

Fitness App

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Part 1: User Research

Question 1: Target Audience	Identify the target audience for StayFit. (Word limit: 50 words)
Response	The target audience is people living in Tier 1 and Tier 2 cities in age group of 20 to 45years. Our target audience consists of both the groups – People who go to the gym and people who don't.
Question 2: Survey Link	Prepare a questionnaire suiting your objectives using Google Forms. Check the box which allows only one entry per user. Submit the link to the survey.
Response	https://docs.google.com/forms/d/e/1FAIpQLSdbhW8PKQWZrmHTpi6M5GiDpcicFAPg_JJndUB26UpQ-2JNlg/viewform?usp=sf_link#responses
Question 3: Insights from User Research	Analyse the data you gathered from surveys and interviews. Draw insights out of the collected data. You can segregate your insights basis the objectives of conducting user research: users pain points, motivations, personality, goals, demographics. (Word Limit: 400 Words)
Response	<p>Demographics:</p> <ul style="list-style-type: none"> • We surveyed and interviewed a total of 40 people. • 55% were women, 45% men. • Nearly 64% were of the age group between 25-34years • Majority of the people were single and lived in Bangalore and other Tier1/Tier2 cities.

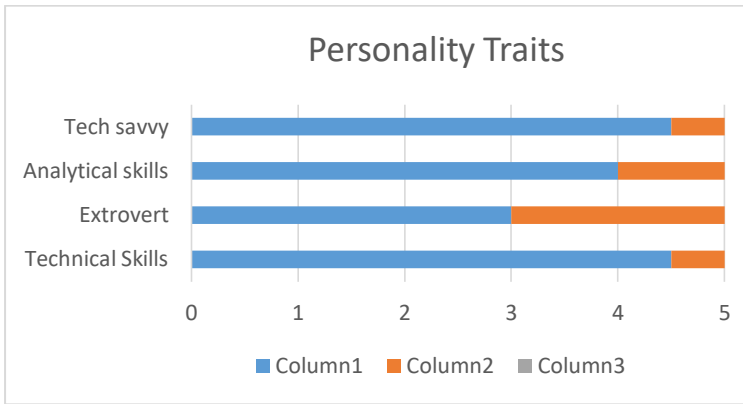
	<p>Goals and Motivation :</p> <ul style="list-style-type: none"> • 62% of the people did not require travel in their jobs. • Nearly 35% mentioned that their main reason for visiting a fitness centre was to maintain basic fitness and agility. • Majority said they would be more motivated to visit a fitness centre if they could try different fitness regimes and have an affordable exercise coach. <p>Personality:</p> <ul style="list-style-type: none"> • Around 40% of candidates get influences to join a gym by their Friends & Family. • Around 43% of the people would like to have an exercise buddy. <p>Pain Points:</p> <ul style="list-style-type: none"> • Facilities, Ambience and hygiene of a gym is a big concern to most people. <p>Derivations:</p> <ul style="list-style-type: none"> • Most people have the ability to take out time for their fitness. Work pressure does not seem to be a pain point. • Member ship fees play a big influential factor in getting people to join a gym. Almost 50% of the candidates would like to pay between Rs1000 to Rs2000 for their fitness in a month. • Gym memberships should be more flexible and provide features like - Trying different regimes, being coached by professionals at an affordable price, roll over unused days, muti-city pass.

Part 2: Product Artifacts

Question 4: Create a persona for StayFit from the user research data. Use the template given below.

Response:

NAME:		
AGE: 28 LOCATION: Bangalore OCCUPATION: Software Engineer MARITAL STATUS:	MOTIVATIONS <ol style="list-style-type: none"> 1. Friends and Family 2. Online reviews 3. Ambience and crowd 	PERSONALITY

<p>Single</p> <p>INCOME: 8,00,000</p>		 <p>Personality Traits</p> <table border="1"> <thead> <tr> <th>Trait</th> <th>Column1</th> <th>Column2</th> <th>Column3</th> </tr> </thead> <tbody> <tr> <td>Tech savvy</td> <td>4.5</td> <td>0.5</td> <td>0</td> </tr> <tr> <td>Analytical skills</td> <td>4</td> <td>1</td> <td>0</td> </tr> <tr> <td>Extrovert</td> <td>3</td> <td>2</td> <td>0</td> </tr> <tr> <td>Technical Skills</td> <td>4.5</td> <td>0.5</td> <td>0</td> </tr> </tbody> </table>	Trait	Column1	Column2	Column3	Tech savvy	4.5	0.5	0	Analytical skills	4	1	0	Extrovert	3	2	0	Technical Skills	4.5	0.5	0
Trait	Column1	Column2	Column3																			
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	<p>GOALS</p> <p>Would like his missed days to roll over to next month</p> <p>Would like the gyms to have better facilities and ambience</p> <p>Would like to have the ability to visit different fitness centers on the same membership pass.</p>	<p>TECHNOLOGY</p> <p>Prefers to surf internet on his mobile over his laptop</p> <p>Uses and Android device</p> <p>Uses high speed 4g connection</p>																				
	<p>PAIN POINTS</p> <p>Finds the ambience of the gym to be not up to the mark</p> <p>Finds the membership fees at most gyms to be high</p> <p>Finds the fitness centers to be lacking proper facilities</p> <p>Finds it hard to shortlist the right gym</p>																					
	<p>BIO</p> <p>Sumir is a software engineer based in Bangalore. He is a young and energetic IT professional who doesn't go to a fitness center currently. Sumir either goes to a gym or at least aspires to go to one, provided the right set of features.</p> <p>Sumir feels that fitness centers in his city can substantially improve their facility and provide better ambience. Sumir</p>	<p>BRANDS</p> <p>Nike</p> <p>Google</p>																				

	is well aware of all the different workout options that are out there and is pretty sure what he would like to do (ex zumba, gym etc.) when he joins a fitness center. The primary reasons for Sumir to join the gym would be: To lose weight and maintain basic fitness.	
QUOTE: “I would like to visit a fitness center that is not too expensive, has good facilities and allows me to devise a custom package for myself.		

Questions 5: Create a user journey map for the given user goals:

- (a) To find credible gyms near me which are within my budget
- (b) To buy the membership for a gym

Use the templates given below.

Response:

User Journey Map 1	
User Goal	To find credible gyms near me which are within my budget
User Expectations	Find a gym that meets expectations and is affordable in close proximity.
Process	Do a Google search based on location on gyms. Filter results based on ratings. Reads reviews on top rated gyms. Consults with Friends/family members. Visit their websites / enquire about membership fees. Visit the

	shortlisted Gym facilities.
Experience	The research can be very time consuming as there could be various factors influencing the decision of the user.
Touchpoints	Websites, Friends & Family, Social Media Websites like Facebook, Gym.
Pain-points	User ratings and reviews may not be 100% authentic. Going about a Gym comparison is very tedious as there are so many parameters to evaluate from. For example membership fees, features, facility, proximity to home, ambience etc.
Ideas	An app that can filter Gyms in your area based on your requirements and do a comparison of features and amenities. While providing authentic user reviews.

User Journey Map 2	
User Goal	To buy the membership for a gym
User Expectations	To buy an affordable gym membership in a gym that matches their expectations.

Process	Do a Google search based on location on gyms. Filter based on ratings. Read reviews on top rated gyms. Visit their websites / enquire about membership fees. Visit the gym. Buy membership.
Experience	Time consuming process and requires the user to physically visit the gym to inspect the gym.
Touchpoints	Website/App. Gym and Gym staff.
Pain-points	Membership plans are fixed and expensive.
Ideas	Gyms can provide customizable membership plans that let the user build a plan based on their usage.