

The MuscleHub Fitness Test

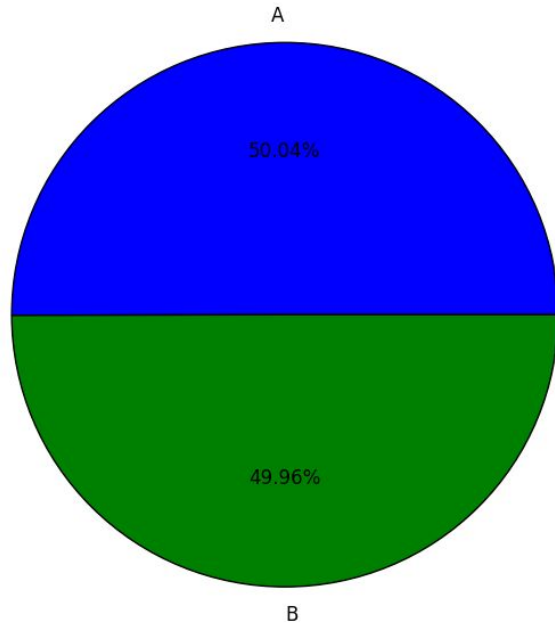
Should it stay or should it go?

The question: should we get rid of the Fitness Test?

Our team had a hunch that we might be scaring away potential Musclehub members by making them take a fitness test before purchasing a membership. So we decided to put this hunch to the test!

We split all visitors after July 1st into two groups:

- Group A continued receiving the MuscleHub Fitness Test upon visiting
- Group B did not receive a MuscleHub Fitness Test



The Membership Signup Process

For this experiment, we changed what the process of joining Musclehub looks like for half of our visitors. Group A took all the steps we currently have, which includes the Fitness Test, but Group B skipped that first step and went right to the application forms.

Given this change, did we see that Group B was more or less likely to join?



The Research: Testing our Hunch

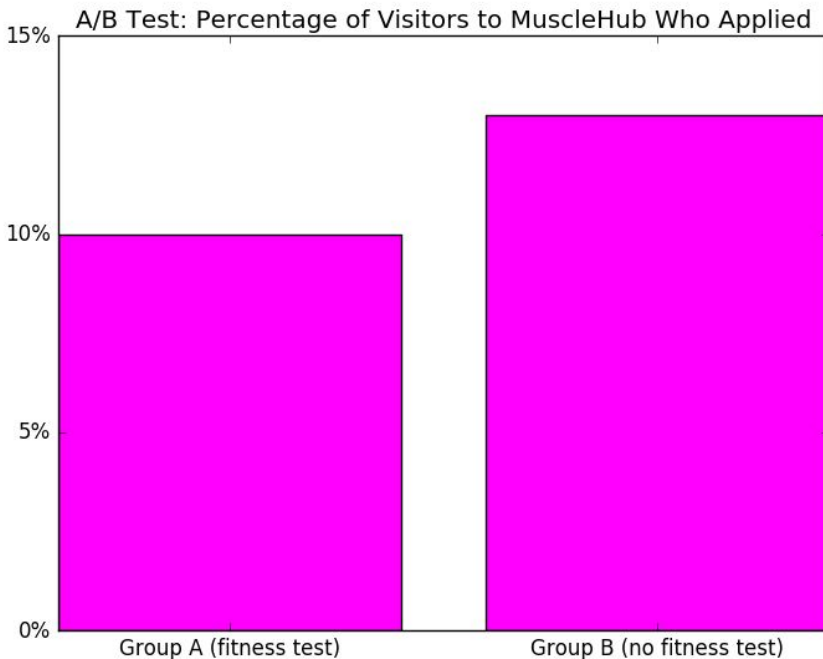
We wanted to approach the results of this A/B test from a few different angles to make sure we understood how removing the Fitness Test affected every step of the member acquisition funnel:

1. Did removing the Fitness Test inspire more people to pick up an application for membership?
2. Did removing the Fitness inspire more people who picked up an application to become a member?
3. Did removing the Fitness Test inspire more visitors to join, overall?

Test 1. Did removing the Fitness Test inspire more people to pick up an application for membership?

3.02% more people in Group B picked up an application.

After running our results through a chi-square contingency test, we found these results to be significant, meaning that **if we remove the Fitness Test, we can expect more Musclehub visitors to pick up an application.**

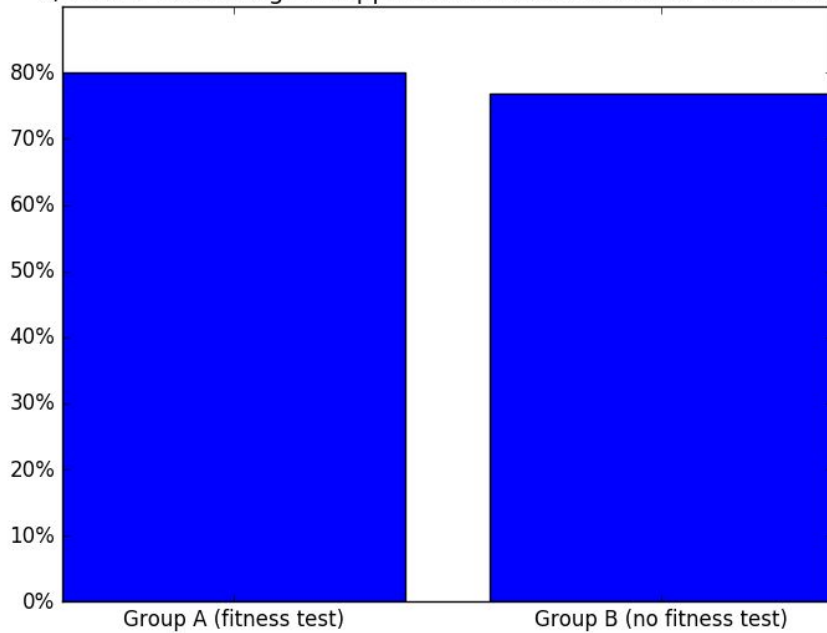


Test 2. Did removing the Fitness inspire more people who picked up an application to become a member?

3.08% more people in Group A who picked up application also purchased a membership.

However, after running our results through a chi-square contingency test, we found these results were not significant, meaning that **anyone who picks up an application is just as likely to purchase a membership, regardless of whether or not they are given a Fitness Test.**

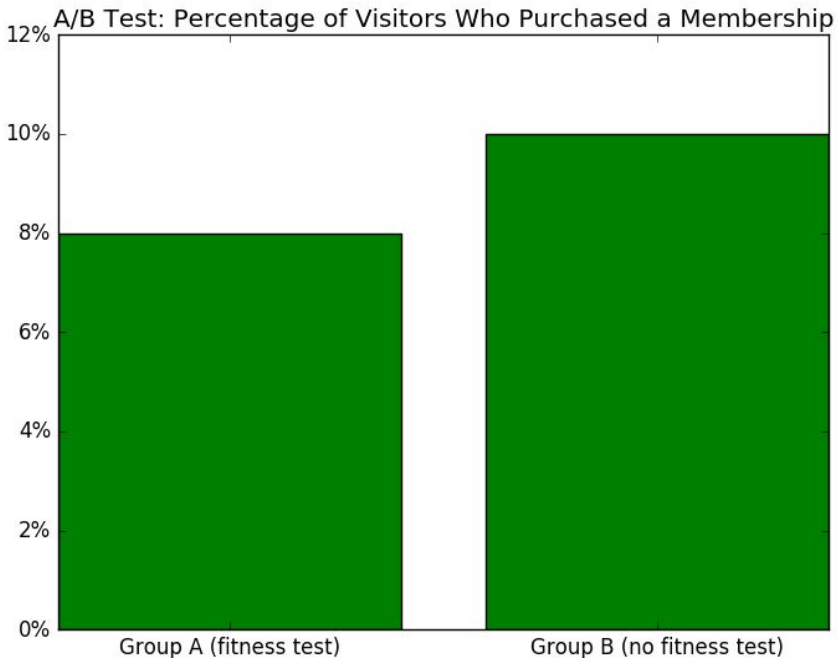
A/B Test: Percentage of Applicants Who Purchased a Membership



Test 3. Did removing the Fitness Test inspire more visitors to join, overall?

2.01% more people in Group B purchased a membership.

After running our results through a chi-square contingency test, we found these results were significant, meaning that **if we remove the Fitness test, more of our visitors will be likely to purchase a membership.**



What do the visitors think?

We conducted interviews about the signup process during our test, and we heard several comments about how important a friendly, easy, quick sign-up process was for all groups. For us, the most surprising comment came from two people in Group B who compared us to our competitor LiftCity, saying they liked us better because LiftCity's fitness test was too intense.

While sentiment about the Fitness Test was not negative across the board, these comments confirmed our suspicion that many potential gym-members are looking for a welcoming, quick, and easy introduction that doesn't scare them away, and the Fitness Test does not fit this description.

“

The people [at MuscleHub] were suuuuuper friendly and the whole sign-up process took a matter of minutes. I tried to sign up for LiftCity last year, but the fitness test was way too intense. This is my first gym membership EVER, and MuscleHub made me feel welcome.

”

- Shirley, 22, Williamsburg [Group B]

Recommendations

- Consider removing the Fitness Test, or making it optional to new members.
 - The numbers tell us that more potential gym-members followed through with purchasing a membership when they were not asked to complete a Fitness Test, and we have some qualitative data that confirms the Fitness Test can be too intimidating or off-putting for new members.
 - We also have some qualitative data from people who liked the Fitness Test and found it motivational, meaning it does have some draw. If we made it optional, we could still satisfy customers who benefit from it, while not scaring away those who dislike it.

Recommendations

- But before making any big decisions, consider A/B testing these groups over a longer period of time to see whether or not the Fitness Test affects retention.
 - Our study only focused on acquisitions, not at lifetime value or retention/attrition rates. Does Musclehub have time & capacity to conduct a longer test? If so, we recommend doing so.
 - We want to ensure that removing this integral part in the Musclehub experience does not attract too many more people who will let their membership lapse, outweighing the increase in acquisitions with a significant increase in lost members. Maybe the Fitness Test is currently weeding out members who would only be with us for a short amount of time, while attracting members who are in it for the long haul?