



# Improving User Engagement

Daily Plans to Help Users Achieve Their Goals

**Note: These are highlights from the pitch, as specific data, visuals, mockups, and brand names have been removed from the deck to protect confidentiality.**

# Executive Summary of Recommendation

## Problem

- Less than 50% of app members use their provided services everyday.
- Less than 80% of members integrate their fitness tracker with other apps.

## Solution

- Create individualized daily plans that will help users achieve their personal goals.
- Besides written workouts these plans can also include workout videos that can be integrated from youtube.
- These plans can be an extension within the app in a section called goals.

## Outcome

- App members have a well developed daily plan that will encourage them to use the tracker's company services more often.
- More users will use their fitness tracker with another app by watching the Youtube videos included in their daily plans.

Understanding The  
Problem:

**The fitness tracker  
isn't being used to its  
fullest potential**



What does that mean?

The company is currently not taking advantage of the opportunities that arise from what the consumers desire.



# Breaking Down What Members Use The Digital Fitness Tracker For:

## Improving Sleep-

20% of females

20% of males



## Weight Loss-

22% of females

17% of males



# Why do Users Leave Membership?

## Because Their Goals Are Not Met?

4% of users who wanted to lose weight ended up leaving after 30 days

3.7% of members who joined to improve their sleep left after 30 days

## Or because of the Price?

On average, 25% of people left after 30 days because it was not in their budget

On average, 28% of people left within 30 days because it was not in their budget

# Our Target

By targeting users at the recreational level, our solution covers more than half of all users.



# Recommendation

Include more features to help users that are trying to lose weight and improve their sleep habits







# Weight Loss

- Develop plans with workout professionals and trainers
- Plans can be modified to comply with the user's schedule, environment and resources
- Each workout will have a time frame to be completed in to receive optimal results
- Workouts will include Youtube videos as an element of the interactive workout

# Sleep Improvement

- Create a more personalized sleep schedule tracker that helps users visualize their own rest goals.
- Give reminders that educate users on what activities to do and not do within certain time frames before bed.
- Implement reminders to tell the user when to go to bed based on their own personal factors, and how much time they have left until the suggested bedtime.

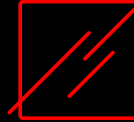


# COMPETITORS



## FITBIT

A well known fitness band company from San Francisco, California, founded in 2007. Fitbit generates 43,850% of our targeted company's revenue.



## BIOSTRAP

A private company founded in Los Angeles, California in 2016. Biostrap has 315 fewer employees than our targeted company.



## OURA

Founded in Oulu, Finland in 2013. Oura generates \$10M more revenue than our targeted company.



## Our Company

Has a membership to go along with the product, providing its users with more added benefits.

## Competitors

Most other the fitness tracker competitors do not incorporate a membership and only have a flat rate for devices.



# The Process:

## STEP 1

Collect data on workouts and sleep  
(what works and what doesn't)



## STEP 2

Use Professional trainers to design  
workouts tailored to different experiences



## STEP 3

Create sleep schedules to add to  
the app, backed up by research  
and professional input, which  
then can be personalized by app  
users based on their life and goals



## STEP 4

Add workouts and sleep  
improvement system to the app



## STEP 5

Create a section in the app for  
goals, where people can track and  
see their progress over time and  
check off goals as they complete  
them



# What's the end goal?

- A reinvented app
- More user engagement within the app
- Expand audience to general public (different from previous users who were mostly professional athletes)
- Add sleep schedule and workout plans to app
- Add these features to a new section called goals, where users can view their daily progress, as well as progress over time
- Profits increase due to both increased use from current professional users and new users who are apart of the general public
- Gain and share stories from average people whose lives have been changed because of the new app and features

# On A More Personal Note



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We would like to thank you for this astonishing opportunity of working with a billion dollar company to solve a real-world problem. We have learned so many skills while taking on this challenge and we're so grateful. We hope our solution will greatly benefit your company's growth, and are looking forward to seeing the future of your digital fitness tracking company.