited	Unlimited	✗
Smart workout plan	Unlimited	Unlimited	✗
At home workouts	Unlimited	Unlimited	Unlimited
Outdoor workout	01 per month	Based on Streaks	✗

Scope

Offline

Why it works

Users love to be rewarded. Rewarding helps boost Extrinsic Motivation thus using **Nir Eyal's Hook model**. Here we are rewarding outdoor activities which further helps in habit forming.

ELITE

- Elite users get 1 free Outdoor activity Pass.
- 80% streak in one month: one more pass.
- 70 % Streak - 3months: one marathon
- 70 % Streak - 6 months: one small trek.
- 80 % Streak - 1 year : one difficult trek.

PRO

- PRO users get Outdoor pass based on streaks.
- 80% streak in one month: one pass.
- 70 % Streak - 3months: one marathon
- 70 % Streak - 6 months: one small trek.
- 80 % Streak - 1 year : one difficult trek.

HOME

- Virtual plan users should have option to choose add on's with additional payment.
- These add on's include weekend Community service programmes, small treks, marathon, 5k run, 10k runs e.t.c.
- This helps them to have extrinsic motivation to come out and connect with community and have a satisfaction of serving the society.
- Based on these add on purchases and attendance, user will be provided points which he can use as discount on next purchase.

PROPOSED SOLUTIONS

COMMUNITY CHALLENGES



Studies have found that working out with others helps motivate you, stay consistent, and set better goals.

Research shows that 43% of people give up only one month after setting a fitness-related goal

Scope

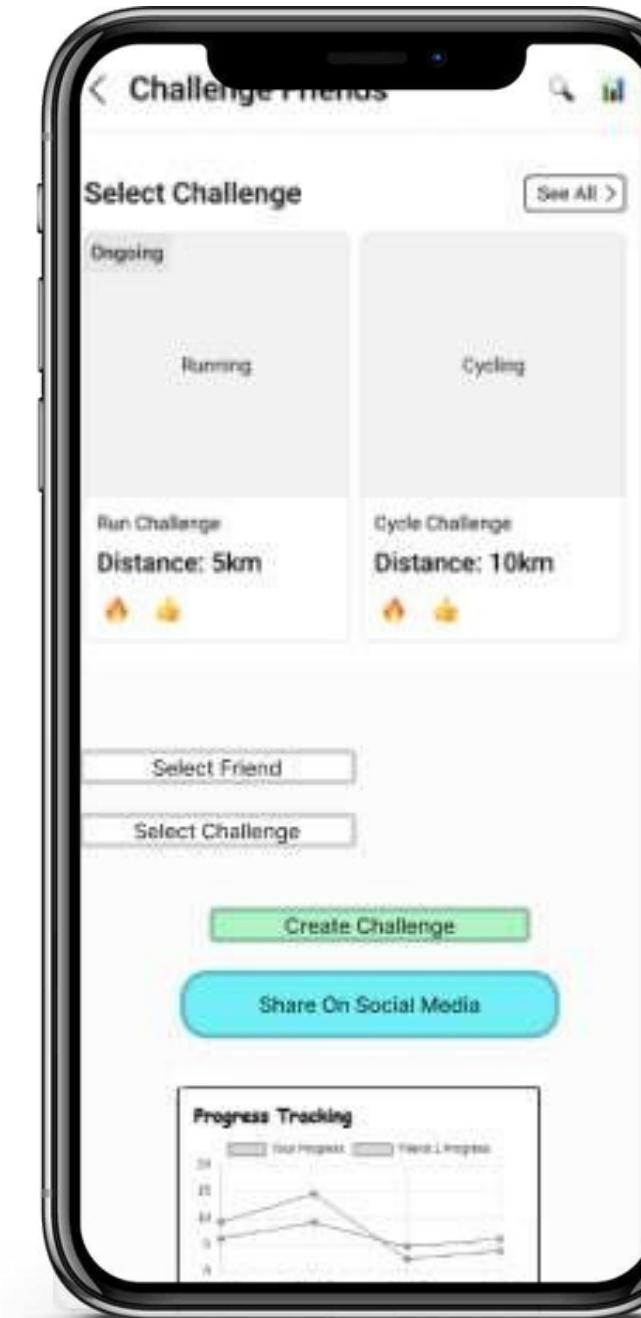
Both offline and Online users

Why it works

The truly defining features of successful fitness apps inspire a sense of community that translates to a genuine sense of accountability.

Introduce:

- Group Challenges.
- One on One Challenges.
- Centre Challenges.
- Challenge for cause.
- Corporate Challenges.



sample challenges:

- Daily Step Challenge
- Plank Challenge
- HIIT Workout Challenge
- Distance Running Challenge
- Yoga Pose Challenge
- Healthy Recipe Challenge
- Flexibility Challenge
- Water Intake Challenge
- Active Rest Day Challenge

Rewards

- Winners get Badges.
- Consistent Badge winner get discounts or points to buy merchandise in cultsports.
- Yearly top performer picture will be displayed in the centre and published in the social media.
- Funds raiser challenges will raise money for community service.

Level Up Challenges:

- Cult Plans should also include daily, weekly , monthly challenges.
- This introduces surprise element and users should be rewarded based on the performance. Based on streaks , plan should increase the challenge level as well as reward points.

Inter Centre Challenges:

- Introduce leagues and announce winner of the league with special benefits provided to the centre and participants.
- Display winner pictures in the official website.

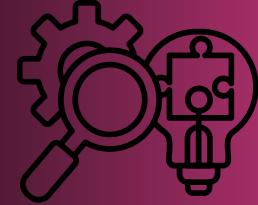
PRIORITISATION

	Introduce Extended reality	Introducing Outdoor activities	Community Challenges
Reach	Medium (Appeals to only users who are interested in virtual games)	High (Appeals to a wide range of audience)	High (Appeals to a wide range of audience)
Impact	High (Increases Motivation and Decreases Boredom)	High (Increases Motivation and Decreases Boredom)	Medium (Increases Motivation and Decreases Boredom)
Confidence	High	Medium	Medium
Effort	High (Need to develop various games for different types of exercises and high cost involved)	Medium (Need to collaborate with event organisers and add UI features)	Medium (Need to build UI features and design challenges)
Score	2.8	3.5	3.25



GTM STRATEGY

Market Research



- Extensive Research to be done on all features proposed.
- Identify potential risks and strategize to overcome.
- Analyse Cost and revenue impact.
- Develop optimal strategy to implement.

Feature Development



- Create User stories for all finalized features.
- Develop features.
- Test them internally.
- Fix Bugs.
- Ready for Beta release

Beta Launch



- Launch features based on priority and use customer pull strategy to attract target customers through promotions.

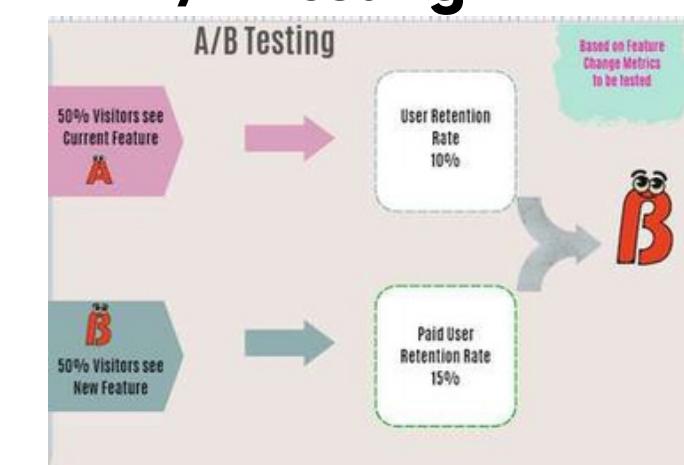
Measure and Optimise



- Collect Feedback from users.
- Evaluate various Metrics.
- Based on Exit criteria either feature goes for final release or drops down.

Exit Criteria:

A/B Testing



Release



- Enhance the features and fix the bugs based on feedback.
- Release the final version of the product.

SUCCESS METRICS



NORTH STAR METRIC:

10% Increase every quarter

Retention Rate = (No of Customers at the end of the period- No of Customers acquired during the period)/No Of Customers at the start of the period.



RETENTION

Customer Life Time Value= (Average Purchase Value x Average Number of Purchases x Average Customer Lifespan)

Churn Rate = (Number of Customers at Start of Period - Number of Customers at End of period) / Number of Customers at Start of Period)

Attendance per subscription

SATISFACTION

Net Promoter Score (NPS)
 $\% \text{ promoters} - \% \text{ detractors} = \text{NPS}$

App Ratings and reviews



ENGAGEMENT

Monthly Active Users
 Daily Active Users
 Conversion rate



GUARDRAIL METRIC

Churn rate

Streak rate per user

App Crashes

Average Customer Life Span



THANK
YOU!

