

Introducing CultBot

The goal is to make it easier for Kritik to quickly find curated meal plans and training sessions tailored to him. He should be able to access what he needs without having to browse through hundreds of choices, which could lead to confusion and indecisiveness.

It should significantly reduce the time Kritik spends comparing memberships across different fitness websites by directing him straight to a page with personalized fitness programs. There, he can explore free trials to assess their effectiveness, increasing the likelihood that he will continue with a membership.

The entry point of the bot introduces the user to cultBot, a personalized AI assistant developed by Cult to simplify, enhance, and streamline the onboarding process. cultBot gathers user preferences and then provides free, customized diet and gym plans. Additionally, it recommends the best available Cult membership tailored to the user’s needs, ensuring a seamless and unique fitness experience.

