

UFC Gym App Research

Timmy Chiu



Outline

- Survey:
 - - Planning
 - - Details
 - - Challenges
- Considerations
- Hypothesis
- Overview of data
- Raw data and analysis
- 2nd round of survey
- Interview
- Possible improvements to the app
- Closed card sort
- Information architecture
- Conclusion



Survey planning

What was I trying to find out?

- Demo of members
- Popularity of classes
- Sales of supplements and merchandise
- Interests of the members in fitness
- Is there an interest in the UFC scene?
- Usage and awareness of the mobile app
- Do people share fitness related things on social media?
- Demand for gym partners

* Check out the document (UFC Survey Brainstorm) for a full breakdown of survey planning



Survey Details

- 19 Questions (3 Optional)
- 32 participants
- Walked around the gym and asked for members to take a test (corporate didn't allow a location wide email)

Link to the survey: <https://goo.gl/forms/0ew9dCvSV4XlxX9v1>



Survey challenges

- **Challenge** (*Attempted solution*)
- **Minimizing subconscious bias from selecting participants** (Criteria for selecting: available or not available)
- **Asking in person** (Limited the length of survey to ~2 minutes, people are resting between sets)
- **Sample size** (Went multiple days, but still limited. Tried reaching out to corporate and GM's - no response)
- **Different times would have different crowds** (Surveyed at different times of the day)
- **Framing of questions. Eg: Humans generally don't want to be seen as lazy** (Asked neutral questions that were objectively focused).



Considerations

- Members doing cardio were harder to catch with less of a break
- Members taking classes are only there during the class, skewed data
- Inherent bias of trying to “balance” out who I am asking
- Only surveyed one location



Hypotheses

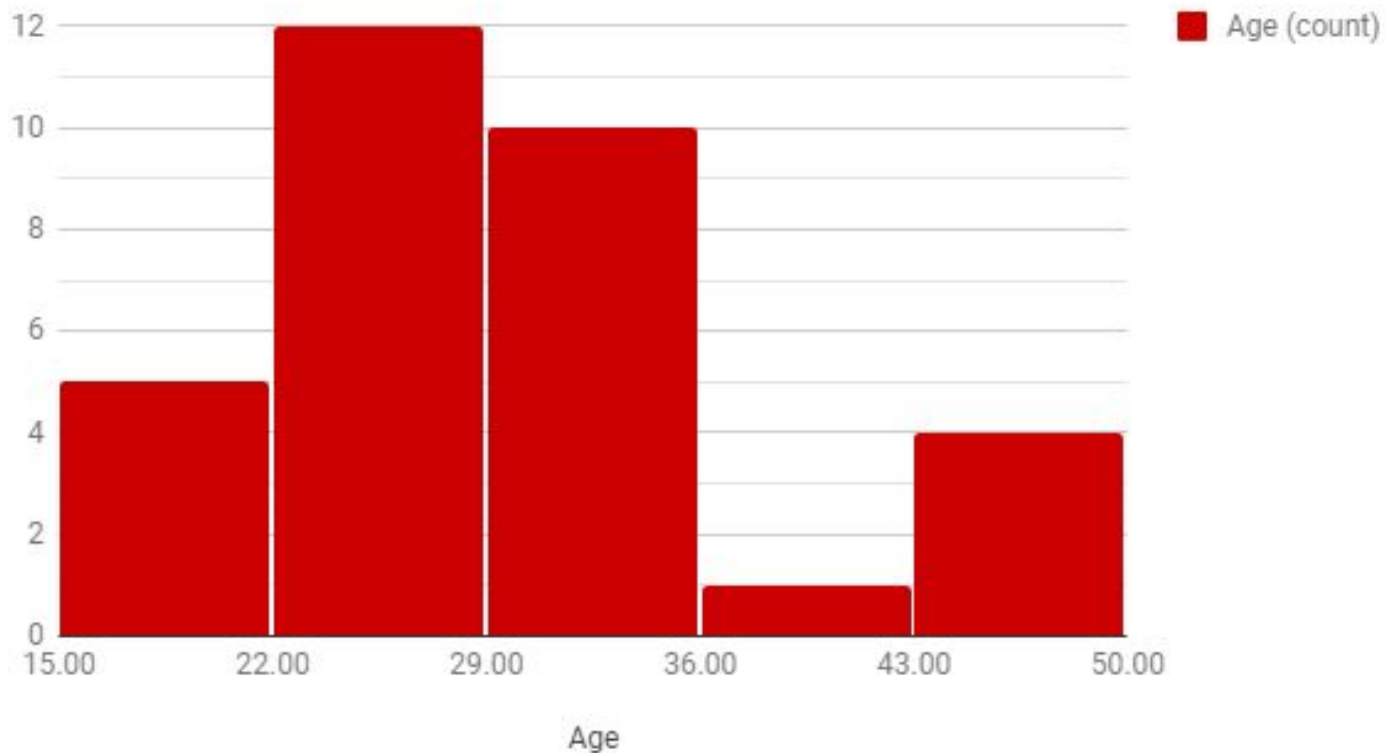
- The current iteration of the UFC Gym app isn't being fully utilized due to its lack of organization and is not providing enough to positively impact the experience of UFC Gym members or increasing business sales.
- The app isn't used very often and isn't known
- Members don't use the check in feature often
- Members want to learn more about fitness
- Classes are not very popular
- Sales at the store/bar are low



Overview of data

- **Demographic:**
 - Male (71.9%) Female (28.1%)
 - Most members are between 22 - 36 years old
- **62.5% of members have the basic membership (only access to group classes)**
 - 71.9% of members never attend classes
- **Top 3 focuses in the gym: Bodybuilding (53.1%), Weight loss (37.5%), General fitness and health (31.3%)**
- **Top 3 interests in the gym: Workouts (68.8%), Nutrition (43.8%), Technique/Form (43.8%)**
- **93.8% go to the gym 3+ times a week, 59.4% have worked out for 3+ years**
- **75% of members know about the app, and 53.2% use it more than once a week**
- **50% of the members do not use the app to check in**
- **15.7% of members purchase something from the store more than once a week**
- **34.4% follow the UFC scene**
- **71.9% already have a gym partner or want one**

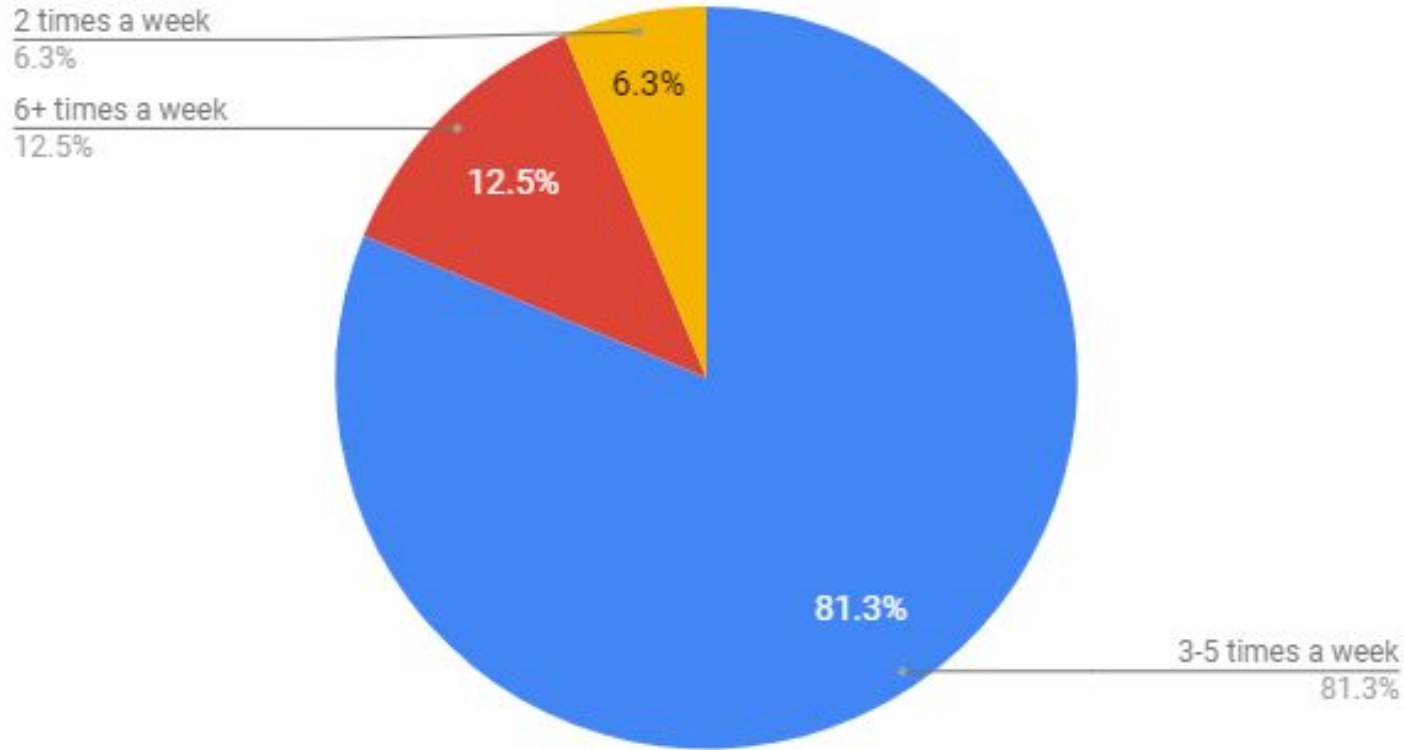
Age Distribution



Notes:

68.75% of members are between 22 - 36 years.

How often do you visit the gym?



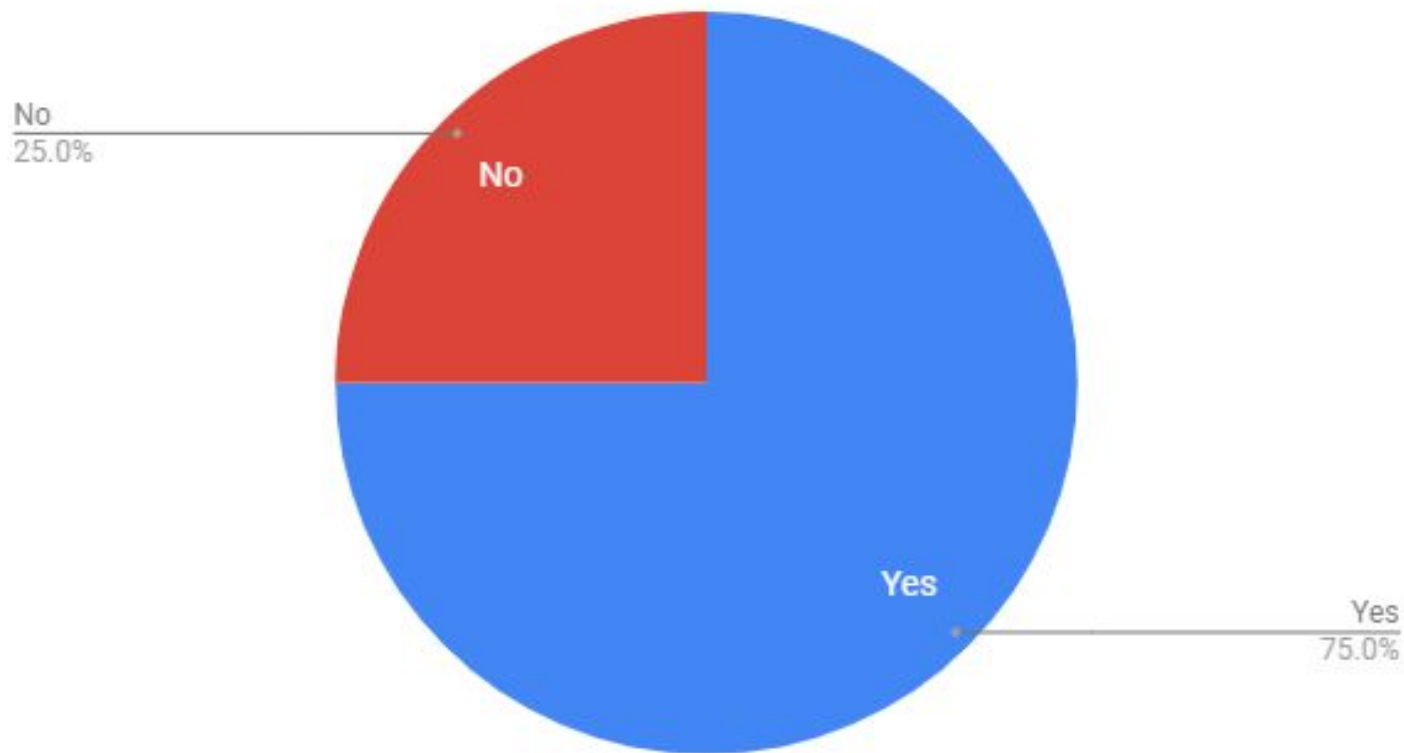
Notes:

93.8% go 3+ times a week

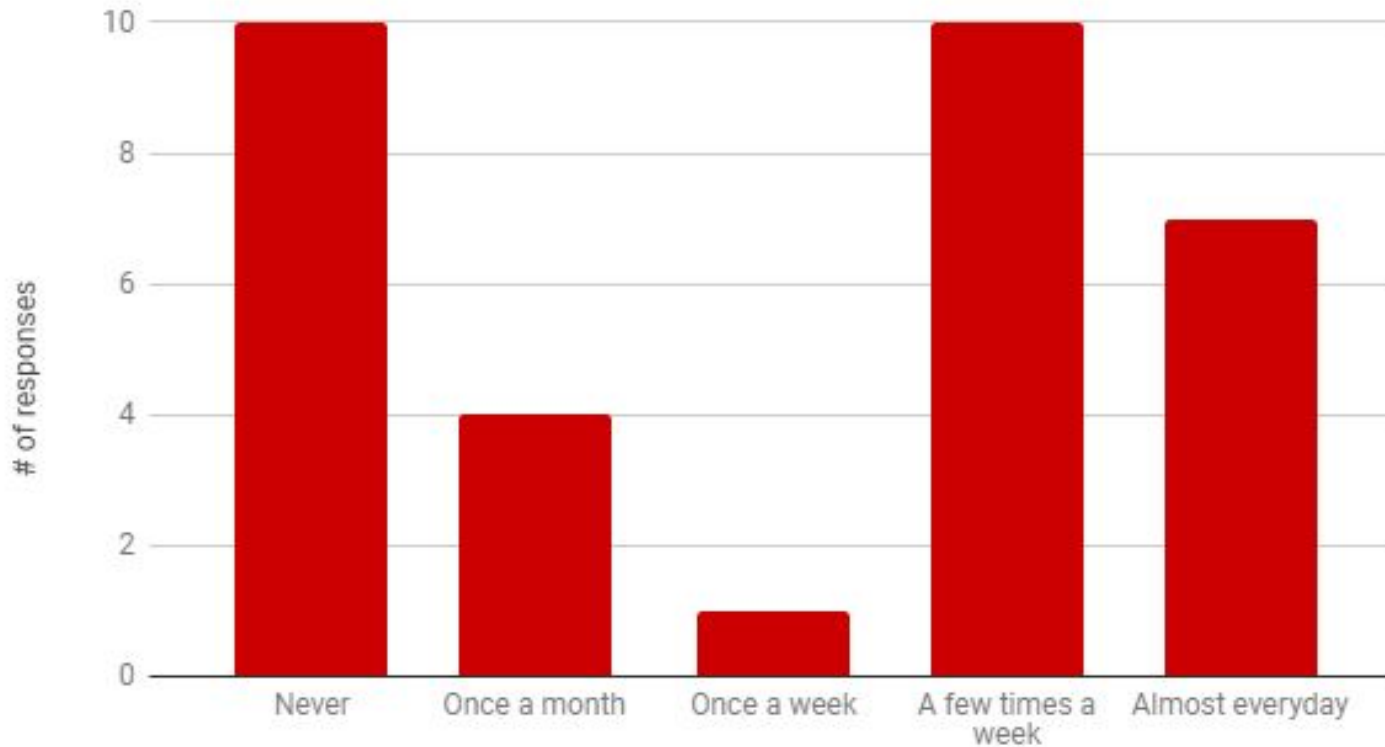
0% go once a week or fewer

Did you know about the UFC Gym App before this survey?

Notes:



How often do you use the UFC Gym App?



Notes:

People either never use the app or use it fairly often

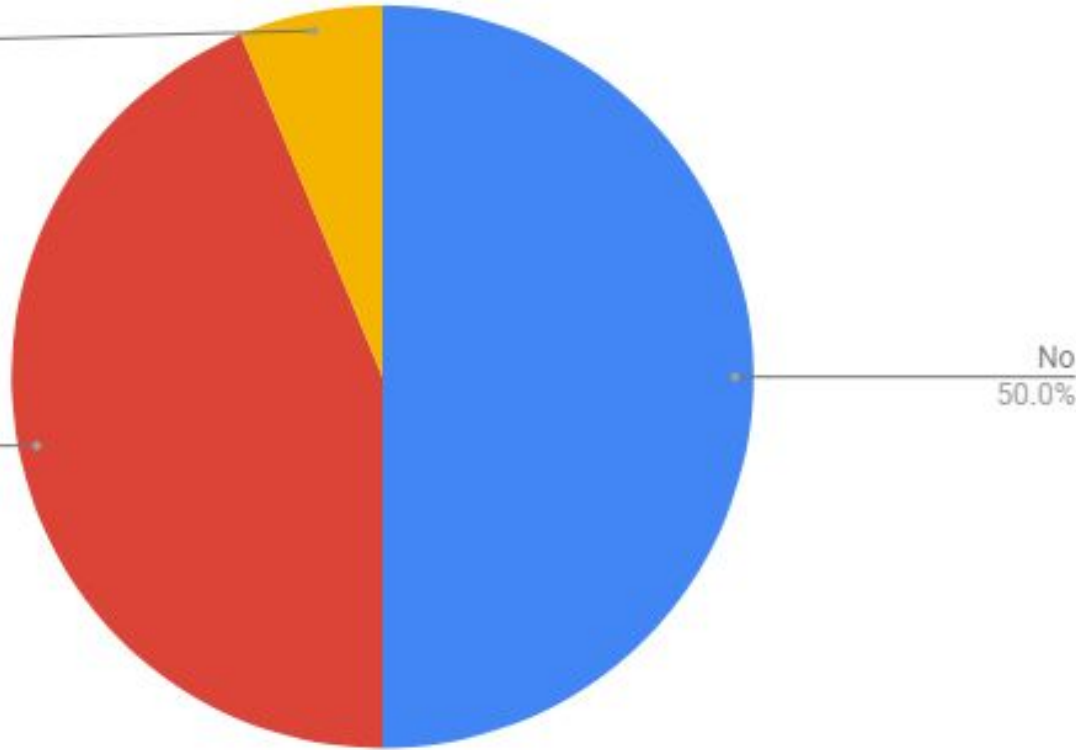
31.3% never use the app

53.2% use it at least a few times a week

Do you currently use the app to check in?

Only sometimes
6.3%

Yes, most of the time
43.8%

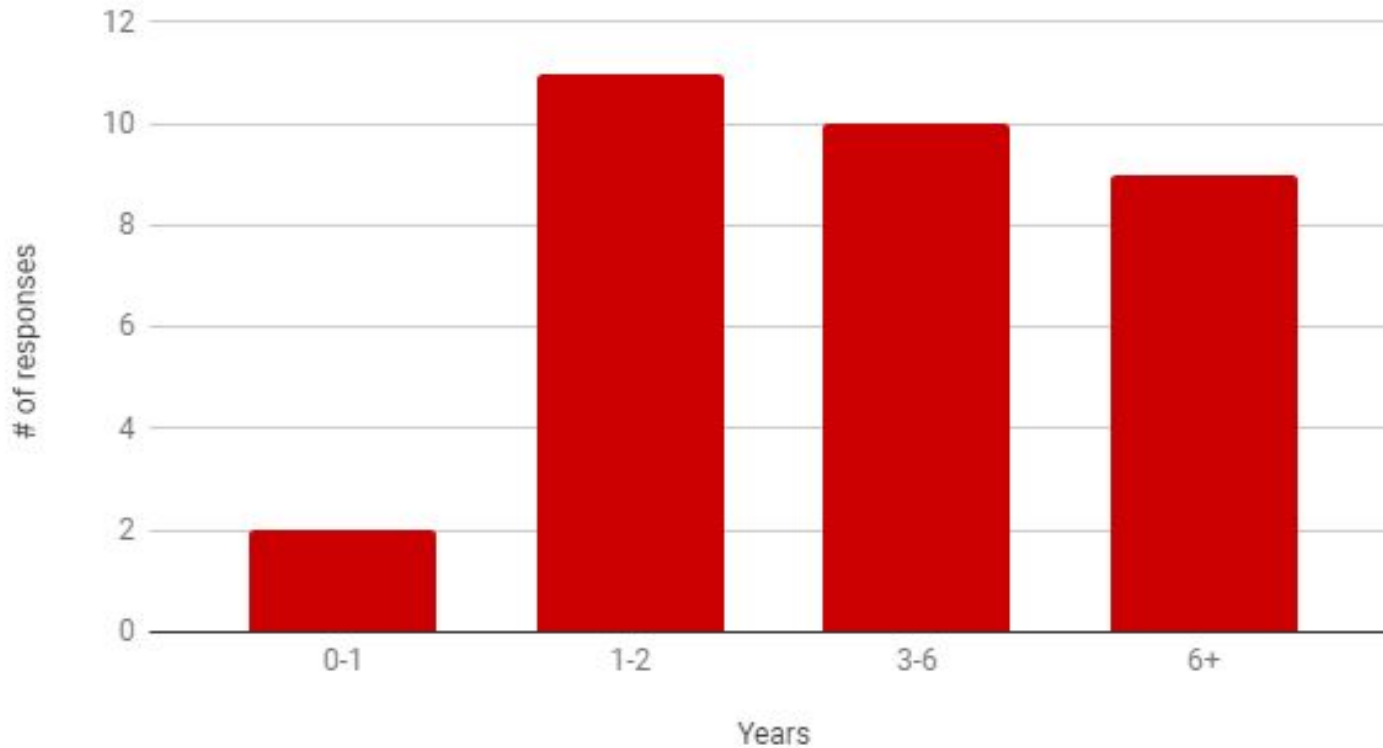


Notes:

63.6% of existing users, most of the time, use the mobile check in feature (14/22)

43.8% overall use the app to check in regularly

How many years have you worked out for? (any gym or facility)



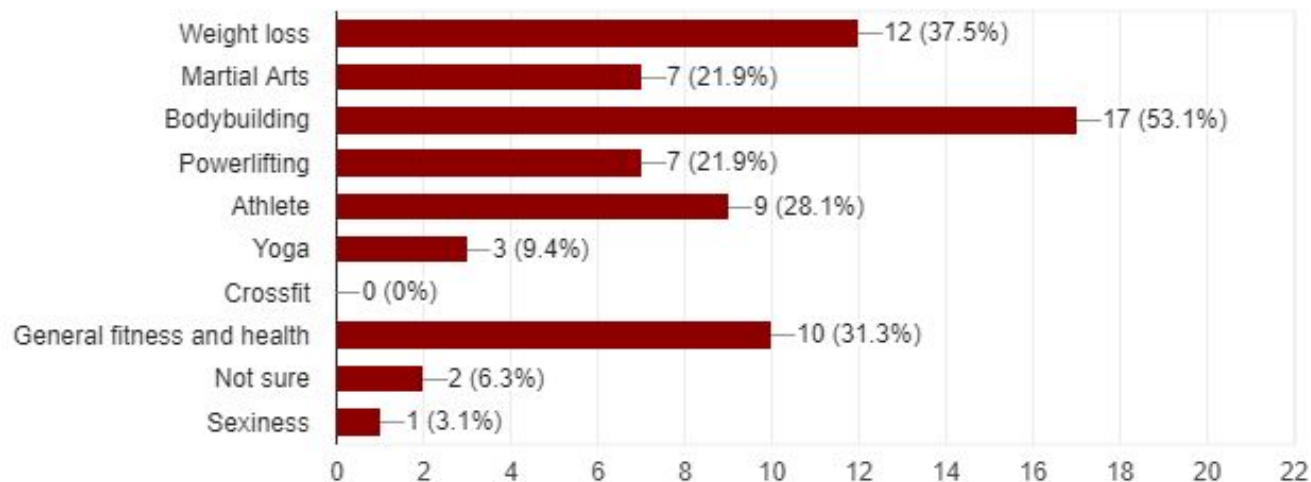
Notes:

59.4% have 3+ years of experience of fitness

6% have less than 1 year of experience (ages: 19, 23).

Check what describes your goals and training in the gym

32 responses



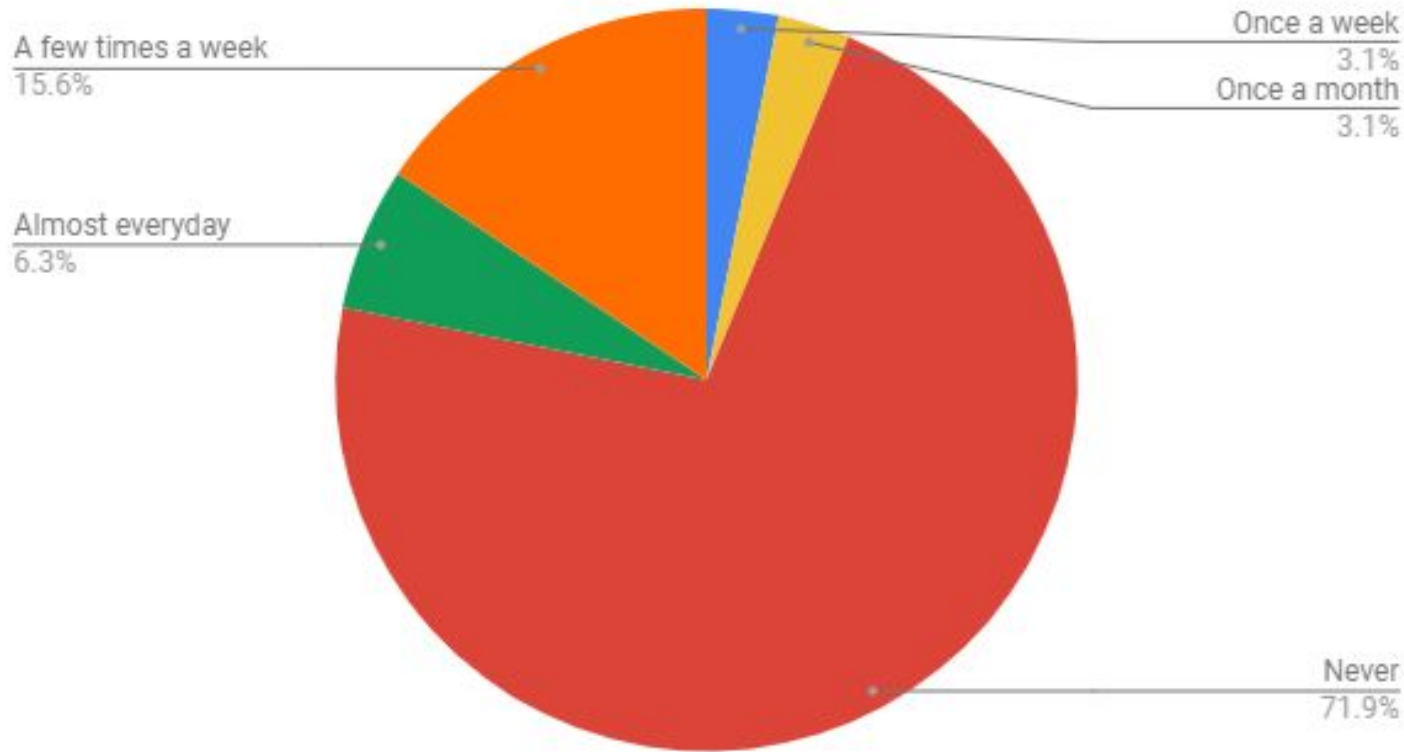
Notes:

6.3% were not sure about their goals

37.5% selected only one goal (Of these, 45.5% selected bodybuilding)

Top 3: Bodybuilding (53.1%), Weight loss (37.5%), General fitness and health (31.3%)

How often do you attend classes?



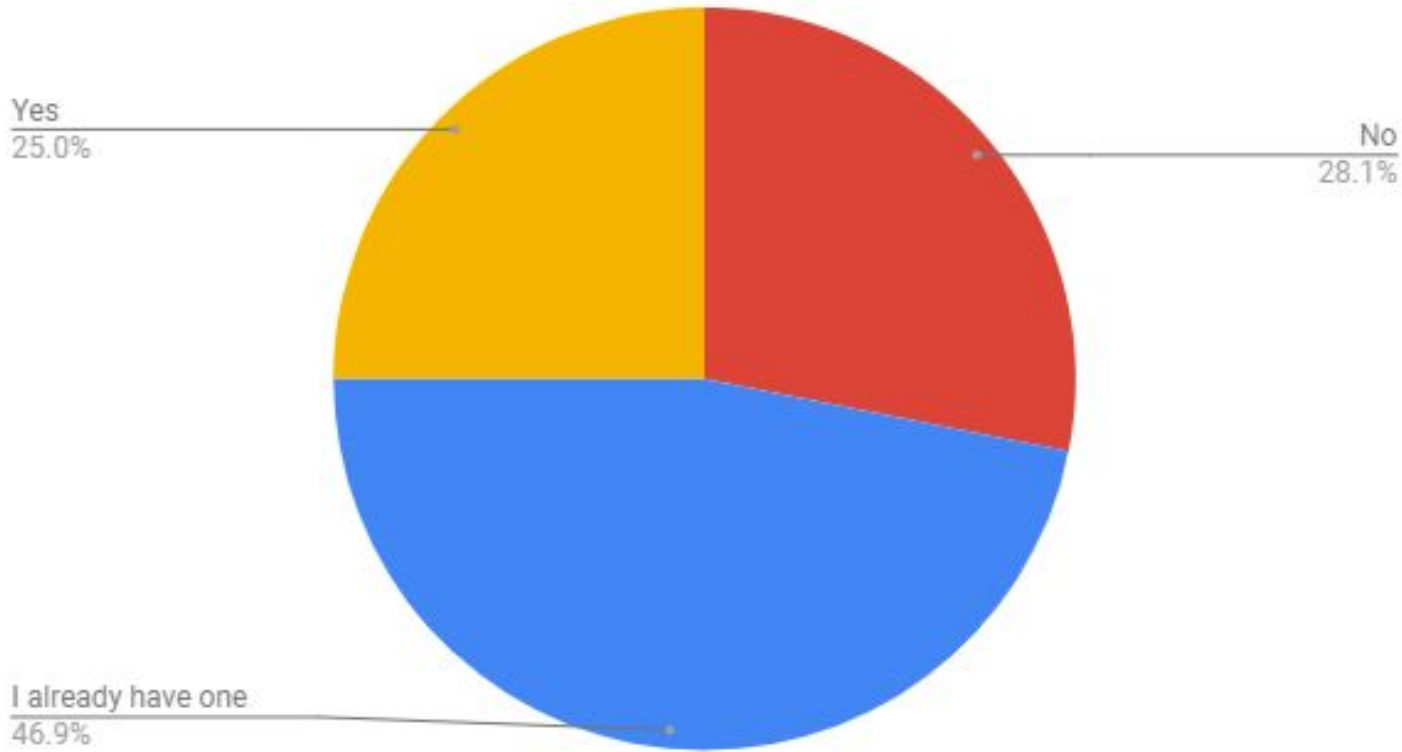
Notes:

71.9% of members never attend classes

87% of those who don't attend classes have the basic membership (only access to group classes)

Either people attend classes a lot or never (93.8%)

Do you want a gym partner?



Notes:

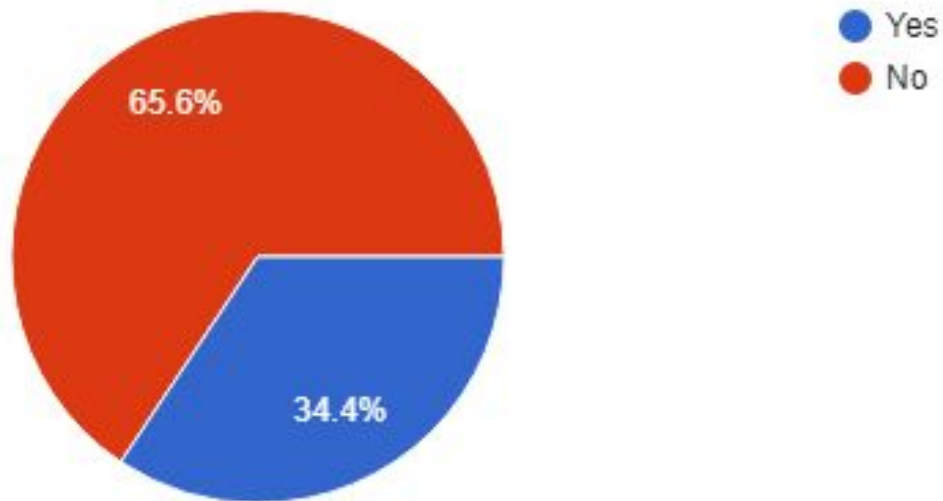
46.9% already have a gym partner

25% want a gym partner

Overall there is 71.9% who have/want a gym partner

Do you follow the UFC scene?

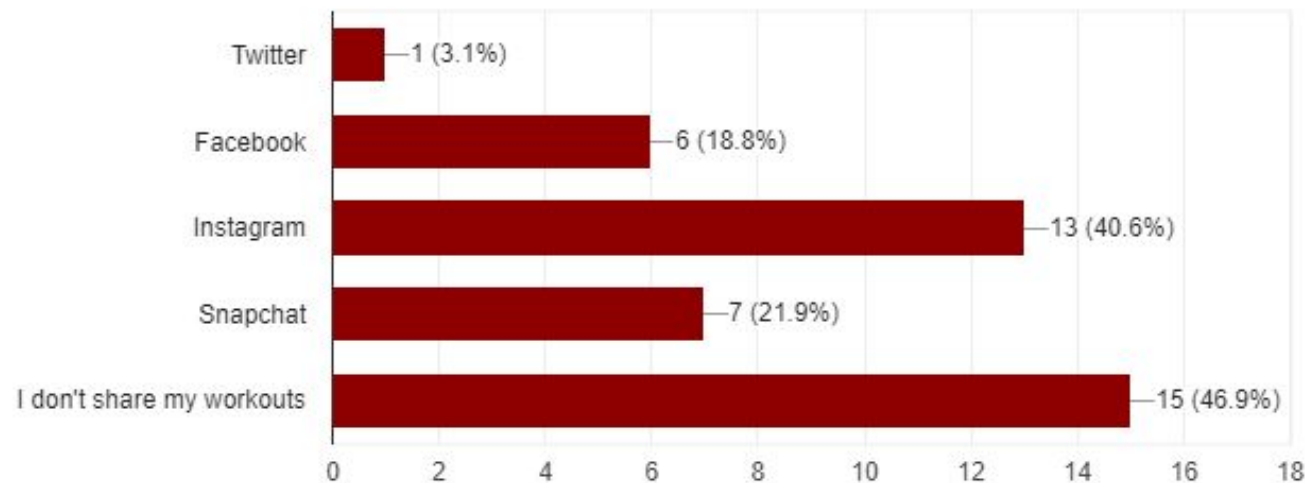
32 responses



Notes:

What platform have you shared your workouts/UFC gym experience on?

32 responses



Notes:

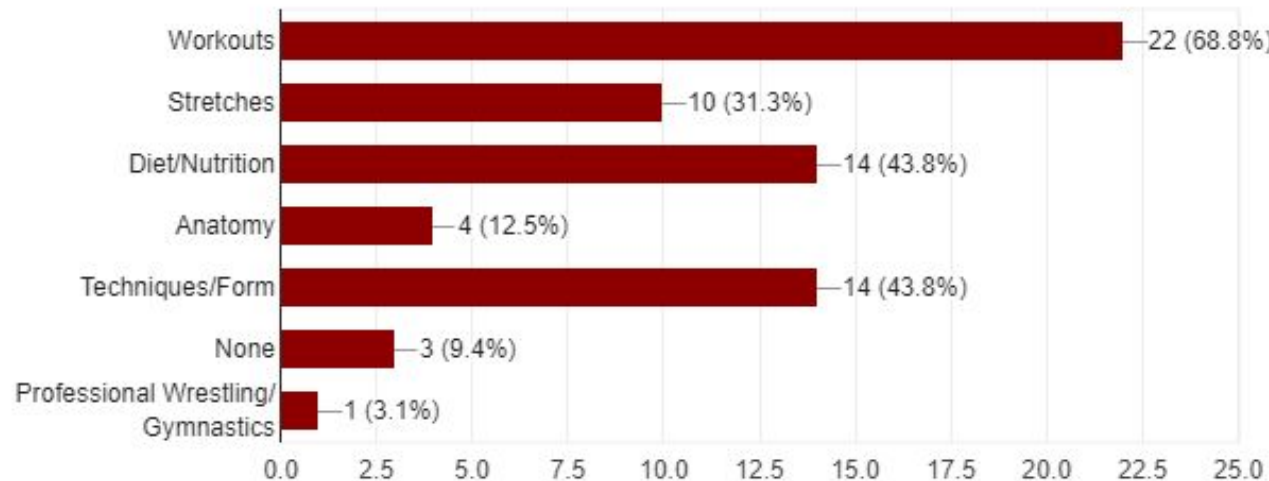
53.1% share their workouts on social media

76.5% of these members share it on Instagram.

47.1% share it on multiple platforms

Check what you are interested in learning more about

32 responses



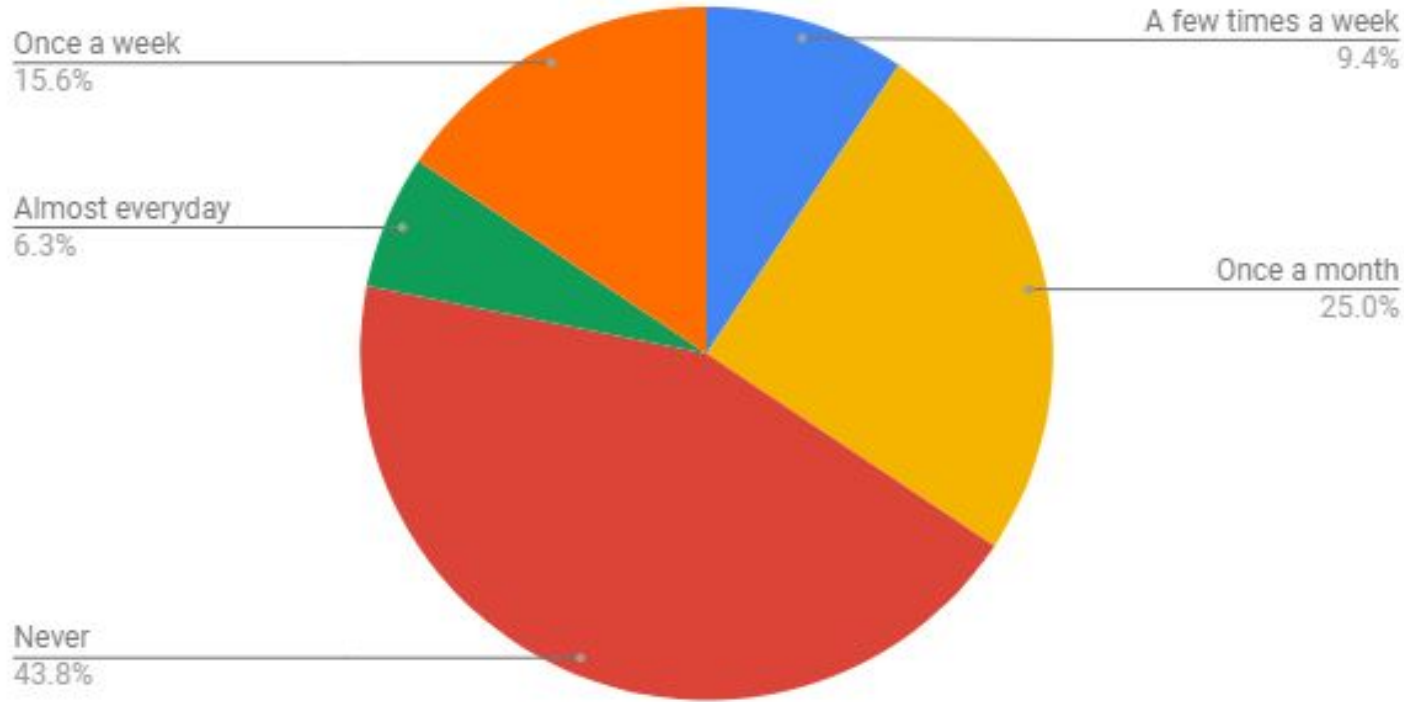
Notes:

90.6% are interested in learning about something

Top 3: Workouts (68.8%), Diet/Nutrition (43.8%), Techniques/Form (43.8%)

Workouts could include form.

How often do you get something (shakes, protein powder, supplements) from the UFC Arm Bar/Store?



Notes:

43.8% never make purchases

15.7% purchase something more than once a week

6.3% purchase regularly from the store

2nd round of survey



Here are some follow up questions I would ask in the 2nd round based on initial survey results:

- **90.6% people want to learn more...**
 - Have they ever had a personal trainer?
 - Why or why not? (Can potentially increase PT sales)
 - Economical reasons? Social? Other?
 - Do they currently watch videos (What % is YouTube?) or visit websites to educate themselves?
- **71.9% never take classes...**
 - Why not? Have they ever tried? Would they be willing to try a “free” trial class? Do they know how to sign up?
 - How do people currently sign up for classes?
 - Is the more expensive gym membership is too much of a commitment? (Can increase # of classes taken)
- **53.1% have shared things on social media...**
 - How often do they share?
 - Who is their audience? Influencer? Friends?
- **34.4% follow the UFC scene...**
 - Have they ever watched a UFC fight at the gym?
 - How often do they watch?
- **71.9% have a gym partner/want one...**
 - Have you ever asked for a spot? Received a spot? (Willingness to help/ask strangers)
 - Where did you meet your current gym buddy?

2nd round of survey (continued)



Here are some follow up questions I would ask in the 2nd round based on initial survey results:

- **Have you ever received/used a guest pass?**
 - Was it in person? Through the website? App?
 - What was the process like? How long did it take?
 - Did their friend actually join the gym afterwards?
- **43.8% never make purchase at the store...**
 - Why not? Financial? Already have supplements at home?
 - Are the flavors good? Have they ever tried (maybe give out samples)?
 - Do they purchase merchandise or supplements elsewhere?
- **Open response question of what a user wishes the UFC Gym app had?**
- **What do you use the app for?**
- **Are you aware of the rewards system? Have you claimed any rewards?**
- **Have you participated in any challenges? How did you hear about it?**



Interview

“I never use the app outside of the check in feature.”

“I don’t know about any current sales.”

“The rewards are tiny and not worth it. I’ve been going to the gym almost every day for 3 months and I still can’t get a free smoothie.”

“It’s hard to use and kind of useless.”

“I’ve never participated in a challenge.”

“The smoothies taste good but the menu is hard to read, the font is small and there are too many options. The supplements are bad and overpriced. I use Amazon to get my supplements.”



Possible improvements to the app

- Improve search function for classes. Add reviews for classes?
- Multi user login for families (for signing up for classes)
- Promote more merchandise and deals (ability to order to go smoothies, save your favorite drinks etc)
- Easily accessible workouts and nutrition information (Categorize)
- Most users who use the app, use the check in feature. Make it even easier to use (better accessibility, one hand use + swipe down for barcode?)
- Create a gym partner finder based on profile information

Ifs (depending on results of 2nd round of survey)

- If users share often on social media...Streamline process of sharing, especially to Instagram
- If there are enough dedicated fans of UFC...news section about fight cards, fighter statistics, betting odds etc.

Closed card sort

Brainstorming

Primary

- Check in (home page if near a UFC gym)
- Find a class
- Learning (workouts, diets, etc)
- Shop (store + smoothie bar) - Order a drink!
- Profile
- Rewards
- Events (challenges, prizes)
- Record Workout (Activity)
- Settings
- Schedule (Workout or class) calendar

Secondary

- UFC news
- Gym Partner
- Social media

Features

Record manually + camera option (reads text + screen)

Menu Bar Categories

<u>Me</u>	<u>News</u>	<u>Class</u>	<u>Improve</u>	<u>Store</u>
- Profile	- Challenge	- Find class	- Workouts	- Order smoothie
- Schedule	- Promotions		- Diets	- Shop online
- Rewards	- UFC Partner			
- Gym				
- Record workout				

Status Bar

- Notifications
- Settings

+ Check in

What do people want to see when they open the app? News

← My initial information architecture



Closed card sort

Me: News: Class: Explore: Store:

1. Profile
2. UFC News
3. Find a Class
4. Workouts
5. Diets
6. Shop Online
7. Find a Gym Partner
8. My Schedule
9. Promotion
10. Events
11. Order a Smoothie
12. Rewards
13. Record a Workout

Participants (3) sorted the numbered items into the 5 categories.

“Errors”:

- Rewards (2) - News, Explore
- Find a Gym Partner (1) - Class

Notes:

- Promotions and events could be one?
- Find a class and find a gym partner have similar language that could cause confusion and are linked to explore. “Discover a Gym Partner”
- Rename:
 - “Order a Smoothie” to “Place an order”
 - “Rewards” to “My Rewards”
 - “Find a Class” to “Join a Class”



Information architecture

Me:

1. Profile
2. My Schedule
3. My Rewards
4. Find a Gym Partner
5. Record a Workout
6. Refer a friend (LP)
7. Social Media (LP)

News:

1. Events
2. UFC News

Class:

1. Join a Class

Explore:

1. Workouts
2. Diets
3. Stretches

Store:

1. Place an Order
2. Shop Online

*LP = Low priority, not sure if corporate would want these for social media influences



Conclusion

- **Hypothesis**
 - Conclusion
- **The current iteration of the UFC Gym app isn't being fully utilized due to its lack of organization and is not providing enough to positively impact the experience of UFC Gym members or increasing business sales.**
 - People are aware of the app, yet are still not using it for many of the features it offers. Not a lot is done to influence sales and the current features could be optimized.
- **The app isn't used very often and isn't known**
 - 53.2% of the people use the app more than once a week, and 75% know about it; therefore, the issue isn't primarily in marketing.
- **Members don't use the check in feature often**
 - 43.8% use the check in feature almost all the time! It's already popular, how can we make it even better?
- **Members want to learn more about fitness**
 - 90.6% want to learn about something. The app should make these resources available to them.
- **Classes are not very popular**
 - 71.9% never attend classes, 21.9% attend classes at a few times a week. People either attend a lot, or never. The app should make it effortless to sign up for classes for those who use it a lot.
- **Sales at the store/bar are low**
 - Only 15.7% purchase something more than once a week. Increase promotion through app, make it easier to purchase merch/drinks in advance.