

# Project Fitpulse:-Vitafit Retention Growth Strategy

Document Owner	Hrithik Kumar Singh
Summary	A strategic plan to boost retention through community and gamification
Team	Engineering Team,Sales Team
Status	Discovery

**Objective:-**To introduce gamified and community-driven experiences that promote accountability, motivation, and a sense of belonging in order to boost user retention and repeat usage. We hope to create a habit loop around fitness activities by giving users the opportunity to interact more personally and engagingly with instructor and peers, which will increase platform stickiness and loyalty. **This is exactly in line with Vitafit's mission to encourage healthy living via meaningful engagement and precision products.** By transforming the platform into a motivational ecosystem as well as a measurement tool, we solidify our position as a pioneer in wellness and home health monitoring.

## Why Now

- 1.Current retention is declining due to low motivation and weak personal connection.
- 2.Competitors are leveraging social and gamified elements to drive growth. Link:-[Fitness App Gamification In 2021: A Trend You Cannot Miss](#)
- 3.Users increasingly expect community + accountability as part of their wellness journey. Link:-[Health & Wellness is social: top 5 features successful apps share](#)
- 4.Acting now will reduce churn, increase LTV, and strengthen Vitafit's positioning as a leader in home health monitoring and engagement.

**Features:-**1.**Badges, Streaks & Rewards(Gamification Layer)** – Introduce achievement systems that reward consistency and milestones, encouraging habit formation.

2.**Community Challenges & Leaderboards** – Users can join fitness challenges (daily/weekly) and track progress alongside friends or the wider community, fostering healthy competition.

3.**Social Feed & Progress Sharing**-Allow users to share achievements, tips, or progress within the app with friends,trainer and community circle , creating a supportive community and increasing accountability.

## User Research/Insights

- 1.The app has received poor feedback, with a rating of just 2.8/5, indicating user dissatisfaction. A major concern is the weak UI/UX, which negatively impacts the overall experience. Link:- <https://appshunter.io/ios/app/1544216883/reviews>
- 2.Research shows that users who actively engage and receive social feedback within community challenges are more likely to return consistently and achieve better outcomes — highlighting the impact of accountability and peer motivation. Link:-<https://arxiv.org/abs/1701.05225>
- 3.Among popular health apps, 64% use some form of gamification; common elements include goal-setting, social influence (competition, collaboration), and challenges. Link :-<https://pmc.ncbi.nlm.nih.gov/articles/PMC6348030/>

## User Persona

	Motivated Beginner	Consistency Seeker	Data-Driven Tracker
Goals & Motivation	1. Lose weight & build daily habit 2. Motivated by external validation (challenges, streaks)	1.Maintain fitness post-pregnancy 2. Motivated by social connection & instructor guidance	<ul style="list-style-type: none"><li>• Monitor health to prevent lifestyle diseases</li><li>• Motivated by data, benchmarks &amp; measurable progress</li></ul>
Pain Points	1. Loses interest after initial excitement 2.No challenges or interaction	1.Misses structured programs & community 2.Tracking feels lonely	<ul style="list-style-type: none"><li>• Experience becomes static over time</li><li>• No evolving goals</li></ul>
Churn Triggers	1. Motivation dip after 2–3 weeks 2.No feedback loop or social push	Lack of group interaction & personal touch	No new goals, badges, or insights over time

## User Interview Insights(3 people)

**Social Connection:** A social layer encourages frequent interaction and makes communication feel natural and integrated.

**Rewards:** Tangible incentives motivate users to join classes daily and build consistency.

**Community Competition:** A shared community space fosters friendly competition, driving regular participation.

**Achievement Sharing:** Sharing milestones gives users pride and belonging, reinforcing ongoing engagement.

## Competition Landscape

	XP/Points	Leaderboards	Community Challenges	Day 30 Retention %	Churn Rate %	Distinctive Feature	Source
Cult.Fit	Yes	Yes	Yes	12	57	Hybrid Model(digital+offline gyms)	<a href="#">Fitness Apps - India</a>
Fittr	Yes	Yes	Yes	13	55	Grassroots,coach driven community	<a href="https://www.businessofapps.com/data">https://www.businessofapps.com/data</a>
HealthifyMe	Yes	Yes	Yes	15	54	AI powered nutrition+fitness gamification	<a href="#">India Fitness and Health Apps</a>

## Goal metrics

Metric	What It Measures	Expected Outcome
Repeat User Retention (7-day & 30-day)	Measures how many users return to the app after their first session	Noticeable increase in 7-day & 30-day retention rates
Session Frequency & Duration	Tracks how often and how long users engage with the app	Higher weekly session frequency and longer average session duration
Community Feature Adoption	Monitors participation in challenges, groups, and leaderboards	Strong adoption (e.g., ≥30% of active users engaging with community features)
Churn Rate & LTV	Measures user drop-off and overall lifetime value	Reduced churn rate and uplift in LTV over 60-90 days

## Integration within App

**Badges, Streaks & Rewards(Gamification Layer)** :-Constant visibility and motivation are guaranteed by the XP system's embedding in the header and class cards. The main navigation center for all gamified interactions is the class tabs (Past, Upcoming, Leaderboard, and Rewards). By fusing social competition with material incentives, leaderboards and rewards produce a potent motivational loop. This layer adds engagement without interfering with the user journey by blending in seamlessly with the current class booking flow.

**Community Challenges & Social Feed** :-For convenient, long-term access, the Community tab is positioned in the bottom navigation. A cohesive social experience is produced by the smooth integration of all sub-features, including forums, friends, achievements, and challenges where you can interact with your trainer as well. Group objectives and challenges are incorporated right into the community flow, promoting continued involvement. To improve engagement loops, XP and leaderboards are synchronized with class activities.

### Basic Flow Diagram for feature implementation:-

<https://docs.google.com/document/d/1FBIsNltdHUwjNGrM6VONhWRVVW50r7HefMI9hVpla15A/edit?usp=sharing>

Basic Prototype has been prepared for integration within the app(Used Lovable):-<https://class-quest-app.lovable.app/>

## Rollout Plan

- 1.Target a small pilot group of loyal users to test the gamification experience over a 7-day period. As an incentive, offer exclusive goodies or membership extensions to reward their participation and feedback.
- 2.Enable a select group of users to participate in community challenges & social feed to monitor key engagement metrics such as participation rate, completion percentage, and drop-off rate. Launch the pilot for an initial 7-day period to closely track performance and user behavior.
- 3.Collect qualitative feedback and analyze data insights to identify gaps and improvement areas. Collaborate closely with the engineering team to iterate on the feature based on real user behavior. Refine the experience and prepare it for a full-scale launch.
- 4.After the full launch, send out engaging notifications with catchy messaging to capture user attention. Offer exclusive goodies and special deals to incentivize early sign-ups for community challenges, creating excitement and driving initial adoption.

## Milestones/Timelines

Milestone	Timeline	Key Activities	Outcome
Requirement Analysis & UX Design	Week 1-2	- Finalize feature requirements - Create wireframes and UI flows	Approved wireframes and UX flows for prototype
Development & IT Testing	Week 3-8	- Build prototype Conduct QA Testing Make Application stable	Usable prototype build and ready for UAT & pilot testing
UAT& Pilot Launch	Week 9-10	-Do a User Acceptance Testing - Launch MVP to a small loyal user group - Run 7-day gamification & community challenge pilot - Track participation, completion, retention	Early data & feedback to validate core engagement loops
Engineering Refinement(Includes Bug Fixes )	Week 11-12	- Analyze bugs raised & user feedback - Prioritize fixes & enhancements with engineering team	Improved, stable version ready for wider release
Full Launch	Week 13-14	- Rollout to 100% of users - Send launch notifications, offer deals for early sign-ups - Activate growth campaigns	Feature fully integrated and scaled across the platform