Product Requirements Document of Gymobile

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1. Background

1.1. Problem definition (FAN Yiting)

As a result of the Corona virus, people in China have to quarantine at home, some start working and taking courses online. Staying at home and not doing exercise for too long may cause health problem such as sore backs and weight gaining and mental discomfort. This is an opportunity for developing online fitness courses.

Back to 2003 when SARS hit the world, e-commerce companies like Alibaba and Jingdong had grabbed the chance to cultivate people's habit of online shopping. Likewise, this time it is also an opportunity to develop online fitness courses for two reasons. Firstly, people are realizing the significance of exercising, maintaining fitness and stay healthy; secondly, during the time of Corona virus, people cannot go out to gyms, an ideal substitute would be online fitness courses. Besides, people who are busy with their works may lack of time for going to the gym to work out, or they are too tired of going out to the gym after a busy day. Online fitness courses would address the problems since it allows users exercising under the professional instruction of fitness coach at home.

1.2. Market Analysis

1.2.1. SWOT Analysis (FAN Yiting)

Strengths:

Being convenient for publics to exercise at home under the professional instruction of fitness coach;

Cheaper than offline fitness courses.

Weakness:

Due to the limitation of online teaching, the fitness coaches may not be able to monitor your movement clearly during the exercise.

Opportunities:

People are realizing the significance of exercising, maintaining fitness and stay healthy, it would be easier for our organization to deliver the perception of online fitness courses to target publics. Students in high schools and people in sinking markets are touched less by the existing online fitness products, providing market opportunity for us.

Threats:

There are already online fitness courses developed by organizations that have a relatively

mature and big market such as

SUPER MONKEY and KEEP, and people may be more likely to consider these mature products when selecting their online fitness courses.

1.2.2. Competitive Product Analysis

SUPERMONKEY 超级猩猩 (CAI Wenwen)

Introduction: SUPERMONKEY is a sports fitness brand established in 2014. The brand is committed to creating a healthy lifestyle, providing retail fitness course products through urban sports windows （城市运动橱窗）, and connecting the diverse sports community in the city. At present, it has covered big cities such as Beijing, Shanghai and Shenzhen.

During the outbreak of nCov-2019, SUPERMONKEY first launched online fitness live session（超猩家里蹲）and got 170,000 views and became the first in the live platform. On 10th of February, it launched 14 days of online training camp （超猩家里蹲 14 天"陪"训营）at the price of 399 RMB. 30 people in each camp, and there are 2 professional coaches to provide professional services throughout the course. They answer fitness questions, supervise the members' diet, track their training, provide fitness knowledge, etc.

At the meantime, SUPERMONKEY provide Video Call fitness lessons which provide Yoga and Boxing training.
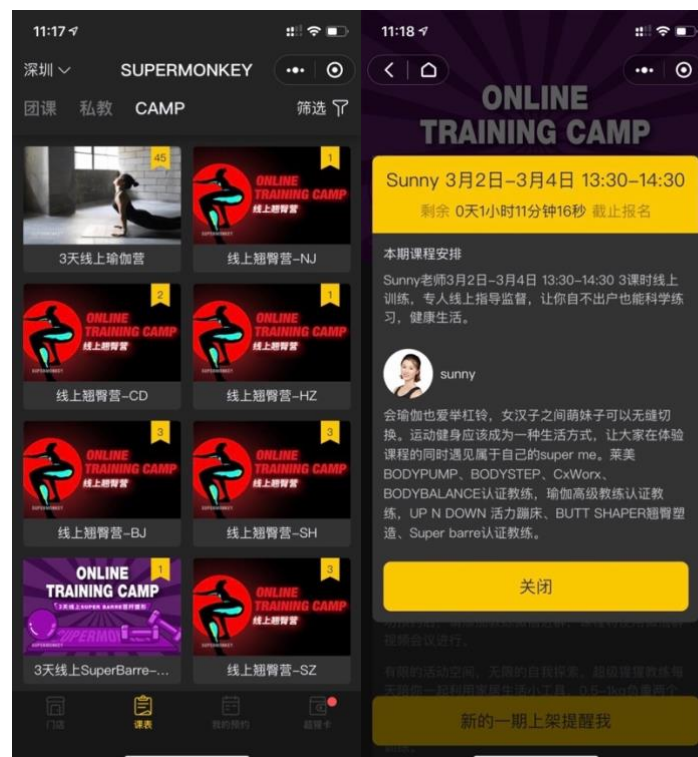
Name: Online Training Camp 线上训练营

Platform: WeChat Mini Program for application and WeChat Group Video Call for training progress.

Progress: After user applied successfully, contact the coach by WeChat and the coach would form a WeChat Group, the training would conduct through group video call.

These camps are really popular, every camp are full and SUPERMONKEY launched a function to let the users get notification when new camps were open.


Keep (CAI Wenwen)

Keep is a fitness app that was launched on February 4, 2015. It is committed to providing one-stop sports solutions for fitness teaching, running, cycling, social, fitness diet guidance, and equipment purchase.

Keep has opened offline sports space Keepland, and released the KeepKit series of intelligent hardware products.It has 200 million users and became the biggest fitness app in China. It got 6 rounds of investment since 2014.

On January 31st, Keep launched an aggregated page called "Holiday Sports Live Encyclopedia"(假期运动直播大全) on the App, which contains fitness live classes from keep itself, as well as Daily Yoga, Justin & Julie and other brands. Clicking the link will directly jump to Douyin.

According to data disclosed by Keep, as of February 5th, the total number of viewers for all courses exceeded 56.5 million, while the peak number of online users reached 160,000. And its offline store Keepland has launched two paid live courses on the APP side, priced at around 29 RMB.

At the meantime, Keep also launched two-way video fitness courses called 云小班 Online K-amp. At the price of 199 RMB for 6 sessions lasting for 12 days. The camp contains 5 – 11 persons and one coach. The content includes dancing and reducing fat.
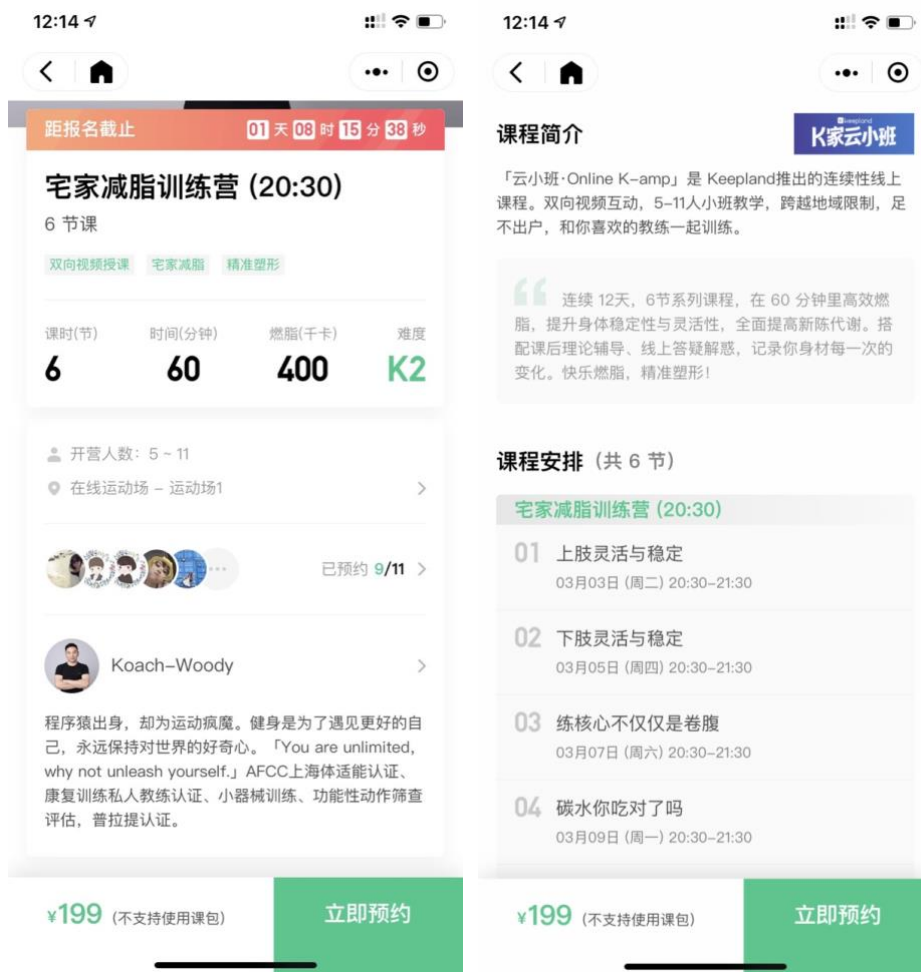
Peloton (ZHU Xiaoxi)

Peloton is an American exercise equipment and media company that was founded in 2012 and launched with help from a Kickstarter funding campaign in 2013.

Peloton is an American exercise equipment and media company that was founded in 2012. It initially established itself as a fitness technology company focusing on home fitness. Peloton aims to achieve the role of online fitness coaching through self-produced and self-sold customized fitness hardware combined with interactive display screens that allow users to experience private fitness instruction classes through access to live content.

The hardware monitors the user's motor performance indicators while the coach gives timely feedback based on the data. The real realization of selling course software + hardware integrated package service.
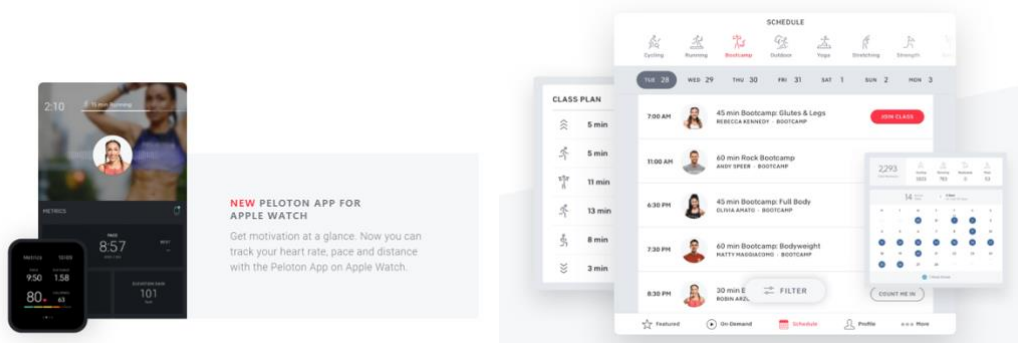
Others (ZHU Xiaoxi)

Wake:

Wake yoga was founded in 2015, aiming to provide yoga lovers with a free online learning APP for scientific yoga practice, so as to correctly understand, practice and enjoy yoga. Wake has more than 300 online classes and offers new classes every week. At the same time, Wake adopts the mode of short video, and sets the function of one-click sharing to Instagram, weibo and other social channels, enhancing the sociability. Not only that, but also yoga instructors at home and abroad regularly offer live classes and answer questions, so that users can experience the courses of famous teachers without going to the venues. "Wake" schmidt's solutions according to the customer, follow every customer until no longer needs our help.

From September 22, 2016, Wake yoga studio has developed from online to offline, officially opening its first offline yoga studio in China. In half a month, we have received over 200 people experience courses.

LEFIT 乐刻：

LEFIT is a brand of hangzhou le ke network technology co., LTD., founded in 2017. LEFIT is a brand for sports and fitness which mainly adopts the offline gym mode of "24 hours ", "monthly payment system", "intelligence" and "whole journey without promotion".

At the same time, combined with the functions of online APP such as buying CARDS and buying classes, choosing a library for classes, scanning codes to enter the door, matching exercise prescriptions, expanding social circles, etc., LEFIT uses "Internet thinking" and "big

data algorithm" to realize the supply-side reform of sports and fitness scenes and services, and devote to creating a "1km fitness circle".

Offline Gym: (QI Xin)
Even offline gyms are trying to hold online training courses now. Some coaches begin to use WeChat groups to stay connected with the members of gyms, arranging online courses by video calls and messages. Once the members finish one day's exercise, they are required to share their feelings to show that they have completed the exercises under coaches' instructions. These measures may keep the training sections going, prevent members from giving up membership, and build more stable loyalty.

Some private gyms also use Tik Tok, Toutiao, Zhihu, Weibo to create their own Key Opinion Leaders (KOLs), most of which aim at making their own coaches popular on social media.

In the past few years, gyms have difficluties in seeking for multiple operation methods. The traditional business model of gyms is facing challenges. Problems like unreasonable tution fees and high cost with little net profit have raised the concern of whole industry. Over 60% offline gyms's current situation (before COVID-19 broke out) is not optimistic.

Online streaming offers new opportunities to solve the problem, such as lower cost on maintaining the facilities and paying the extra stuff. However, most offline gyms have not found an efficient way to bring keeping fit from offline to online. The business model of online gyms is similar to other types of online streaming, which only contains user paying and sending gifts. Gyms are certainly less competitive compared to professional MCN(Multi-Channel Network) agencies.

The awareness of keeping fit is raising in mainland, especially during the time people can not go out freely. After the serious situation of anti-virus, more and more people will be willing to develop the training habit. For both online platforms on fitness training or offline gyms, the conjunction of online and offline training will be an important break boint for competition.

Uniqueness (CHEN Xiaoxiao)

What special to our online fitness is, everywhere can be a gym! From the perspective of learners, no wasted time and cost on the traffic to the gym, you can do exercise anywhere indoor, which may increase the frequency of doing fitness. From the perspective of coaches, more audience can get their technique sharing; they can be known by more audiences, increase their

popularity.

Challenge (CHEN Xiaoxiao)

what makes us challenge is, the physical exercise does need physical space, although the home can be acceptable as a place, formal gym has a more professional atmosphere that can inspire people. In the meantime, no peer pressure, no urged power, which makes the fitness completely bases on self-activation. Also, another social meaning of physical gym as it is a community for social networking, the online app may decrease this function. Another pragmatic problem is, people have a higher expectation to go outside after the coronavirus, however, there also will be a little part of people that be accustomed to the online exercise after they try this method for nearly one month.

1.2.3. Platforms with Cooperative Relationships (WANG Yujie)

KOL

Kol has played a very important role in brand development, and it can quickly help the product to be effectively promoted in the early stages of market-oriented products. kol's body is huge at the moment. There are about 20 million public accounts on the WeChat public platform, and there are many influencers on Weibo. Finding the right partner is very important. It can focus on celebrities who love fitness and have a positive image. Quality should be selected based on relevance to fitness, appearance and taste, tone and behavior, and experience. Finally, according to whether the partner's fees are reasonable, the degree of cooperation and commercialization of the partner, the partner is optimized overall.

e-commerce platform

The e-commerce platform will be a very good cooperation platform for a win-win strategy. In this process, B2C and O2O can be used for commercial operations. The platform will use kol to recommend products to users (protein powder, fitness equipment, etc.), and at the same time, effective advertising insertion can be performed during live broadcast to expose products. Online consumers can directly purchase related products through e-commerce, and gradually wait for the epidemic to pass. Then online product information obtained by live customers will affect them to become offline users of the product.

1.2.4. Government: Regulatory issues (ZHAI Tiange)

Selling products

The quality of products sold is significantly important and should be guaranteed with high inspection. According to Tmall, over 50% of the licensed merchants have seen a growth of profits with the help of online Live. However, the untrue promotion of products by 'cewebrities' (網紅) during Live has led to a crisis of confidence and a degraded level of trust by potential customers. Thus, if the platform is to sell fitness -related equipment (whether during Live or not), the quality of such products must be highly inspected and guaranteed. Such inspection is supposed to start from the very beginning of the manufacturing process and to the reasonable pricing strategy. If the platform plans to cooperate with the sports brand, the product quality of that brand shall be as well monitored. Guaranteeing the product quality is not only essential to avoid breaching the law, but also demonstrates the corporate responsibilities and will thus improve users' loyalty.

Legal issues during Live

Using Live (by coaches and KOLs) for lessons and personal coaching will be frequently used. Thus, it is important to make sure certain legal and moral principles will not be breached. What is seen as a common 'grey area' is the hidden act of pornography and violence during the Live broadcast. To avoid such, the platform is expected to cooperate with only licensed (by authorities including Ministry of Human Resources and Social Security of PRC, All-China Federation of Industry & Commerce, and General Administration of Sport of China) fitness trainers. In terms of Live broadcasting platforms, only formal and legislatively acknowledged ones, such as Izhibo (一直播) and QuanminTV (全民直播).

Privacy and harassment issues

Another problem that may arise is the privacy and harrassment issue. As a responsible online fitness training platform, it should protect both the professional trainers and users decent rights to privacy, especially during the Live broadcasts. First, the selected scene of Live should not be in public areas, or otherwise, people's faces (except for the trainers on Live) should be pixelated. Additionally, the personal information of registered users and trainers should be well protected by the platform in case of any leakage of such materials. When the trainers' right to privacy is offended by certain actions or words during the live broadcast, the platform is supposed to sense such offence and take action immediately.

## 2. Strategy Plane

2.1. Target Users

2.1.1. Persona

Member

年龄	性别	身材	居住城市	家庭成员	学历	职业	每月可支配收入	健身习惯	健身频率	是否接受线上健身
23-26	男	偏瘦	一线城市	父母亲	大学	房地产销售	3k以下	还没有开始健身，但是有健身想法	暂无	是
	女	正常	二线城市	父母亲/弟弟妹妹	研究生	媒体行业	3k-4k	曾去健身房上课，目前在家瑜伽健身	一周2-3次	否
		偏胖	三线以下城市	独居		高科技行业	4k-6k	线上+线下健身	一周一次	
		超重				外贸行业	6k-10k	线下健身	一周3-4次	
						学生	10k+	线上	不一定	
								在家健身		
								户外跑步，健身房，线上健身		

Coach

年龄	性别	居住状况	教育程度	职业	健身习惯	健身次数
23	男	独居	高中	健身教练	线下	一周4次
26	男	独居	中专	健身教练	线下健身房	每天

2.1.2. User journey (CHEN Xiaoxiao)

For members
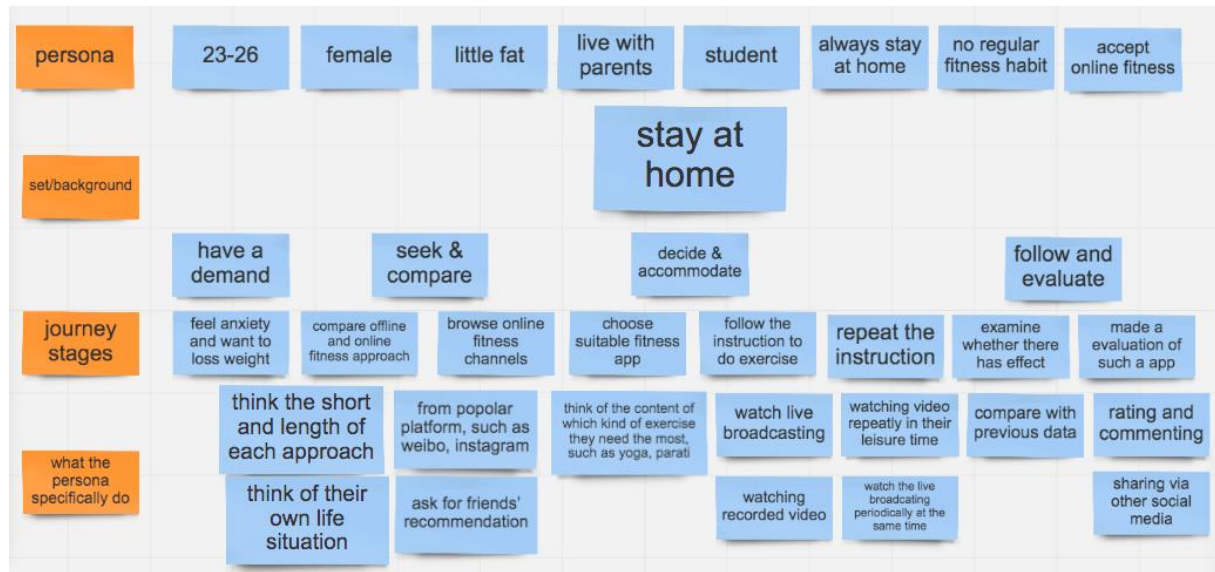
For coaches
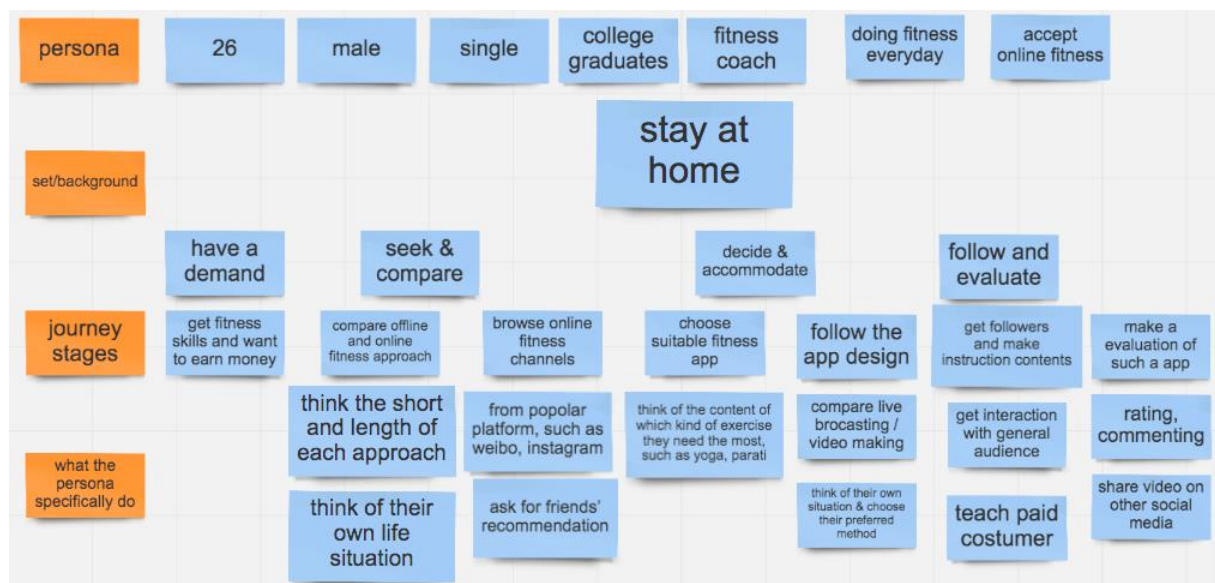
2.1.3. User needs (FAN Yiting)
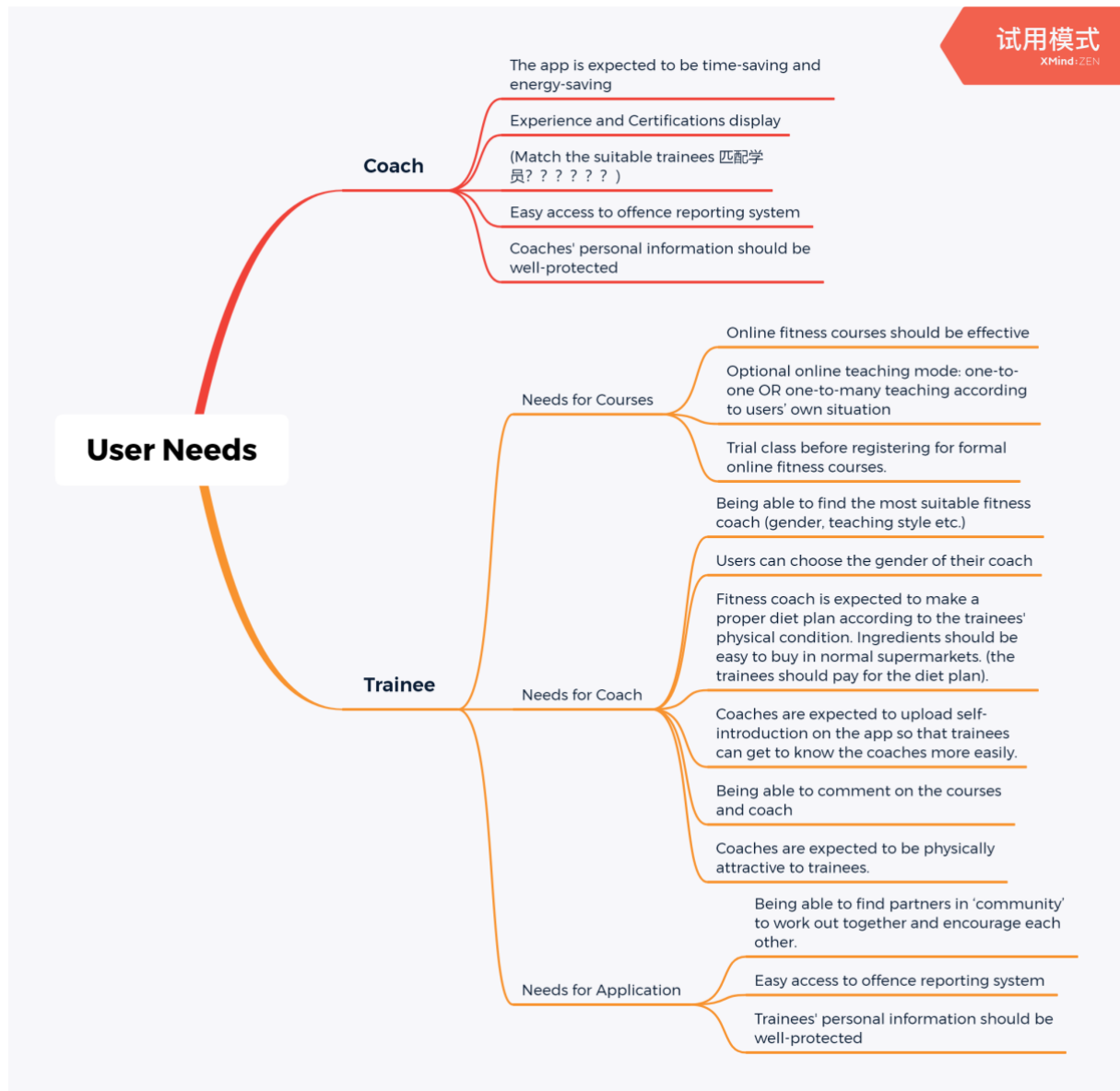
How to tackle with fitness activities that require large fitness gym equipment

Ask trainees to buy more fitness equipment by themselves;

Ask trainees to go to their local gyms that are in alliances with us.

launch fitness courses that require simple and small-size equipment, such as yoga and rope skipping.

Establish partnership with offline gyms

2.2. Site objectives (WANG Yujie)
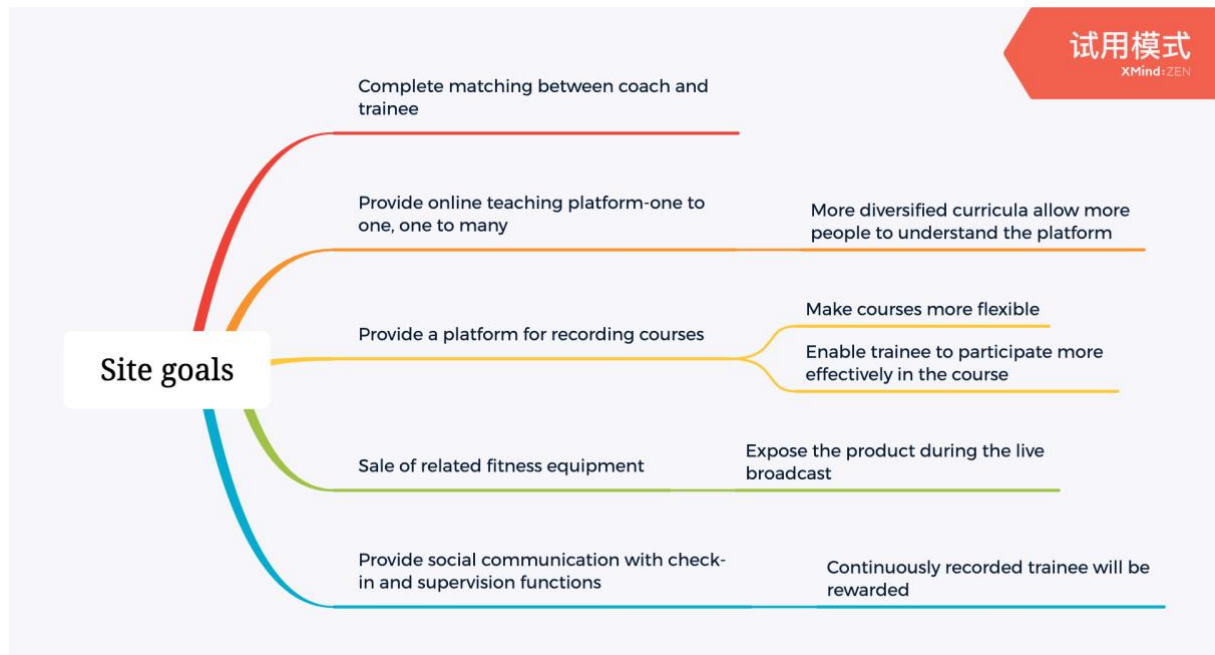
Find coaches for trainees, trainees for trainers

Trainees and coaches can use the website to complete demand matching while optimizing choices to achieve supply and demand.

Provide online platforms: one-to-one, one-to-many

The platform provides a variety of mode functions to serve users, trainees can purchase one-on-one training. At the same time, there are also one-to-many open classes that can promote the platform more effectively.

Provide recording courses on planform

The platform will provide recording courses when students cannot participate in live lectures, making the overall course more flexible and giving students more choices.

Provide sales of related fitness equipment

In the process of live broadcasting, the KOL could advertise related fitness equipment and cooperate with related manufacturers to increase the benefits of the platform.

Providing Social system with check-in and supervision functions

The platform will provide on-line recording function to help members to effectively record the fitness process, and also establish a reward mechanism to reward users for continuous recording. Users can also supervise each other through this function to participate more actively in fitness.

High-level objectives

Improve the fitness awareness of the whole people and improve the current gym operation model. Utilize afresh platform model to influence more fitness enthusiasts.

This platform will give ordinary fitness coaches a chance to show themselves, so that their advantages can be more effectively spread to more people. At the same time, new kol coaches can be created to allow more coaches to participate.

Optimize the concept of fitness. Fitness is not just for young people, it makes fitness a lifestyle.

Establish a fitness knowledge base to popularize fitness knowledge for people.

Taking into account the small cities to allow the whole people to participate in fitness, to cultivate awareness of national fitness.

Save money, save trouble, avoid the expense and energy of traveling around. Use less money and energy to participate in fitness activities.

3. Scope Plane (ZHAI Tiange)
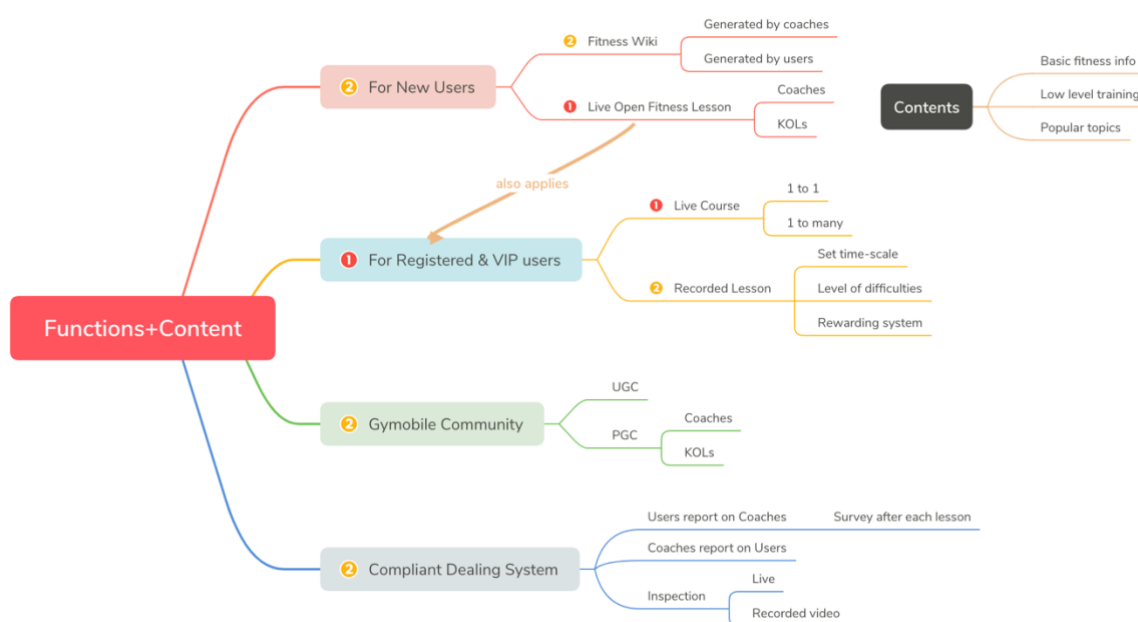
Fitness Wiki

A guidance catered for early beginners of training. It includes information on how to keep a healthy fitness and dieting daily routine, simple stretches before training and assistance with choosing training equipment. The main goal is to develop users' interests. The content contains both PGC (by coaches) and UGC (by users).

Live Open Fitness Lesson

Free and hosted by our cooperated coaches.

Mainly contains basic fitness information or low-level training, and sometimes can cover popular topics such as "Swam Arm Series" and "Firm Abs".

Live Course

In the format of both one-to-one and one-to-many.

Recorded Lesson

- For personal and revisional use: student users can choose their preferences and   levels of difficulties)

- Have specific time scale for each training

- The system records personal training procedures with dashboards

- A coin-collective rewarding system is designed: if a user posts his/her traning experiences on Fitness Wiki, he/she could earn certain amount of coins, which can be exchanged for benefits like a free trial of VIP lessons.

Gymobile Community

A 'shared-information plaza' where users share their training experiences or learning progress.

Consists of UGC and PGC. Contents cover topics including training tips, dieting plans etc.. The interaction between users is promoted and to see others update their training records, users are supposed to be motivated to keep exercising.

Compliant dealing system

A two-way model: users can report on coaches and coaches can report on users if they feel offended. A pop-up window will show after each lesson for evaluation.

Before teaching videos are uploaded, they must go through inspection procedures to ensure that there are no inappropriate contents, such as violence and pornography. The regular Live streaming is also inspected.

Privacy: Coaches & users' personal information, including location, name, private contact information must be guaranteed safety on Gymobile.

4. Structure Plane

Interaction Design
4.1.1. Member end (CAI Wenwen)
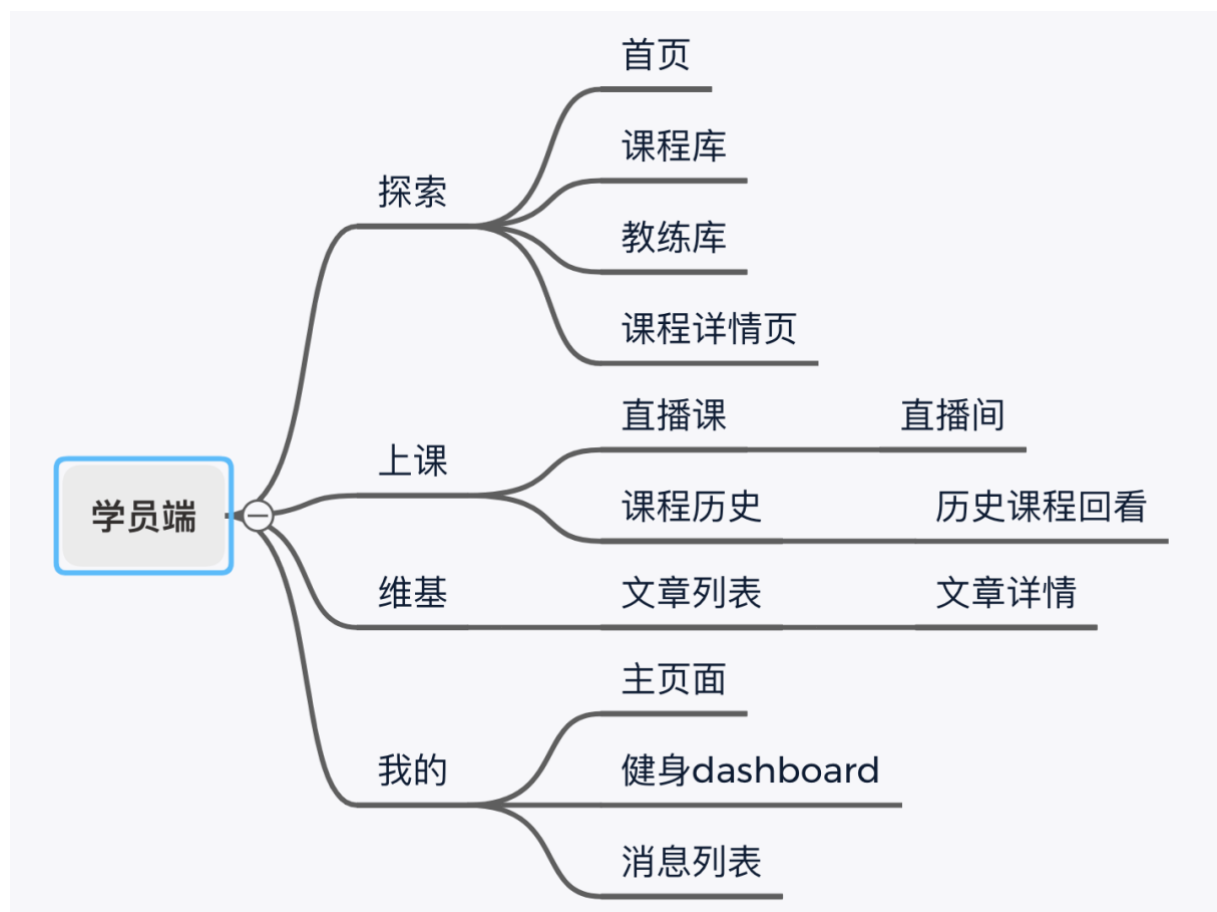
探索（**discovery page**）(ZHAI Tiange)
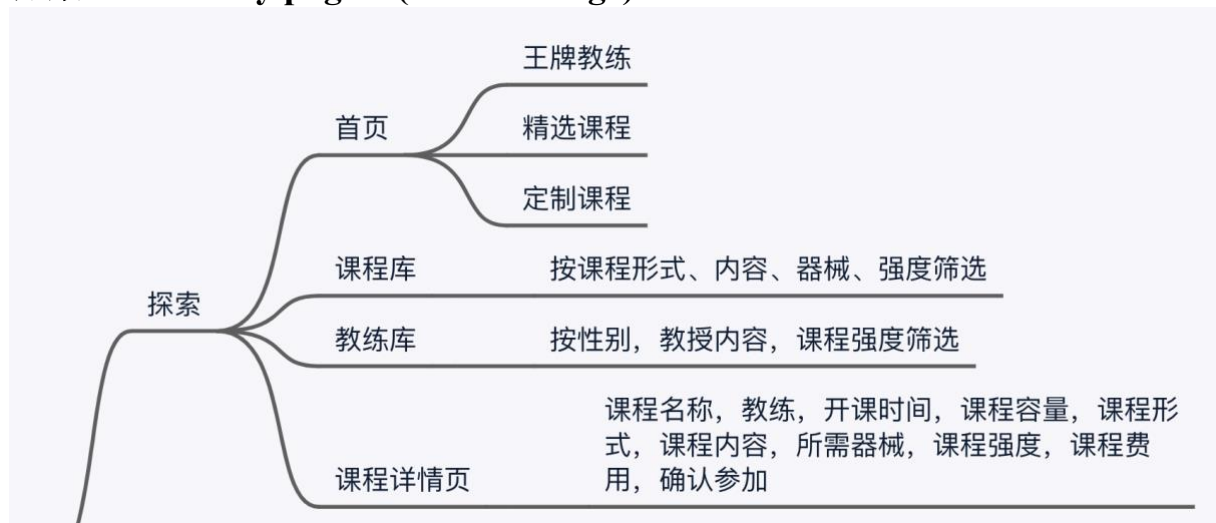
The "探索"(discovery) page contains a brief view of the highest rated coaches and recommended lessons. "为您定制"（for you）includes lessons that meet members' requirements (according to their hashtags). "筛选" (Filter) has to main categorization: the course list and coach list.

Figure 1. '探索'（discovery page）

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Figure 2. '课程' + '教练' （course list + coach list）

By clicking '课程信息' and '教练库'，members will be led to the course list and coach list accordingly. Each contains information of different lessons and coaches. The course list will show the course name, price, level of difficulty, class form, and equipment required. The coach list shows the coach name, gender, class form, and training skills
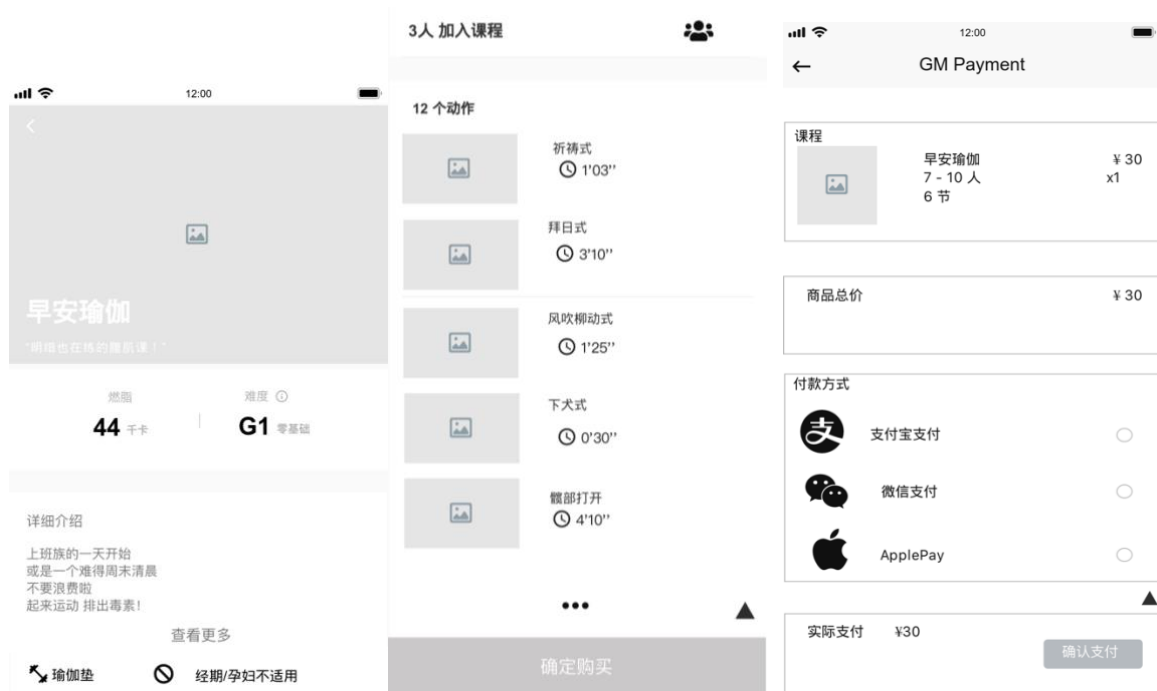
Figure 3. Single Course Information & Purchase

By clicking a course from the '课程' page, members could view specific information, which includes calories burning, caution reminder and time scale for each section of the training. If the member decides to purchase the course, the button '确认购买' will lead her/him to the purchase page, containing the summary. Gymobile supports various payment methods from Alipay to ApplePay, and by clicking '确认支付' (confirm), the member successfully becomes our big Gymobile family!

上课（**course page**）(FAN Yiting)
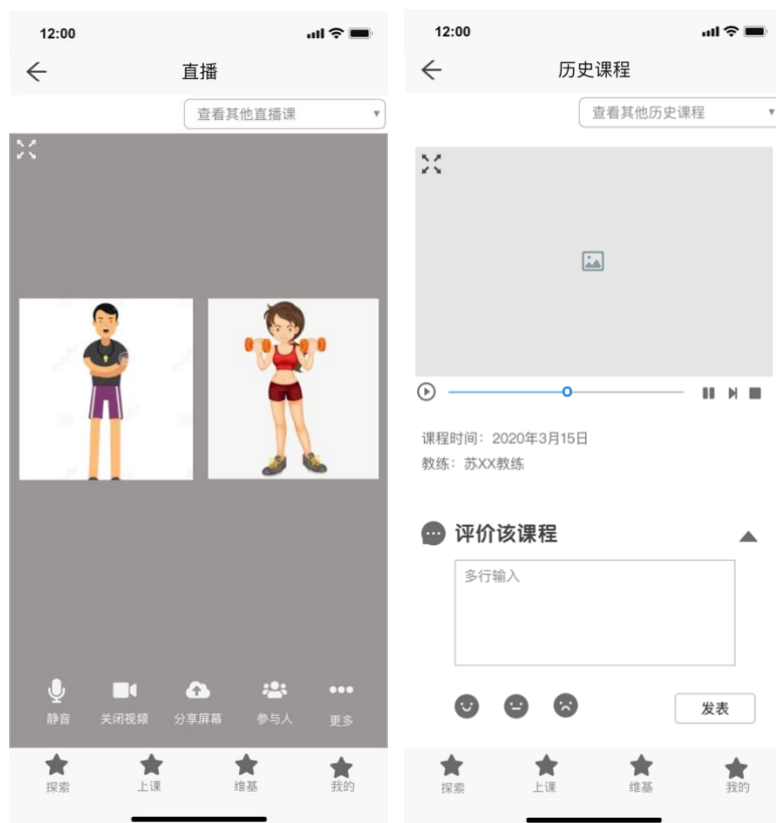
维基（**WIKI page**）(ZHU Xiaoxi)

Fitness wiki is where coaches click the plus sign to write some of their fitness knowledge related to the course and they will use them to improve teaching quality. Coaches who have the Certificate for Registered Dietitian also have permission to post articles on a separate diet

partition. Members can browse and collect those articles. They can also click into the coach's' personal page in need when reading their articles.

我的（**My page**）(CAI Wenwen & WANG Yujie)

In the My page, users can upload their avatar and update their height and weight.

12:00			〰
‹ 返回	我的		✉

头像　　用户名

课程历史	课程进程	我的教练
帮助	购物车	饮食指南

★ 探索　　★ 上课　　★ 维基　　★ 我的

12:00			
‹ 返回	消息列表		💬

教练提醒　　　　开课通知

王教练　　　　　　12:21
今晚8点直播，不见不散

联系人名称　　　　12:21
摘要信息

联系人名称　　　　12:21
摘要信息

Users can summarize the overall content in the dashboard, as well as understand the content and details of each link one by one in this interface.

Users can receive reminders and start notices from the coach in the message list. This feature also can help users communicate with the coach more conveniently.

登录与注册（**Log in & Register**）**(CAI Wenwen)**

Users can log in with their phone number and password. If they don't have an account, they can sign up in the registration page.

4.1.2. Coach end (ZHU Xiaoxi)
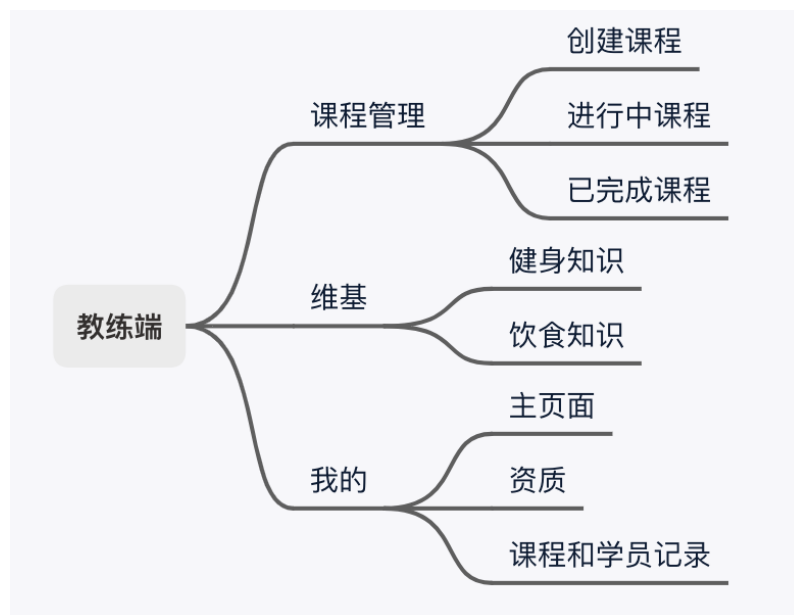
课程管理（**Log in & Register**）**(CHEN Xiaoxiao & WANG Yujie)**
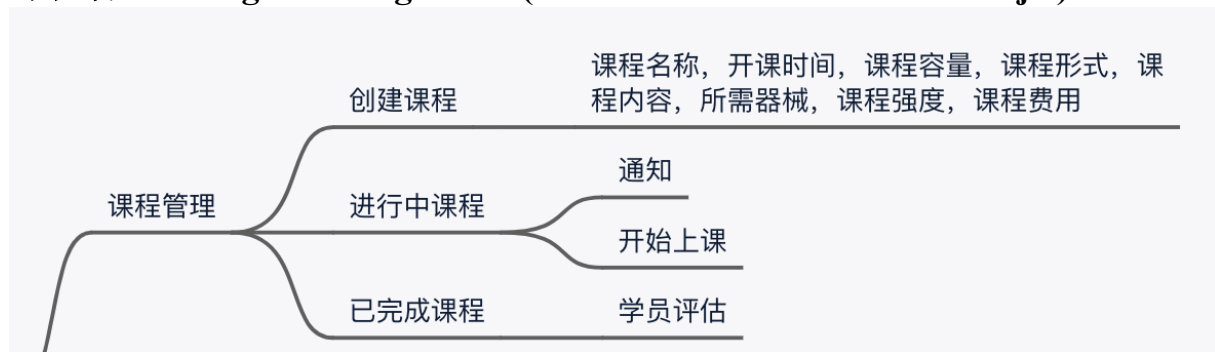
Coaches can make specific selection of courses according to their own conditions in the "Creating Courses". After each condition is selected, they can click "confirm" to complete the entire course creation process.

维基（WIKI Post）(CAI Wenwen)

In the coach's end, coaches can post articles in fitness wiki.

我的（**My Page**）(QI Xin)

In the coach system's personal page, coaches can choose tags to match the suitable members and check their enrolled members. They can also set and change their personal information below the tags.

To be a coach, the user must submit photo of their permission certificate to get a permitted coach account via the sign-up page.

Both coaches and members could see the comments of a certain coach. Only members once enrolled in the coach's courses can leave comments and rate.

Reference Links：

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http://jiaoxue.cri.cn/networkanchor/details/1149aba2-13ea-349e-c3be-cab339dc81ce.html http://www.legaldaily.com.cn/index/content/2017-03/28/content$7070317.htm?node=20908$