

UX Research Report

BrainBody

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BRIEF

BrainBody is a white label B2B machine learning platform that measures cognitive activity during exercise and makes personalized exercise recommendations to improve brain health. This product is a mobile app that pairs with a wearable fitness tracker.

How does an existing DailyBurn user access BrainBody features and metrics through the DailyBurn app/experience?

BUSINESS OBJECTIVE

Cognitive activity should be as measurable as heart rates and other fitness metrics.

HYPOTHESIS

We believe that allowing fitness enthusiasts to monitor the effects of exercise on cognitive development will encourage them to make more actionable decisions about exercise.

We believe allowing fitness enthusiasts to track changes in their cognitive performance pre- and post-exercise will inform them of the short- and long-term benefits of physical activity on the brain. This will motivate them to exercise more habitually, thus making a long-term investment in their physical and cognitive health.

Convince relationship between cognitive performance and exercise
What it going to take to convince people that this is something they need

PROBLEM STATEMENT

Without regular exercise, people are more vulnerable to the degenerative effects of aging on the brain. How might we empower users to invest in developing smarter exercise habits?

RESEARCH METHODOLOGY

We interviewed 20 potential end-users by phone and in person. All our interview participants participate in some form of exercise at least once a week. Interviews took place over the course of four days. Each session ranged from 15–70 minutes. We

asked questions related to participants' goals, motivations, behaviors, and pain points related to exercise.

INTERVIEW QUESTIONS

INTRO

- Tell me about yourself.
- Can you describe your relationship with technology?
- Which apps/platforms do you use most often?
- Which tech devices do you use most often? How often do you use them?

GOALS

- Why do you exercise?
- What motivates you to exercise?

NEEDS

- How do you take care of your health?
 - Mentally? Emotionally? Psychologically? Socially?
- How do you manage stress / anxiety?
- How do you stay focused?
- How do you stay entertained?
 - Ask about apps, games, etc
- In what ways do you facilitate creativity?
- Can you talk about some of the things you feel like you must do prior to and after a workout?
- How does exercise impact your state of mind?

BEHAVIORS

- How do you exercise?
 - Gym vs home vs classes vs youtube
 - *If a member of the gym, how do you take advantage of the gym's facilities and what they offer?*
 - *If a gym or class member, why did you choose that gym?*
- Can you tell me a little bit about your general daily mood? How often do you feel this way?
- Can you tell me about your workout routine?
 - Where, when, how often, what kind?
 - How do you keep track?
- What level of interest do you have in taking exercise classes, and why?
- Have you ever used technology to monitor your health?
 - If so, elaborate. Wearable? Apps? Diary?
 - If not, why not?

- Tell me about the last time you played a game.
 - What was it? What device was it on? Individual/social?
 - How often do you play games?
- How do you feel before exercising?
- How do you feel after exercising?
- What are some of the things you notice in your day to day when your exercise vs. when you don't?
- How do you determine what types of exercises you would be interested in doing?

PAIN POINTS

- What frustrations do you have about your exercise routine?
- What would you change about the way you exercise?
- What keeps you from exercising?
- Can you walk me through a moment when you struggled to maintain your fitness routine?
- Can you tell me about a time when you felt unmotivated during exercise? Why?

INTERVIEW PARTICIPANTS

NAME	DATE + TIME	LOCATION	IN-PERSON VS PHONE	INTERVIEWED BY
Catherine	02/01 2:30 PM	GA	In person	Kaye
Becca	02/02 7:00 PM	Remote	Video Chat	Aaron
Eva	02/02 2:30 PM	Remote	Phone	Aaron
Joe	02/05 12:00 PM	Remote	Phone	Joanna
Samantha	02/02 4:00 PM	Remote	Phone	Joanna
Doug	02/04 3:00 PM	Remote	Phone	Joanna
Joel	02/04 12:30 PM	Remote	Phone	Joanna
Mariangela	02/01 11:00 AM	Body & Pole	In person	Joanna
Phillip	02/01 11:30 AM	Body & Pole	In person	Joanna
Roz	02/01 12:00 PM	Body & Pole	In person	Joanna
Charlene	02/01 1:30 PM	GA	In person	Joanna
Carol	02/04 12:00 PM	Remote	Phone	Aaron
Chiye	02/04 10:30 AM	Remote	Phone	Kaye
Cali	02/04 2:00 PM	Remote	Phone	Kaye
Alex	02/04 1:30 PM	Remote	Phone	Aaron
Eun Hye	02/05 2::30 PM	Remote	Phone	Aaron
Liv	02/05 9:00 AM	GA	In Person	Kaye
Mimi	02/05 4:00 PM	Remote	Phone	Aaron
Pascal	02/05 5:00 PM	Remote	Phone	Kaye
Rabia	02/05 5:00 PM	Remote	Phone	Aaron

INTERVIEW INSIGHTS

PAIN POINTS

- I have trouble focusing
- Sometimes I struggle to motivate myself
- I find it hard to workout alone
- Personal matters preclude exercise
- A bad instructor equals a bad experience
- Hard to exercise when I feel overwhelmed
- Classes are expensive
- I struggle to maintain a good work/life balance
- Cost is a factor that keeps me from certain workout classes
- I struggle to arrive to my classes on time
- My busy schedule keeps me from working out

WORKOUT OVERVIEW

- I am generally excited and motivated to workout
- I arrive 5-15 mins early, or right on time for my class
- I mentally prepare myself prior to a workout
- I use my phone for music, podcasts, and videos while at the gym
- My overall mood improves after working out
- I feel happy, accomplished, and ready to get stuff done!
- I work a lot better when I exercise
- I feel sharper, more at ease, better mentally, and clearer after working out
- My goal for the gym is the show up
- I barely make it on time for exercise classes
- I'm really bad at being prepared for exercise classes
- I have apprehension about whether or not I can do a workout
- I force myself to go to the gym when I start to feel out of shape

SELF CARE

- Meditation and positive affirmations improve positive thinking
- I sleep as much as I can
- I listen to podcasts, audio books, and motivational material that's educational
- It's important to do what you love for work
- Stepping away from projects and exercise helps to get work done
- Music improves focus and excitement during exercise

GOALS

- I want long term health beyond physicality
- I want to exercise more frequently and consistently
- I want to prevent disease
- I want to live longer

- I want to manage stress and anxiety

BEHAVIORS

- Eating well is a priority for me
- I manage my stress and anxiety by spending time with other people
- Exercise helps me relieve stress
- I follow a consistent morning routine
- I set goals and make sure I achieve them
- I use calendars to track my workouts and navigate the day
- I take notes to keep track of things during the day

NEEDS

- I work well when I have someone to motivate me
- Exercise classes give me a sense of community
- I like inspiring instructors that make me want to do better
- I do meditation and yoga to keep my mind at ease
- I want to be mentally healthy when I'm old

TECHNOLOGY

- I use fitness apps to track my health
I make lists of what I need to do
- I can feel overwhelmed and stressed from too much technology
- I enjoy puzzle and strategy game

PERSONAS



KATHY ZELLER

31 YEARS OLD
BUSINESS CONSULTANT
NEW YORK, NY

"When I go to the gym I feel happy, accomplished, and ready to get things done!"

Kathy is a successful business consultant who enjoys going to the gym as often as possible. Her busy schedule causes a lot of stress, so she does what she can to mitigate the pressure in her life with exercise, meditation, and keeping track of her activities. She likes to take classes that keep her motivated, give her a sense of community, and keep her engaged.

GOALS

- To have long term health beyond physicality
- To prevent disease that runs in her family
- To improve efficiency and sharpness in the workplace

NEEDS

- To have a sense of community when working out
- To keep her busy life organized
- To keep track of her health

BEHAVIORS

- Sleeps as much as she can
- Wears a fitbit to track health
- Meditates and does yoga to keep mind at ease

PAIN POINTS

- Gets easily distracted at work
- Personal matters often preclude exercise
- Has many things to keep track of at once



CHRIS NELSON

36 YEARS OLD
CREATIVE DIRECTOR
LONG ISLAND CITY, NY

"I have to mentally prepare myself before I can even attempt to go to the gym."

Chris works at an agency in the Flatiron District. He's been an Equinox member for a few years, but a few bad instructors have turned him off from exercise classes. His workout frequency has gone down, but he still goes to the gym twice a week. He wants to do better but finds it difficult to find the proper motivation. He's questioning whether the steep monthly fees are worth it.

GOALS

- Wants to exercise more frequently and consistently
- Wants to manage stress and anxiety
- Wants to live longer

NEEDS

- An empowering instructor
- A good reason to maintain his gym membership
- A routine that complements his life

BEHAVIORS

- Goes to the gym twice a week
- Plays puzzle game apps
- Uses his phone at the gym
- Uses a planner to keep track of things

PAIN POINTS

- Struggles to justify gym membership fees
- Bad instructors have put him off taking classes
- Has trouble feeling motivated to exercise after long work days

SUCCESS METRICS

BRAINBODY x EQUINOX			
	GOALS	SIGNALS	METRICS
HAPPINESS	People feel motivated by seeing how their workout has positive impact on their mental health	People give positive feedback	% of Equinox members who give positive feedback increases
ENGAGEMENT	People are actively using BrainBody feature before and after their workout	People use the brain game feature to track their cognitive abilities	Increased monthly engagement with Equinox app (Monthly Active Users)
ADOPTION	Acquisition of new Equinox members	New Equinox gym memberships	% of new Equinox memberships increases
RETENTION	Member loyalty	People renew their Equinox memberships	% of existing Equinox members remains the same and potentially increases