

Objective

I aim to understand how users exercise and learn what motivates them to stay active. How do users stay fit with the app experience? And how does it compare to going to the gym? What influence users to incorporate digital training tools to workout at home? And how do users choose one fitness app over so many others that are in the market?



Assumptions

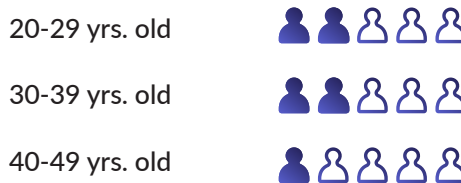
I assume most people need guidance when it comes to working out at home. Most users have limited fitness equipment at home and are less motivated to workout when gyms are not open.

Demographic

Gender



Age Group



Physically Active Users



Computer Usage



I interviewed 5 participants whose daily exercise routines were disrupted by the pandemic.

Interview Questions

Exercise Habits

- In a week, how often do you exercise?
- Typically, how long are your workout sessions?
- On average, do you find it challenging to squeeze in time to exercise? (BEFORE & AFTER)
- Tell me a little more about your exercise background.
- Do you have any physical restrictions that inhibit you?
- What are your current workout routines?
- Where do you get your workout inspiration?
- What type of workouts interest you?
- Do you prefer working out solo or in a group? Why?
- Do you prefer live fitness instruction or fitness videos? Why?

Goals/Motivations

- Why do you exercise?
- Do you enjoy exercise? How does it make you feel?
- Do you have specific fitness goals?
- What keeps you motivated to workout?
- Recall a time you stopped working out
- What stopped your motivation?

Workout from Home

- When was the last time you worked out at home?
- How often do you workout at home? (BEFORE & AFTER)
- What has been your experience exercising at home?
- How has your exercise routine shifted since gyms closed?
- What type of exercise equipment do you own at home?

Fitness Apps

- What fitness apps do you use or have you used in the past?
- Tell me more about your last experience on a fitness app.
- How does it fit in your fitness routine?
- How does it reinforce your fitness habits?
- How does it help motivate you?
- Why do you like using that app?
- Where does the app fall short in meeting your fitness needs?
- What made you commit and download the app?
- What are some reasons why you use fitness apps?
- What are some things that deter you from using fitness apps?

Exercise Habits

Duration

1-29 mins 

30-59 mins 

1 hr + 

Frequency

1-2 times/wk. 

3-4 times/wk. 

5-7 times/wk. 

Intensity

Beginner 

Intermediate 

Advanced 



Full Body Workouts vs. Targeted Workouts

*Some users only do full body workouts when they exercise.
Others like to squeeze in specific body part exercises from time to time.*

Popular Types of Exercises



Basis for Exercising

Personal Goals

Weight Loss	
Appearance	
Improvement	
Challenge	

Body Benefits

Self Care	
Metabolism	
Long Term Health	
Pain/Illness	

Mental Benefits

Mood	
Sleep	
Endorphins	
Meditation	

Users shared common fitness goals of looking and feeling strong as well as maintaining an active and healthy lifestyle. They are aware of the short and long term benefits exercising has on the body and mind. As a result, these factors become a source of motivation for users and the reason they exercise.



Personal Accomplishments






Five out of five participants feel a sense of accomplishment when they exercise. They are motivated by their results.










Fitness Motivation

Users are committed to working out when they make fitness a priority and structure their schedules around it. Monetary commitments and fresh start outlooks like new year resolutions incite users to workout. Factors such as music and exercise variety also keep the user interested. However, inconveniences such as travel or weather can negatively affect motivation. A lack of knowledge and a fear of injury can further deter users from working out.

Negative Factors

Expensive Costs	
Starting Up	
Inconvenience	
Lack of Knowledge	
Fears of Injury	






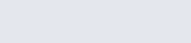
Positive Factors

Prepaid Money	
Calendar Commitments	
Fresh Start	
Internal Motivation	
Variety	
Explore New Things	
Music	



Group Fitness vs. Solo Fitness

Four of the five participants prefer working out with others because they feel encouraged to try new exercises and be more accountable. Exercising with others provides an opportunity to strengthen relationships and a sense of belonging to a community. Though users still find comfort in exercising alone to escape embarrassment in a group fitness setting. Users who are more active and experienced in the gym, like to focus on how the exercise is affecting their body.

	Group Fitness		Solo Fitness
	Encouragement		
	Accountability		
	Belonging		
	Bonding		

Group Fitness Classes

Instructors

Knowledgeable	
High Energy	
Mental Motivation	
Corrective	



Workout Videos

When users are not at the gym they prefer pre-recorded videos rather than live workout videos because it gives them the flexibility to pause and rewind offering the user control of their exercise experience.

When it comes to group fitness classes, users enjoy an instructor who is enthusiastic and high-spirited because it motivates them to reflect the same energy. Knowledgeable trainers who provide helpful tips, modifications and are hands-on give the user guidance and assurance as they exercise. Some users find words of affirmation and mantras to be inspiring and motivational methods used by successful instructors.

Home Workouts

The shift from working out at the gym to working out at home has been a difficult transition for users. Most of the struggle stems from the fact that their homes are not fully equipped to serve as a gym. Many lack exercise equipment and the necessary space for exercise. With these restrictions, users are unsure how to effectively workout, especially with little experience of exercising at home. All five participants expressed missing the gym because it provided structure in their schedule and a physical accountability that encouraged them to exercise. Quarantining at home and having all matters of their everyday living in one space has discouraged them from maintaining a comparable workout regime. However, some users have found the convenience, privacy and flexibility of exercising at home to be very comfortable and easy.

Negative Factors

Lack of Equipment	
Lack of Space	
Lack of Structure	
Inexperience	
Physical Accountability	

Positive Factors

Convenient	
Private	

Outdoor Workouts

With nice weather, users are tempted to take their workouts outside. It opens them up to a variety of exercises like running and hiking that cannot be done indoors. It also gives users an escape from being stuck at home.

Negative Factors

Bad Weather	
Insects	

Positive Factors

Good Weather	
Space	
Escape	



Indoor vs. Outdoor

When given the option between indoor and outdoor exercise, all users prefer to workout outdoors, assuming the weather is nice.



Fitness Apps



FitOn



Beach Body on Demand



My Fitness by Jillian Michaels



Nike Training Club



Kilter Rewards

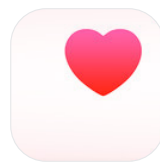


LES MILLS on Demand

Tracking Apps



Map My Run



Apple Health



Nike Running Club

Other Apps



Facetime



Instagram



Zoom



Youtube

Incorporating Technology in Personal Fitness

All participants have had experience using applications to assist them in instruction, tracking or exercise inspiration. Users enjoy the convenience and control of a self guided experience with personalized programs that meet their fitness needs. Effective, varied and fun workouts keep the user engaged. However, some users become disinterested because it doesn't compare to the gym. Technologically inexperienced users are shy to use fitness apps, while avid technology users avoid them to detach from their devices.

Negative Factors

Tech Detox	
Inexperience	
Disinterest	

Positive Factors

Personalization	
Community	
Control	
Tracking	
Accessible	
Fresh/New	
Favorites	
Effective	