Research Insights

full list

Table of Contents

Survey Insights

- 23 participants took the survey

- Under personality type <u>34.8% describe themselves as procrastinators</u>

- Overwhelmingly, <u>87% consider themselves as moderate eaters</u>

- <u>78% use their phones before going to bed</u> and <u>61% wake up feeling tired or anxious</u>

- As to what has the most impact on overall health, the responses are mixed, <u>34% considering mental health as key factor</u>

- The <u>majority of respondents do not use a wellness app</u> and <u>61% consider loss of motivation as the main hindrance to completing a program</u>

- <u>Progress tracker</u> was voted to be the <u>most desired feature in a fitness app</u>.

Interview Insights

- 3 participants (2 in-person, 1 remote), ages 30-34

- They're aware of the consequences of bad diet and lack of exercise will have on their health

- Take proactive measures to improve their quality of lives on a daily basis

- Each of the interviewees engages in different types of activity: yoga, cycling and martial arts

- ⅔ of the participants started documenting their workouts in the last 2 years

- Self-paced programs seem to be preferable as they do not require a high level of commitment

- They like to achieve goals by forming a step-by-step plan that leads to an end result

- The participants have previously abandoned endeavours if they felt that it could affect their health (ie. accumulated stress) or if there were external factors that would prevent them from reaching their goal

- Progress tracking is the most desired feature for a fitness app. Improved navigation and intuitiveness were also considered important by the interviewees

- ⅔ of the participants expressed doubts regarding their medical information being stored by the app due to security reasons, but also like the idea of being able to access it whenever it's needed

Affinity Mapping Insights

	SOPHIE, 30 Copywriter	MIRCEA, 34 Category Manager	Ereen, 32 Media Planner
Behaviour	Generally happy with her health Feels bad when choosing comfort over a workout Prefers to follow self-paced programs Hard to feel motivated during winter season Following workout routines from YouTubers Asks "What if?" a lot	Likes to have a daily schedule and stick to it Doesn't shy away from setting long term goals Uses an app to measure his overall fitness metrics Avoids committing to something that might compromise his leisure time Goal orientated Visualisation help to stay motivated	Experimented with different types of diet Visualizes her goals as a way to seek motivation Will dedicate time and money if she thinks a goal is worthwhile Since becoming a mum, she likes to research best nutritional options Integrates new technology in her training regime Plans ahead meals for the whole week
Frustrations	Hates the month of January Hiring a PT is too much commitment Doesn't like slow apps Distrusts apps that require detailed personal information Would be worried to have medical records stored in an app	Frustrated that he spent most of his youth not caring about fitness Current app menu is not user friendly Can be frustrating to go to a gym, especially in January	Worried that getting pregnant again will be a setback to her training Very hard to find the time and motivation when looking after a baby Frustrated that she gave up on a fight before her wedding to avoid getting bruised Can't use the Nike Fuel tracker when boxing Uncomfortable with the idea of an app storing medical history

- Participants would like the freedom of a self-paced program
- App needs to be engaging enough for users to commit to it
- Progress tracker must be well designed and interactive to motivate user
- Users are skeptical about having medical records stored, unless suffering from chronic disease
- Should consider integrating new technology and features once app is launched (ie. wearables)
- There is a shortage of apps that have a holistic view on health

	SOPHIE, 30 Copywriter	MIRCEA, 34 Category Manager	Ereen, 32 Media Planner
Goals	Sets achievable goals to avoid complications Likes the idea of a tracker to measure progress Likes to be in control of her fitness schedule Would like to be able to access medical history if she had chronic illness	Wants to maintain a high standard of life even when older Likes the fact that he can monitor his exercise by connecting his bike to an app Wants a feature that compiles his monthly performance Would love to use a well designed progress tracker	Working out to get stronger after pregnancy Sleep tracker would be her first choice for app feature Would like an app that gives her recipe ideas Uses app to calculate menstrual cycle
Quotes	"Laziness is my biggest challenge" "I like to set achievable goals"	"It's not hard for me to skip dessert whilst others are eating at my table" "Had to reset my focus whilst adopting good habits and quitting the bad ones" "I would like to have my medical records accessible as long as nobody else can see them"	"I like to have the freedom of whinging my training routines" "Without quality sleep it's difficult to find motivation for anything"

- Sleep tracker is a well desired feature and should be approached as such when designing

- Nutrition seems to be the least enjoyable aspect of improving user health

- Visualization seems to be an important tool for staying motivated and helping to achieve goals

- Winter season presents a big challenge for staying motivated and energised

- Users like to set achievable goals for themselves, preferably short-term