Gym It

Team 2

Background

- Gym located on 920 Comm Ave (right across from Fitrec)
- Typical gym layout
  - Cardio
  - Weightlifting
  - Classes
  - Personal Training
- Open 24hrs Mon-Fri
- Cheap - $24.99

Summary of Qualitative Research

- Value adequate space and equipment
- Gym It should consider following Rising 2017 Trends
  - Offer Outdoor excursions, yoga, promotions o fitness tracking tech, etc.
- Offer sport focused exercise classes (Boxing, yoga, etc.)
- Capitalize on evening hours and high traffic (student discount?)
- Suggestions: BU Brand Ambassadors

How We Incorporated Feedback into Survey

- Changed format of questions for better analyses
  - Switched from slider and multiple choice to Likert Scale
  - Q.34: Gym Attributes → changed from order ranking to Likert scale
- Shortened survey
- Checked for grammar
- Filtered out biased summary
  - Deleted promo of GymIt
- Better defined questions
  - E.g. consistency of going to the gym
- Created more responses for people who do not go to the gym

Our Survey Population

- Total Number of BU Undergrads - 17,932
  - 175 Responses
  - 1% of BU Population

- Our Perfect Sample
  - Random sample of male and female BU students across all class years that exercise.
  - Ideally, even distribution of male and female students as well as even distribution of class years

What is Your Gender?		
Male	Female	Undisclosed
47	109	3

What Class Year Are You?			
Freshman	Sophomore	Junior	Senior
45	41	42	31

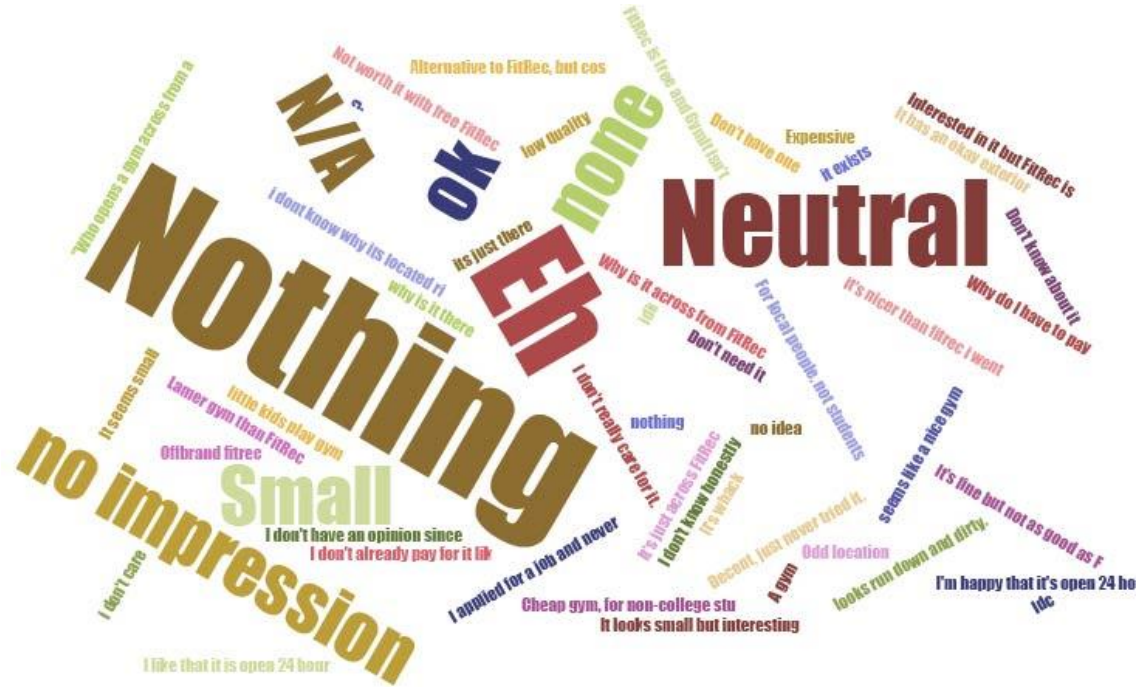| Have You Considered Switching Gyms?	
Yes	No
19	84

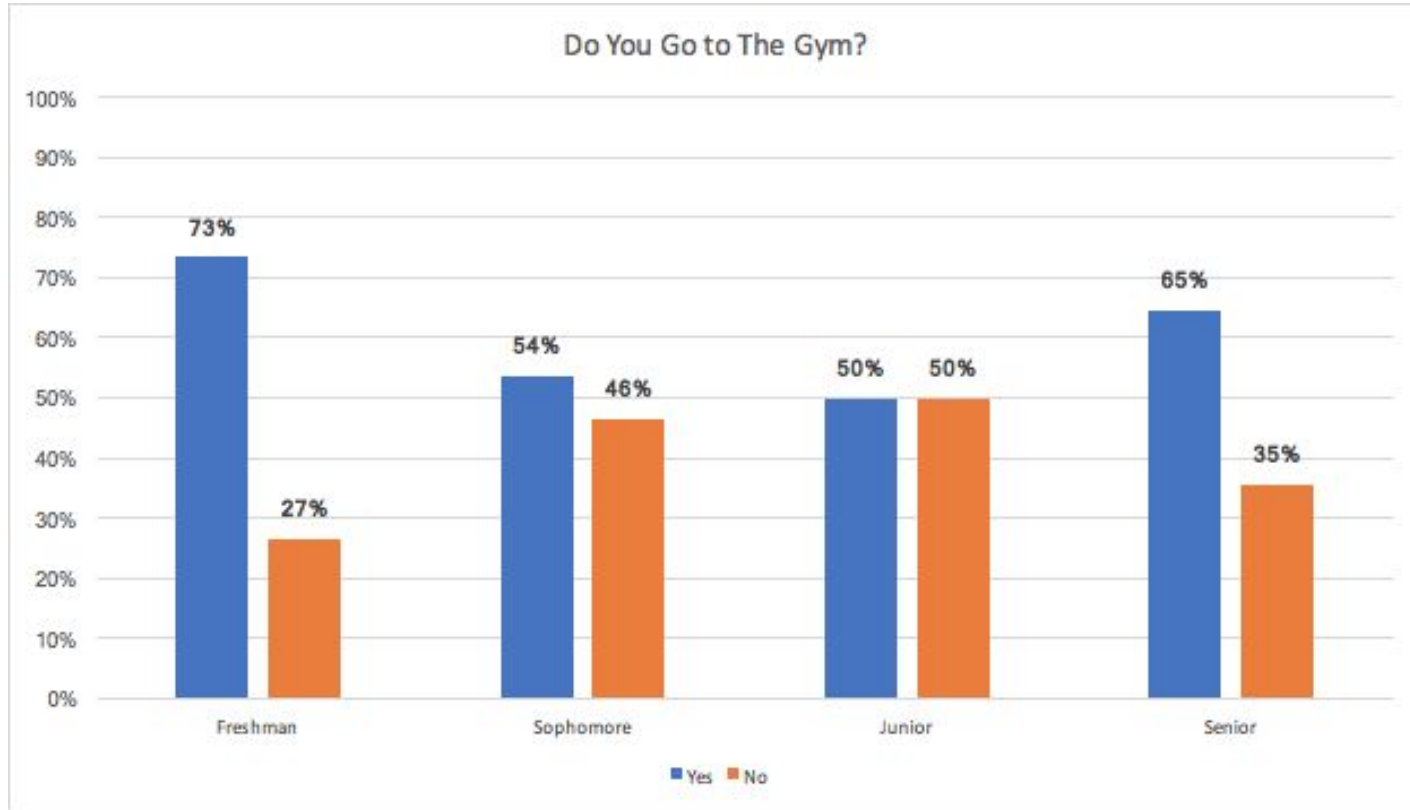| Do You Go to The Gym?	
Yes	No
109	66

What's Your Current Impression of GymIt?

General Consensus -

Students have no real concept of what GymIt is or what they offer

How do we change that?

Which BU Students to Target?

Do You Go to The Gym?

	Freshman	Sophomore	Junior	Senior
Yes	73%	54%	50%	65%
No	27%	46%	50%	35%

What Matters When People Look For A Gym?

Being Able to Go to The Gym Anytime

Crosstab

Count

		Rank the following attributes you look for when choosing a gym–Hours of Operation					
		Not At All Important	Slightly Important	Moderately Important	Very Important	Extremely Important	Total
Have you ever considered switching from FitRec?	Yes	3	0	1	4	8	16
	No	1	4	26	32	21	84
Total		4	4	27	36	29	100

Chi-Square Tests

	Value	df	Asymptotic Significance (2–sided)
Pearson Chi–Square	17.696[a]	4	.001
Likelihood Ratio	15.603	4	.004
Linear–by–Linear Association	.054	1	.815
N of Valid Cases	100		

GymIt's 24-Hour Weekdays Play To Its Advantage

Having a Low Monthly Price

Crosstab

Count

		Rank the following attributes you look for when choosing a gym–Price					
		Not At All Important	Slightly Important	Moderately Important	Very Important	Extremely Important	Total
Have you ever considered switching from FitRec?	Yes	1	3	0	3	9	16
	No	1	3	13	25	42	84
Total		2	6	13	28	51	100

Chi-Square Tests

	Value	df	Asymptotic Significance (2–sided)
Pearson Chi–Square	10.042[a]	4	.040
Likelihood Ratio	10.244	4	.037
Linear–by–Linear Association	.739	1	.390
N of Valid Cases	100		

GymIt's $24.99/month price is lower than the average students $36.28 willingness to pay

What Do You Dislike the Most About FitRec?

Size of Crowds	Gender				
Level of Satisfaction	Male	Female	Undisclosed	(blank)	Grand Total
Very Dissatisfied	36%	8%	50%	0%	18%
Dissatisfied	42%	46%	50%	50%	45%
Neutral	18%	36%	0%	50%	30%
Satisfied	3%	8%	0%	0%	6%
Very Satisfied	0%	2%	0%	0%	1%
(blank)	0%	0%	0%	0%	0%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.223[a]	4	.037
Likelihood Ratio	13.839	4	.008
Linear-by-Linear Association	6.651	1	.010
N of Valid Cases	98		

Get BU Students To Tell Their Friends

Count

		Would you be interested in becoming a brand ambassador for GymIt in exchange for some type of com…		Total
		Yes	No	
Have you ever considered switching from FitRec?	Yes	11	4	15
	No	26	56	82
Total		37	60	97

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9.312[a]	1	.002		
Continuity Correction[b]	7.632	1	.006		
Likelihood Ratio	9.126	1	.003		
Fisher's Exact Test				.003	.003
Linear-by-Linear Association	9.216	1	.002		
N of Valid Cases	97				

Get BU Students To Tell Their Friends

Would You Be A Brand Ambassador	Consider Switching Gyms		
Class Year	Yes	No	Grand Total
Freshman	13	20	33
Sophomore	11	11	22
Junior	5	16	21
Senior	7	13	20
(blank)	1		1
Grand Total	37	60	97

Join Today and Get 1 Free Class?

Crosstab

Count

		Would you be interested in taking a workout class?		
		Yes	No	Total
Have you ever considered switching from FitRec?	Yes	6	2	8
	No	18	25	43
Total		24	27	51

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.973[a]	1	.085		
Continuity Correction[b]	1.792	1	.181		
Likelihood Ratio	3.061	1	.080		
Fisher's Exact Test				.127	.090
Linear-by-Linear Association	2.915	1	.088		
N of Valid Cases	51				

Limitations of our Survey

- Females represent the majority of our respondents
- When administering the survey, we found 84 blank responses that we had to omit from our dataset
- After conducting frequency distributions, we found that some of our data was not normally distributed, which limited the number of analyses we were able to run
- Our main selection variable was dichotomous, limiting the types of SPSS analyses we could perform

Opportunities for Gym-It

- Target incoming and graduating students
- Promote lack of crowds
- Promote hours of operation and relative low prices
- Consider free-trial classes for new members
- Brand Ambassador Program

NEED CAMPUS INTERACTION. GET YOUR NAME OUT THERE!!!

LOONEY TUNES

"That's all Folks!"