

Interview Guide for FitCo

Background

In a COVID-19 world, one in which fitness centers and group fitness classes are either completely closed or limited to a point of complete dissatisfaction, people are desperately searching for new ways to exercise. In most cases, those who have already adapted in the social-distancing age, are still met with struggles in getting the same workouts that they previously experienced in a normal world. Here at FitCo, we are trying to eliminate this with the creation of an application that connects users to both personal trainers as well as group-fitness instructors to help people obtain the real-time feedback that they once received in a gym.

Research Goal

To see what specific aspects of FitCo will be most important and centric to both exercisers and fitness instructors.

Target users

We have two types of target customers. Our first type of target customer is people who workout at least once a week. This can be both men and women of all ages.

Our second type of target customers is fitness instructors.

Assumptions- make a list of assumptions on where the pain points and opportunities may be.

Interview Guide for Exercisers:

Section 1

- Tell me about your workout routine ? How many hours do you workout per week ?
- Can you describe how covid restrictions have impacted your workout routine ?
- Have you tried any virtual workout sessions ? (Remote Workout sessions); If yes, what type of technology platform did you use to participate in it ?
- What are the challenges you face during these virtual workout or training sessions ?
- What keeps you engaged during virtual workout sessions ?

Section 2

- Walk me through how you participate in the session ? (Can you elaborate how you attend the session, the login process if you have one, how long it takes to join etc; can you walk us through each step?)
- What are the necessary components you need to participate in these sessions ? (Please take note of the devices they use, would be useful in customer journey)
- What are the differences between in-person sessions and Virtual sessions ?
- Can you specify pros and cons of in-person sessions and Virtual sessions ?

Section 3

- Can you recall a situation in which you got an exercise position or the process wrong due to unclear virtual instructions? How did your trainer handle it ?
- What are the features that you like/dislike about the online workout sessions ?
- What do other fitness enthusiasts you know think about online workout sessions ?
- Few of our interviewees said they love virtual workout sessions due to various reasons such as flexibility etc. What do you think about that ?

Section 4 (Clearing the doubts)

Build custom questions to clear your doubts.

Suggested Phrases :

- Could you elaborate on _____
- What do you mean by _____
- You mentioned _____ , what's the reason behind this ?
- Sounds like you are saying _____, is that right ?

Section 5 (Introducing our product)

- So we have a product which will help with all your virtual workout session problems, Do you want me to give you a brief introduction to our product ? (Share the screen and explain FitCo's analytics and posture correction applications)
- What's your first impression about our Idea ?
- Do you have any suggestions or ideas that we can implement ?
- Should we focus on any particular pain point we missed out ?

Section 6 (Concluding section)

- Is there anything you would like to add ?
- Would you like to talk about a specific topic before we finish ?
- Do you have any specific questions about the project ?

Interview Guide for Trainers

Section 1

- Tell me about your workout routine ? Like how many hours do you workout in a week ?
- Can you describe how covid restrictions have impacted your workout routine ?
- Have you tried teaching through virtual workout sessions ? (remote workout sessions) If yes, what technology did you use to teach ?
- What are the challenges you face during these virtual workout or training sessions ?
- How do you keep your clients engaged virtually?
- What do you think motivates your clients to come to a virtual class/session?

Section 2

- What are the necessary components you need to participate in these sessions ? (Please take note of the devices they use, would be useful in customer journey)
- What are the differences between in-person sessions and Virtual sessions ?
- Can you show me how you train your students online ?
- Just to make it interesting can we have role-play ? Can you teach me simple a (yoga position or a workout like Burpee) ? | (question based on the type of trainer)
- What efforts did you put in to make sure that your instructions were clearly communicated ?

Section 3

- Can you recall a situation in which your students had an exercise position completely wrong ? What was the exact situation and how did you handle the situation ?
- How do you give virtual corrective feedback today?
- What's the hardest part in solving posture issues? Do you move around your laptop or camera to better understand your student's position
- What are the features that you like/dislike about the online workout sessions ?
- What do other fitness trainers you know think about online workout sessions ?
- Few of our interviewees said they love virtual workout sessions due to various reasons such as flexibility etc. What do you think about that ?

Section 4 (Clearing the doubts)

Build custom questions to clear your doubts.

Suggested Phrases :

- Could you elaborate on _____
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