

- **How incentivise members to take the survey?**
 - Use promo x% off a shake (increases potential selling)
 - Use data to find out the sweet spot to increase selling but keep profit margins
 - Free first class? (Discount to take the course/upgrade membership = increased business)
- **Demo of users/personas**
 - Keep anonymity (how to validate that user took survey without compromising identity?)
 - Age, Gender, Home gym location
 - How often do people workout for? How long do people workout for?
 - How serious are the members about fitness?
- **Do people know about the app?**
 - Frequency of use
 - What do they currently use it for?
 - What's important?
 - Do people use it to check in? Why or why not?
 - Usage of the app outside of the check in feature
- **Why do people go to UFC gym?**
 - Brand?
 - Interested in fighting?
 - What do they do? General fitness, crossfit, powerlifting etc
- **Do people follow the UFC scene?**
 - Is there enough demand for a section with news about UFC fights?
 - Create graphics to compare fighters
 - Fantasy UFC? Betting etc.
 - Could help drive UFC sales and interest
- **What do people want to learn more about?**
 - Diet
 - Workouts
 - Stretches
- **Do people want to a gym partner?**
 - Can use people with similar goals to match (dating app)
 - Is it a one time trial workout?
- **How many people take classes?**
 - Do people want to leave reviews for classes?
 - How do they select classes?
- **What is corporate already doing? What kind of data are they working with?**
 - Tracking when users go (send motivational messages if they miss a day)
 - Track sales and trends, what are the most popular purchases?
- **Do people care about social media?**
 - If so, which platform?
 - Who are they sharing it with? Do they have a following? Or is it for friends?
- **Is there an interest in working at UFC?**
- **Have people used the refer a friend feature?**
 - Did their friend actually join?
 - Did they ask in person or use the app? Was the process easy?
- **2nd Round Survey:**
 - Is there a need for a personal trainer? Why do people not have a personal trainer? (time, money, social?)
 - Do people spot others/ask for spotting? (Are people willing to help others/ask for help) pertaining to workout buddies
 - Importance of music
 - Have you ever gotten a guest pass for a friend? How often?
 - How do you sign up for a class?
 - How often do you share things on social media?

Things to be aware of:

- Bias, (subconsciously picking people to interview)
- People who are taking classes are in and out of the gym, hard to catch those. People doing cardio are also busy.

Ideas for improvements:

- Combine youtube (educational videos), 1 rep max calculator, notes (workout logging) into one app
- Multi user login for families
- Improve class search function, maybe have a map instead? Go now feature
- Shop online, order a smoothie in advance
- Workouts can be categorized by muscle group, difficulty and type (endurance, mobility, strength)

Music:

- What kind of music do people like?
- Do you want to see what other members are listening to? Most popular songs? Help build a sense of community