

# MuscleHub

The Place to Get Fit!

# DOES A FITNESS TEST INTIMIDATE PROSPECTIVE MEMBERS?

An A/B test was created to determine if a pre-application Fitness Test was scaring off prospective members.

**Group A** - took a fitness test

**Group B** - (no test)

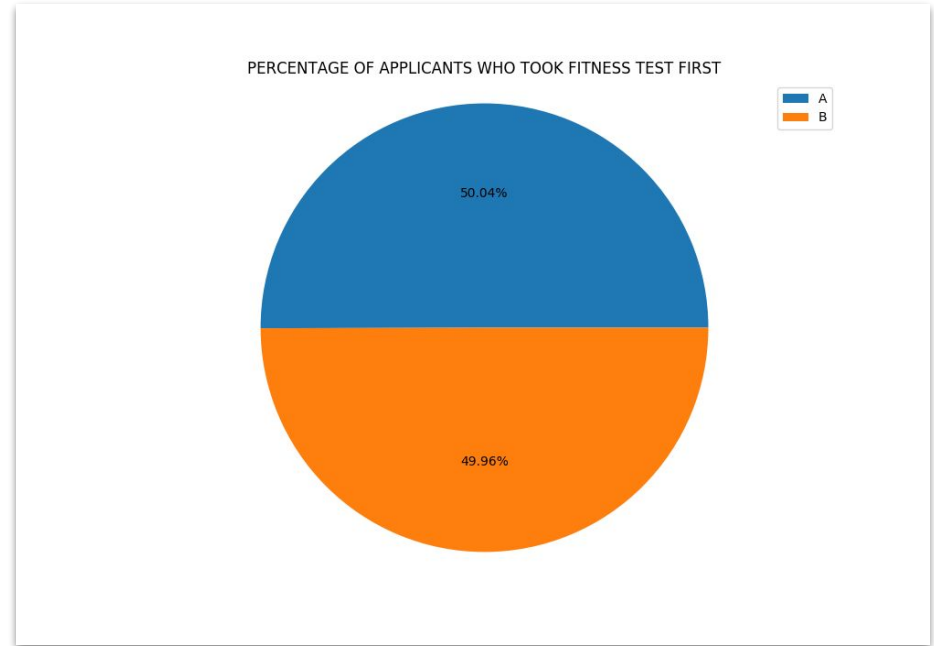
Members from **Both Groups**

- filled out an application
- paid for membership

# DATA UTILIZED FOR THIS A-B TEST

Data was gathered on:

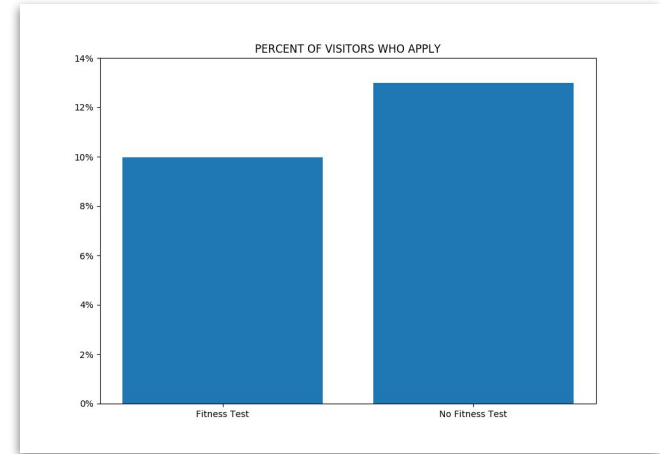
- all visitors
- visitors (randomly assigned) in
  - **Group A** (took the fitness test)
  - **Group B** (no test)
- visitors (per group) who picked up an application
- visitors (per group) who paid for membership



NOTE: Data between sources was cross-referenced using unique identifiers of individuals.

# WHICH GROUP HAD MORE VISITORS APPLY FOR MEMBERSHIP?

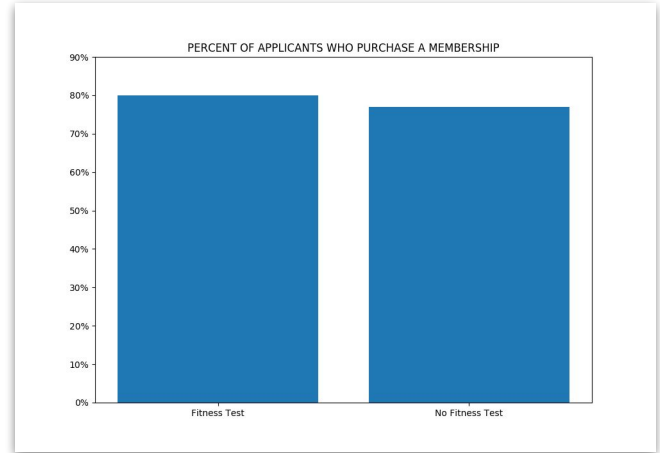
- 9% of Group A visitors applied
- 13% of Group B visitors applied



Since this A-B test had categorical data (visitors who took the fitness test VS those who did not), we used the Chi Square Test to statistically evaluate the significance of the result. The pval was less than 0.001, so we can be 99.9% confident in the result.

# WHICH GROUP HAD MORE APPLICANTS BECOME MEMBERS?

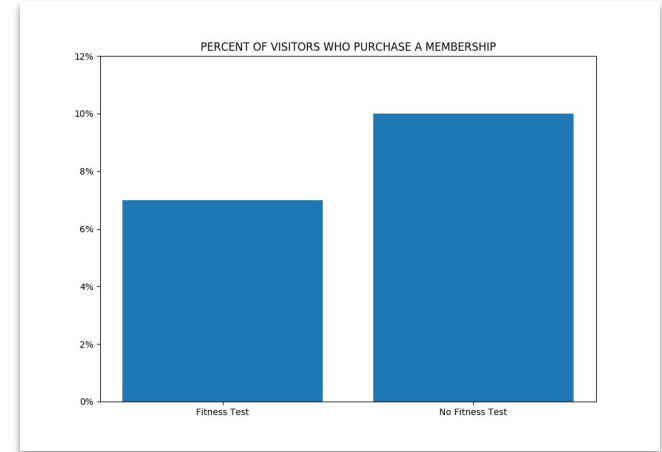
- 80% of Group A Applicants became Members
- 77% of Group B Applicants became Members



Comparing the categorical data of this A-B test (fitness test applicants VS no-test applicants) required the Chi Square Test to evaluate the statistical significance of this result. The pval was 0.433, so we cannot be more than 56.7% confident the result is not coincidental.

# OF ALL VISITORS, WHICH GROUP PRODUCED MORE MEMBERS?

- 8% of Members came from Group A
- 10% of Members came from Group B



The categorical data of this A-B test (testing VS not testing) required the Chi Square Test to evaluate the result's significance. The pval was 0.015. We can be 98.5% confident the result is not coincidental.

# SUMMARY OF QUALITATIVE DATA

"I always wanted to work out. After taking the fitness test, I had to keep coming back." - Cora, 23

"I wasn't accosted by any personal trainers, which I appreciated. I ended up not signing up because the weight machines had sweat stains on them." - Jesse, 35

"I took the fitness test because my coworker recommended it. Regretted it." - Sonny, 26

"I tried to sign up for LiftCity, but the fitness test was too intense. This is my first gym membership, and MuscleHub made me welcome." - Shirley, 22

In short, people sign up (or not) for a variety of reasons.  
A single unilateral solution may not be the answer.

# A RECOMMENDATION FOR MUSCLEHUB

Although Group A applications debatably resulted in more memberships, more Group B visitors applied for, and ultimately became, members.

We recommend that the Fitness Test be dropped from the mandatory pre-application process.

It might be useful to offer it to visitors AFTER they apply, however.