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SeatFit

Focus Group Report

2023/03/23 Mavis Kao

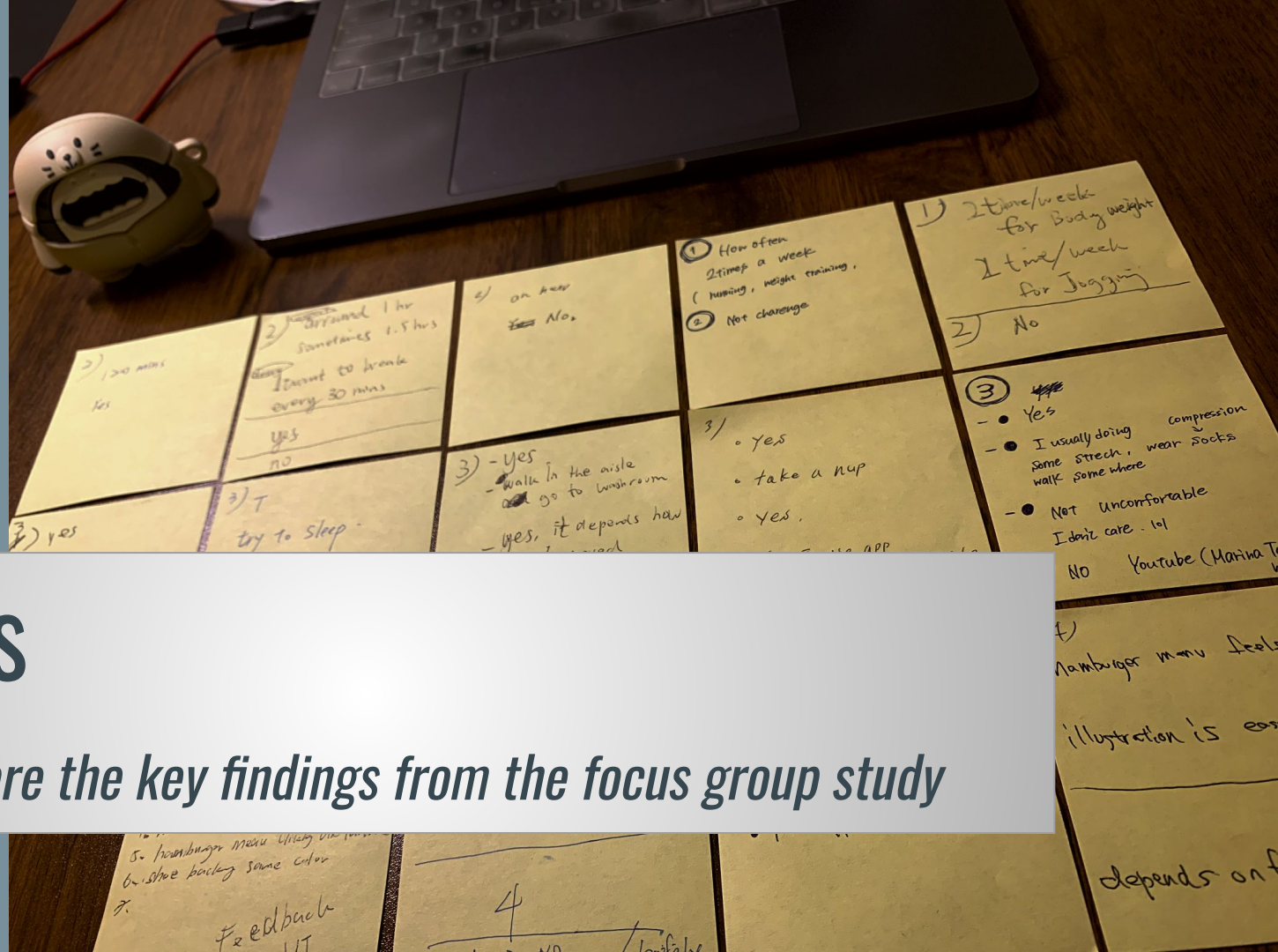
Introduction

I recently help with designing an App that is related to fitness. In the meanwhile, I conducted a focus group study to gain insights into user behavior and preferences regarding Fitness in a limited space. The purpose of this report is to present the findings and recommendations based on the study.

Methodology

The focus group consisted of **4 participants**, who were recruited based on **random selection**. Because it has planned preliminary Insights from users of the app for the first time.

The focus group session lasted **30 minutes** and was moderated by me, who followed a pre-designed discussion guide. The participants were asked open-ended questions about their experiences, opinions, and attitudes toward exercise behavior.



Findings

The following are the key findings from the focus group study

Findings

"Users usually exercise 2 to 3 times a week, with jogging, weight training, and hiking being popular exercises. It is affordable to exercise for 10 minutes every day."

Question:

1. How often do you exercise?
2. What kinds of exercise do you enjoy?
3. Do you think it is a challenge to exercise 10 minutes a day?

Findings

"Users need a break of an average of 30 minutes to 1 hour during working time. When they do stretching exercises, they don't need any assistive equipment in the office."

Question:

1. In the experience of working in an office, how often do you leave your seat for a break?
2. Do you stretch or do core exercises in the office/fixed location? How many minutes do you spend at one time?
3. Have you ever used an assistive device (such as exercise equipment) in the office to help you exercise? If so, what would they be?

Findings

“Most users feel uncomfortable during long-distance travel; thus, they stretch, walk around, and sleep on airplanes. Users don't mind exercising in the office or during transportation because other people are in the same situation and are trying to solve the same issue.

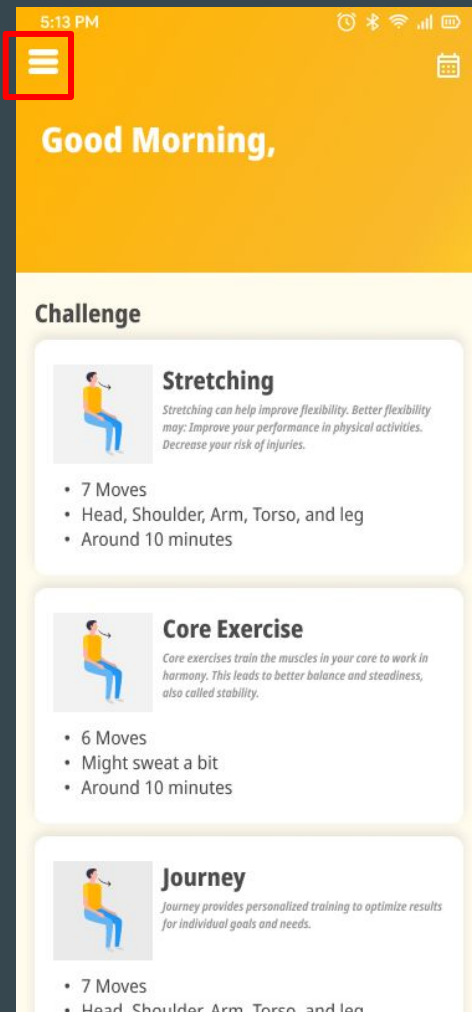
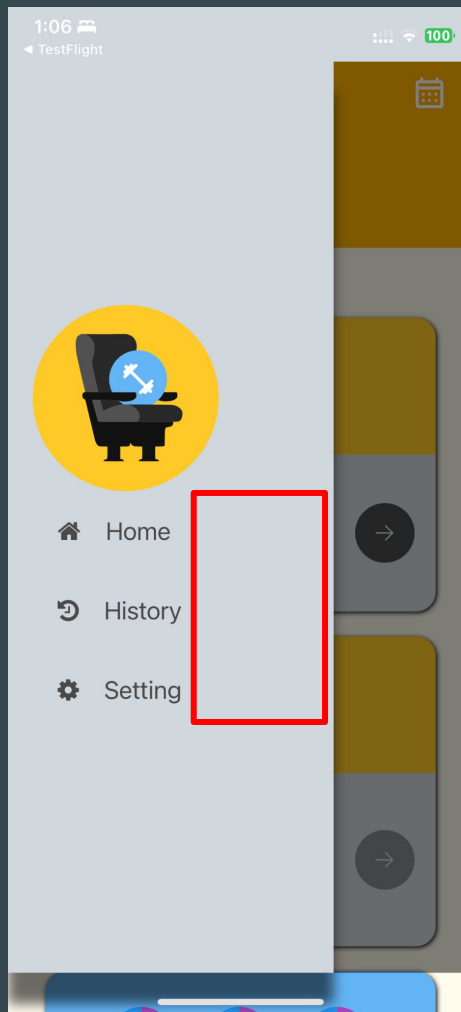
Most users prefer exercising with videos because they are easy to access and understand.”

Question:

1. Have you ever experienced any pain or discomfort during a long ride or flight? How did you solve it?
2. Do you feel uncomfortable while exercising in the office or on transportation? If so, Please tell us how you feel.
3. Have you tried any other apps or methods for exercising during long trips? Please share the app and advantage with us.

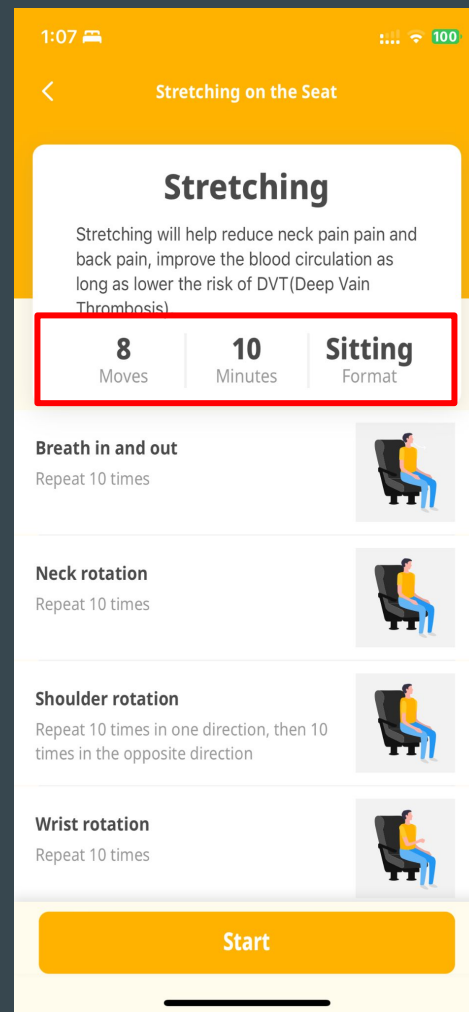
Findings

“The click area is not large enough, so users can easily touch other areas by mistake.



Findings

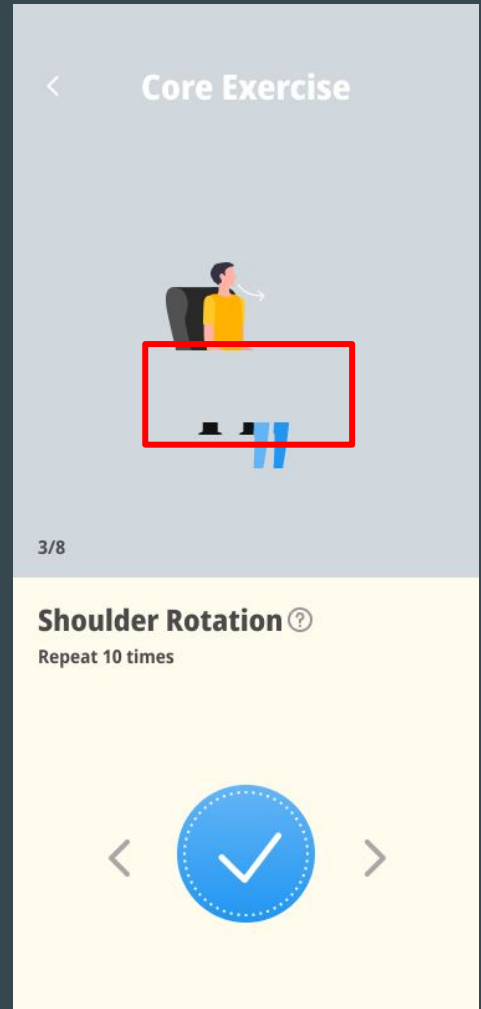
“The user thinks the value on the card looks clickable, but they don't expect to see more detail from it.”



Findings

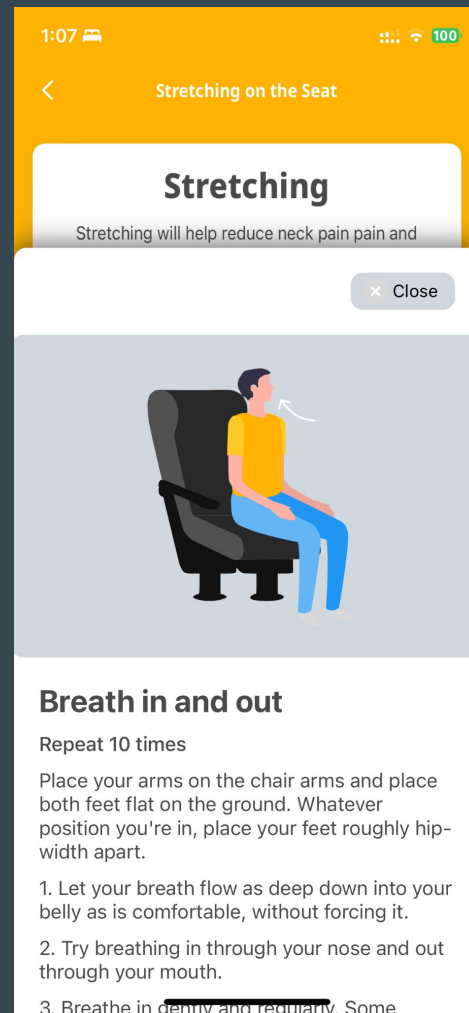
<UI error>

"The small screen size of the phone caused the picture of the legs to disappear from the screen."



Findings

“Users think they can start to exercise when they are on the move list.”



Findings

“Users may wish to subscribe to a coaching-style program, using a monthly subscription or a single purchase

It would be more valuable to provide irreplaceable stretching exercises, and the current mo moves can be done without the app.

No additional fees for the current functions.”

Question:

1. What additional features would you like to see added to the app?
2. How likely would you be to recommend this app to a friend or family member?
3. How likely are you to continue using the app in the future?
4. 5. Are you willing to pay for additional features of the application?

Recap (1/3) Users Behavior & Habit

- Users are generally accustomed to exercising once every 2-3 weeks and believe that it is easy to exercise for 10 minutes a day. **Therefore, we can provide users with 10 minutes of exercise or stretching services.**

Recap (2/3) - Users Thinking

- Users who work in offices do not find it strange to exercise and stretch in public places as it is considered normal to move their muscles and bones after working for about 30 minutes to an hour. Therefore, **there is not much demand for exercise apps in this scenario.**
- It is common to feel uncomfortable on long journeys of more than 10 hours (by train or airplane). Therefore, they may need to stretch, walk around, and sleep on airplanes. **They may follow the exercise instructions if provided with suitable guidance due to the limited space.**
- **Exercise instructional videos are easy to access**, so users open YouTube to find relevant exercises and perform them together.

Recap (3/3) - About our App

Users are not dependent on the current app since the current service can be obtained through other channels. Therefore, **they do not feel the need to open the app and exercise together.**

The future direction of product development could **focus on "sleep" related services**, such as setting alarm clock reminders, deep sleep exercises, meditation, and exercises with wearable devices.

In the future, we can develop **immersive exercise tools for long-distance travel**, indicating the user's current journey experience through wearable devices or watches. For example, by incorporating a story and background music, the experience can become a story for the user to enjoy.

Appendix - Interview Scripts - 1/5

Introduction:

Welcome you come to join the interview, we are a team who's developing an app called "seatfit", it's a design for users to stretch or exercise while they are in a limited space like a workspace, the seat of transportation. so we will ask relevant questions about this. You can answer freely and reject the answer if you don't feel comfortable. So, let's start.

Warm-up questions

1. How often do you exercise?
2. What kinds of exercise do you enjoy?
3. Do you think it is a challenge to exercise 10 minutes a day?

Appendix - Interview Scripts - 2/5

Concept testing questions:

(Experience in Office/fixed space)

1. In the experience of working in an office, how often do you leave your seat for a break?
2. Do you stretch or do core exercises in the office/fixed location? How many minutes do you spend at one time?
3. Have you ever used an assistive device (such as exercise equipment) in the office to help you exercise? If so, what would they be?

Appendix - Interview Scripts - 3/5

Concept testing questions:

(Experience in transportation)

1. Have you ever experienced any pain or discomfort during a long ride or flight?
How did you solve it?
2. Do you feel uncomfortable while exercising in the office or on transportation? If so, Please tell us how you feel.
3. Have you tried any other apps or methods for exercising during long trips? Please share the app and advantage with us.

Appendix - Interview Scripts - 4/5

User experience questions

1. Please operate the stretching part of this exercise App, perform 1 or 2 stretching exercises, and share your thoughts with us
2. What are your initial thoughts about the exercise app?
3. What do you think about the variety of exercises offered in the app? Do you think the app's animations and illustrations are helpful in demonstrating the exercises?
4. Have you experienced any discomfort or pain while using the app?
5. 5.. What do you think of the app's design and user interface? (Share the new design of v2.0)

Appendix - Interview Scripts - 5/5

Feedback and suggestions:

1. What additional features would you like to see added to the app?
2. How likely would you be to recommend this app to a friend or family member?
3. How likely are you to continue using the app in the future?
4. 5. Are you willing to pay for additional features of the application?

Wrap-up:

Thank you for attending the interview, we got a lot, and we will discuss it with our internal team to improve the app.

Thank you for listening