



CSCI 5193 Technology Innovation

Customer Segment and Empathy Mapping

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Group 01 - Optimus Tech

Amoli, Nishant B00835717

Doguparthi, Sneha Jayavardhini B00846995

Jiang, Xingyu B00713234

Patel, Tejas B00846296

About the Application

The objective of this application is to promote a healthy lifestyle and educate the users about various exercises that they can do to stay fit. The application provides information about the exercises that require special equipment as well as the exercises that can be done without any equipment. This application will be helpful in educating people who rely on gym or other fitness clubs, and the people who exercise at home and don't associate themselves to any kind of fitness club.

Target Audience

Our application aims to help the users in staying fit by educating them about exercises and their benefits. With such benefits, anyone above 16 having access to the internet can use this web application. However, for better customer satisfaction, we are planning to target the users based on following parameters:

Age

We have decided that our target audience will be the people who are in the age group of 16-50. The reason we decided to target users in this age group is because of the fact that this age group involves teenagers who are still in growing phase and require exercises to improve their body growth, as well as the working professionals who become so much involved in their daily chores of life that they stop paying attention to their body.

Location

This web application can be used in any part of the world that has access to the internet. Additionally, people can use this application at the gym to get the information about the exercises that require gym equipment. Users can also use this application at home or any place where they prefer to exercise in order to educate themselves about various exercises that don't require any kind of special equipment.

Gender

This web application is gender-neutral and can be used by individuals belonging to any gender.

Customer Segmentation

Customer segment 1 - Customers depending upon gyms and other fitness clubs for health and fitness

This customer segment includes the interviewees who prefer to dedicate their time for physical activities in health clubs such as gyms. Majority of these interviewees believe that doing exercises at home is not as effective as working out in gyms. What they have in common geographically is that they both are located in places that can easily access the gym. These individuals argued that gyms provide diversity of equipment using which a person can train various parts of their bodies effectively. According to some of the interviewees, weight training is important in building muscles and bones, and though it can be done at homes, without machines the options are very limited. One candidate also brought up the argument that health clubs provide a motivating environment to work out as looking at other individuals who are fit and watching them working out develops inspiration. Additionally, if a person works out at home, not just the diversity of the exercises is less but also there is a lack of motivation.

Customer segment 2 - Customers who do exercises at home and do not prefer going to gyms or other health clubs

These interviewees believe that doing exercises, yoga or zumba at home would be beneficial for their health. Majority of them were aged between 25 to 35 years. After the COVID has started, it was easy for them to continue with their usual routine of work out. By relying on various websites and YouTube they would succeed in doing their daily exercises.

Customer Segment 3 - Education level about exercises

This customer segment includes people who previously lacked fitness-related knowledge but now want to start learning how to keep healthy. From a geographic and demographic perspective, this segment has no special characteristics. However, from a psychological perspective, what this group had in common was that they all exhibited a desire to stay physically healthy and a concern about the lack of knowledge. Some of them were forced by COVID to change their lifestyles, while others were aware of the need to maintain a healthy lifestyle as they aged and their physical abilities declined. However, since they had no knowledge of healthy eating or the science of fitness, they exhibited behavioral characteristics such as a desire for systematic access to information through websites and a preference for widely acclaimed fitness methods.

Empathy Map

How do the target respondents think and feel?

The target respondents think that exercise is essential for anyone to stay active and fit. It can help in reducing the stress and can help in relaxation and sleep quality. They feel that some sort of exercise should be part of our daily routine which can help one to stay happy. Majority of the interviewees have mentioned the benefits as it improves mental health, reduce heart diseases, improves calmness.

What do they hear?

The interviewees say that they are influenced by media like websites and YouTube for varied exercises and recreation after the COVID has started. For maintaining a healthy diet and knowing about good nutritious food, they would be depending on internet.

The opinions on fitness gadgets are varied in different segments. Some have mentioned that fitness gadgets are very helpful to track the efforts during workouts while some others thought the accuracy can be varied.

What do they see?

The interviewees from COVID influenced areas, see that gyms and sports clubs are closed for safety purposes. They have seen this as a problem and considered online resources like Medium articles, questions, and answers from Quora and Pinterest as a solution to learn about diets and exercises.

However, they see that there is no resource in the marketplace that provides all this information in one place.

The interviewees from COVID recovered areas, see that facilities nearby them allow a limited number of simultaneous access with prior appointments.

What do they say and do?

The interviewees say that they connect with friends and family members on an online platform to guide about and to do physical exercise together. They go to the park for jogging while maintaining a physical distance.

What is their pain?

For those who go to the gym regularly, their main concern stems from themselves. They worry about whether or not they will be able to maintain their fitness results at a higher level. For example, if COVID or work-related stress prevents them from going to the gym for a workout with professional equipment, they may feel anxious because it makes their fitness method become less effective.

For those who are already accustomed to exercising at home, their concerns about fitness outcomes are relatively less acute. Their anxiety mainly comes from the limitations of non-professional fitness. Without the aid of professional equipment, the number of workouts that can be performed is reduced, and the use of certain high-intensity workout methods at home may also pose safety hazards. They would therefore like to have platforms that provide more detailed knowledge in this field.

Finally, for those who have low levels of knowledge about fitness and healthy living, their concerns center on questioning the reliability of information sources. Because of their lack of knowledge, they may not be able to discern which fitness methods are more effective for them. If you listen to the rumors and use some unscientific fitness methods, on the one hand you may have difficulty in achieving your desired fitness goals, on the other hand these wrong fitness methods are likely to cause potential damage to your body.

What is their gain?

Target customers have provided various benefits that they believe they will gain after including daily exercises in their lifestyle. The most common answer when asked this question was that regular exercise will keep them fit and avoid obesity which will result in a good body shape. Other major benefits include low chance of getting a heart disease, relieving stress, muscle growth, good sleep, low risk of cancer, etc. Two candidates also mentioned that regular exercises have great psychological impact and keep them calm and motivated.

When asked the question about their goals from regular exercise, most of the candidates between the age group 20-30 answered that their objectives are to stay fit and gain muscles. Another most common goal that the interviewees mentioned is to stay mentally healthy rather than just physically fit. Only a few of the candidates had other specific goals such as managing the sugar level of their body, improving their sleeping pattern, etc.

Apart from goals and benefits, the interviewees were asked about how they measure their success. One measuring factor that was mentioned by all the interviewees is by frequently checking their weights. According to them, this is the most reliable measure of their success. Other measuring factors include balancing of professional and private life, controlled blood pressure, size of the muscles, and improved sleeping pattern.