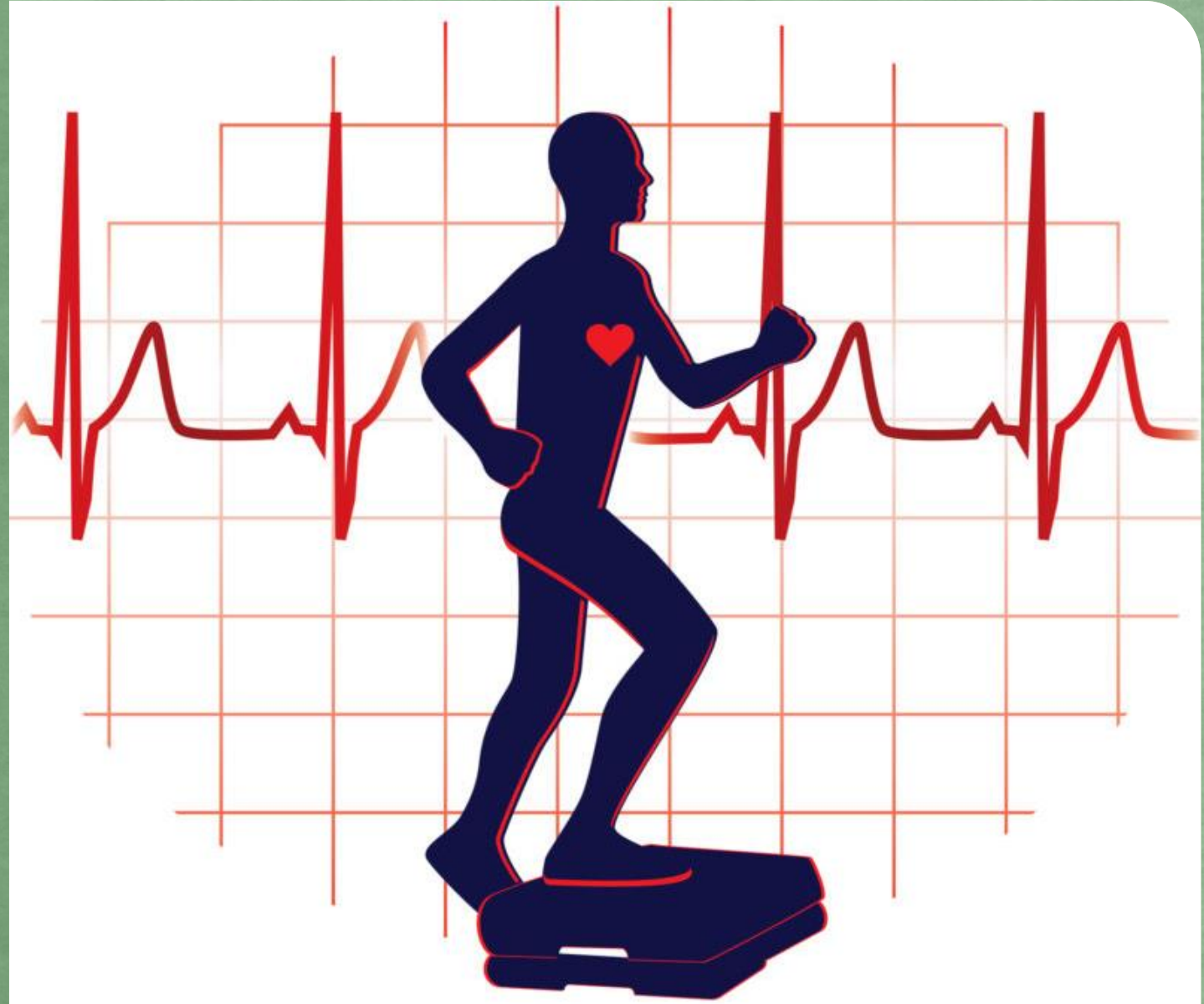


MuscleHub

Fitness test impact on
membership

Capstone Project MuscleHub

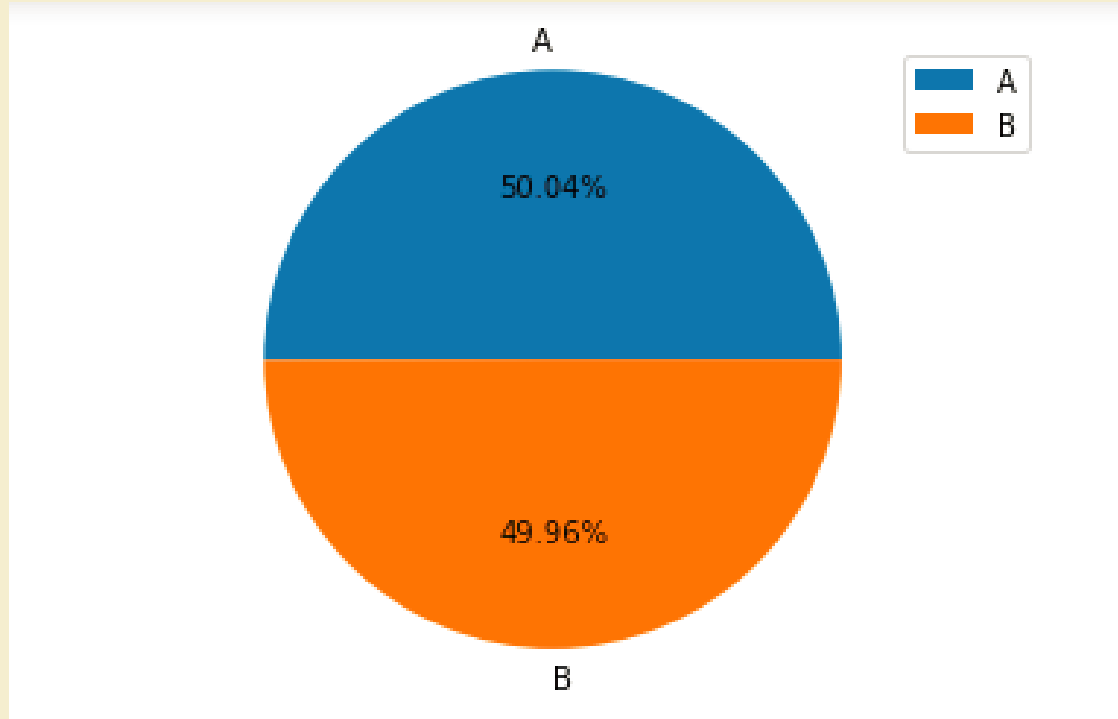
04/07/18



Objective

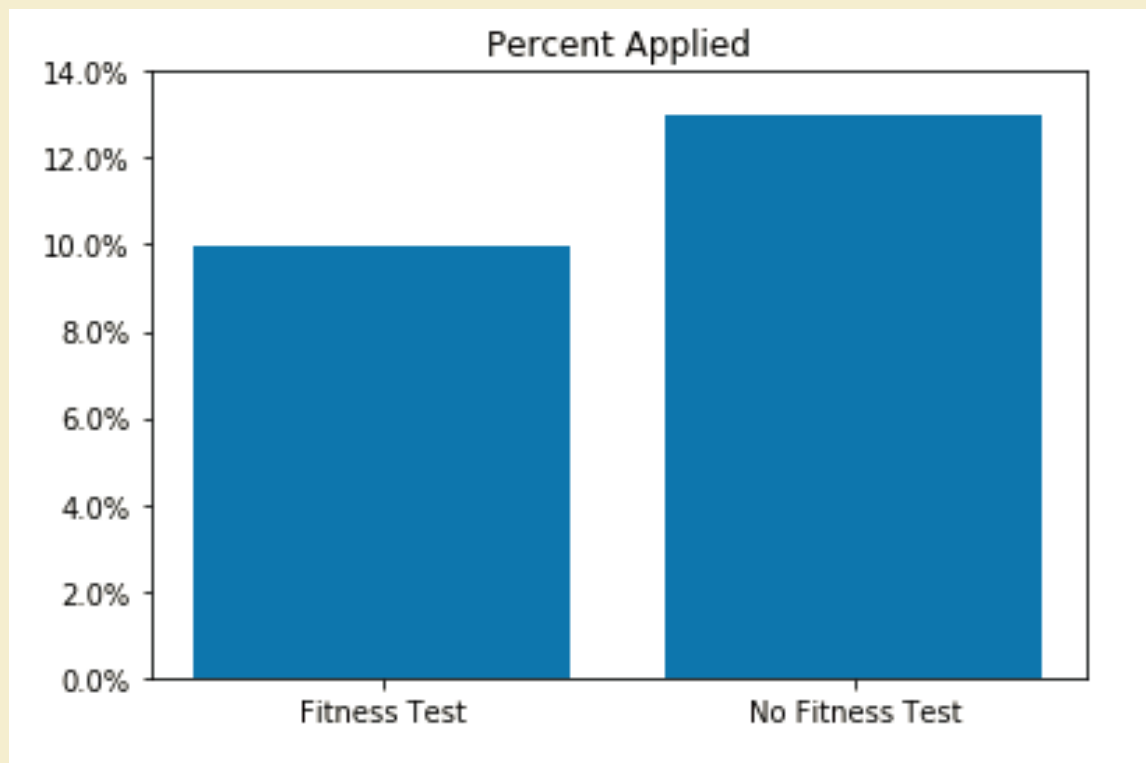
- Determine the impact of the fitness test.
- Where in the signup process does the fitness test influence membership conversion?
 - Application level
 - Application conversion to membership
- We look at the timeline of a membership, from visit to application to membership and examine where the fitness test has an impact.

Test setup



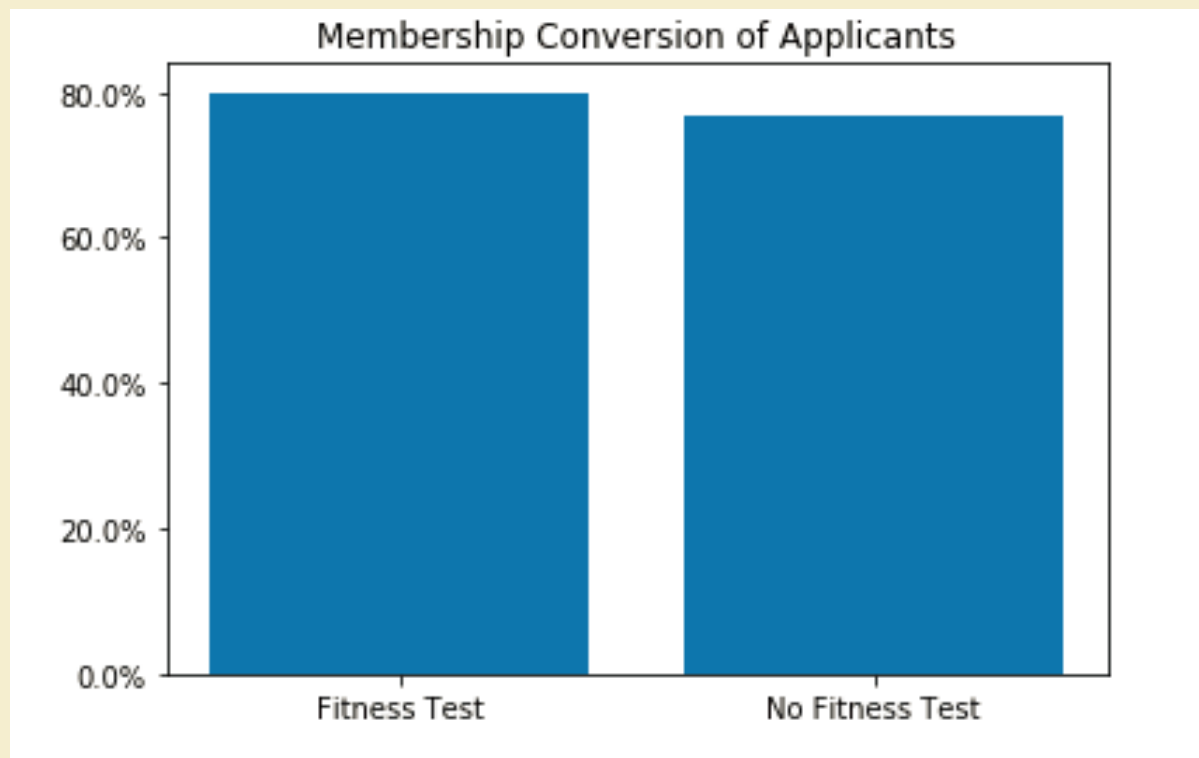
- The A/B test started on 7/1/2017
- The test accounts for 5004 total visits.
- Approximately half of all visits (i.e. prospective members) were exposed to the fitness test.
- The graphic shows the division between the current member process – fitness test takers, group A – and non-test takers – or group B – during the test.

Impact on Initial Application Step



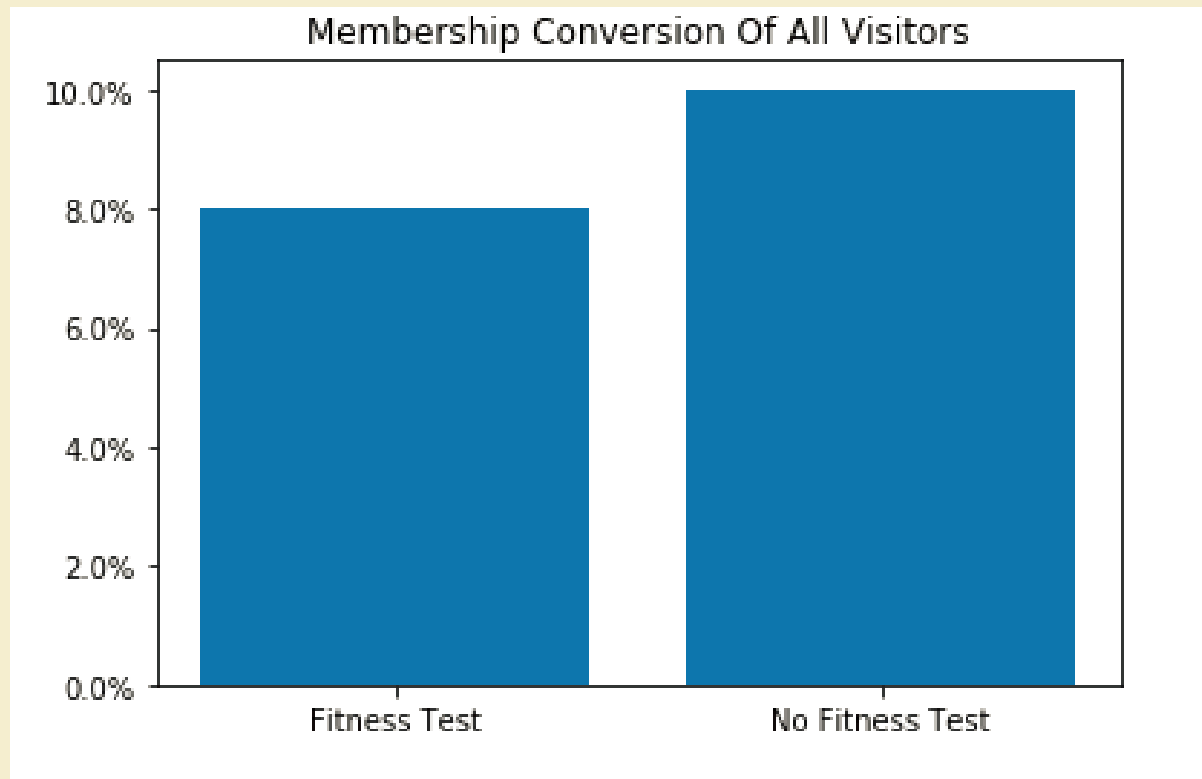
- We find those who did not take a fitness test were more likely to apply.
- 10% of the fitness test takers filled out applications
- 13% of the non-test takers filled out applications
- A chi-square test was run to determine whether relationships between the categorical variables of having taken the test or not, and whether the application was filled or not, exist.
- A p-val of less than 1% demonstrates that taking the fitness test has a significant impact on whether the visit led to an application completion.

Impact on Application Conversion



- We find that the fitness had no noticeable impact on whether those who applied ultimately purchased a membership
- 80% of the applicants who took the fitness test purchased a membership.
- 77% of the applicants who did not take the test purchased a membership.
- In spite a greater conversion rate of test taking applicants, a chi-square test p-val of 43% shows that there is no significant relationship between whether applicants took the test or not and whether they purchased a membership or not.

Overall Impact On Visit Conversion



- We find that ultimately the fitness test did influence whether a visit translated into a membership or not.
- 8% of all visits, where fitness tests were taken, led to signed memberships
- 10% of all visits without fitness tests led to membership.
- Again, a chi-square test p-val of 1.4% demonstrates statistical significance in the categorical relationships between having taken a fitness test (or not) and membership (or not).

Visitor Interviews

- *I always wanted to work out like all of the shredded people on the fitness accounts I see on Instagram, but I never really knew how to start. MuscleHub's introductory fitness test was super helpful for me! **After taking the fitness test, I had to sign up** and keep coming back so that I could impress my trainer Rachel with how much I was improving! - Cora*
- *When I walked into MuscleHub **I wasn't accosted by any personal trainers trying to sell me some mumbo jumbo, which I really appreciated.** Down at LiftCity they had me doing burpees 30 seconds after I walked in the door and I was like "woah guys slow your roll, this is T0000 much for Jesse!" I still ended up not signing up for a membership because the weight machines had all those sweat stains on them and you know, no thanks. Jesse*
- *I took the MuscleHub **fitness test because my coworker Laura recommended it. Regretted it.** - Sonny*
- *I saw an ad for MuscleHub on BookFace and thought I'd check it out! The people there 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*
- We review visitor interviews for a qualitative look at what drives visitors to memberships, or alternatively, what intimidates visitors from purchasing memberships.
- We find that many didn't appreciate the fitness test for several reasons including the impression of being sold something and also speed and convenience.
- There was also a contingent that appreciated the test as it provided a step towards their goal.

Conclusion

- The test's findings suggest that having a fitness test ultimately has a negative impact on converting visits into memberships.
- Specifically, the test finds that the fitness test impacts the willingness of visitors to complete an application.
- Additionally, the test results show that there is no statistically significant evidence that suggests that once applications are filled out, taking the fitness test or not impacts the ultimate decision to join.
- However the test did show that a higher percent of applicants ultimately did join if they took the fitness test. Also, the interviews suggested that a select contingent may appreciate the fitness test and therefore drive them membership.
- The recommendation is to offer the fitness test as an option after filling out an application, so as to not discourage application completion, but to possibly provide encouragement for membership post-application.

Thank You