



# 2Fit

CS147  
October 04, 2019

# Outline

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# Meet the <sup>2</sup>Fit Team!



**Matthew Landis**

Computer Science  
Junior

Fun Fact: I love apple juice



**Kaughlin Caver**

Computer Science  
Senior

Fun Fact: Singer/Songwriter



**Akhil Jariwala**

Business  
MBA2

Fun Fact: I dance salsa!



**Autumn Warren**

Computer Science  
Junior

Fun Fact: I can (kinda) play  
the uke

# Local Fitness

*How do people discover, practice, and commit to physical fitness in their local communities?*



# Interviews



**User Segment:** Bay Area residents in early adulthood (18 - 40) who are either physically active or considering becoming so.



**Selection**



**Recruitment**

We interviewed four subjects with varying styles and levels of fitness in their lifestyles.



**Kenneth**

Certified Personal Trainer

Age: 26

Fitness: Bodybuilding

Extreme User



**Matt**

Res. Services Coordinator

Age: 36

Fitness: casual jogging

Non-User



**Pulkit**

Stanford GSB Student

Age: 25

Fitness: Squash, pickup

Average User



**Lina**

Res. Services Coordinator

Age: 29

Fitness: MMA

Average User

We interviewed participants at their place of exercise or at their place of work.



45 min



# We developed an interview protocol to guide our conversations with the subjects.



## CS147 Team 2 Interview Protocol

Topic: Local fitness

**Audience:** Individuals in early adulthood (18-40) who currently participate in or are considering participating in fitness activities in their local community

**Research Question:** How do individuals in early adulthood discover and commit to fitness activities in their local communities?

### Questions

#### Background

1. What do you do to stay in shape?
2. How often do you practice personal fitness?
3. Do you practice personal fitness in a group setting?

#### Discovery

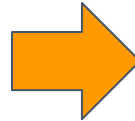
1. When did you start practicing personal fitness? Why?
2. Do you have a local gym or fitness studio you are a member of? If so...
  - a. How did you discover the gym/studio?
  - b. What were you looking for in a gym/studio?
3. When was the last time you tried a new fitness activity? How did this happen?

#### Commitment

1. How often do you go to your gym/studio? What prompts you to go?
2. Tell me about the last time you missed going to the gym/studio? Why?
3. How are others involved in your fitness routine?
4. Do you socialize with other individuals at the gym/studio? How so?

#### Continuance

1. Have you set any personal fitness goals for yourself?
2. How do you keep accountable to these goals?
3. Do you discuss your fitness schedule and goals with others? How so?





# Say

Pulkit

Kenneth

Lina

Matt

"I'd love to be able to swipe right on a trainer"

"yea, I'm willing to give it a shot. But yea like it sounded really expensive!"

"My desire to not bail on the person is stronger than my desire to go back to bed."

"There are a lot of cute girls at the GSB, and I wanted to put my best foot forward."

"I'm an extrovert. I like being with people. Doing something with people makes it immediately fun."

"Fitness needs to be an everyday thing like coffee"

"All boarded up with ads. You couldn't even see anyone. Weird vibe"

"Seeing myself grow made me really happy and was gratifying and to see my work paid off"

"when you're a girl and one of the only girls, you want to see if the other one is going"

"We'll DM each other and ask if you're going to class. There's one girl who'll always dm me and ask"

"Whenever you go through something with someone it builds camaraderie."

"a lot of it has to do with energy investment. Putting energy in the right areas and not wasting time"

"it was pretty good [the workout]... just two people pushing each other"

"it means is more than just being in a physical healthy state but also an emotional, mental state of mind"

"you can be authentic and not have to be perfect"

"it's nice to know someone because it takes down the intimidation level"

# Do

Pulkit

Kenneth

Lina

Matt

Speaking with friends about gym prompted him to go to the gym

showed pictures of herself at the gym

switches routines when something becomes too repetitive

Stopped working out with a friend who was always late

does not have a consistent schedule in the gym

works out when a friend brings it up

sets goals for himself

Drove an hour every day to the gym to work out with a friend

Researched gyms alone

finds friends at the gym

has an exact schedule

emphasized the idea of improving mental health

Alters his schedule for more opportunities to play sports

# Think

Pulkit

Kenneth

Lina

Matt

Being on time  
and not bailing  
is extremely  
important

Having a  
friend  
makes  
fitness fun

Involving  
friends  
keeps you  
accountable

wants an  
easy way to  
be matched  
with a trainer

cost really  
matters  
with a gym

learning  
new things  
is  
important

community  
means a lot

gym is  
more of a  
lifestyle

an ideal gym  
experience  
is similar to  
his own

working out is  
about more  
than physical  
appearance

more  
expensive pay  
by class gyms  
are overrated

integrating  
the gym in  
life

# Feel

Pulkit

Kenneth

Lina

Matt

excited

Excitement in  
completing  
plays in team  
sports

Social  
obligation

felt out of  
place by  
"uppity"  
Equinox exp

disinterested  
by mundane  
routines

passionate

Confident

Exuberance  
at losing  
weight

Excited

a part of  
the  
community

motivated  
by his  
goals

excited to  
share with  
others

upset about  
inconsistency  
in gym

# Needs and Insights



**Need:** To see self improvement



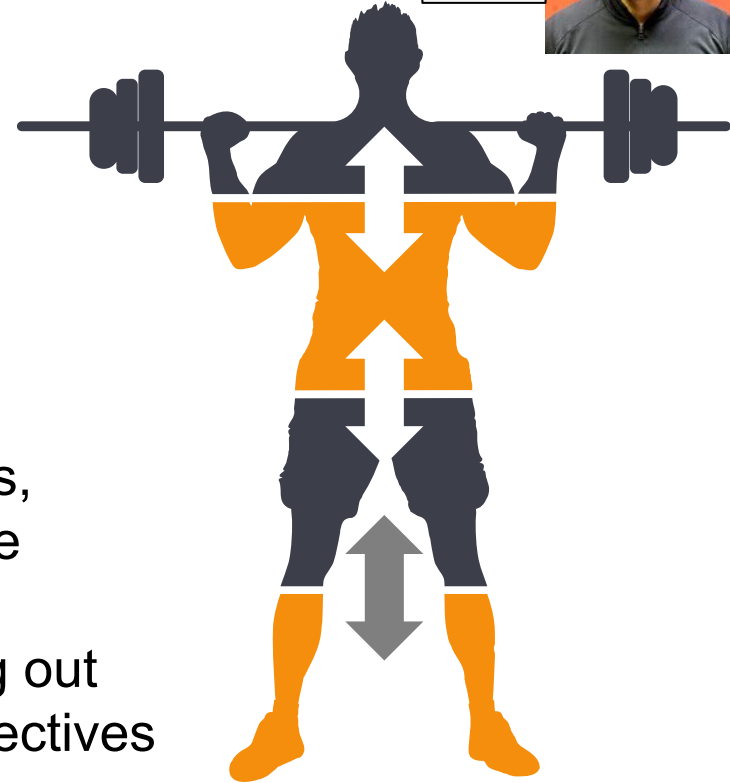
**Need:** To maintain structure in his life



**Insight:** Enjoys working out with others, but won't accommodate in his schedule



**Insight:** Feels frustrated when working out with someone with different fitness objectives



# Needs and Insights

Pulkit



**Need:** To improve body image



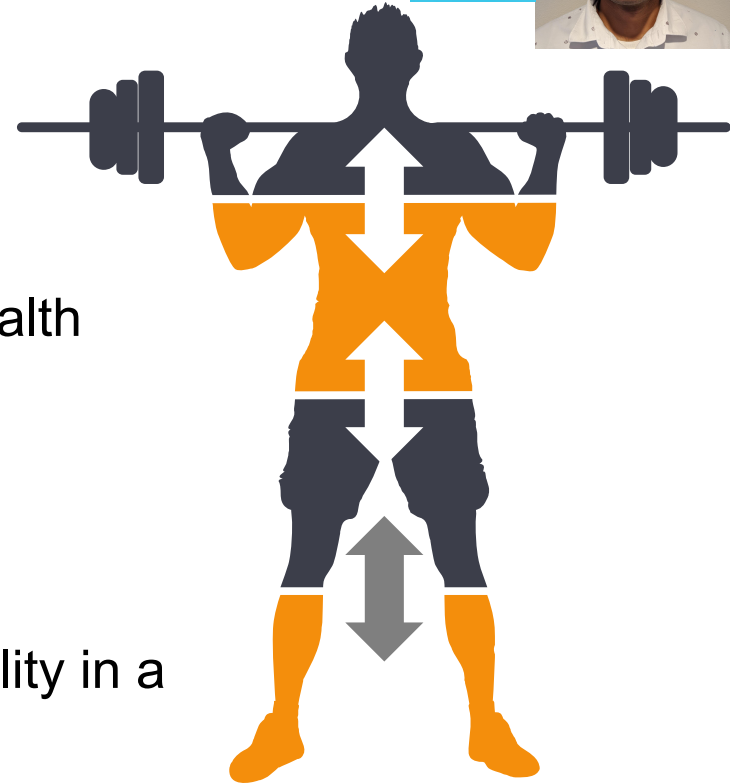
**Need:** To maintain physical, mental health



**Insight:** Relies on friends to hold him accountable for physical fitness



**Insight:** Expects timeliness and reliability in a workout buddy



# Needs and Insights

Lina



**Need:** To keep learning new skills



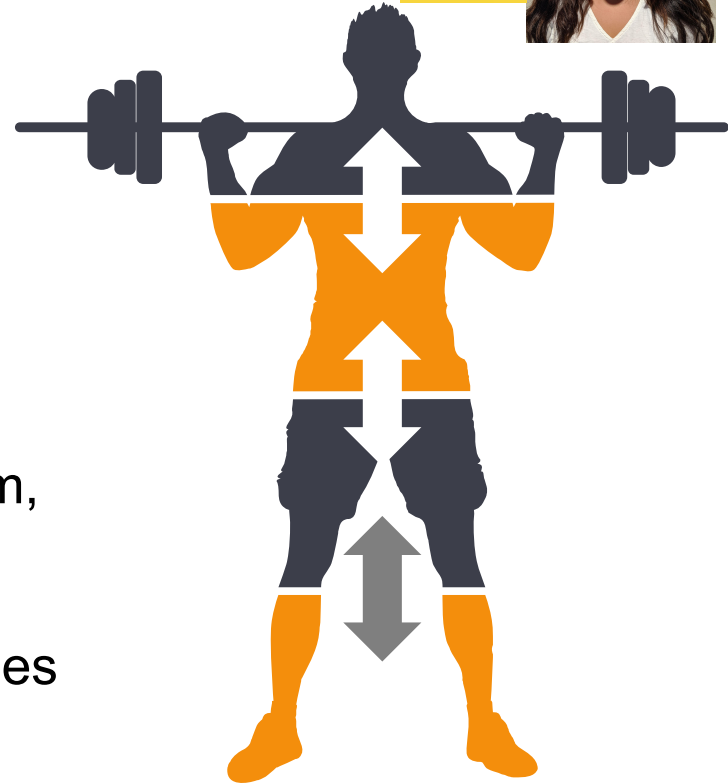
**Need:** To be surrounded by others she likes and trusts



**Insight:** Feels at home at her local gym, despite the lack of women



**Insight:** Ventures to new fitness activities when she gets bored



# Needs and Insights

Matt



**Need:** To feel safe and welcome



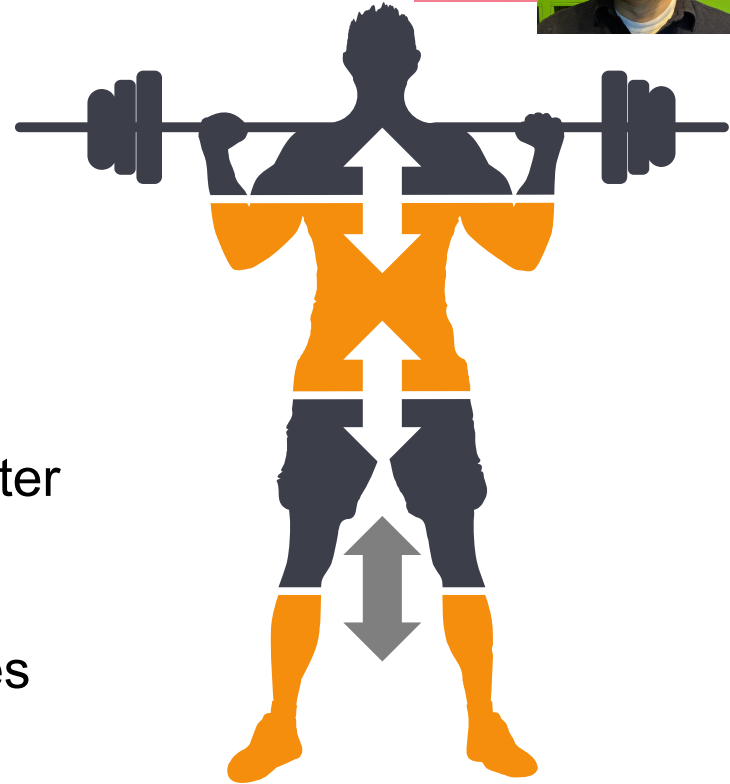
**Need:** To integrate fitness into his life



**Insight:** Engages in physical fitness after speaking to friends about exercise



**Insight:** Finds success in other routines that he commits to every day





# During our interviews, we uncovered several surprising contradictions in our participants' values.



*"It's always a pleasure to have someone [work out] there with me."*



*"I wouldn't change my schedule to accommodate someone else."*



*"I wasn't going to [work out] alone, I had to do it with someone."*



*"I practice yoga alone every morning."*



*"Fitness needs to be an everyday thing like coffee."*



*"I'd talk to someone... Later that night I'd think... maybe I should go run"*

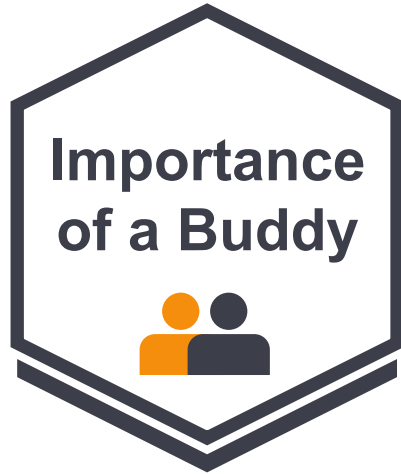


*"All the instructors are very welcoming... everyone is really friendly."*



*"[The MMA gym] is a boy's club... I wish there were more women."*

Three common themes emerged from our four interviews.





# Thank you

*From the <sup>2</sup>Fit team*