

# Improving the Onboarding Experience of cult.fit Users

### Description

Co-founded by Mukesh Bansal and Ankit Nagori in 2016, the company's mission is to "Make Health Easy".

Cult.fit (formerly cure.fit or Curefit) is a health and fitness company offering digital and offline experiences across fitness, nutrition, and mental well-being.

Cult.fit operates on the FOFO model, which stands for Franchisee-Owned, Franchisee-Operated. This model serves as the backbone of Cult.fit's widespread success.

With the aim to make fitness fun and easy, cult.fit gives workouts a whole new meaning with a range of trainer-led, group workout classes, Personal Training, Mental Wellness, Health Assessments, Nutrition Guidance. It makes workouts fun, daily food is healthy and tasty, mental fitness easy with yoga and meditation, and medical and lifestyle care hassle-free.

### Stats

**5M**

Monthly Active Users

**10M+**

Downloads

**45%**

Profitability

**30-45%**

ROI

**130+**

Locations

**1M+**

Paid customers

### Competitors



HealthifyMe



Fitpass



Fitternity

## PROBLEM STATEMENT

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To enhance the new user onboarding experience by making it more intuitive, engaging, and informative. The aim is to reduce friction, improve feature discovery, and ensure users understand the value of Cult.fit right from the start.

This has the following anchors:

- Onboarding Flow
- Feature Discovery
- Personalization
- Retention Focus



 To influence any of these metrics, we need to ensure that users either spend more time on the app more frequently or find the app's flow simpler and more intuitive to understand.



### Kritik Jha

22 year old Male

Product Manager in Hyderabad

## Concerns

**Information overload:** Kritik's primary concern is being overwhelmed by too much information presented at once and not being able to understand how to use the app or its features effectively.

**Lack of Free Options:** Kritik is hesitant to commit to paid features without first experiencing the app's value. The fact that all online fitness and diet courses are paid can deter potential users, especially when free alternatives are available.

**Navigation Difficulties:** Kritik might find it hard to navigate the app and locate the plan he is looking for.

**Lack of motivation:** Kritik finds using the app boring because it has no immediate rewards, lack of personal connection and no clear guidance.



## Goals

**Access to Free trials:** easy access free options, such as a 30-day trial course for diet or fitness, will help users build trust before making a purchase.

**Transparent Information:** He would prefer gym membership that provide detailed information and fee structure without any hidden charges.

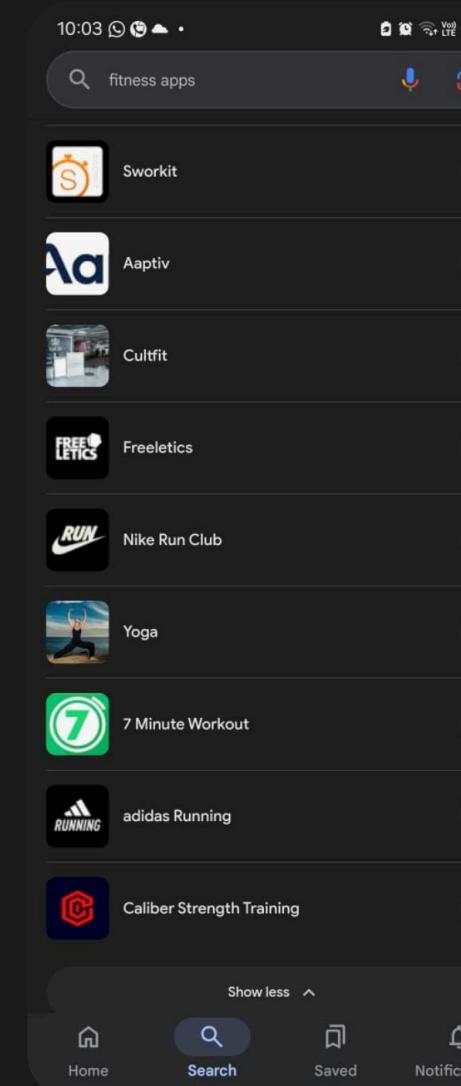
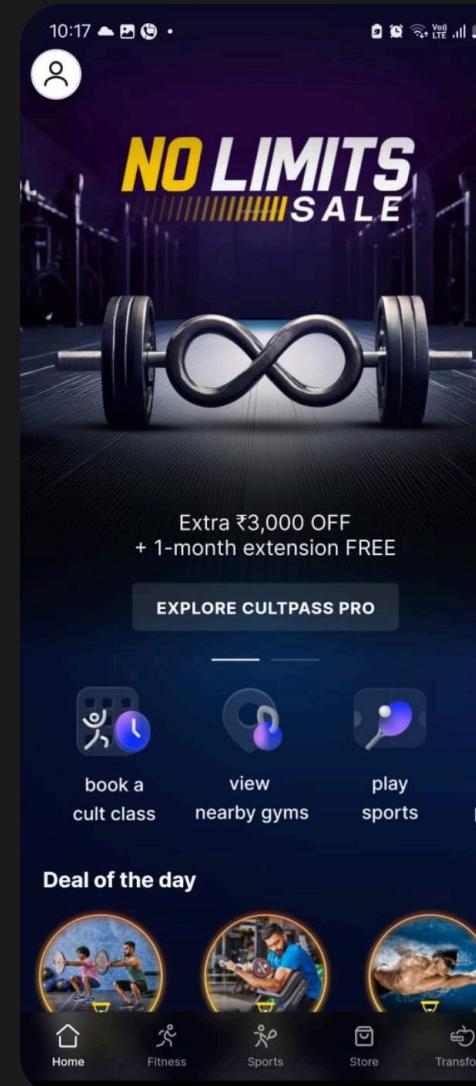
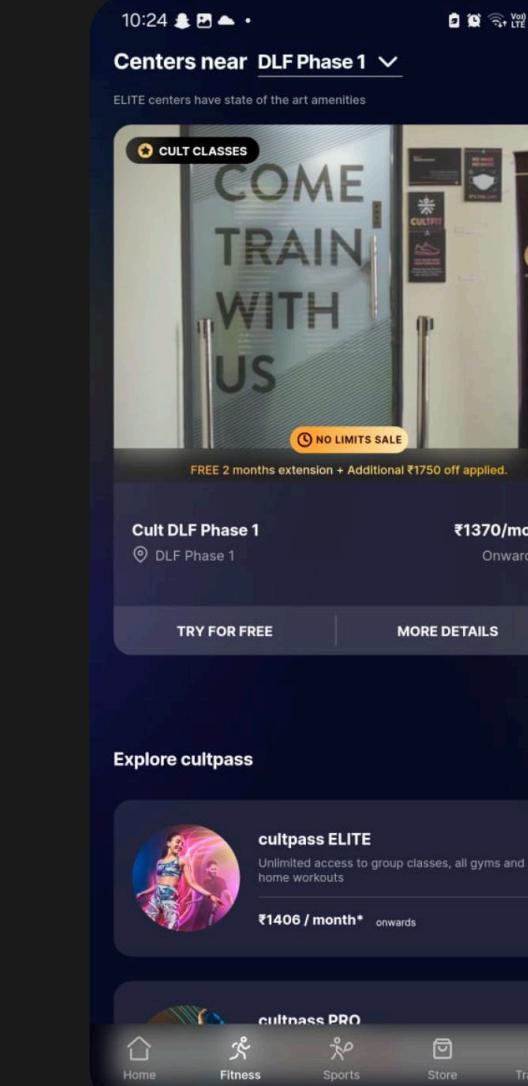
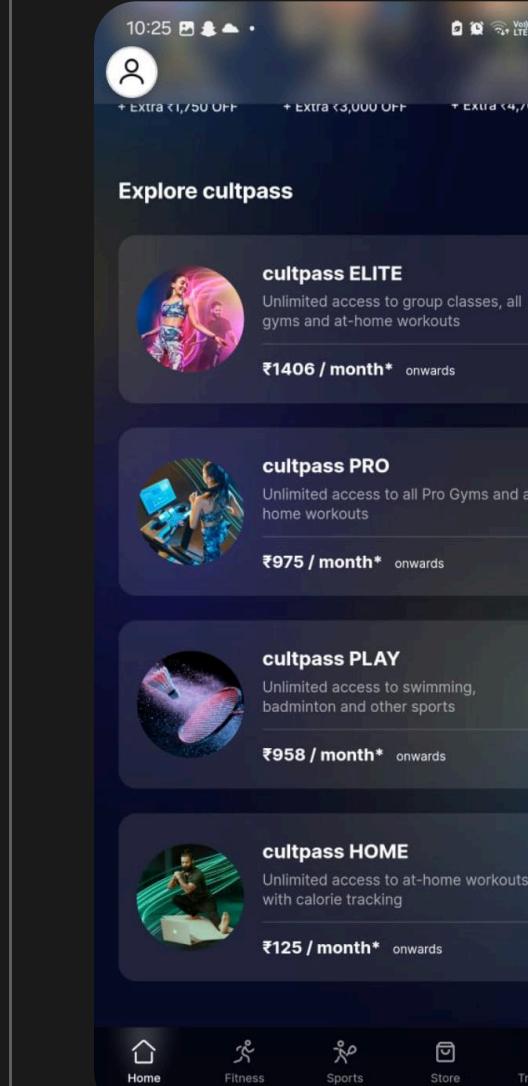
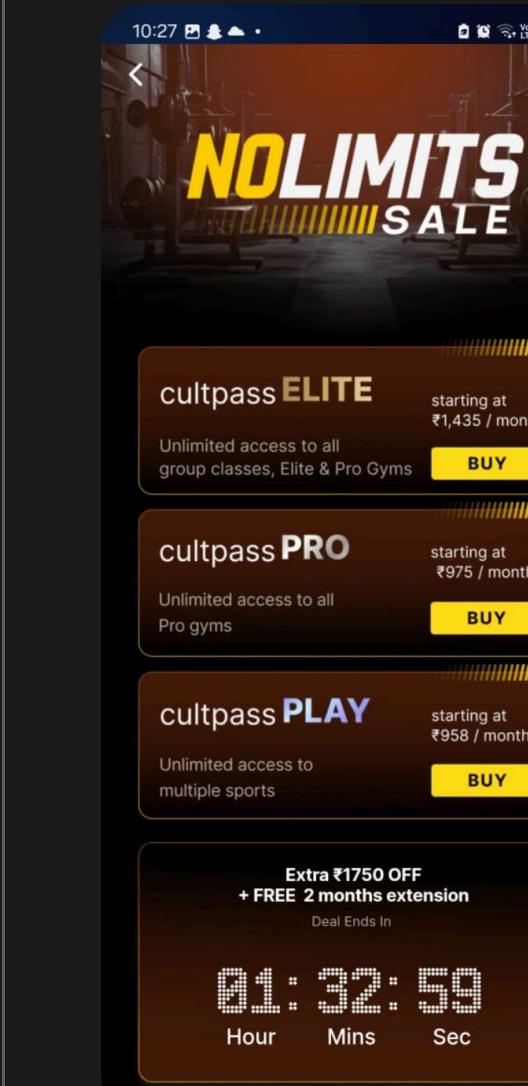
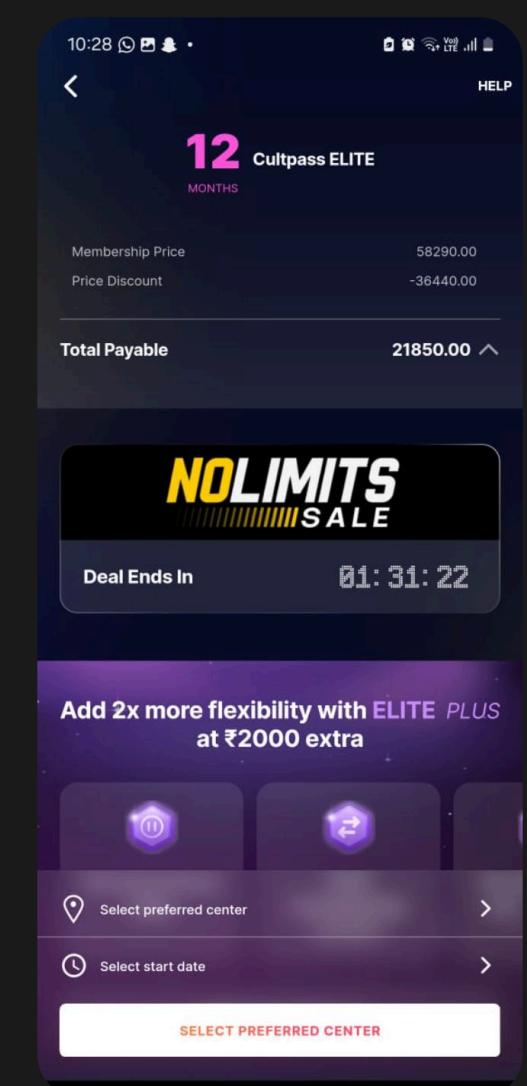
**Reliable and Timely Service:** His goal is to have reliable and timely deliveries, ensuring he receives his training promptly at his gym or home without disruptions.

**Diverse and Varied Options:** While health-conscious, still wants a variety of diet and fitness choices. His goal is to find a diverse range of courses from different gyms.

**User-Friendly App Experience:** An intuitive and user-friendly app experience that allows him to quickly browse through fitness options, filter based on his preferences, and join memberships seamlessly.

# USER JOURNEY MAP

## User experience Journey

 Stage	Awareness	Discovery	Consideration	Consideration	Consideration	Decision
 Goals	To Explore Fitness	To be able to find good fitness options	To be able to find personalized fitness options	To find good membership plans	To be able to find affordable plans	To proceed to pay for the plans
 Steps						
 Touchpoints	kritik searches about fitness apps online	Kritik chooses cult.fit	Explores through the app	Find different membership plans	Find pricing options	Proceed to pay for the plan
 Emotions						
 Pain points	NA	Chooses the best on internet	With endless options, confused	How to choose the best option?	How to choose what is the best for him?	Should I pay this much without first having any trial period?

## PRIORITIZATION

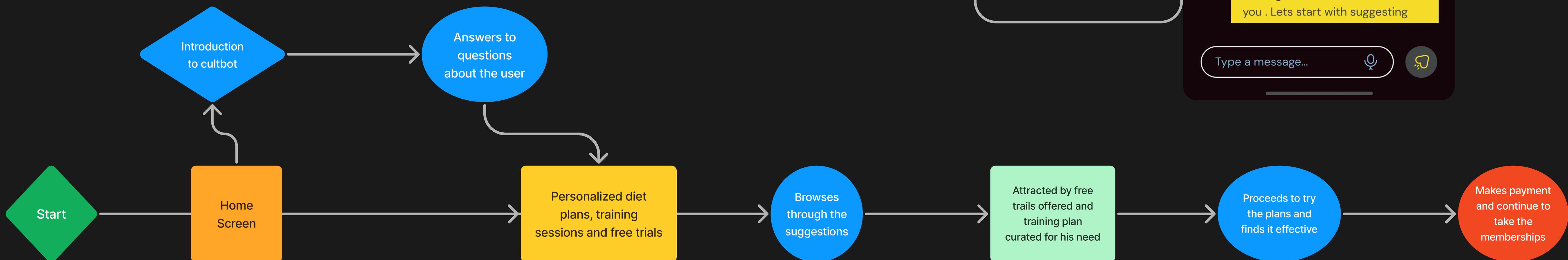
Problem	Reach	Impact	Score
Kritik finds it challenging to navigate the app and fully understand all the services that Cult.fit offers.	8	9	72
He finds the UI/UX of the website and app too cluttered and words are repetitive, and as a new user unfamiliar with the terminologies, he finds it confusing.	9	10	90
No USP to guarantee that Kritik feels incentivized to order from cult.fit whenever the order exceeds a certain threshold.	6	5	30
Kritik's Loyalty to a membership is unrewarded, and not incentivised.	5	9	45

We'll be focusing on the problems with the highest scores 90 and 72 according to this estimation using the RICE framework

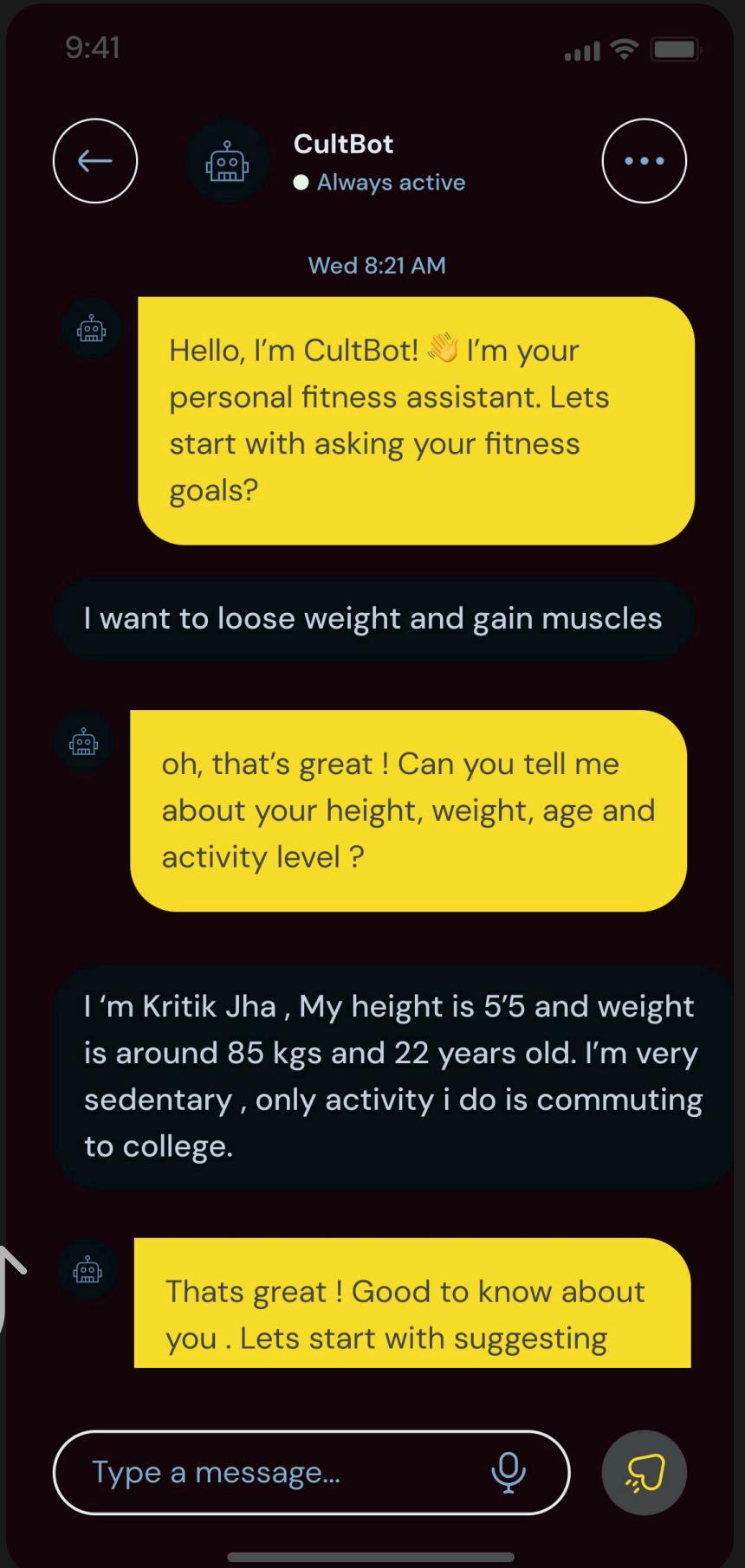
## Introducing CultBot

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.



Makes payment and continues to take the memberships

## SUCCESS METRICS

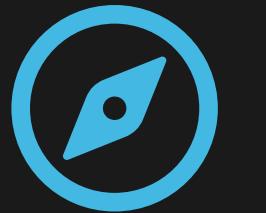
### User-Centric



Efficient subscriptions



Clicks on Pay Now CTA



Lesser browse time



browse time



Average subscriptions value



Increase in Avg subscriptions value



#subscription order placed

$\frac{\# \text{subscription order placed}}{\# \text{membership browsed}}$

$\frac{\text{browse time}}{\text{sessions}}$



$\frac{\text{High value subscriptions}}{\text{Total subscriptions}}$



Increase in # of subscriptions



Frequency of subscriptions / user



Increase in Average subscriptionsValue



Number of high volume subscriptions from multiple gyms

Total number of high value subscriptions



# of Concurrent subscriptions

Time-frame = 1 month



Implies metric magnitude

## CONCLUSION

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We started with a problem statement i.e. improve the user onboarding experience on Cultfit , aim is to reduce friction, improve feature discovery, and ensure users understand the value of Cult.fit right from the start.

After diligently exploring the user journey we identified a few problems and came up with innovative solutions to the problems.

Problems Identified-

1. The user has to overcome a lot of friction to explore cultfit ui/ux
2. There is an information overload , repetitveness for the first time new comer

Solutions-

1. CulBot