Designing an Effective (CrossFit) Gym User Journey Tracking Application

Problem Statement: You are tasked with designing a user journey tracking web application for a gym. The application should allow gym management to track and analyse customer journeys across multiple branches. This tool will help the gym management to understand customer behaviour to improve customer experience, and optimise their services.

Ux Process:
Designing an Effective Gym User Journey Tracking ApplicationAs UX designer, my goal is to craft intuitive and efficient experiences for gym users. To achieve this, we need to gather deep insights into user behaviors, expectations, and challenges. By employing various research methodologies, we can ensure that our application effectively meets user needs.

Research Methodologies for Understanding Gym User Journeys

Surveys & Questionnaires

Target Audience: Gym managers, trainers, and gym members

Objective:

- Identify user expectations for tracking their workouts and progress
- Uncover pain points in existing gym tracking methods
- Determine preferred features in a gym user journey application

Questions for Gym Managers

1. How do you currently track peak hours at your gym?
    a. We manually observe and note down busy hours but don't have an automated system.
    b. Our check-in system provides timestamps, but analyzing trends is difficult.
    c. We use security camera footage to estimate peak times visually.
    d. Our gym software tracks member check-ins, but it doesn't give real-time insights.

2. What methods do you use to identify the most frequently and least frequently used equipment?
    a. We rely on trainers' feedback and member complaints about waiting times.
    b. There's no formal tracking, but we notice which machines are used the most.
    c. Our maintenance requests help us identify frequently used equipment.
    d. We use RFID-enabled machines that log usage, but the data isn't well-structured.

3. How do you monitor and manage your staff's performance and schedules?
    a. Staff clock in and out using a biometric system, but performance tracking is limited.

b. We get feedback from gym members about trainers, but it's informal.
c. A scheduling app helps us assign shifts, but tracking trainer effectiveness is a challenge.

4. What system do you have in place to track class attendance and identify members who attend regularly or fail to show up?
    a. We rely on instructors to take attendance manually, which isn't always consistent.
    b. A barcode scan at the entrance records attendance, but no alerts for frequent absences.
    c. We don't have a system—members just walk in, and we count visually.

Gym Goers Questions:

1. **How often do you go to the gym, and what time do you usually go?**
    a. I go every day at 6 AM before work.
    b. I try to go 3–4 times a week, usually in the evenings.
    c. My schedule is irregular, but I prefer late-night workouts.
    d. I just started, so I go twice a week in the afternoons

2. **Which machine or equipment do you use the most?**
    a. The treadmill—I always start with cardio.
    b. I focus on weight machines like the leg press and lat pulldown.
    c. I prefer free weights over machines for strength training.
    d. I mostly use the rowing machine because it's a full-body workout.

3. **How often do you attend gym classes?**
    a. I never attend classes—I prefer working out alone."
    b. "I go to yoga once a week and HIIT classes twice a week."
    c. "I join group classes occasionally, but not regularly."

4. **How much time do you spend in the gym each week?**
    a. Around 3–4 hours per week, split across multiple sessions.
    b. I spend about an hour per day, so around 6–7 hours a week.
    c. I only do quick 30-minute sessions, so maybe 2–3 hours a week.
    d. I work out daily for about 90 minutes, so roughly 10+ hours a week.

Trainer Questions:

1. **How do you know your shift timings, and how does the gym manager track them?**
    a. We use a shared spreadsheet, but it often gets outdated.
    b. Our manager informs us verbally, but last-minute changes create confusion.
    c. We have a scheduling app, but it doesn't notify us properly about changes.
    d. We check a notice board, but there's no real-time update system.

2. **How do you manage class bookings and attendance?**

a. Members sign up on paper, but there's no proper tracking of attendance.
b. We rely on verbal confirmations, but some members forget to show up.
c. We have an online booking system, but it doesn't alert us about frequent no-shows.
d. We take attendance manually, but it's hard to keep records long-term.

Observational Research (User Behavior Analysis)

Method: Conduct on-site studies in gyms to monitor real-time user behavior.
Objective:

- Identify high-traffic areas and peak usage times
- Understand how users interact with gym equipment
- Recognize patterns in check-ins, class attendance, and equipment preferences

Key Observations:

- 30% of gym users spend the first 5 minutes searching for available equipment.
- 50% of users check their phones frequently during workouts, indicating an opportunity for in-app guidance.
- Popular gym areas include weightlifting sections, with a 10-minute wait time during peak hours.

Competitive Analysis

It's essential to analyze existing competitors and identify gaps in their offerings. Below is a comparison of leading gym management and tracking apps:

Mindbody (Focuses on class scheduling and wellness services)

GymMaster (Comprehensive gym management with attendance tracking)

Zen Planner (Targets gym owners with membership tracking and billing)

Differentiator: The proposed app introduces heat maps, predictive analytics, and employee tracking to enhance gym management.

Feature	Mindbody	GymMaster	Zen Planner	CrossFit
Check-in Tracking	✓	✓	✓	✓
Class Attendance	✓	✓	✓	✓
Equipment Usage Data	✗	✗	✗	✓
Heat Maps	✗	✗	✗	✓
Employee Presence	✗	✗	✗	✓
Multi-Branch Support	✓	✓	✓	✓
Predictive Analytics	✗	✗	✗	✓

Pain Points

1 **Lack of Real-Time Customer Insights Across Multiple Branches**

- Gym management struggles to track customer behavior across different branches, leading to inconsistent service quality.

2 **No Clear Understanding of Member Behavior & Preferences**

- Managers lack data on customer preferences, making it hard to improve services and retain members.

3 **Inefficient Resource Allocation**

- Gym owners don't have clear data on peak hours, underutilized spaces, or popular machines, leading to overcrowding and unused areas.

4 **Difficulty in Identifying & Engaging Inactive Members**

- Members who stop attending frequently go unnoticed, leading to high churn rates.

5 **No Easy Way to Measure Customer Satisfaction**

- Without structured feedback, gym owners can't measure member satisfaction or pinpoint service issues.

Goals & Objectives

✅ Provide Centralized Analytics for Multiple Branches

- Enable gym managers to track real-time customer insights across different locations from a single platform.

✅ Enhance Understanding of Customer Behavior

- Capture data on member workout habits, class attendance, and equipment usage to optimize services.

✅ **Optimize Resource Allocation**

- Use heatmaps and usage reports to reduce congestion, improve machine availability, and enhance overall gym experience.

✅ **Increase Member Retention**

- Identify inactive members and re-engage them with automated reminders, promotions, and personalized offers.

User Personas:

Gym Branch Manager (Rahul, 40 – Manages a Mid-Sized Gym)

📌 **About:**
Rahul oversees gym operations, including member engagement, trainer performance, and equipment management. He relies on various software tools for administration but struggles with fragmented data.

💡 **Goals:**

- Improve gym member engagement and retention
- Monitor equipment usage and optimize space utilization
- Streamline attendance tracking and peak-hour analysis
- Improve gym operations through data-driven insights
- Optimize staff allocation

🚧 **Pain Points:**

- No integrated system for real-time equipment usage insights
- Difficulty in analyzing peak hours and managing overcrowding
- Limited visibility into trainer-client interactions and gym performance metrics
- Cannot track customer behavior efficiently
- Lacks data to optimize class schedules

✅ **Feature Needs:**

- Real-time gym occupancy tracking to manage peak hours
- Trainer-client engagement dashboard to assess performance
- Equipment usage analytics for better resource allocation

Casual Gym-Goer (Amit, 28 – Software Engineer)

📌 **About:**
Amit is a working professional who visits the gym 3-4 times a week. He wants to track his workouts efficiently but finds manual logging tedious. He prefers a simple, automated system that integrates with gym equipment.

💡 **Goals:**

- Enjoy a smooth gym experience with better space management
- Get real-time class and trainer availability updates

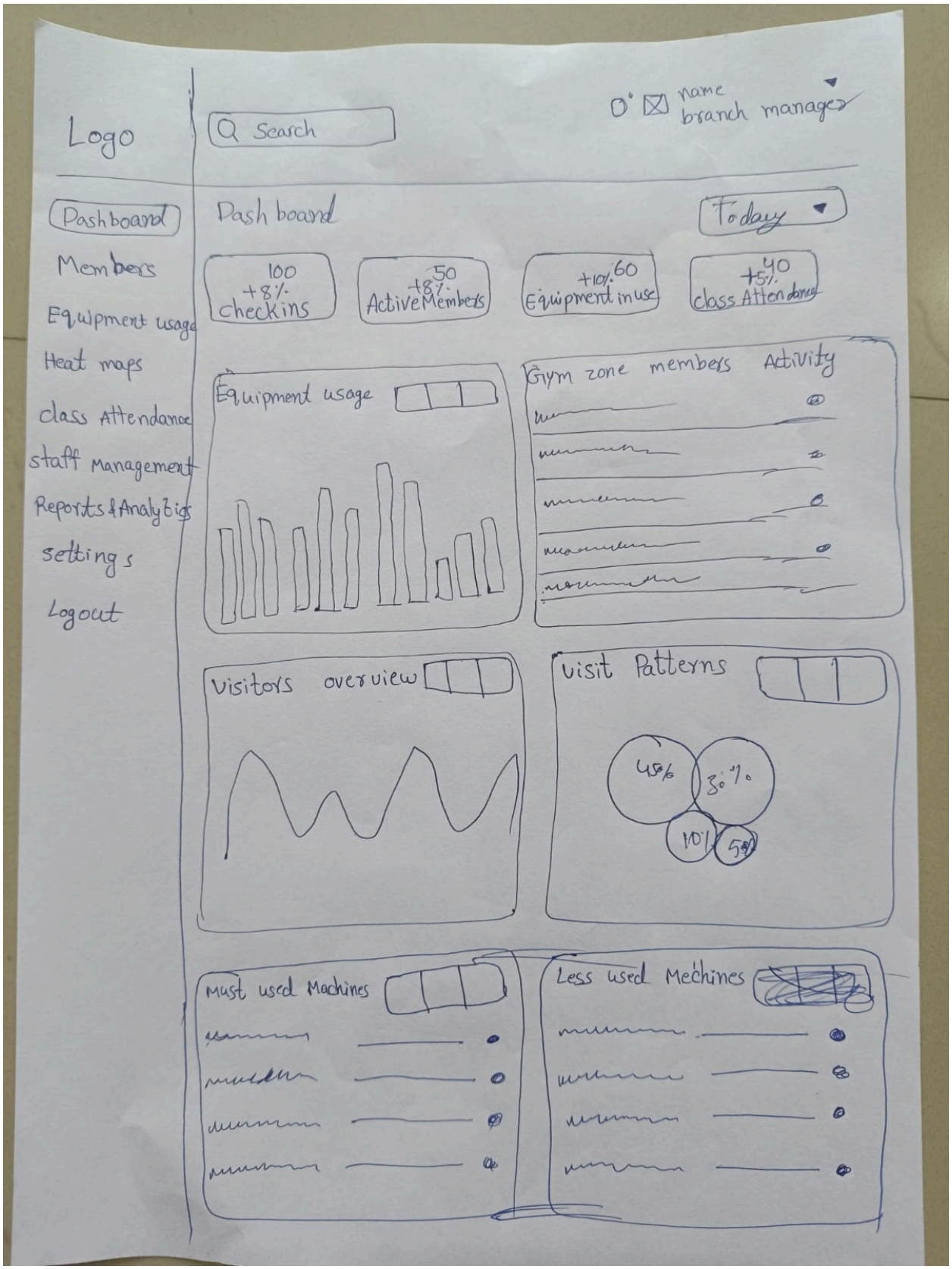
🚧 **Pain Points:**

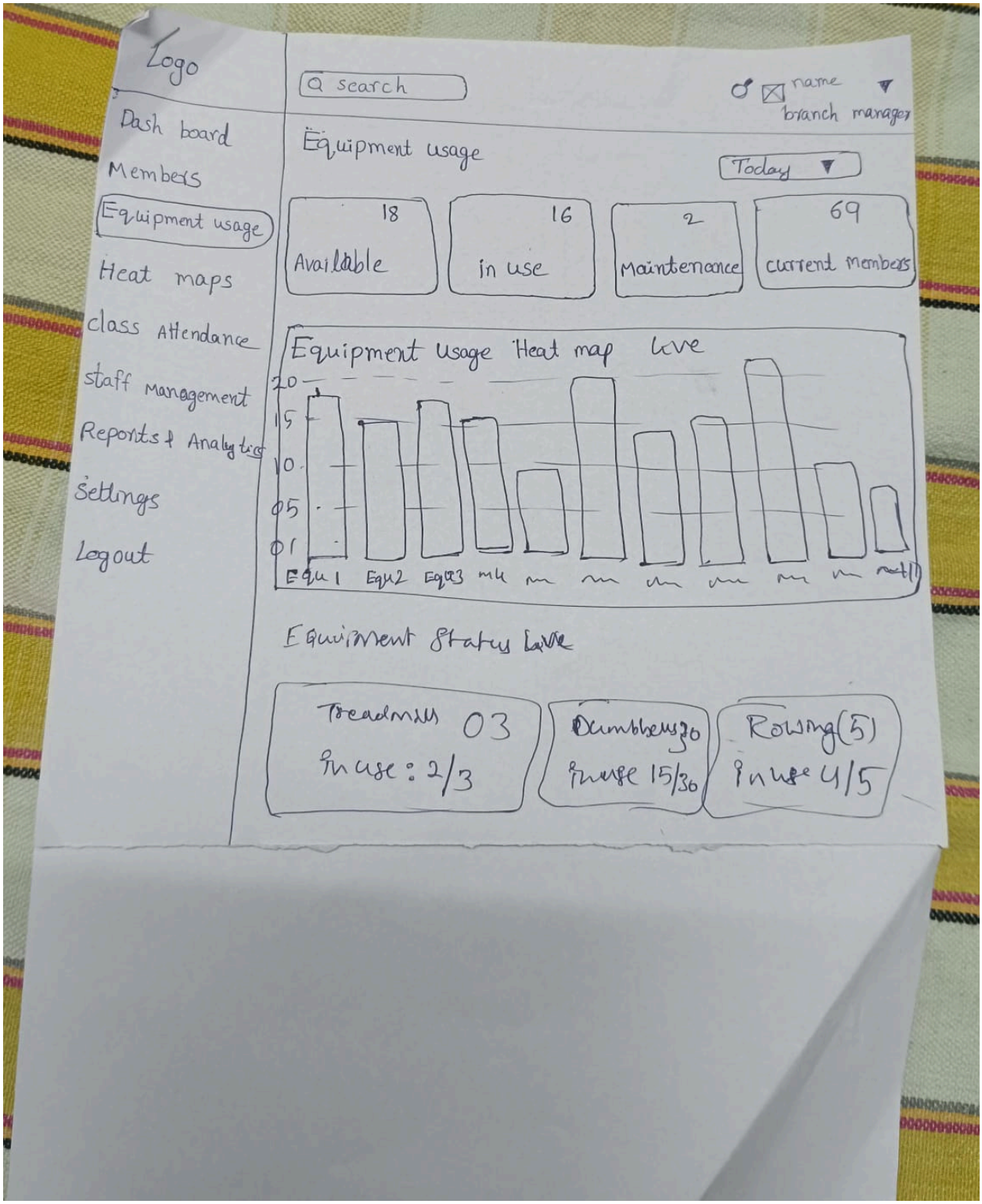
- Frustrated by overcrowded areas
- Difficulty finding available trainers & Equipment

Workflow:

https://www.figma.com/proto/6S1FK8VvuhQgcVn9AOf0RU/zym-management?page-id=8433%3A13685&node-id=8449-19198&viewport=-889%2C712%2C0.72&t=Be91zhbjj0DFTV4X-1&scaling=min-zoom&content-scaling=fixed

Paper Sketches:




Logo
search
name
branch manager
Dash board
Members
Equipment usage
Heat maps
class Attendance
staff management
Reports & Analytics
Settings
Logout
Equipment usage
Today
18
Available
16
in use
2
Maintenance
69
current members
Equipment Usage Heat map Live
20
15
10
05
01
Equ1
Equ2
Equ3
Equipment Status Live
Treadmills 03
In use : 2/3
Dumbbells 30
In use 15/30
Rowing (5)
In use 4/5

Wireframes:

https://www.figma.com/proto/6S1FK8VvuhQgcVn9AOf0RU/gym-management?page-id=8445%3A15822&node-id=8445-15823&viewport=244%2C300%2C0.13&t=3QFL4IrnttzWxkHm-1&scaling=min-zoom&content-scaling=fixed&starting-point-node-id=8445%3A16013

HI Fidelity UI

Regional Manager Dashboard

https://www.figma.com/proto/6S1FK8VvuhQgcVn9AOf0RU/zym-management?page-id=8121%3A2&node-id=8552-59383&viewport=458%2C270%2C0.25&t=ZaYVci9m7mBldTsc-1&scaling=min-zoom&content-scaling=fixed&starting-point-node-id=8220%3A24885

Branch Manager Dashboard, Members, Equipment's Usage pages Prototype

https://www.figma.com/proto/6S1FK8VvuhQgcVn9AOf0RU/zym-management?page-id=8121%3A2&node-id=8220-24885&viewport=-1772%2C609%2C0.77&t=jEFdY8ojCW11mrS5-1&scaling=min-zoom&content-scaling=fixed&starting-point-node-id=8220%3A24885