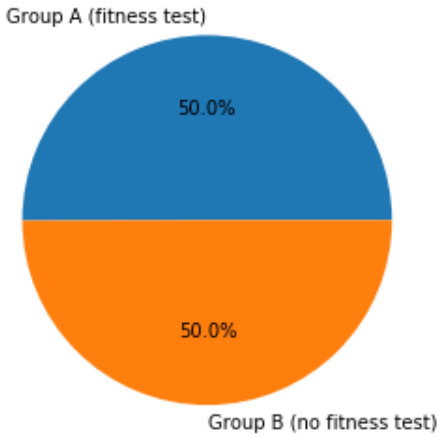
MuscleHub

HOW USEFUL ARE THE FITNESS TESTS?

By Vincent de Martel, March 2018

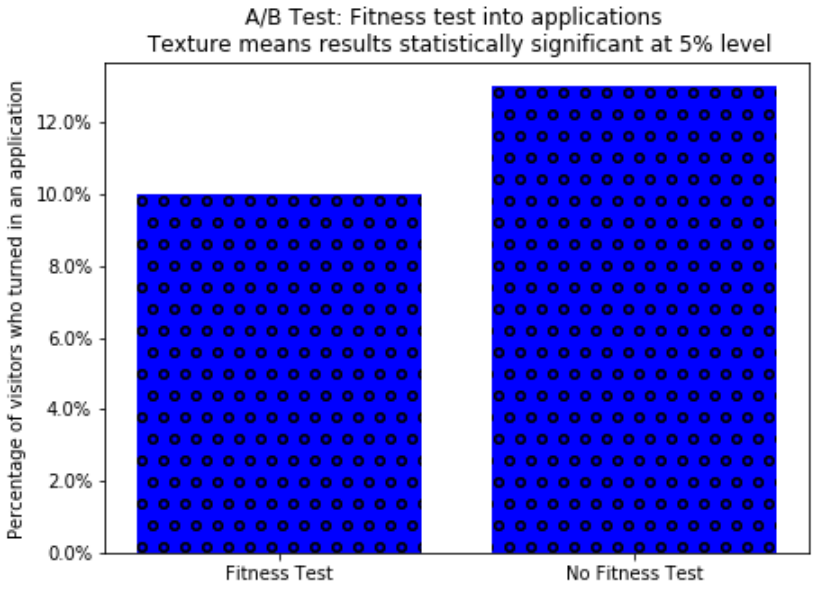
Background

- MuscleHub is considering offering a free fitness test to increase membership
- In order to check whether this would be useful, the company decides to perform an A/B test: the A group will have a fitness test, the B group will not
- Starting July 1, 2017 until Sept 9, 5,004 visitors came to MuscleHub. About half were given the opportunity to have the fitness test (see graph)
- With the data at our disposal we can track the results throughout the funnel from visit to application to membership, the end goal



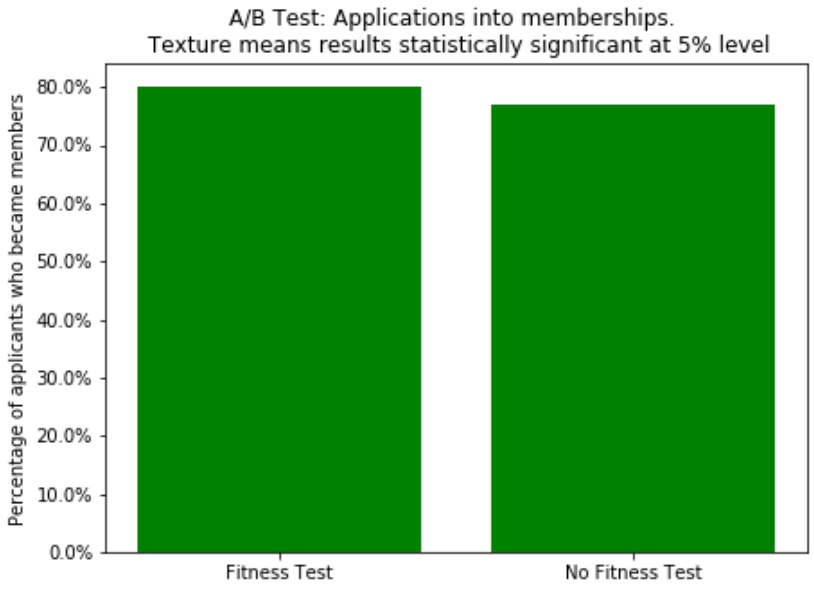
Test 1 – Visitors into application forms

- Out of the 5,004 visitors, 575 picked up an application (11.5%)
- The proportion is lower among those who took the fitness test as shown in the graph below. The result is statistically significant at the 5% level
- The test used was a chi-square test to check whether the difference between the two groups is significant
- This result seems to imply that customers did not appreciate the fitness test



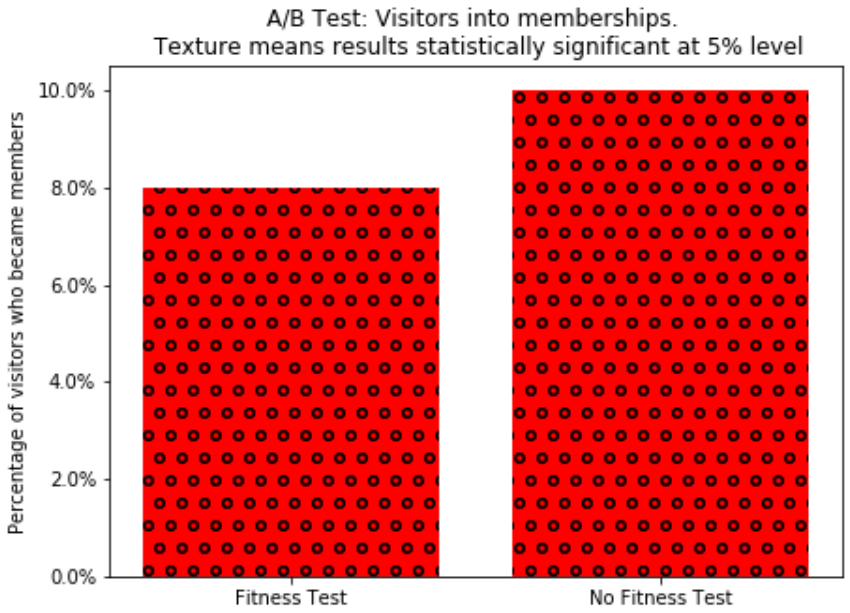
Test 2 – Application forms into membership

- Out of the 575 applications, 450 people turned it in and paid their dues to become members (78%)
- Based on the chi-square test, there is a 54% probability that the results are the same. We cannot reject the null hypothesis. In other words, we cannot claim that taking the fitness test made a difference



Test 3 – Visitors into memberships

- Out of the 5,004 visitors over the test period, 450 became members (9%)
- The proportion is higher amongst visitors who did not take a fitness test by close to 2%. These results are statistically significant based on the chi-square test performed



Qualitative evidence

- In addition to the results of the A/B test, MuscleHub also performed interviews. The results of 4 of them were shared with us.
- Out of the 4 interviews, 2 were positive. However the 2 negative interviews gave us a hint of what reasons people who took a fitness test may be less inclined to take up a membership than those who didn't.
  - One visitor liked the place but found the machines dirty
  - Another just didn't like MuscleHub
- The fitness test gives visitors the ability to experience the reality of joining a gym which they may never have used before. Unfortunately, joining a gym is less exciting in reality than in anticipation

Recommendations for MuscleHub

- Offering free fitness tests has a cost for MuscleHub as it requires staff available to look after visitors. At any rate, MuscleHub should not continue with the test as is
- Based on the results of the tests on close to 5,000 visitors and performed over 3 months, offering the fitness test did not improve the sign-up rate. In fact visitors who took the test were less likely to sign up
- It's possible that visitors unexperienced with gym clubs have an overly optimistic impression of what a gym actually is
- The other possibility is that the test itself is not designed to maximize sign-ups. It may be too hard for some users and could be re-designed