

Fitbuddy

UX Research Case Study

Monika Prokopiuk

Tools:



My role:

- conducting interviews
- finding insights
- providing recommendations



Table of contents

1. Executive summary
2. Metodology
3. Key insights-training together
 3. 1 Benefits of training together
 3. 2 Training partner
 3. 3 Pain points
4. Recomendations
5. Personas
 5. 1 Natalia, the social one
 5. 2 Margaret, the competitive
6. Research Summary



1. Executive summary

Introduction:

The research was conducted as part of a student project in postgraduate studies in UX and Product Design. Through the research, we wanted to find out the impact of having a workout partner and why so many people give up on exercising when they don't have someone to train with. Based on this study, we wanted to determine if we were on the right track in designing a product focused on finding a workout companion or if we needed to make a pivot.

Study goals:

- Analyze the specifics of a group of people who engage in physical activity alone and in company
- examine the impact of a second person on satisfaction with training and motivation for regular sports activities, through conducting in-depth interviews
- Gain a deeper understanding of factors affecting the choice of a sport partner



2. Metodology

Research method:

In-depth interview

Recruitment:

Recruiting candidates based on completed online screener.

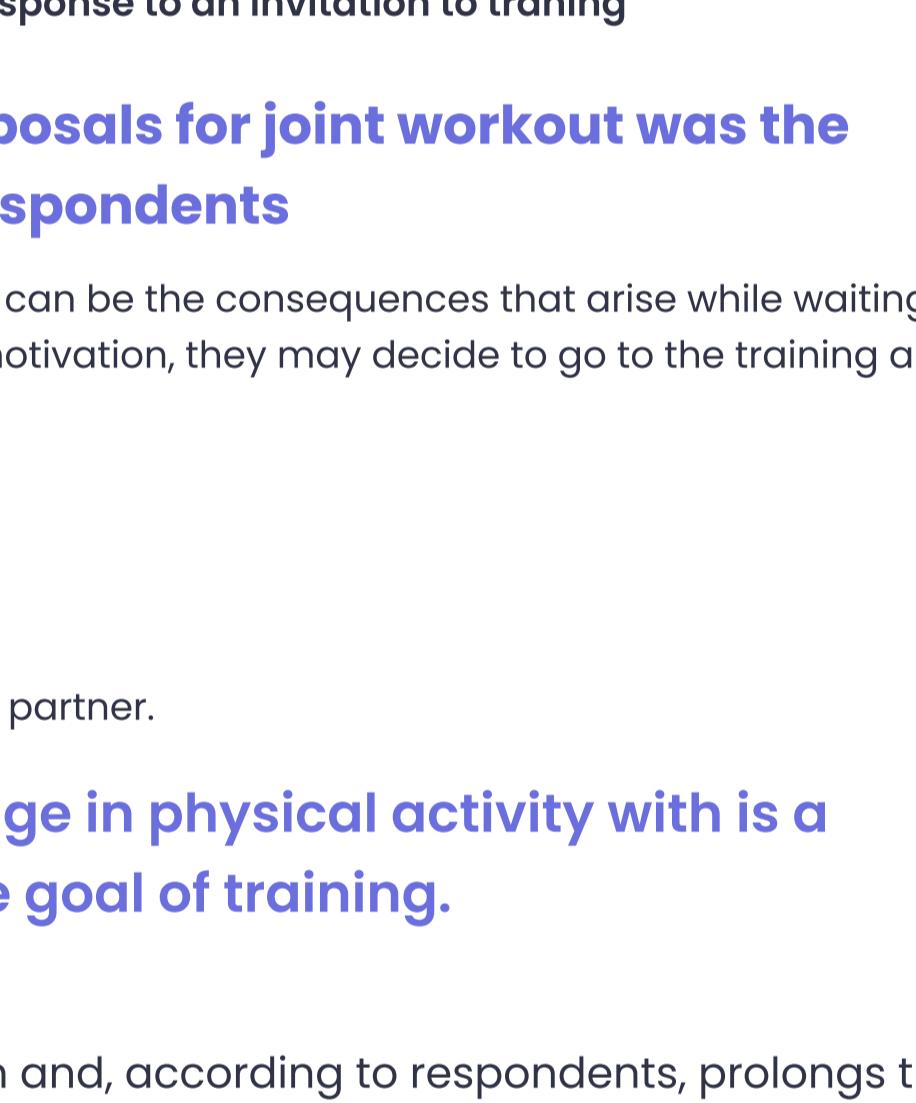
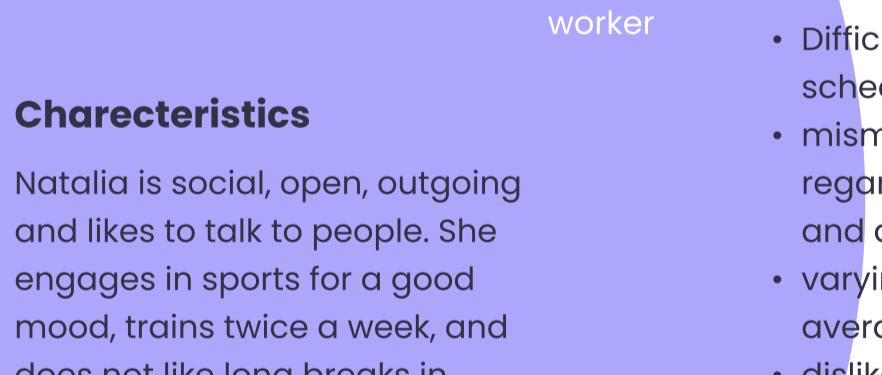
Target users:

- Women and men,
- aged 20-40,
- residents of cities, working and/or studying individuals.
- In the group of respondents, there were no people who do not engage in sports at all.
- Individuals who train alone, but in the past had a sparring partner and for some reason are looking for/need a new one.
- People who engage in a discipline that is impossible to practice alone, or less common, looking for a partner/group of people for joint physical activity

Interview's process

We conducted the research online in the form of video conversations, which allowed us to observe the reactions and facial expressions of our respondents. The interviews were semi-structured to leave room for exploration and development of ideas that we deemed valuable for the areas being studied.

Each of us conducted at least 2 interviews, from which we took notes and analyzed them together.



3. 1 Key insights- Benefits of training together

Observations:



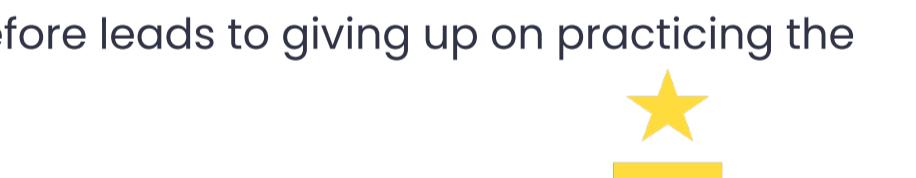
12/13 of the surveyed individuals prefer to exercise in the company of another person or a larger group

The presence of another person significantly affects the quality of training and well-being during its practice

Training with another person is more enjoyable than alone. The opportunity to meet and achieve a common goal makes participants satisfied with themselves, and additionally deepens the bond with their workout companion. Respondents indicated that once they made plans to work out with someone, it was much easier for them to actually go. The awareness that someone is waiting for them was a facilitator in overcoming momentary reluctance to attend the scheduled meeting.

Group workout affects motivation and overcoming barriers during training.

The respondents indicated pleasure, motivation to attend and during the workout, as well as healthy competition that motivated them to surpass their current results as the main benefits of working out together. During exercise, the involvement and support of another person encourages increasing the number of repetitions and overcoming one's weaknesses



3. 2 Key insights- Training partner

What factors determine the choice of a workout partner

1 Level of advance

Respondents want to train with someone who is better or at their level.

It can be inferred that the first group feels

demotivated and

pressured to match the

level of the "better"

person, therefore they

are more comfortable

training with someone at

a higher level. According

to the second group, the

"better" person

encourages healthy

competition, increases

the number of

repetitions, improves

technique, and other

elements.

2 Training expectations

The comfort of the companion is significant for the respondents, as

confirmed by frequently repeated statements such

as: "I don't want to disturb anyone during training."

Prior awareness of the expectations of a training partner allows for better adjustment.

Areas of expectations

- intensity,

- type of training: cardio, stretching, etc.,

- frequency)

- personality of the partner (whether we will have good

- conversations, sense of humor)

3 Gender

Gender of the companion had an impact on training. This depends on

the activity one engages in and the goal of the

training. We can add here the differences in strength

training for women and men, which came up

during one of the interviews."



3. 3 Key insights- pain points

Observation:



11 out of 13 people think that their current process of planning/scheduling physical activity is problematic

The main difficulty of our respondents is coordinating their free time.

Due to differences in daily/weekly schedules resulting from lifestyle and work, it turned out to be the most frustrating element. In the case of a great desire to engage in activity together, this can be a significant demotivating factor. Coordination also affects the regularity and choice of activities undertaken.

Observation:



9/13 respondents are demotivated by the lack of response to an invitation to train

Failure to receive a response to proposals for joint workout was the second biggest pain point for our respondents

Uncertainty, possible irritation, and discouragement can be the consequences that arise while waiting for a response. Depending on the individual's internal motivation, they may decide to go to the training alone or completely give up on it.

Observation:

5 out of 13 people are currently looking for a training partner

4. Recomendations for future product development

1 The pleasure derived from a joint workout and strengthening the bond with a workout partner should become values on which the future product strategy is based

Working out together is easier and more enjoyable to maintain regular training. After completing specific exercises, the user feels fulfilled, has a sense of accomplishment, which makes them feel better about themselves and want to repeat the training.

2 The future product should allow users to find partners matched in terms of their level of advancement and expectations they have

Based on the factors indicated by respondents, users should be given a way to define their workout expectations and level of advancement, so that they can choose people they feel comfortable with. Users should be given the option to specify their gender, so that workout participants can feel comfortable during the meeting and also be able to choose a suitable partner in terms of workout intensity

3 Facilitating the process of scheduling for users will allow them to fully enjoy the time they spend together during the workout

A simple scheduling process, setting the required response time, and access to a database of people practicing various sports will ease the pain points of future users

5. Persona- Natalia, the social one

"I find it easier to stay motivated when I'm with someone, I feel better then."

Social Natalia, 27 years old, graphic designer and remote worker

Characteristics

Natalia is social, open, outgoing and likes to talk to people. She engages in sports for a good mood, trains twice a week, and does not like long breaks in training.

GOALS

- Finding a company for workouts
- Desire to try a new sport
- Regular trainings
- Motivation through the presence of another person
- Finding someone to sign up for group classes with
- Meeting a partner with a similar approach to sport with whom she can talk during workout breaks, but also establish contact outside the gym.

FRUSTRATIONS

- Difficulty coordinating training schedules
- mismatched expectations regarding the type of training and approach to sports,
- varying levels of skill/experience, average fitness level
- dislikes overly chasing goals and is demotivated by competition

JOB TO BE DONE:

- Exercise for fun with people at a basic level.
- Try your hand at new sports in a group/company.
- Find someone to sign up for regular group classes together.

- Receive a response to your inquiry about a joint workout on the same day.
- Expand the circle of people who can train at the same time.
- Experience the pleasure of training with someone

5. Persona- Margaert, the competitive one

"When I go cycling or for a walk, I immediately feel better. It gives me a boost for work, for life, and functioning in general."

Competitive Margaret, 23 years old, part-time student

Characteristics

Margaret spends every free moment actively. She engages in multiple sports and has a strong passion for cycling and climbing. She trains a minimum of 3-4 times a week and is highly motivated by competition

GOALS

- To find a new partner (or even a group) for joint training sessions
- engage in regular physical activities
- increase motivation by making progress faster when competing with others
- find a companion who is equally focused on achieving a goal (such as preparing for and participating in a marathon)

FRUSTRATIONS

- Planning activities takes up too much of her time now compared to when she had a regular training partner.
- There is a mismatch in expectations regarding the social aspect of sports - she values it, but wants to focus more on training.
- She doesn't want to train with someone who is weaker than her

JOB TO BE DONE:

- To gain access to a database of people who are looking for sport partners
- improve in favorite physical activities during training with more experienced individuals
- prepare together for participation in a marathon
- meet new people with a similar passion for sports, compete with individuals who are better than oneself in cycling
- have a wide range of options when choosing a new/next climbing partner

6. Research summary

The presence of another person during a workout is an impulse to go to the training, an opportunity to meet and motivate each other towards the goal of achieving good well-being

Shared activities bring satisfaction, which the surveyed individuals have noticed. For both Natalia and Margaret, this satisfaction will be caused by something different, but they share a common need to find a companion for the sport they practice. This is an opportunity for a future product that could meet this need.

The main obstacle for people training with someone else is finding a common training schedule, while for those who would like to find a partner for joint training, the difficulty lies in finding the other person.

Indeed, in both cases, the problem leads to frustration and often ends up with giving up on the desired sport. A pain reliever would be the awareness of sharing this problem with other people, as well as a solution that will help them meet and mutually schedule joint training sessions.

The End

Thank you for reading