



Design a better gym experience



User Segments

Gym-goers can be categorized by fitness goals, workout style, and motivation. In our analysis, we focus on categorizing users by their commitment level to address issues related to user engagement and retention. Our categories include:

- **Dedicated Enthusiasts:** Individuals highly committed to their fitness goals, frequently visiting the gym.
- **Casual Attendees:** Those with a moderate level of commitment, making occasional gym visits.
- **Intermittent Users:** Individuals with inconsistent commitment, characterized by irregular attendance.
- **Never Attended(non-members):** Individuals who have never visited the gym.

Our focus is on intermittent users. Enhancing their experience has the potential to boost the overall number of gym-goers and the utilization of gym services. The improvements we make for this group will also benefit our regular patrons.

User Goals

Short term goals – gym visits that are event-focused such as for a vacation or special occasion

Stress Relief – using gym as a means to de-stress

Variety – experimenting gym while also visiting other fitness classes and activities

Social Interaction- An opportunity to connect with others

Weight management- to manage specific health conditions

User Journey

- The intermittent gym-goer's journey starts with awareness, followed by gym research and enrollment. Their visits are irregular, and they plan workouts based on goals. Motivation challenges arise due to sporadic attendance. Achievements and setbacks occur, influencing potential renewal or cancellation of membership.

User Pain points

- Motivation lapses between gym visits.
- Feeling out of place or self-conscious at the gym.
- Time constraints
- Limited progress

We prioritize addressing emotional challenges like motivation lapses, as these pain points are universal among users, in contrast to logistical issues such as time constraints.



Possible Solutions

Social Support: Fosters a sense of community by promoting group fitness classes and creates opportunities for gym-goers to connect with each other.

Pros: Motivation, Feedback and Guidance

Cons: Scheduling and Personality conflicts, pressure and comparison

Tracking and Rewards: Provides tools for tracking their progress and offers rewards or incentives for achieving milestones.

Pros : Goal Achievement

Cons : Overemphasis on rewards, privacy concern

Motivational Challenges: Organizes challenges or competitions within the gym to keep them engaged and motivated.

Pros : Goal Achievement

Cons : Negative competition

Our focus is on Social support as it fosters a positive and sustainable gym experience, aligning with long-term health goals, while tracking and competition may create pressure and short-term focus.

Vision

- Our vision is to unite the gym goers through engaging group sessions, creating a supportive community that enhances their overall fitness journey



Product Features

We shall create an app that helps users connect with each other and attend joint/group workout sessions

- **Group Class** feature is an interactive fitness session led by a certified instructor. Users can find the perfect class that meets their fitness goals, view class schedule, reserve spot, track progress, rate and review classes to help others discover the best workouts
- **User Connect** feature helps gym goers to discover workout partners, send messages, schedule joint workout sessions and thereby stay inspired with a like minded community

Potential Risk

Implementing Group Class and User Connect features in a gym app carries risks such as privacy concerns, with user data potentially shared or misused. There's also the risk of inappropriate content or behavior within the community, which could harm the Gym's reputation. Balancing engagement with user safety is crucial.

Go To Market Strategy

Market Research:

- Identify the demand for group classes and social connections among gym members.
- Understand preferences for class types and schedules.

App Development:

- Design and develop a user-friendly and engaging mobile app.
- Seamlessly integrate the app with the gym's existing systems and membership database.
- Enable single sign-on (SSO) for gym members

Features

- Create a diverse class schedule with various fitness levels and class types (e.g., yoga, HIIT, spin). Recruit qualified and engaging instructors.
- Allows users to set up profiles and connect with fellow members.

Promotion

- Promote the app during gym tours and orientations.
- Promote the app through email campaigns, social media, gym signage, and word-of-mouth.
- Highlight success stories and testimonials.

Scaling:

- Consider expanding the service to additional gym locations if successful.

North Star Metric

Group Class

- Monthly Active Participants in Group Classes

User Connect

- Monthly Active Users