

RETENTION STRATEGIES







HealthifyMe

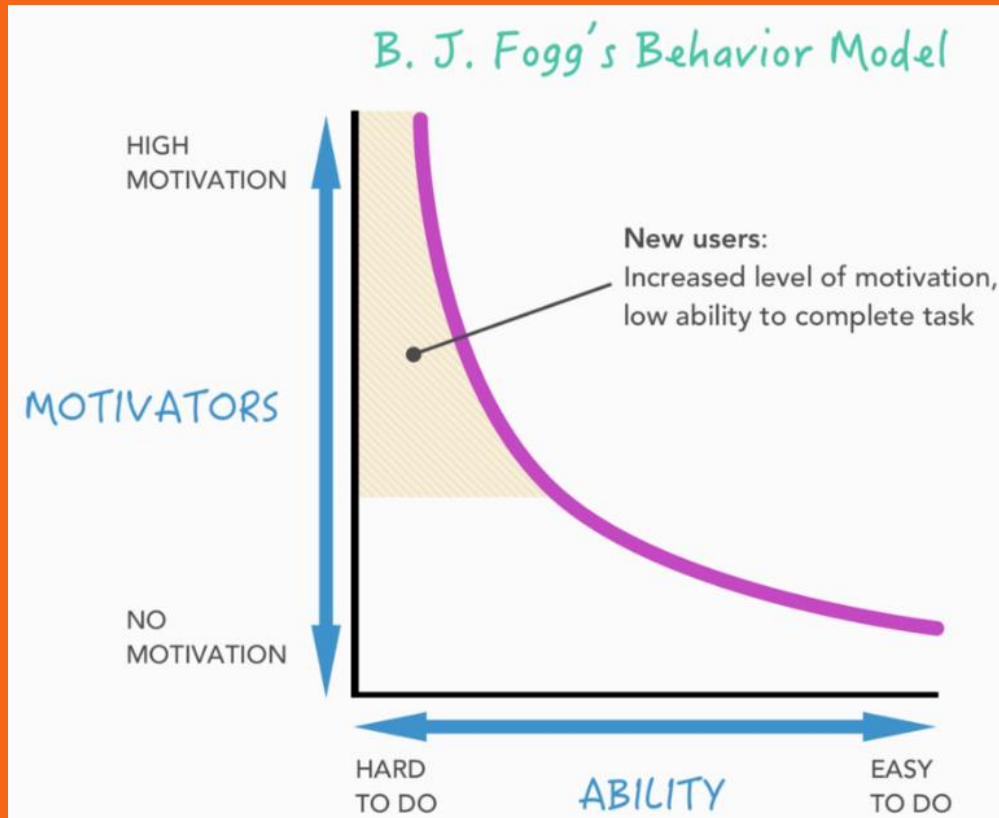
BACKGROUND

- The market for Fitness app has increased multiple times and looking to grow at CAGR of 29.45% during the period 2017-2021 focusing at the \$3.4 trillion global industry for health and fitness.
- About 6000+ apps on the Google Playstore & Apple Store on Health & Fitness.
- There are many categories these apps can be divided into. The broader ones being : Wearable and Stand-Alone Fitness Apps.
- Wearable segment of apps,
 - Fitbit and Gramin have the highest market share.
 - Most of their revenue comes from their hardware devices.
 - Their apps also enjoy a higher engagement and retention due to a dedicated wearable .
- Stand-Alone Fitness apps aim at bringing about Behavioural Changes in users for the success of their apps.
- Behaviour-changing techniques like:
 - including social support and feedback
 - Instructions & demonstration
 - goal settings, prompt and self-monitoring of behaviour.
- Although most app features spill into other categories as well, Lets us look at further Segments of Stand-Alone Fitness apps

COMPETITOR CATEGORIES

Activity and Nutrition Trackers	Work out Apps	Music Workout Apps	Competitive/Motivation
<ul style="list-style-type: none"> Focus on being a virtual personal fitness coach where the user is expected to log their personal details (one-time) along with exercise and food details (frequent) to get personalized suggestions on fitness goals and types of workouts etc. 	<ul style="list-style-type: none"> GPS based apps provide quick workout suggestions with video tutorials and training plans. Help users tracks their vitals and achieve defined goals. 	<ul style="list-style-type: none"> Build playlists for user's workout session based on their choice and coordinate with their vitals like heart rate etc. 	<ul style="list-style-type: none"> Providing various motivational channels that help users reach their goal. They could involve monetary benefits and other incentives.
			

USER BEHAVIOUR



- According to B. J. Fogg's Behavior Model, a customer adopts a new behavior based on a combination of their motivation and ability to complete a task.
- When a customer opens a fitness application for the first time, they have a heightened level of motivation to improve their health.
- According to usage patterns, if the app did not get the user to log food on the first day, the chances of logging food on the second day were very low.
- It is difficult to influence a customer's motivation. Therefore, apps should focus on minimizing friction and increasing the customer's ability to complete certain tasks.

ENGAGEMENT TECHNIQUES

Activity and Nutrition Trackers

- Major source of engagement is when user logs in various details on a daily basis only.
- Push notifications to enter meal tracking details.
- Earn points to complete levels.
- MyFitnessPal provides \$10 credit when premium subscription is bought.
- Make friends and compete with them, join communities.
- Fitocracy allows users to compliment on their achievements

Work out Apps

- NTC+ engages using personalized motivational content, workout reminders, and achievement notifications.
- Share workouts via Social Media.
- J&J and NTC+ allows users to personalise their workouts.
- GPS based apps like MapMyRun provide real-time work out tracking

Music Workout Apps

- RockMyRun provides music customizations across various genres.
- Engagement is natural as most fitness freaks listen to music while working out.
- Different from other music apps because all songs are specially selected and seamlessly blended together, creating a unique workout experience.

Competition/ Motivation

- Charity Miles donates money when a user completes challenges.
- Zombies,Run! Provides a story line to live in and complete workout oriented missions.
- Endomondo engages users by making them compete with friends and sharing on social media.



HealthifyMe

Problem Statement	Probable Reasons
<ul style="list-style-type: none">• Experiencing huge dropoffs on day 0, 1, 2 and 3.• Almost 70% of the new users drop off on day 0 and do not return the next day.	<ul style="list-style-type: none">• The app seems pretty overwhelming at first sight with no actual defined user goals.
<ul style="list-style-type: none">• This number falls down further and we have only 6% of the users still retained on day 4	<ul style="list-style-type: none">• Tracking every meal can easily be forgotten, seems more like a chore.• Making immediate changes to lifestyle and routine is challenging.• Untimely eating cannot be accounted for.• No real motivation

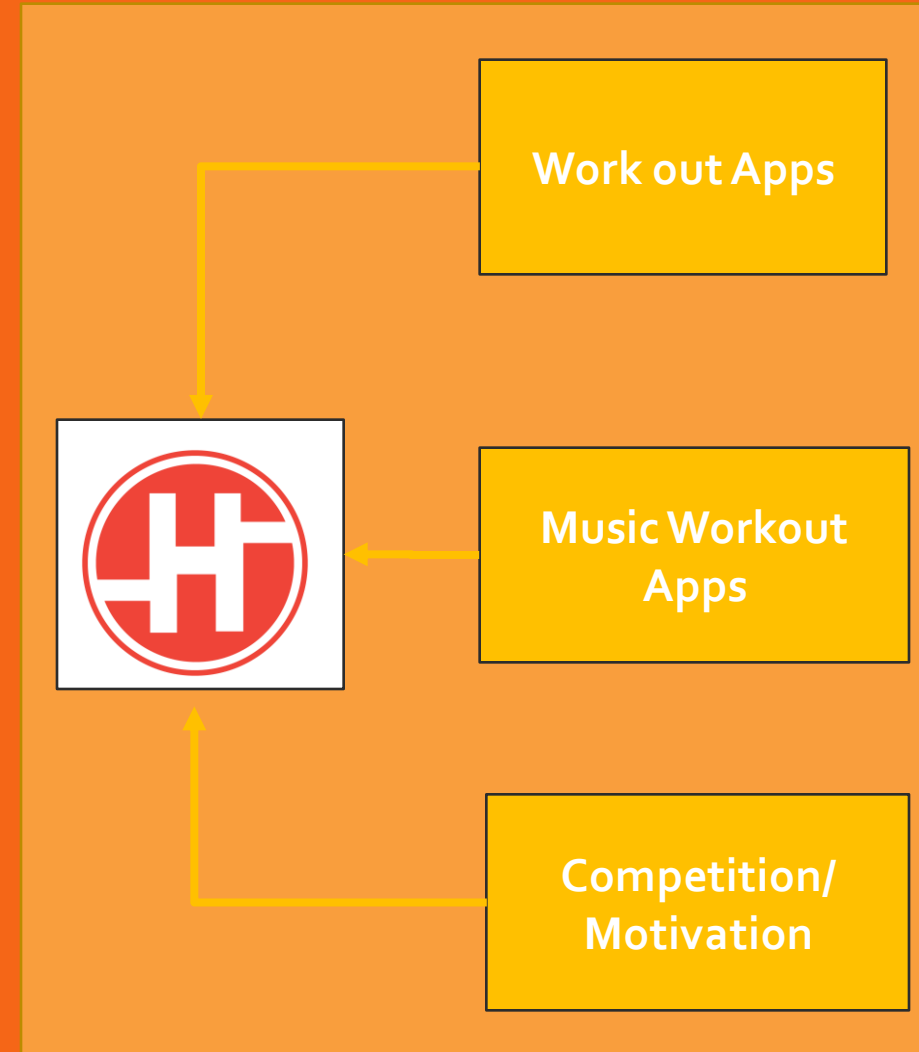
WHAT SHOULD WE DO?

- Don't expect instant behavioural changes in users onboarding fitness apps.
- Try to blend into users routine and eventually make the app their habit.
- Focus on things users "want to do" as opposed to things users "have to do" on the app.
- Keep users coming back for more. Motivation = Engagement.

- Picking up engagement techniques used by the other 3 fitness app categories and integrating can guarantee less drop-offs and more meaningful engagement.
- It will help us identify with all user personas and provide them with various engagement options.

We could focus on:

- Personalise Onboarding
- Engagement thru gamification
- Incentivise goals and challenges




ON-BOARDING STRATEGIES

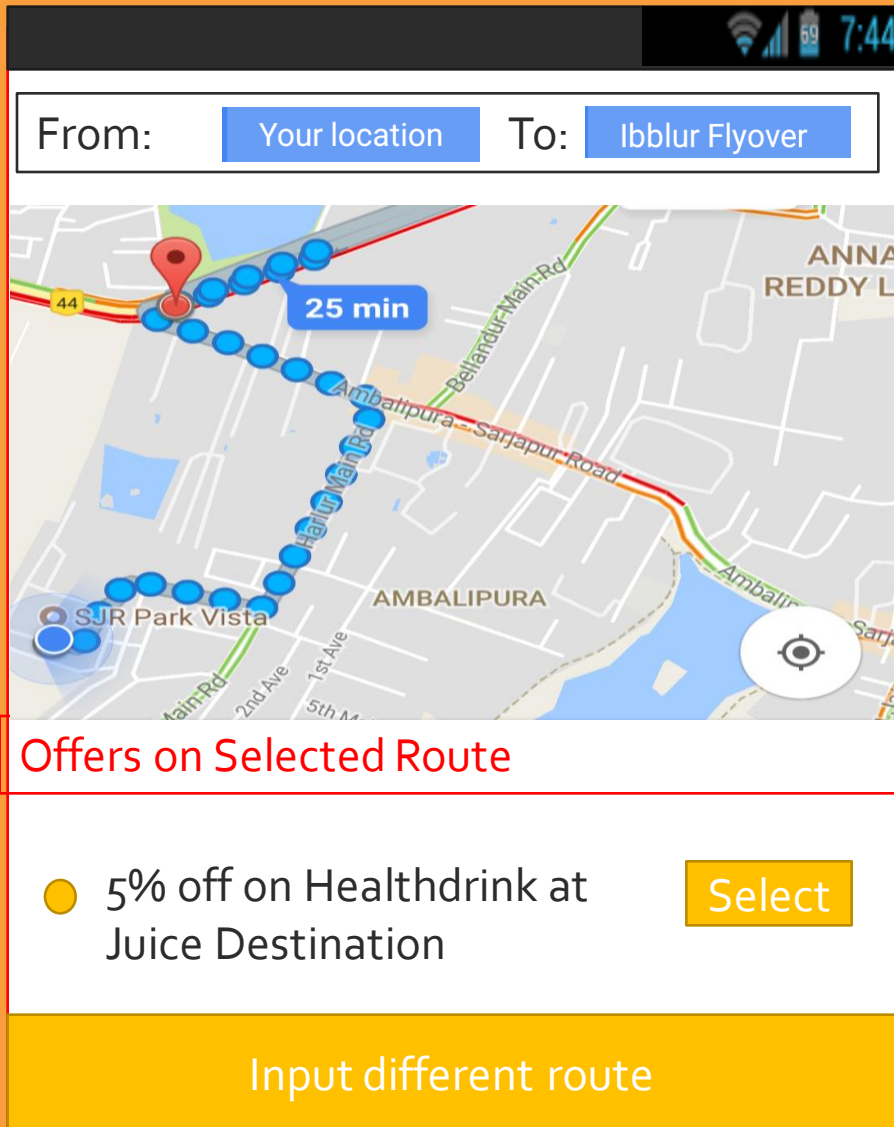
- **Capture more personal information** – of daily habits, sleep patterns and lifestyle, work out preference, favourite foods. This may make the onboarding a little longer, but telling users the reason for capturing this data thru a short video can be more interactive.
- **Capture the persona** – Beginner, Intermediate or Advanced; capturing this persona can help us in conducting a cohort analysis to dig deeper into user behaviour and usage patterns for each, which can give us more insightful data and help push cohort specific notifications.
- **Give a small App walk-thru** – A small tutorial video/ app walk-thru (eg: build one on Whatfix) can help users walk around the app and understand what their goals are. This will help beat the initial overwhelming feeling.
- **In App Video** – Integrate short videos by Fitness Coaches to instil a more humanly touch. Fitstar uses videos by coaches that prepare users mentally to make gradual transitions to a healthy routine.

GAMIFICATION

- **Incentivise for Motivation** – Giving monetary or non-monetary benefits can motivate users to be regular on the app and make sure to complete the tasks
- **HealthifyMe Leaderboards in Gyms** –
 - Regular gym users can sign up for this feature.
 - HealthifyMe can partner with leading gym chains.
 - Gym partners display a separate HealthifyMe Leaderboard.
 - This helps gym-goers feel more challenged and motivated.
 - Also improves brand visibility amongst other gym-goers who are not on HealthifyMe app



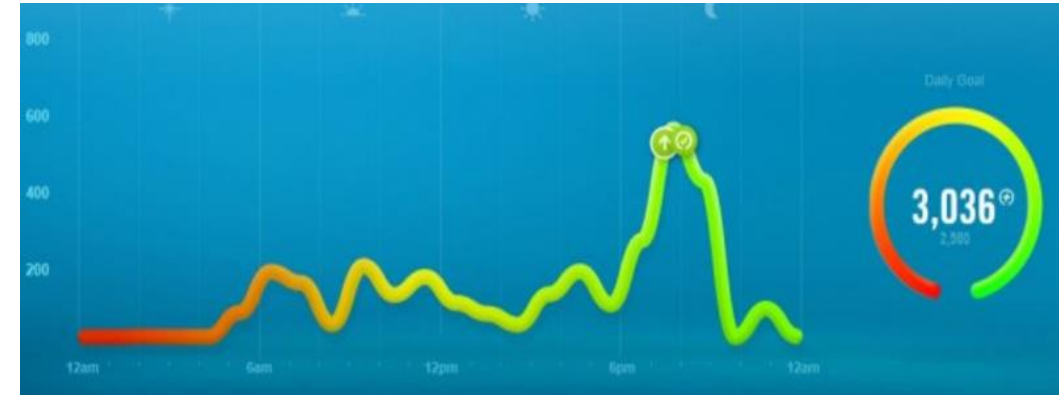
 HealthifyMe LEADER BOARD			
Rank	Name	Points	Tasks Completed
1 ★	JOHN MATHEW	105	15 / 20
2	CHARLIE S	100	14/20



- **Real-time Workout Tracking and Offers –**
 - Introducing a feature where a user can input their running/walking track and can avail offers on consumables like healthdrinks etc from Food chains on the mentioned route on the completion of Fitness targets.
 - This can also provide a new revenue scheme, on-boarding food chains and creating physical presence in the Market.
 - Discounts and offers will not only create motivation, but also increase word of mouth referrals.
- **Music Playlists –**
 - Making some good audio content available to users will make users have a holistic workout experience on one app only.
 - Most users find Music to be an integral part of their workout. Engagement will be natural if this feature is implemented.

ENGAGEMENT

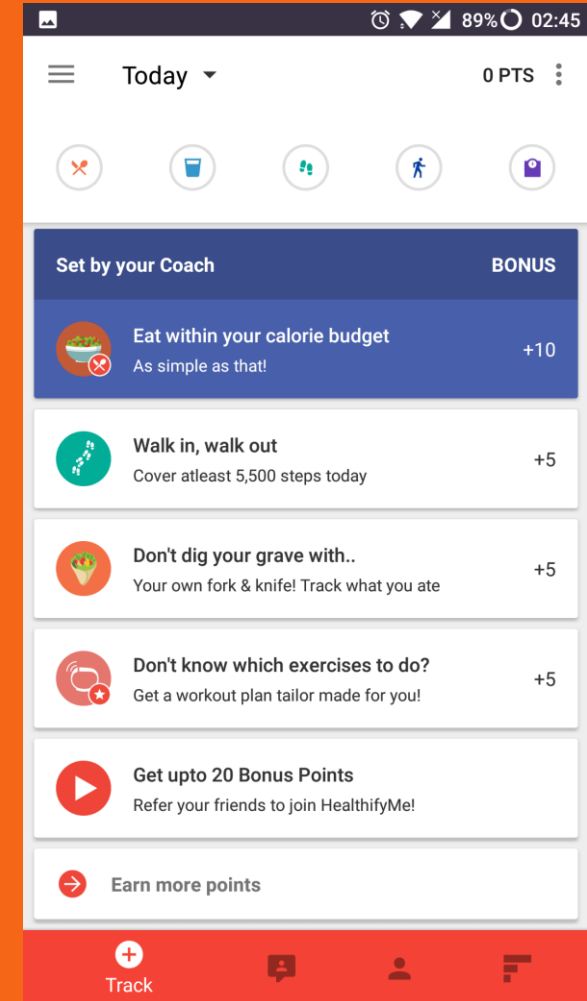
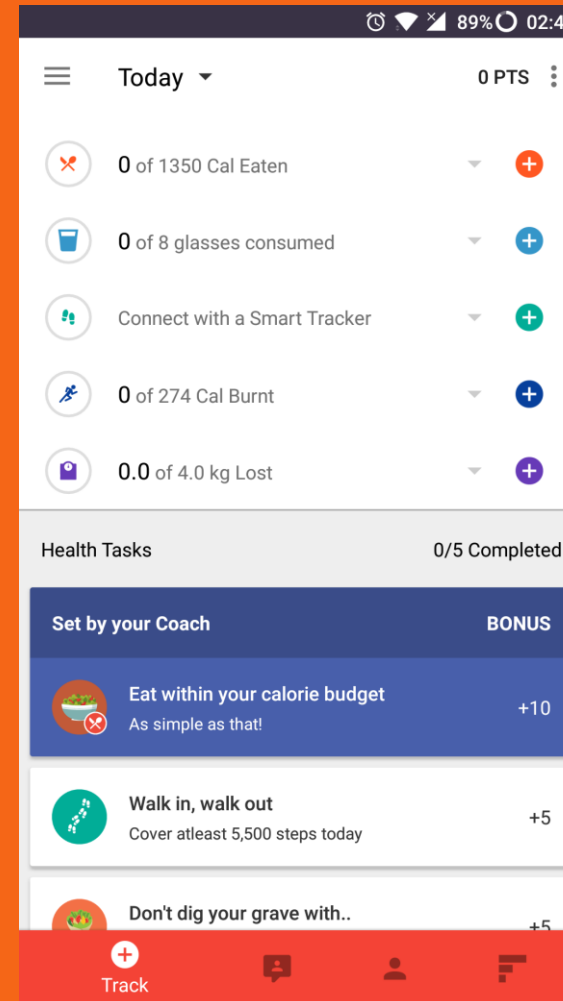
- **Easy to read Dashboard** – Visual aids like a simple graph showing increasing or decreasing trend in performance can be great tool for users to keep track of how they are doing. A visual can create a more lasting impression than just numbers.
- **Suggestion based logging** – The app can keep a note of most commonly eaten dishes (based on day and time of day) and prompt the user for faster and hassle-free logging.
- **Social Connect/ Buddy System/Online Community** –
 - Share workout achievements on Social Media
 - Invite Friends to become a Buddy and have joint fitness goals.
 - Option to join communities for people with similar problems, interests, lifestyles etc to post queries.



WHAT WE CAN FIX TODAY

- **De-clutter Track Tab-** The Track tab has the most user engagement as it allows users to log their activities which is crucial for the app.

Observations	Possible Solutions
<ul style="list-style-type: none">• The Page seems over crowded with Tracking and "Health Tasks" in the same page.• "Health Tasks" are more focused on earning points. In fact some suggested tasks like Refer Friends and sync Devices are not even related to health goals.	<ul style="list-style-type: none">• Create a separate "Earn Points" tab which lists down all Tasks and use it as a gamification technique.• Make the "Track" Page as minimalistic as possible to ensure users put least effort in logging every meal.



- **Personalise Feed Content** – The feed content can be made more personalised to men and women. They can also be customised by the user themselves by selecting areas of interest.

Observations

- The content and visuals do not seem to be relevant to the user.
- In my case, the below articles will not at all encourage me to have a look at the feeds section again.



5 tips to get shredded in super-quick time



Ever thought of a full body workout to stay fit?

Solutions

- Capture more specific and personal details on lifestyle, likes & dislikes, interests etc to give more meaningful articles to the user.

SUCCESS METRICS - RETENTION

- **First App launch** – Time between app install and the first time the app was opened. If the user takes too long we can push notifications and reminders to get them started.
- **Average Sign up time** – To understand average on-boarding time.
- **No. of abandoned signups** – Shows that our onboarding process maybe to long or difficult to understand and hence will require changes if this number is high.
- **Average no. of app opens/day** – To understand how often and at what times the user open the app. Tracking the activities done will give us usage pattern.
- **Average session time** – To understand how long a user spends in one session and also on every activity.
- **Average no. of activities performed/day** - To understand the engagement level of a user.

CONCLUSION

- Too many products in the market are based on users doing what they should or have to do, instead of what they want to do.
- Current apps fail to change behaviours because they neglect to make their services enjoyable for its own sake, often asking users to learn new, unfamiliar actions instead of making old routines easier.
- Adopting newer and less explored behaviour-change techniques can promise more retention and engagement.
- **Our goal** should be to make HeathifyMe a one stop fitness app which personalised to the most granular levels. Engagement increases, making transition to other apps more difficult and laborious.