

FORTE Research Report

Research Objectives

- To assess people’s fitness habits.
- To discover how people share their fitness successes.

Research Summary

Users want to share their workout results and like to schedule their workouts ahead of time. They also want to see customized metrics on a dashboard while they are working out. Users participate in a variety of workouts, but are not interested in expensive wearables.

Competitive/Comparative Research

We began our research process with an analysis of three of FORTE’s competitors: Peloton Cycle, Daily Burn, and YogaGlo. We also looked at three comparative brands: Netflix, FitBit, and Twitch. We found that every app had a personal leaderboard/ dashboard, and all apps except Daily Burn had social media components integrated in to the app. Finally, while every app except FitBit had on demand videos, only three of the apps had streaming video capabilities. All competitors also had trainer profiles, calendars, and class descriptions.

	FORTE	Peloton Cycle	Daily Burn	YogaGlo	Netflix	FitBit	Twitch
Responsive Website	NOT YET	✓	✓	✓	✓	✓	✓
Mobile App	✓		✓	✓	✓	✓	✓
Tablet App	NOT YET	✓	✓	✓	✓	✓	
Video Streaming	✓	✓			✓		✓
On Demand	✓	✓	✓	✓	✓		✓
Equipment		✓					
Calendar	✓	✓	✓	✓			
Personal Leaderboard/ Dashboard	✓	✓	✓	✓	✓	✓	✓
Global Leaderboard/ Dashboard		✓					
Trainers Profiles	✓	✓	✓	✓			
Social Media Integrations	✓	✓		✓	✓	✓	✓
Class Descriptions	✓	✓	✓	✓	✓		
Help	✓	✓	✓	✓	✓	✓	✓

User Research

Target user: Works out at home or at the gym anywhere from 20 minutes per day to three-five times per week. Uses a smartphone and shares exercise successes with others.

Screener Survey: We sent out a screener survey to target interview candidates.

Questions

1. Are you between the ages of

18-25

26-30

31-35

36-40

41+

2. Do you have a smart phone?

Yes

No

3. How often do you exercise?

Everyday

3-5 times per week

1-2 times per week

A few times a month

Never

4. Have you ever used any of these apps? Check all that apply.

Peloton Cycle

ClassPass

Daily Burn

Yogaglo

FitBit

Nike

Booya Fitness

Qinetic

Other:

5. How would you describe yourself as a participant on social media?

I share my experiences

I share other people's posts or experiences

I follow other people's posts or experiences

I don't participate in social media

Follow Up Interviews: We conducted follow up interviews with six candidates from the screener who met our target demographic.

Questions

1. Could you describe your exercise routine?
 - a. How long?
 - b. Location? Where do you normally exercise?
2. What kind of exercise do you do?
3. Do you usually exercise on your own or with others?
4. How do you track your performance?
5. How do you plan or schedule your exercise routine?
6. How do you find information about exercising?
7. How do you reward yourself after a great workout session?
8. We see you use app xyz, why do you use them? Can you tell me more?
9. Bring them back to app xyz and ask them how it could be better customized to fit their needs.

Trainer Interviews: We interviewed two trainers to better understand how they interacted with the target user.

Questions

1. Where do you work?
2. How do you like to interact with your students?
3. What kind of information would you want to share with students?
4. How you promote yourself and your classes?
5. How do you use social media?
6. How do you track your performance?

User Interview Key Insights

Main take aways from user interviews.

Pains	Pleasures	Behaviors	Contexts
No Share button	iOS Health App	Works out at least 3 x week	Home
FitBit pedometer	Workout summary	Schedules workouts in advance using a calendar	Gym
Getting bored/no variety to exercise routine	Audio cue check-in	Optional sharing outside of app	Studio
Public dashboards	Detailed/Relevant dashboards	Followed/Following	Alone
Metrics are not customized	On demand videos	Sharing when an exercise goal is reached	Group (for motivation)
Expensive wearables	Shares performance on Facebook, Twitter, Instagram	Intrinsic reward	Personal trainer (for motivation)
Scheduling with others	Scheduling workouts in advance	Traditional measurements (scale, tape measure)	Community
	Flexible scheduling	Exercise with or without music	Age 26-30
	Cheap	Likes training alone, but seeing others' progress for motivation	Cycling, boxing, yoga, dance, kickboxing, spinning, running, weights, tennis, boot camp, Nike, Body Space
	Filter by type of class, day, time, studio	ClassPass, FitBit, Jaw Bone, Nike, Body Space	
		Paper gym calendar	

API Research

<https://developer.apple.com/library/ios/documentation/UserExperience/Conceptual/MobileHIG/HealthKit.html>

We researched the HIG guidelines for the iOS Health Kit to ensure that My Health Card in the FORTE app can use data from the iOS health app such as height and weight. It is also important to use the system-provided UI to request permission to access the user's data:

