

## **FiTogether (Fitness & Health Tracker + Direct Messaging) Research Plan**

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### **Background:**

FiTogether is a major company that launched a health and fitness tracking app for iOS and Android a few years ago that focuses on connecting family and friend groups around the shared project of improving their health and fitness. Currently, users within a group of family or friends can see each other's health and fitness progress, but there is no direct messaging feature, which the company sees as a potential pitfall. The central issue is that user engagement with the app is high for the first three weeks after downloading but drastically decreases afterward, causing users to delete the app. The company's solution to this is to add new messaging features that would hopefully increase and help maintain users' engagement.

To solve this challenge, I will create a feature that allows users to message one another within groups or individually about their health and fitness goals and achievements, which will increase and sustain engagement. The current app enables users to set their own goals, keep tabs on their progress and, once they achieve their goals, displays a badge on the user's home screen, but there is no way to share progress with other individuals or groups or message others as progress occurs or goals are met. The option to direct message another user or a group could be used as a general communication feature as well, separate from alerting others of your progress or achievements.

### **Target Users:**

- 18 - 34 years old
- Very tech-savvy — they are on their phones for several hours a day
- Very budget-conscious
- Messaging and communicating with friends and family is a very important part of their daily lives

### **Brand Personality:**

A trusted friend with a good sense of humor who always has your best interests in mind.

### **Brand attributes:**

- Contemporary
- Trustworthy
- Humorous
- Motivational

### **Objective:**

Create a messaging feature that is integrated with the existing features in the app and allows users to communicate and share progress and goals while increasing and sustaining engagement.

### **Research Questions:**

1. How have other fitness and health tracking apps successfully integrated direct messaging and sharing features into their existing apps?

2. What features are necessary in a messaging feature to drive and sustain user engagement?
3. How does the ability to communicate via messaging increase motivation on the user's part to continue achieving their health and fitness goals?
4. Among the fitness and health tracking apps that have integrated direct messaging and sharing features, what would users like to see more and less of to improve the experience?

**Methodologies:**

I will conduct a competitive heuristic analysis of several different companies that have successfully integrated a direct messaging feature into their apps (both health and fitness tracking apps, like Fitbit, and others, like Instagram).

**Schedule:**

- I will complete my research (competitive analysis and heuristic analysis) along with my deliverable (a written summary of my findings in an easy to read table format) by 12/4/20