

## Research Methods

(Qualitative & quantitative research: interviews, surveys, analytics)

### 1. Problem Statement

Edge Fitness needed to understand why standard-tier members were not upgrading to the Premium Tier, despite strong trial conversion offers and periodic campaigns. The existing marketing strategy was operating with assumptions about member behavior, lacking structured customer input.

### 2. Context

Without actual member feedback or behavioral data, the marketing team couldn't confidently prioritize campaign messaging or product feature emphasis. Understanding both *what* customers were doing and *why* they were doing it required a combined qualitative and quantitative research approach.

### 3. Objective

To uncover both emotional and practical reasons for customers avoiding Premium upgrades by collecting firsthand member feedback and analyzing behavior trends from the CRM and app usage data.

### 4. Execution

#### Qualitative Research

- Conducted 6 in-depth interviews with current standard-tier members across age groups and usage patterns
- Asked open-ended questions around motivations for joining Edge, their current satisfaction, feature awareness, and feelings toward the Premium Tier
- Sample questions included:
  - “What does a great gym experience look like for you?”
  - “Have you ever considered upgrading? Why or why not?”
  - “What do you think Premium includes?”

## Quantitative Research

- Designed and distributed a 10-question survey via in-app notification and email (collected 52 responses)
- Key metrics focused on:
  - Awareness of Premium Tier benefits
  - Self-reported likelihood to upgrade
  - Feature priorities (e.g., spa, classes, nutritionist access)
  - Barriers to upgrading (e.g., price, perceived value, lack of time)

## Behavioral Analytics

- Pulled anonymized app engagement data to analyze session length, feature usage, and login frequency across 60 days
- Clustered users by usage intensity and features accessed (standard vs Premium-only features)

## 5. Insights, Recommendations, Learnings

### Insights

- A large portion of standard-tier users were not fully aware of Premium benefits
- Those who were aware perceived the Premium Tier as “for serious athletes,” not regular members
- Interviewees valued recovery and class access more than advanced training areas
- Analytics showed that users with the highest app engagement were also interacting most with features exclusive to Premium (like class schedules or recovery content), even if they hadn’t upgraded

## Recommendations

- Redesign Premium messaging to shift from “elite training” language to “wellness and recovery for everyone”
- Use personalized nudges in-app when a user engages with Premium-only features (e.g., browsing class schedules)
- Run a lightweight awareness campaign on Instagram and email showing Premium as inclusive and benefit-rich

## Learnings

- Customers often had incomplete knowledge of what Premium included
- Many did not reject Premium, they simply didn’t feel invited to explore it
- Mixed-method research brought out emotional resistance that numbers alone could not reveal

## 6. Key Deliverables

- Full interview notes with key quotes and emotional language highlighted
- Survey summary dashboard with charts showing feature prioritization and upgrade intent
- Segmented heatmap of app usage behaviors by member tier
- Recommendations memo sent to product and creative teams to guide messaging refresh

## 7. Approach or Framework Used

Used a mixed-method research approach combining qualitative depth interviews and quantitative surveys supported by behavioral analytics

Applied Jobs-to-Be-Done thinking to structure interview questions around goals and progress rather than features

This triangulated approach enabled a deeper understanding of customer motivations, which informed repositioning and targeting strategies