

GAINFITNESS_

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May 2015 | General Assembly UXDi

agenda

product & value proposition

project goal

persona development

key findings & design decisions

next steps

“I'm scared”

“I was injured in the past”

“I'm intimidated”

“I don't have time”

“I don't want people to judge me”

“It's too expensive”

“I need motivation”

“I'm tired”

“I'd rather drink a beer”

“I don't know what to do”

“I'm too out of shape”

“I'll start tomorrow”

workout apps

FITSTAR



personal training

24 HOUR FITNESS®



workout apps + personal training
= magical hybrid

GAINFITNESS_

in-person training +
personalized workouts on your phone

project goal:
increase sign-up
conversion rate

first step is to understand

what **motivates** people
to work out



what **blocks** people
from working out

... and then align those with

what **GAIN** offers

research says

users have blocks

Of people that didn't exercise regularly...

75% said I am **not motivated**

75% said I need someone to **keep me accountable**

users want flexibility

I want to “work out at different times
rather than only having one option”

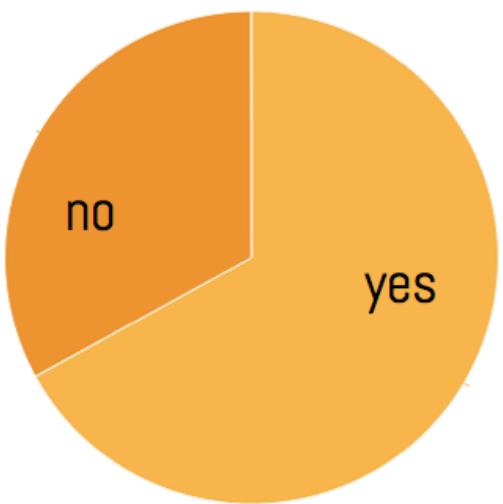
- Austin, survey respondent

“I wish I had more time
to fit exercise into my schedule”

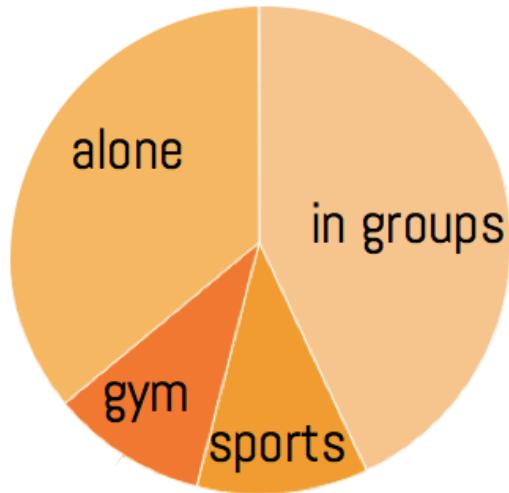
- anonymous survey respondent

users have varied backgrounds

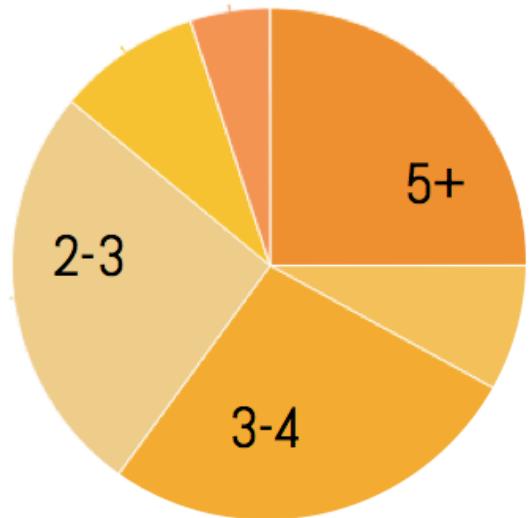
experience with trainers



workout styles



workout frequency



meet our peeps

primary persona

AMY



BACKGROUND:
works out once in a while

GOAL: looking for some tough
love to keep on track

secondary persona

ZOE



BACKGROUND:
new to working out

GOAL: intimidated yet motivated
to make change

secondary persona

OMAR



BACKGROUND:
works out regularly

GOAL: looking for a new regimen
to see better results

Primary Persona AMY



WHO IS AMY?

CURRENT STATE: Amy goes to the occasional yoga class and short jogs. She has a gym membership but doesn't like the scene and isn't quite sure what to do there.

HOW DOES AMY FEEL?

EMOTIONS: Amy is not intimidated by working out, but needs help staying motivated.

MOTIVATIONS: She started a new job recently and is very busy, so wants to work out to de-stress.

WHAT DOES AMY NEED?

TRAINER RELATIONSHIP: She wants a more drill sergeant type of trainer who will kick her butt; she needs tough love to stay on track.

FINANCIAL COMMITMENT: Amy is willing to pay \$100-200/month

"I need a trainer to keep me motivated & accountable!"

Secondary Persona ZOE



WHO IS ZOE?

CURRENT STATE: Zoe has no workout history. She recently recovered from a medical condition that prevented her from being active.

HOW DOES ZOE FEEL?

EMOTIONS: She is intimidated to work out. She dislikes the gym atmosphere and is afraid of being judged.

MOTIVATIONS: Amy is very motivated to start- she wants big emotional and physical

WHAT DOES ZOE NEED?

NEEDS: Zoe needs a regular schedule to keep her accountable.

TRAINER RELATIONSHIP: Amy wants a supportive, nurturing trainer.

FINANCIAL COMMITMENT: She is willing to make a significant commitment

"I'm scared to start but want to make a big change."

Secondary Persona OMAR



WHO IS OMAR?

CURRENT STATE: Omar works out regularly, but isn't seeing the results he wants. He hasn't changed his routine since college, and he needs an update that is tailored to his current body.

HOW DOES OMAR FEEL?

EMOTIONS: He's a little nervous to change his routine but is motivated by the potential outcome.

MOTIVATIONS:

He's going to his 20 year college reunion. He wants to shape up to look good, and feel great

WHAT DOES OMAR NEED?

NEEDS: Omar needs variety to keep his interest.

TRAINER RELATIONSHIP:

Omar is looking for a proactive trainer who can prescribe workouts that are more effective for his body.

"I want to feel great for the big reunion coming up."

9

key findings & design decisions

- 1 focus on the MVP
- 2 update the tagline
- 3 add product screenshots
- 4 push back the sign-up wall
- 5 edit questionnaire +
add personalize trainer list
- 6 add trainer profile page
- 7 add trainer reviews
- 8 honor price transparency
- 9 highlight competitive pricing

1

focus on the MVP

current site

Self-Guided Workout Apps

Guide & track workouts anytime,
anywhere.

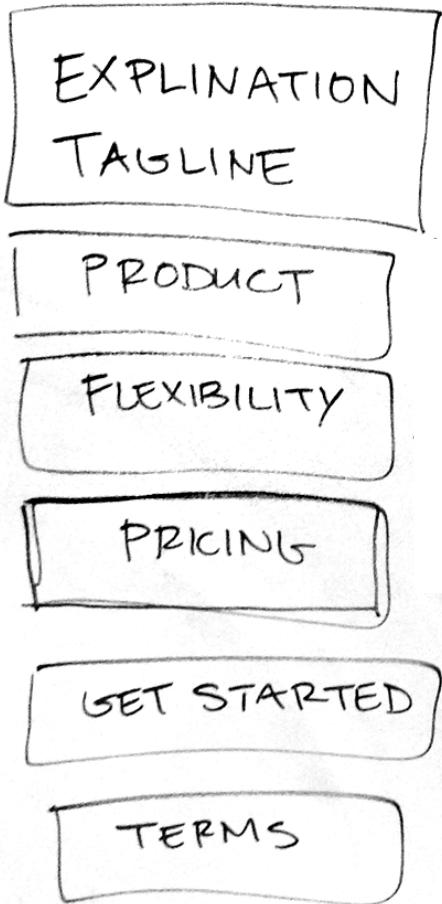
- Choose from 10 different training styles — from bodybuilding to yoga, CrossFit to Pilates.
- Follow expert designed

Get a Personal Trainer

We'll handpick the perfect trainer for you.

- Meet your trainer in-person every month.
- Receive a dynamically tailored workout plan

redesign



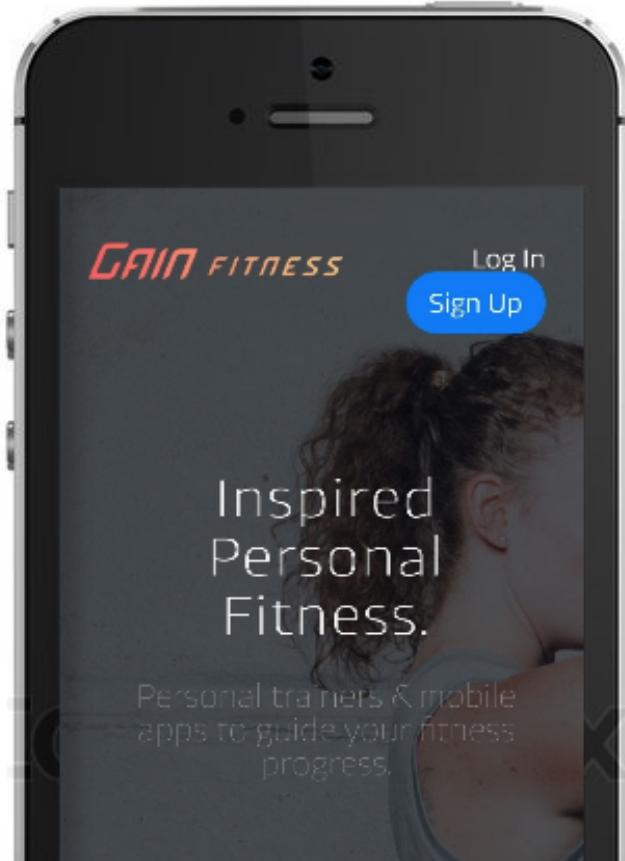
2

update the tagline

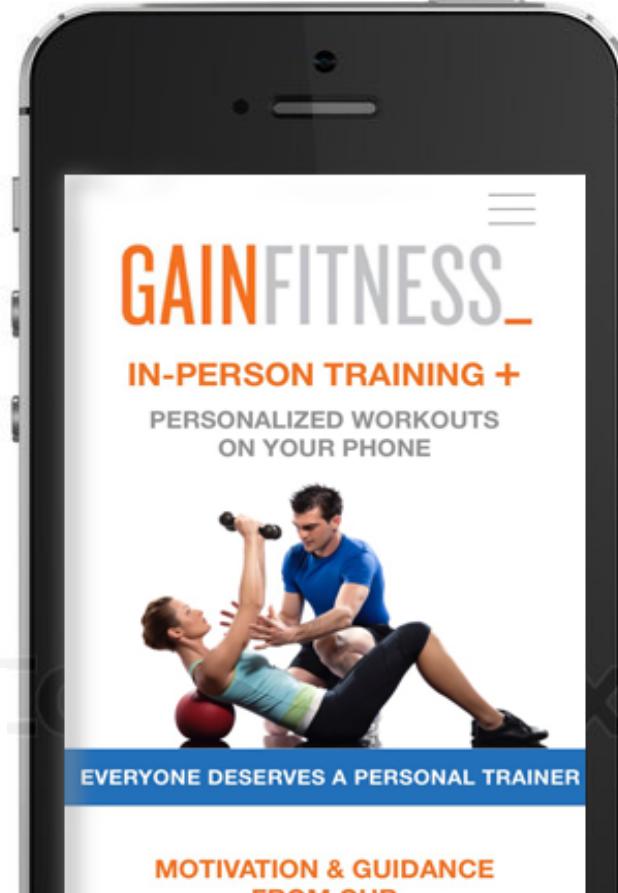
“it looks like a one stop shop for working out,
but **I'm not sure** what's included...”

- Evan, interviewee

current site



redesign





3

add product screenshots

"I want to see what the app does before I download it."

- Dana, interviewee



IN-PERSON TRAINING +

PERSONALIZED WORKOUTS
ON YOUR PHONE



EVERYONE DESERVES A PERSONAL TRAINER

MOTIVATION & GUIDANCE
FROM OUR
EXPERT TRAINERS



Stay connected &
accountable
via our app



Personalized
workouts direct
from your trainer

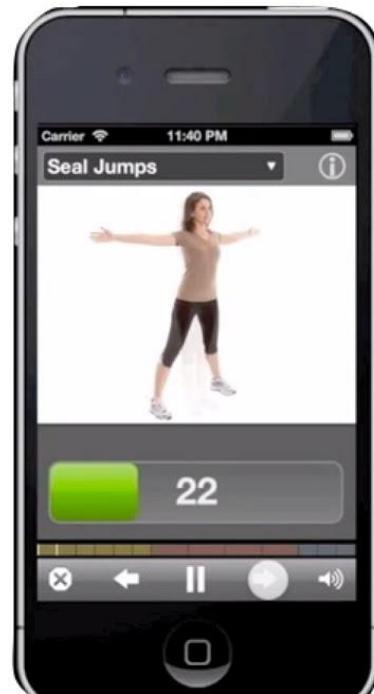
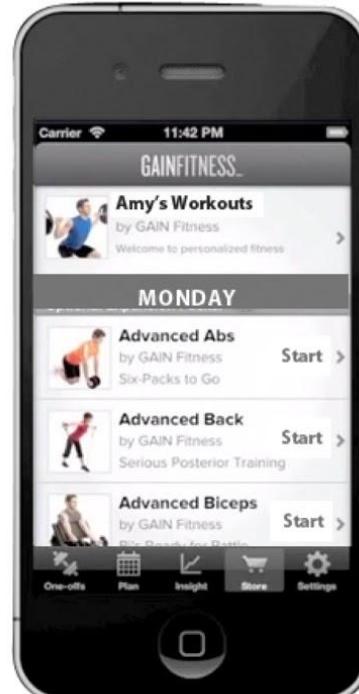
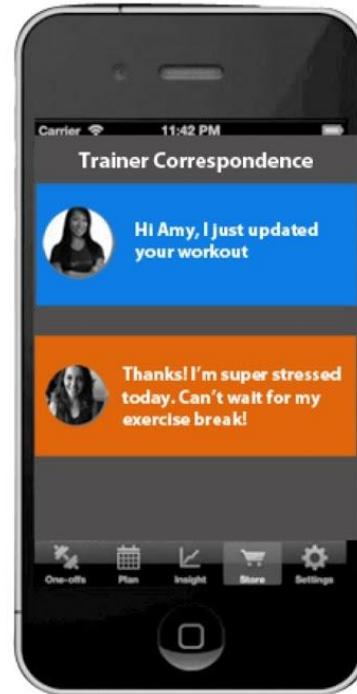


MEMBERSHIP LEVELS

motivation

accountability

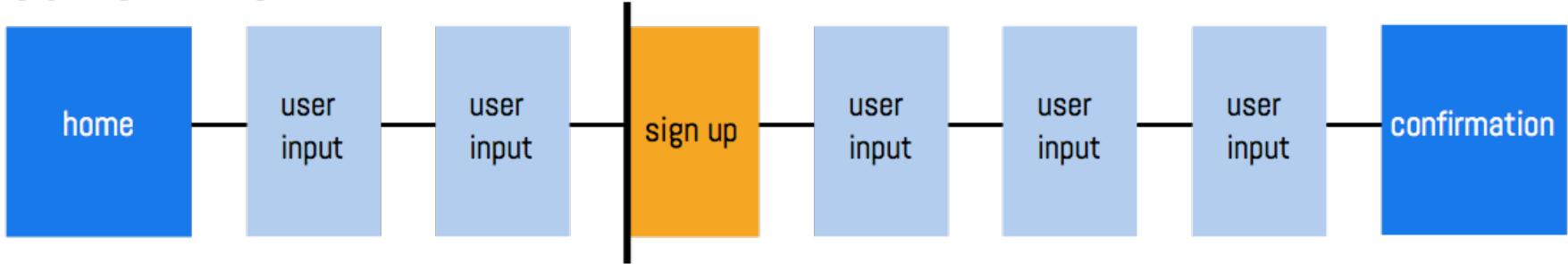
guidance



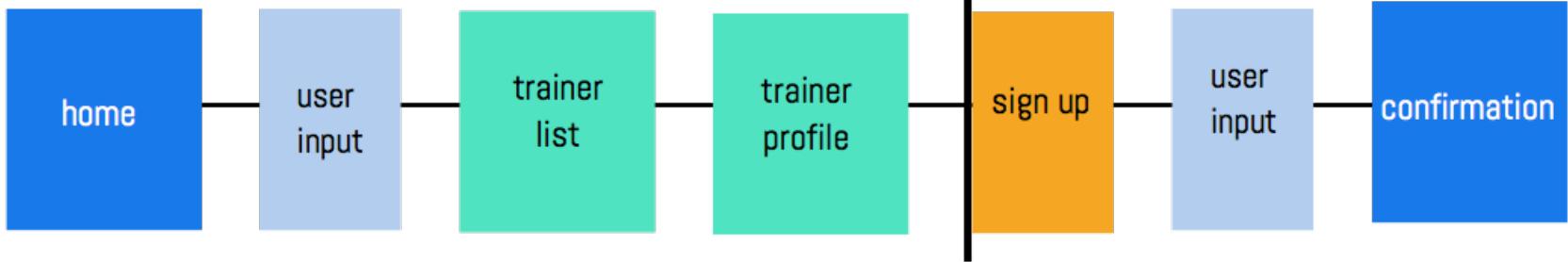
4

push back the sign-up wall

current flow



redesign



5

edit questionnaire + add personalize trainer list

74% of survey respondents cited **personalization** as the number one reason why they enjoy working out with a trainer

Version 1 paper prototype

3 questions

WHAT IS YOUR GOAL?

- General fitness
- Weight loss
- Recover from injury
- Muscle / weight gain
- Sports performance
- Pre / Post - natal
- Other

WHAT TRAINING STYLES ARE YOU LOOKING FOR?

- Yoga
- Strength Training
- Marathon Prep
- Stretching
- Core
- Circuit
- Other

ZIPCODE WHERE YOU
WANT TO WORKOUT

FIND MY
TRAINER

TRAINERS

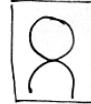
+ EDIT MY PREFERENCES



SAM
SAN FRANCISCO
TRAINING STYLE
====



PATTY
SAN FRANCISCO
TRAINING STYLE
=====



JUAN
SAN FRANCISCO
TRAINING STYLE
=====



BOBBY
SAN FRANCISCO
TRAINING STYLE
=====



LAYLA
SAN FRANCISCO
TRAINING STYLE
=====



SONIA
SAN FRANCISCO
TRAINING STYLE
=====

generates long
list of trainers



Version 2 paper prototype

9 questions



WHAT ARE YOUR FITNESS GOALS
SELECT ALL THAT APPLY

- GENERAL FITNESS
- WEIGHT LOSS
- RECOVER FROM INJURY
- MUSCLE / WEIGHT GAIN
- SPORTS PERFORMANCE
- PRE / POST NATAL
- OTHER []

WHAT TRAINING STYLES
ARE YOU LOOKING FOR?

- YOGA
- STRENGTH TRAINING
- STRETCHING
- MARATHON TRAINING
- SENIOR FITNESS
- CORE
- OTHER []

WHAT TYPE OF MOTIVATION
DO YOU RESPOND BEST TO?

- FRIENDLY + SUPPORTIVE
- TOUGH LOVE
- DRILL SERGEANT
- NOT SURE YET

WHAT TYPES OF EXERCISE
HAVE YOU DONE IN PAST 5 YRS?

- NONE - I'M FRESH!
- CARDIO
- STRENGTH
- YOGA
- GROUP EXERCISE
- SPORTS
- OTHER []

DO YOU PREFER A MALE OR
FEMALE TRAINER?

- MALE
- FEMALE
- NO PREFERENCE

WHERE WOULD YOU LIKE TO
MEET YOUR TRAINER?

AT OR NEAR:

- HOME [ZIPCODE]
- OFFICE [ZIPCODE]
- GYM [ZIPCODE]

HOW MANY TIMES PER
WEEK DO YOU WANT TO WORKOUT

- 1 - 2
- 3 - 4
- 5 +

WHAT IS YOUR DATE OF BIRTH?

[MM] [DD] [YY]

WHAT IS YOUR GENDER?

- FEMALE
- MALE
- PREFER NOT TO SPECIFY

ANY ADDITIONAL INFO
YOU'D LIKE TO SHARE?
(RECENT INJURY, TRAINING FOR
EVENT, LIMITED MOBILITY, ETC)

[]

FIND MY
TRAINER

generates short
list of trainers



TRAINERS

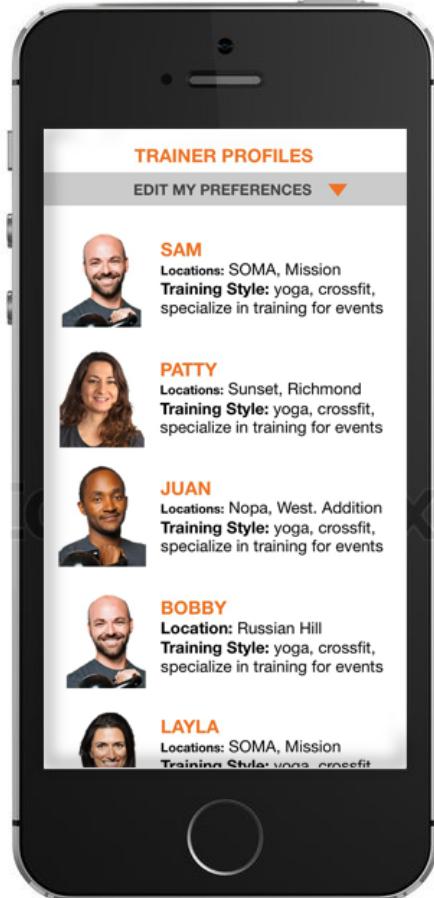
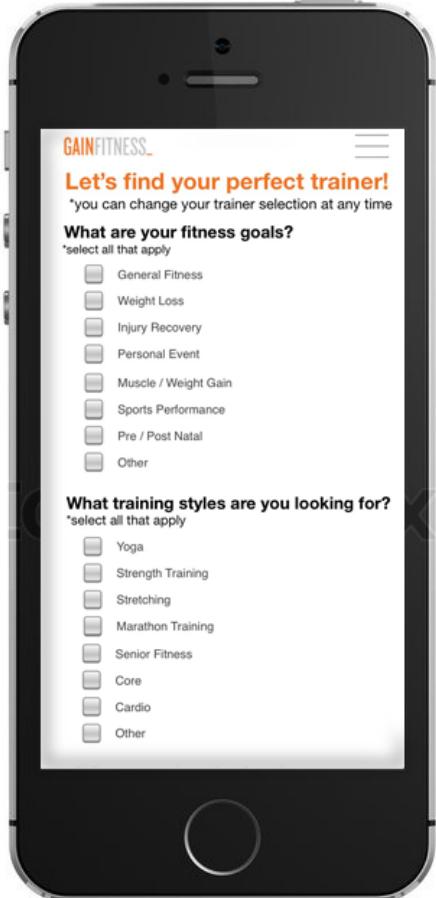
FILTER

PATTY
SAN FRANCISCO
TRAINING STYLE
=====

LAYLA
SAN FRANCISCO
TRAINING STYLE
=====

SOMIA
SAN FRANCISCO
TRAINING STYLE
=====

LONGER form generates SHORTER personalized trainer list



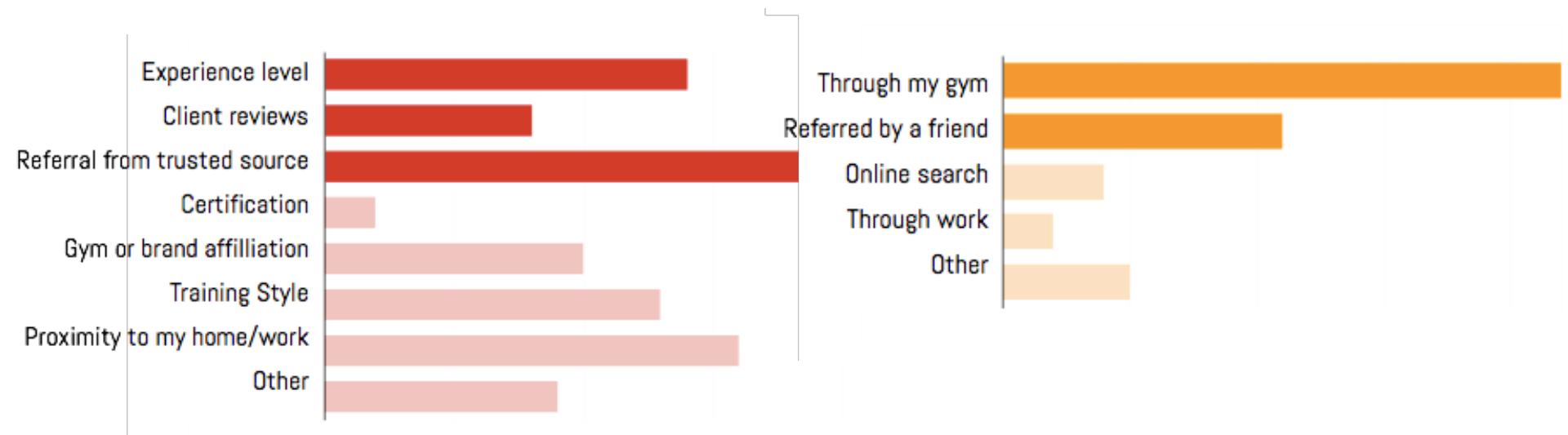
6

add trainer profile page



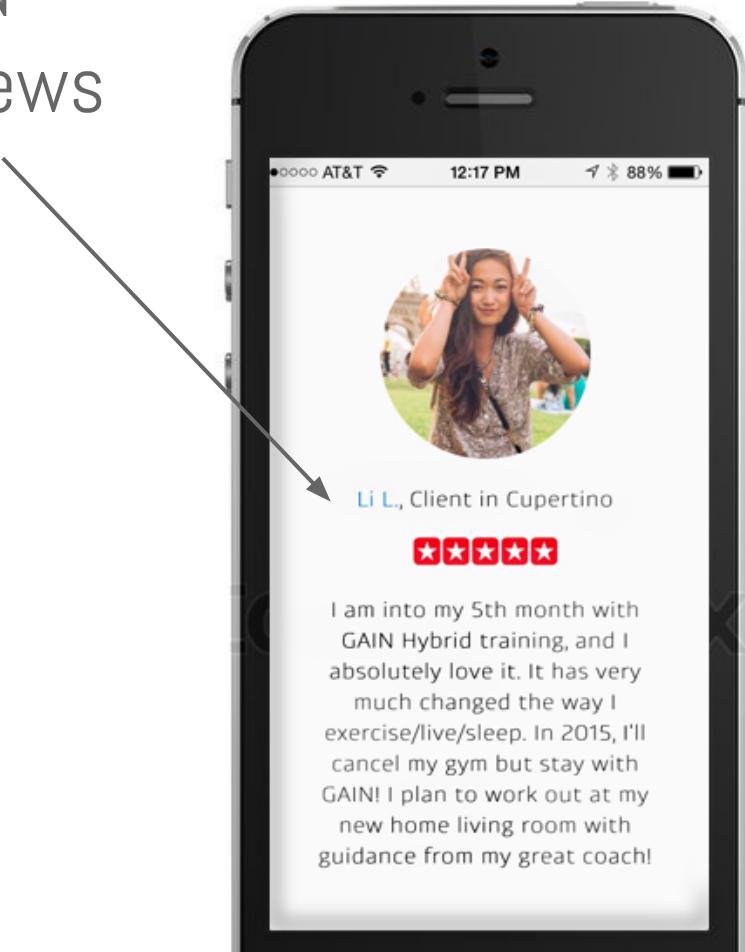
7

add trainer reviews



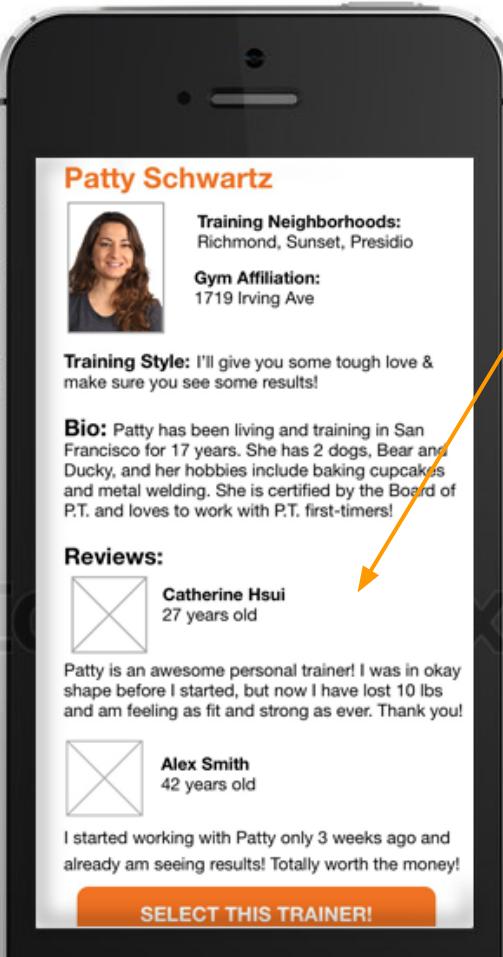
GAIN
reviews

current site



redesign

trainer
reviews



8

honor price transparency

current site

Select Your Plan

1 x
in-person
\$129/mo.

2 x
in-person
\$219/mo.

4 x
in-person
\$369/mo.

2x in-person training \$219.00
• Month-to-month

Sub-total \$219.00
Movement Assessment \$100.00

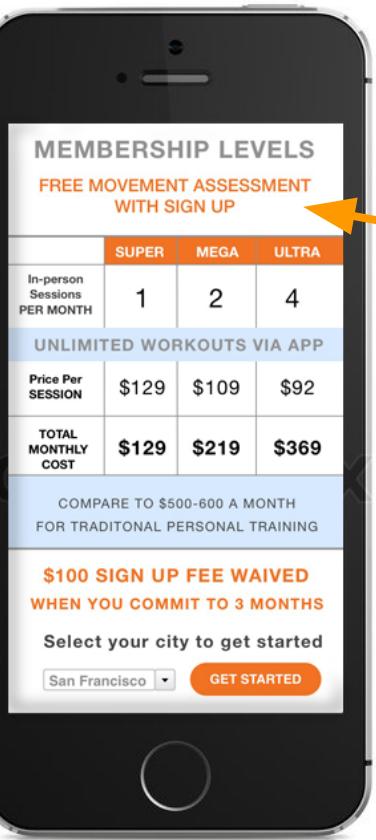
Total Price \$319.00*

Commitment

Month-to-Month

3-Months

price chart
prominent on
home page



reframed
“movement
assessment fee”
to “sign up fee”

9

highlight competitive pricing

46% of survey respondents said personal training was **too expensive**

MEMBERSHIP LEVELS

FREE MOVEMENT ASSESSMENT
WITH SIGN UP

	SUPER	MEGA	ULTRA
In-person Sessions PER MONTH	1	2	4

UNLIMITED WORKOUTS VIA APP

Price Per SESSION	\$129	\$109	\$92
TOTAL MONTHLY COST	\$129	\$219	\$369

COMPARE TO \$500-600 A MONTH
FOR TRADITIONAL PERSONAL TRAINING

\$100 SIGN UP FEE WAIVED
WHEN YOU COMMIT TO 3 MONTHS

named plans

value proposition

competitive pricing

highlight offer

so what next?

next steps

more testing ... questionnaire, logo

brand voice & style guide

trainer portal & communication options

character & persona
upbeat, encouraging, strong

THIS: You're almost there! High five!
NOT THIS: Please continue to the next page.

tone
personable, informal

THIS: You'll get 100% of your money back if you're not stoked!
NOT THIS: Satisfaction guaranteed.

language
simple, straightforward

THIS: Let's find your perfect trainer!
NOT THIS: Please fill out this form to sign up.

purpose
inspire, engage, support

THIS: Everyone deserves a personal trainer.
NOT THIS: Get your bikini body ready for summer!

