



cult.Beginner



To Increase monthly revenue



Goal: Increase the Monthly revenue of cult.fit

Product Brief

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.

Revenue Generation



Key Metrics



60%
quarter on
quarter
growth

1M+
MAU

500K+
paid
subs

[Source](#)

Focused only on the **fitness vertical** as it is the major contributor of revenue (62%)

Problem

As a user, I find it very **difficult to keep up with the gym** with all my work schedule and stuff; I don't have much motivation to go to the gym. I **feel alone and awkward** working out. Also, I **need guidance regarding different workouts**, postures, and eating habits.

Who is facing this problem?



Pranit Kumar

This is Mr. Pranit Kumar, a senior analyst at a leading tech firm, When going to the gym, he needs more motivation as he is new to the city and does not know anyone. Also, he is shy enough not to talk to anyone, and no one to guide him; due to this, he finds it alone and dull during the workouts.

Goals

- Get back in shape
- Regain energy levels
- Build stamina to play a sport

Pain Points

- Lacks the motivation to exercise
- Requires guidance and a partner
- Finds fitness to be boring and tough
- Fails to make fitness a habit

Overview

Problem validation

Problem Analysis

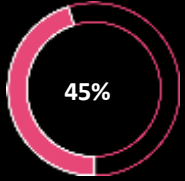
Solution

Metric

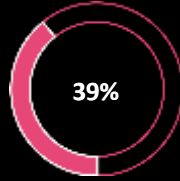
Potential

User Survey Insights

(From a survey of 40 people and interview of 15 people)

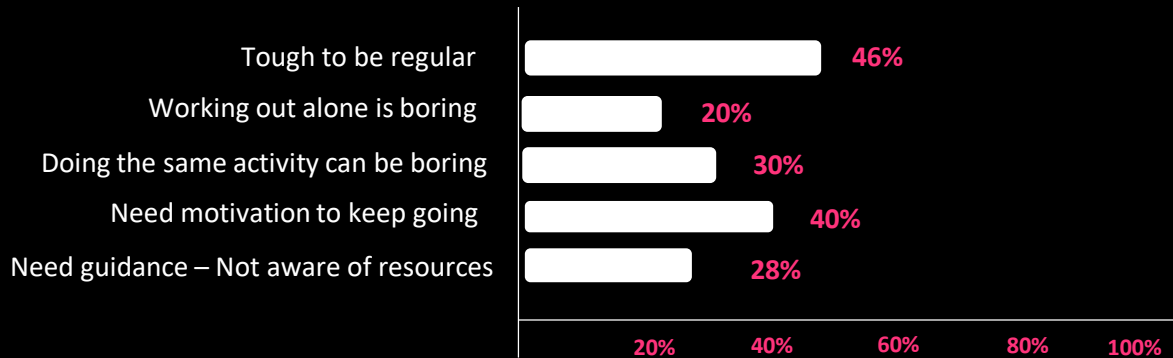


Users feel overwhelmed seeing other people.



Users bored due to repetitive workouts.

What are the problems you face at gyms?



- **100%** of users feel it is helpful to have a gym partner, but around **58%** don't have one
- **38%** of users find it tough to stick to the diet plan
- **53%** of users have trouble finding an instructor

Secondary Research

- **81%** Would you like some beginner-friendly programs to be introduced in the gym routine
- The global health and fitness club market is projected to witness a CAGR of **7.21%** during the forecast period 2022-2027.
- Serviceable obtainable market – **10 lakh**. These many people can be immediately targeted
- The age demography of **18-34** is the primary user base of the gyms

Job To Be Done

As a gym user, **I would** like to be regular to the gym and enjoy the workouts as much as possible **so that** I can be fit and healthy.

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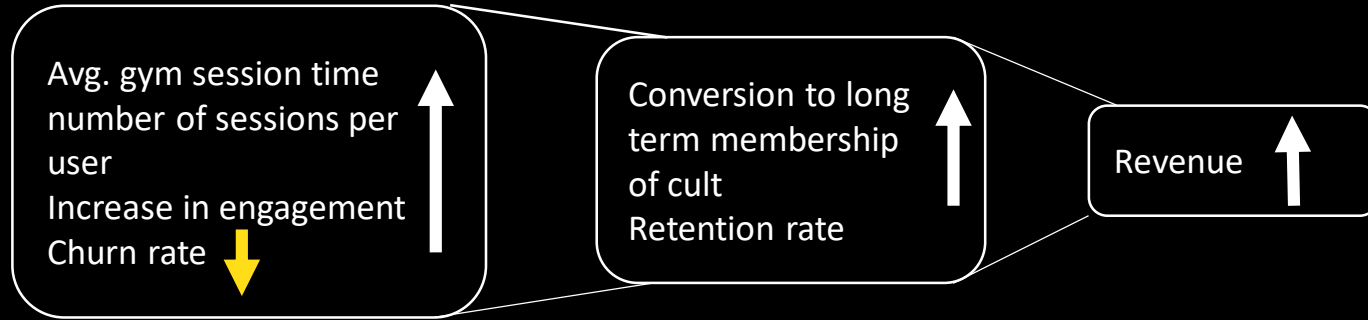
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Value generated by solving this problem

For business



For Users



Guidance



Community/group



Motivation

Why solve this now

- Total revenue is expected to show an annual growth rate (CAGR 2022-2026) of **5.62%**
- **50%** of cult users attend less than two classes per week
- These users are **3x** more likely to churn out

What is the true problem?

For users to get to the gyms more regularly, we need to **provide motivation from external sources and make fitness fun for them so that they are not bored easily. We need to make fitness a habit for them.**

Bridge the gap they feel between them and fit people, so they don't feel overwhelmed.

People **don't have a community** they can interact with and get motivated when they are on the verge of quitting, so we can provide them with such a community for their engagement.

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Ideating possible solutions and prioritization

Possible solutions

Cult.Adventure



- Weekends adventure activities
- 2-day weekend activity – treks
- 1-day weekend activity – cycling and marathons
- leaderboard and scores for prizes
- Groups made by cult, info available on the app
- Fun way to stay active and know your gym mates

Cult.Beginner



- Eight weeks beginner-friendly Bootcamp program
- Trainer-led group workouts sessions
- Groups divided based on workout preferences and initial fitness levels
- Gym partner for stretching and workout cool down
- Set goals where they can set the number of gym sessions they want to complete in a week/month etc.
- center-wide scoreboard to see the top scorers of the centers.
- Monthly nutrition and trainer consultation

Cult.Social



- Users can make a profile
- Their profile will show their health info with the data collected using tools provided at the gym like bands, etc.
- Make friends by requesting on the platform
- Can chat with friends, recommend workouts and meals

Prioritization

Solutions	Reach No of users who can easily use this feature	Impact on users Health and fitness	Impact on business Increase in gym sessions per user and revenue	Effort Efforts in implementing this solution	Score
Cult.Adventure	3	2	2	3	4
Cult.Beginner	4	3	3	3	12
Cult.Social	3	1	2	2	3



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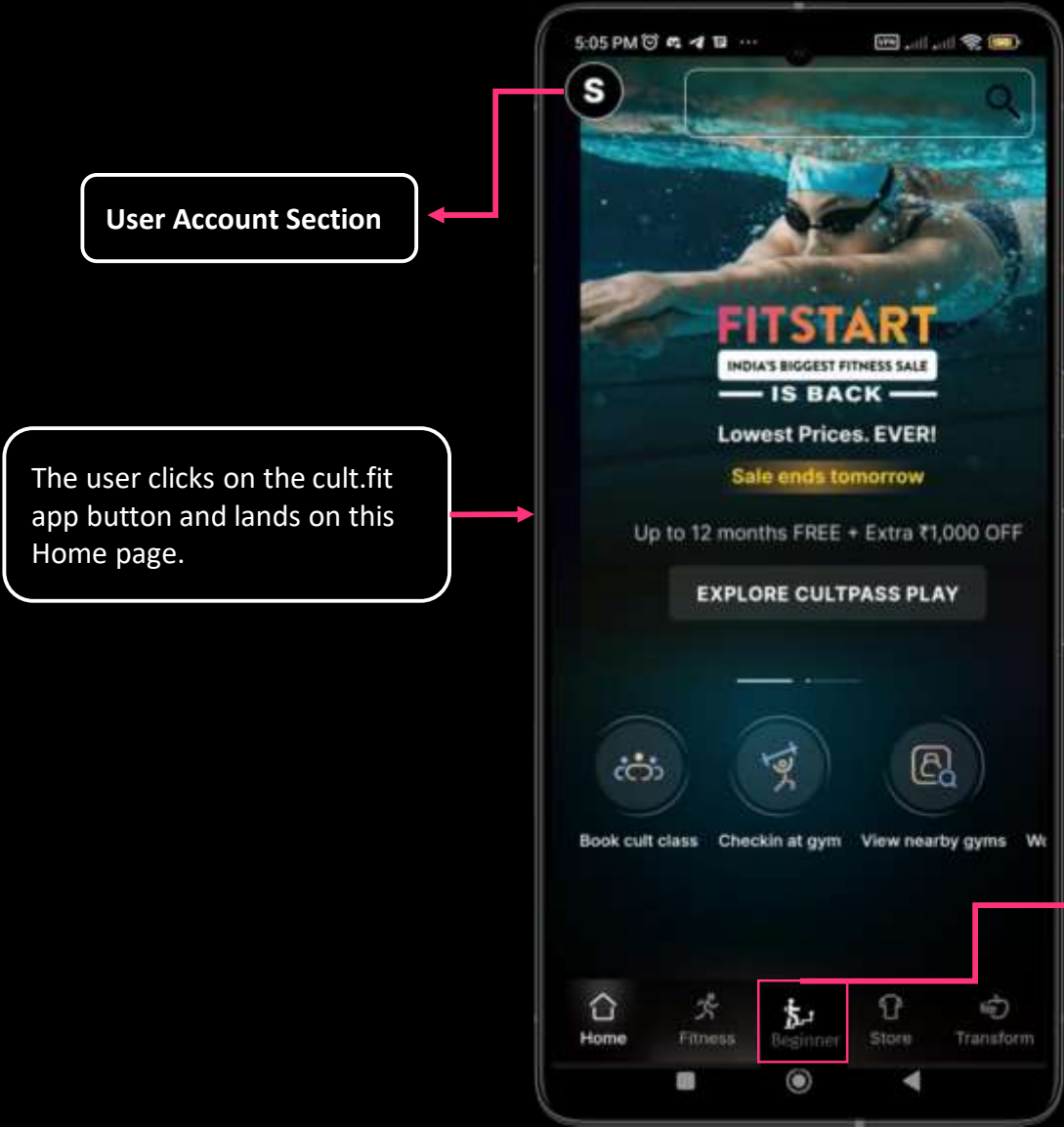
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Detailed Solution - Wireframing



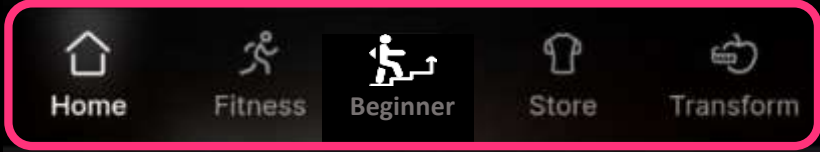
User Account Section

The user clicks on the cult.fit app button and lands on this Home page.

There is a slight Ui/Ux redesign of the home page to make the beginner feature more effective.

Clicking on the beginner icon will take the user to a new page that will work as the landing page for cult.beginner

Clicking on the Home button takes you back to the app landing page.



The redesign of the bottom banner is done based on Nir Eyal's Hooked Model, with the cult.beginner icon strategically positioned in the center as a Trigger for the user, just like that of YouTube shorts or Instagram reels icon.

The Hook Model is a framework for designing products that create long-term user engagement. It consists of four stages: trigger, action, variable reward, and investment. Through repetitive cycles of these stages, products can create habits and become an integral part of users' daily lives

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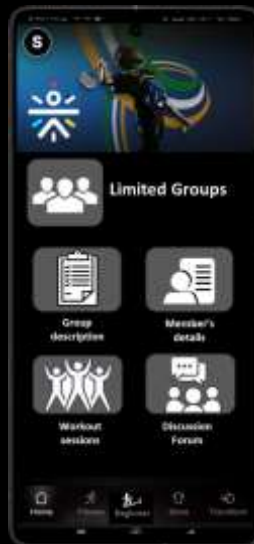
8 Weeks program

When the user clicks the 8 week program button he lands on this page, clicking on each week button he can view the info and workouts for that week. Scrolling down he can view for weeks 7 and 8.



Limited Groups button:

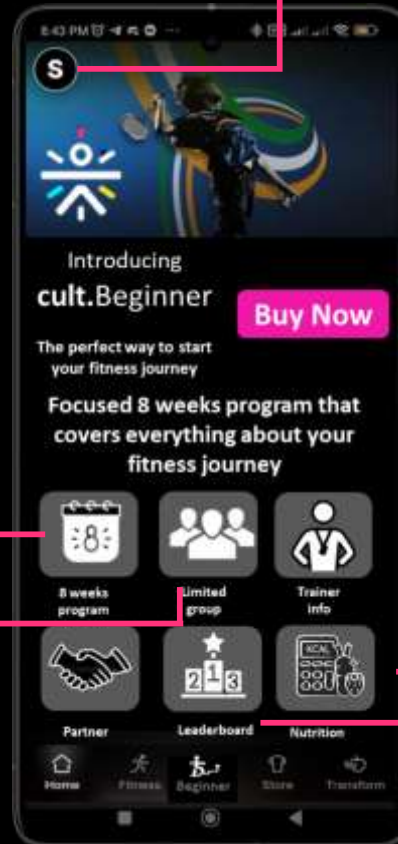
When the user clicks on the limited group button, he lands on this page, where he can view group details and group workout sessions



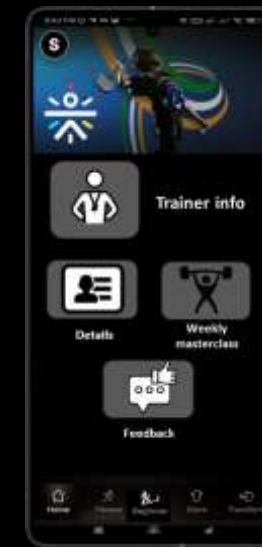
User Account section:

This section will contain details like

- User demographics
- User workout preference
- User goal settings
- User performance
- User fitness level



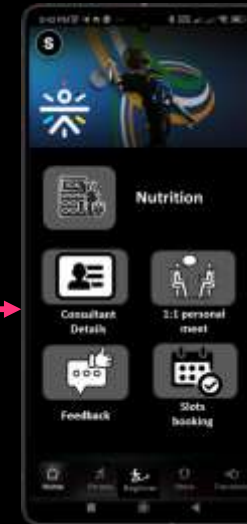
The user clicks on the cult.beginner button and lands on this Home page.



When the user clicks on the trainer info button, he lands on this page, where he can view trainer details and weekly masterclass sessions. Also he can give feedback

Nutrition:

When the user clicks on the nutrition button, he lands on this page, where he can view consultant details and one-to-one personal meet sessions. Also, he can give feedback.



Partner button:

When the user clicks on the partner button, he can view partner details for that particular day. Assigning of partners is based on user preferences and fitness levels that will be asked in the user account section. With this partner, he can do the stretching and, after a workout, cool down.

Leaderboard button:

When the user clicks on the leaderboard button, he can view his gym mates' points and ranks and other details like workout time, fitness level, etc.

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Metrics to be measured

Type	Metric	Rationale
NSM	<ul style="list-style-type: none"> Number of sessions per week for each user 	<ul style="list-style-type: none"> By tracking this metric, we can measure the success of the feature in achieving its primary goal (revenue), and identify areas for improvement and optimization
Activation	<ul style="list-style-type: none"> The number of users that selected the Beginner feature No of New user Sign-ups after learning about this feature 	<ul style="list-style-type: none"> To understand whether or not the user has used the feature. To learn if this feature has led to new user activation or not
Adoption	<ul style="list-style-type: none"> No of users that continue to use this feature 	<ul style="list-style-type: none"> To learn if this feature has led to new user adoption or not
Engagement	<ul style="list-style-type: none"> The Total number of sessions attended/user/week. Total number of goals set/completed for each user 	<ul style="list-style-type: none"> Helps to analyze the user's mindset and whether he is fulfilling the purpose – going to the gym To track whether he is making complete use of the feature
Revenue	<ul style="list-style-type: none"> The number of people who bought this feature The number of users who buy an elite, pro, or home plan after using this feature 	<ul style="list-style-type: none"> Captures the success of the feature in converting users to current and long term cult members and indicates how well the feature is performing in terms of generating revenue for the app
Satisfaction	<ul style="list-style-type: none"> CSAT score for Beginner feature 	<ul style="list-style-type: none"> Measures customer satisfaction of the users with the review system after the launch of cult.Beginner feature

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Pitfalls and Mitigation



Why might your solution fail?

Pitfalls	Mitigation
Usability: Beginner users may not be familiar with the app or workout terminology, so it's essential to ensure that the feature is easy to use and understand.	This could be achieved through clear and concise instructions, visual aids, and interactive tutorials.
Scalability: Beginners are expected to progress to more advanced workout plans.	Therefore, it's important to consider scalability when designing the feature and ensure that it can adapt to the user's changing needs.
Support: Beginners may need additional help such as live chat, email, or phone call.	This could be achieved through providing customer service or connecting users with personal trainers or fitness experts.

Future Prospects



Further down the line, if this feature is successful, additional features like Cult were mentioned before. Social, can be integrated with this feature to make it more interactive as well as give a sense of community.



Virtual or hybrid options: With the rise of virtual and hybrid options, beginner workout features may become more accessible and convenient for people unable to attend in-person classes or have mobility issues.



Advancements in technology: With advancements in technology, such as virtual reality and wearable fitness devices, beginner workout features will likely become more interactive and personalized.

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