

Introduction:

“Hi, my name is [Name]. I would like to ask you a few questions about your experience with exercising. The goal is to learn about your personal stories and experiences to help us design better workout solutions in the future.”

Overview:

1. What hobbies are you involved in? *[determine hobbies other than physical activity]*
2. How often do you workout in a given week?
3. How does working out make you feel?

Exploring:

4. What do you think are benefits of working out? Why do you feel that way?
5. What types of activities do you participate in that you consider as exercise? (e.g. running, spinning, hiking, tennis, yoga, etc.) *[probe for why they like those types of activities over others]*
6. Do you schedule your workouts by time of day? If so, why? If not, is there a reason that you do not schedule your workouts? What are those reasons?
7. Can you tell me about your most recent experience working out? What was it that you were doing?
8. Have you used a personal trainer in the past? If so, why? If not, why not?

Motivation:

9. What are the reasons that encourage or motivate you to make it to your most recent workout?
10. What motivates you to be active and/or workout?
11. Thinking of the last time you went to exercise, what enabled you to workout?
12. If there was one (or more) thing(s) you could change in your day that would made it easier for you to exercise, what would that one be?
13. What are the challenges in your life that make it difficult to workout?
14. In the short term, what goals would you like to achieve with exercising?
15. In the long term, what goals would you like to achieve with exercising?

Environment:

16. Do you prefer working out on your own at home or outside over going to a gym or studio? If so, why?
17. If you go to a studio/gym, what features or amenities do you look for before committing to a particular one? What are things that detract you from going back to a gym/studio?
18. Does the time of season impact what types of physical activities you do? If so, what are the differences?

Community:

19. Do you participate in exercise activities with friends or family? If so, what type of activities and why?
20. Are you active in any fitness communities? If so, what type of community is it, one in real life or one on the internet? What motivated you to join that community?
21. If you were aware of a local fitness community for an activity that you participate in, would you join? If so, why? If not, why not?

22. If you had a personal fitness coach to help you on your fitness journey, would you use one?
Why? Why not? *[probe for more reasons why not, if money or other factors were eliminated]*