

Improving the Experience of ProGym

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Table of Contents

[Original Objectives](#)

[Protocol](#)

[Insights & Recommendations](#)

[Digital Marketing Recommendations](#)

[Appendix](#)

Original Objectives

1. Learn and understand how we compare to our competitors, and how we can stand out.

(see supporting details for images and further comparison)

2. Identify what steps would be most beneficial for us to take to reach the end goal of 250 paying members by the end of the year. *(Should we invest in paid ads via social media? How much would that cost and what would be the reward?)*

Protocol

Quick Ad-hoc interviews (insight into what you already have going for ya, and what members experiences had been with competitors)

Competitor Research & Analysis (images and quick comp of competition)

Bit of Field Market Research (insight into best strategies into gym marketing, ads vs other ways to gain members)

Insights & Key Findings

Even though there are quite a few “gyms” near by, they all seem to be enough different that I believe the competition isn’t as challenging as you might think.

Here’s why:

To understand what we already have going for us and get a feel for the competition, I had Hana do some ad-hoc interviews for me asking members some questions to help us out. Essentially we got some great insight. To represent your entire member community it would be good to do more interviewing, but this was just a quick thing to get fast insight.

- 1. People really love this gym and not only that, but they enjoyed it enough to come back to us after trying out competitors.**
 - 57% of members we interviewed had tried other gyms, but still came back to Pro.

Even though other gyms might be more flashy from the outside, in the end everyone said they came back for two big reasons:

- welcoming, friendly, neighborhood environment (similar to how you described it to me in our first call)
- location & less crowded

2. Space for parking doesn't seem to be as big of a concern as we may have thought.

- When we asked members if they could improve one thing what that would be, most people mentioned upgrading equipment. Having more parking was only one person out of several.
- That tells us that space for parking doesn't seem to be as big of concern as we may have thought.

Something to consider that you've probably thought about, would be improving the find-ability of the gym, possibly bigger signs from the street. Signage alone is advertising itself, especially if seen from busy streets. The more people locally drive by and see the sign, the more possibility of gaining a new local member.

Recommendations

1. Build on this awesome community vibe.
 - a. I recommend checking out [this article](#) and investing a little time to understand the best techniques for this over putting money and effort into digital marketing efforts. There is always a time [digital marketing](#) will be

useful, but learning about this is free and could be much more powerful in the long run.

2. Consider creating a short concise mission statement or motto to use in your brand and emphasize your purpose. For example "Your Gym. Your Community." This is free, will only take time, but will pay off 100% in setting the gym up for success. You can add this into your advertising, and online presence to draw in your target audience.

Advice moving forward - The more you understand who your target audience is, what they prefer, where they're coming from, even their behaviors, the more likely you'll be able to find them and gain them as members faster.

Your target audience - Men who seem to already have their minds made up about what they want: no nonsense workouts, in a friendly and less pretentious environment. They are most likely white, between the ages of 22+, live extremely close to the gym, and an assumption could be made that they have some kind of athletic background or interest.

Digital Marketing Recommendations

Investing your time and energy towards building "the community" of the gym and learning from the article/ebook I suggested will be more beneficial for you in your current situation. However if you'd still like to pay for some digital promotion, you could try out Google or Facebook Ads.

Google is more expensive than Facebook, but they both have their benefits. See pricing and differences at a glance below. I think Google Ads would be a better fit than Facebook, but there's more to look into if you are really interested in that. Helpful link -

<https://fitsmallbusiness.com/facebook-ads-vs-google-ads/>

Facebook Ads vs Google Ads at a Glance

	Facebook Ads	Google Ads
Price (Avg. CPC)	\$1.72	\$2.69
User Intent	Passive—Ad viewers aren't actively looking for a specific product or brand; they are targeted based on interests and demographic information	Active—Ad viewers are actively search for a product or brand and are likely ready to buy
Targeting Options	Comprehensive—User demographics, interests, life events, and buying behaviors	Limited—User demographics
Ad Placement Options	Facebook (Feed, Right Column, Stories, Marketplace, and In-stream Video), Facebook Messenger, Instagram (Feed and Stories), and Audience Network	Google and Google Search Partners (e.g., Amazon, The NY Times, and The Washington Post)
Ad Types	Image, Video, Slideshow, Carousel, Collection, and Instant Experience	Text, Call-only, and Shopping Ads
Avg. Click-through Rate	0.90%	3.17%
Avg. Conversion Rate	9.21%	3.75%
Ease of Use	User-friendly interface	Cumbersome interface
More Information	Visit Facebook Ads	Visit Google Ads

If you do decide to go with digital marketing, I highly recommend not necessarily rebranding, but investing in a simple brand clean up to make your overall look more consistent. You already have a decent logo, I would recommend just paying to get designs that are all consistent across all your platforms from physical signage inside and outside your gym, to social media and more.

Yelp reviews are not as helpful anymore because less and less people are going to Yelp. Here's an article that talks about it. If you really want yelp reviews you can just give the members a little motivation to write reviews. Offer a T-shirt or something they might enjoy if they take one minute to write a review on Google. I highly suggest Google or FB ads over purchasing yelp reviews or ads.

Appendix

- Interview Notes & Details
- Competitor Analysis with images

Interview Notes and Details

1. retired teacher, White, likes weight lifting (he's a strong proponent for women weight lifting!) Older, not sure of age. 50s and up, if I had to guess.
 - A. How long have you been with us? Since 1996, at the original location (before we moved to where we are currently)
 - B. What would you say you enjoy or appreciate most about our gym? Natural light, natural ventilation, the no BS equipment-the good quality, basic equipment. And great clientele, the old-timer wonderful people
 - C. We are completely unoffended by any way you answer this question, we genuinely are just curious to make your experience here better. When you had or have considered other gyms, which were you considering? What may have stood out to you about our gym that caused you to choose us over

competitors? Look at my answers for question 1&2. I never looked for another gym. I switched here because the other gym I was at sucked.

- D. If there was one thing about this gym you would change to improve your experience, what would that be? More parking and longer Sunday hours; maybe keep Sunday open until about 5.

2. White (or Jewish), Cal graduate - lawyer

- A. Close to 20 years
- B. The environment. The people historically have been welcoming. not high intestine selfish pounding music...welcoming environment
- C. I did go to another gym briefly, hated it. don't remember which one, it was so long ago. one of the guys left here and opened his own gym....not another gym i would consider going to. (people are nice here, made a lot of friends here.) **more of a neighborhood environment; coffee shop of gyms.**
- D. upgrading the gym equipment a little bit.

3. 24y/o Hospitality Supplier Japanese/Caucasian

- A. Since late June 2019
- B. I can walk here; it's not crowded, you don't have to wait for the machines.
Found Pro Gym online

- C. I didn't really get to look for anything else, but if there were anything cheaper I'd possibly consider leaving.
- D. Newer weight machines

4. Music Management, Jewish, 23 y/o

- A. a little over a year
- B. Not that crowded
- C. Has not considered other gyms before; it's convenient (location/less crowded)
- D. Nothing to change; all pretty solid, i only use like 5 things.

5. musician, writer, real estate agent; 34; white BOI

- A. started when 16 y/o ...then took a 16 year break and now back for the last 4 months
- B. the lack of pretentiousness;**
- C. I left for a while, went to equinox, didn't like the vibe there. Like it here more because people are doing their own thing and not here to be seen.
- D. the trainers could be more mindful of the space; but that can be changed if everyone were nicer,

6. White/Caucasian, non-latino ; part-time teacher - 71

- A. About 8 years.
- B. close to where I live and never too crowded
- C. not since I've worked out here; 24 hour fitness is my back up, if anything happens to this gym
- D. It's fine for me. I don't need anything else that I could think of

7. 30, server at a restaurant, half filipino/half white

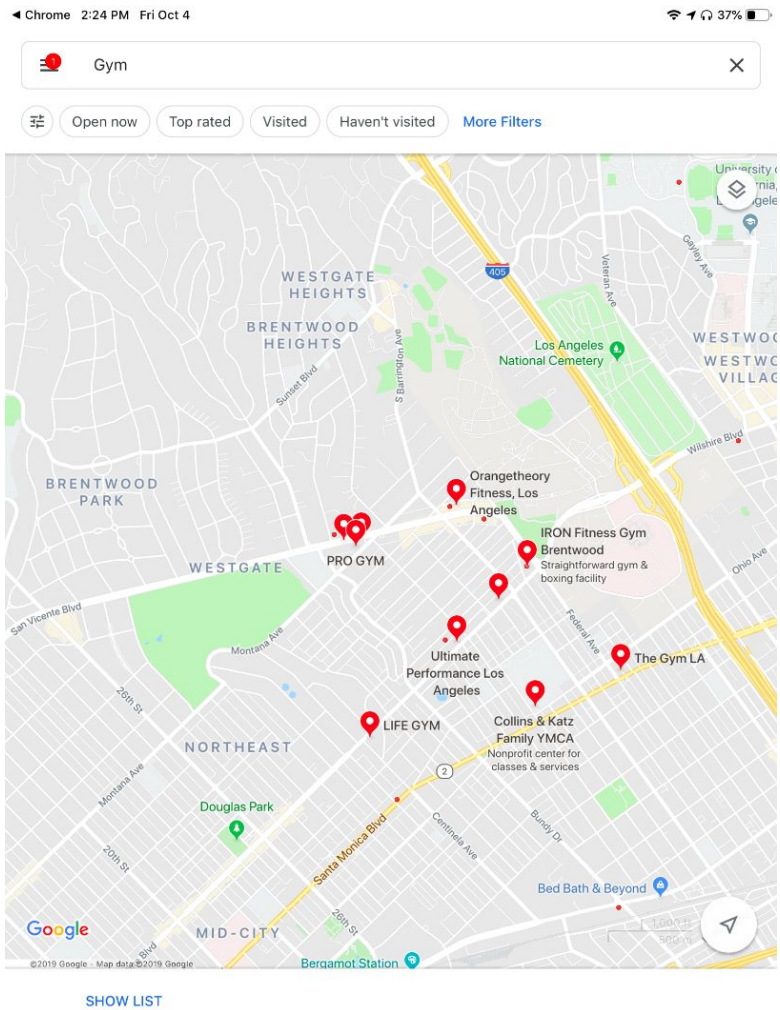
- A. 5 months
- B. It's empty; also has everything I need, and super close to me.
- C. No.....I considered one just down the street, when I moved here I needed a gym. Super friendly here so I picked this one. It's small has everything I need.
- D. getting a stair master and a row machine.

Competitor Analysis

- The branding and physical appearances of your competitors is to their advantage, but the community neighborly vibe of Progym has won members over before. It seems their services are catered to different audiences though so it is kind of like apples and oranges. They are either about big class workouts, boxing specific workouts, to work with a trainer only whereas you guys are about no nonsense workouts, in a non pretentious, friendly environment. In the future you can use their branding and appearances to give you inspiration for improvements.

The following are pictures to compare and learn from for [ProGym](#), [Orange Theory](#), IRON, [Box n' Burn](#). I chose these certain pictures that could be considered when making improvements going forward. For timesake I did not go into further detail.

When searching on google with different search terms, here's what came up and how I decided what competitors to look into.



google.com/search?safe=active&sa=X&biw=725&bih=766&sxs...

Apps GDocs GSheets My Drive - Google... gmail.com Google Calendar Mail - managem... Kels Website Other Bookmarks

Google best gym near me brentwood los angeles ca

4.0+ rating Hours Your past visits Clear Filters

Equinox Sports Club Los Angeles
 3.5 (75) - Gym
 1835 S Sepulveda Blvd
 (310) 473-1447
 Open - Closes 11PM

[WEBSITE](#) [DIRECTIONS](#)

Orangetheory Fitness, Los Angeles
 4.9 (127) - Gym
 11661 San Vicente Blvd
 (310) 694-5656
 Open - Closes 9PM
 "This workout pushed me to my limit in a fun way!"

[WEBSITE](#) [DIRECTIONS](#)

Box 'N Burn Boxing & Fitness Gym - Santa Monica
 4.9 (62) - ...
 11980 San Vicente Blvd
 (424) 832-3036
 Open - Closes 8PM
 "Great workout and learning..."

[SCHEDULE](#) [WEBSITE](#) [DIRECTIONS](#)

Tracy Anderson studio
 5.0 (1) - Gym
 11918 San Vicente Blvd
 (310) 207-5212
 Open - Closes 10PM

[WEBSITE](#) [DIRECTIONS](#)

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google.com



← gym near brentwood Los ... 🔍

MAP

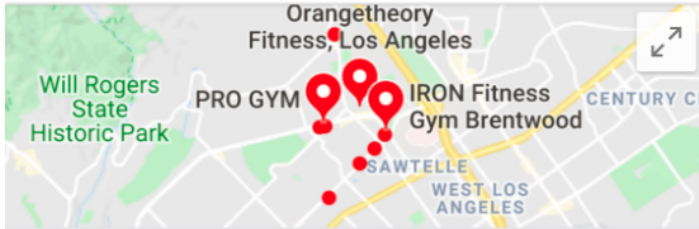
Open now

Top rated

Visited

Haven't visited

MORE



IRON Fitness Gym Brentwood

4.0 ★★★★★ (44)

Gym · 11601 Wilshire Blvd #105

Open · Closes 9PM

Straightforward gym & boxing facility



CALL

Orangetheory Fitness, Los Angeles

4.9 ★★★★★ (127)

Gym · 11661 San Vicente Blvd

Open · Closes 9PM



CALL

PRO GYM

4.4 ★★★★★ (13)

Gym · 11943 Montana Ave #100

Open · Closes 9PM



CALL

SpeedX

4.5 ★★★★★ (13)

Gym · 11755 Wilshire Blvd #40

Open · Closes 8PM



CALL

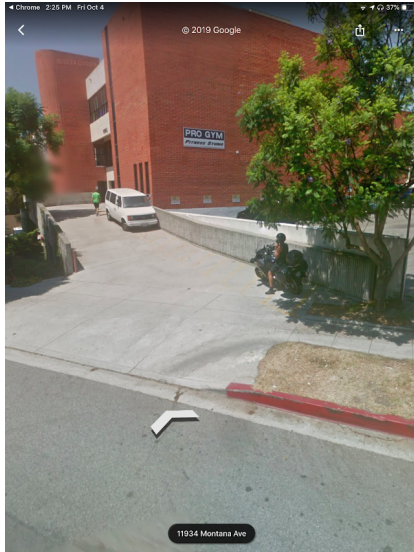


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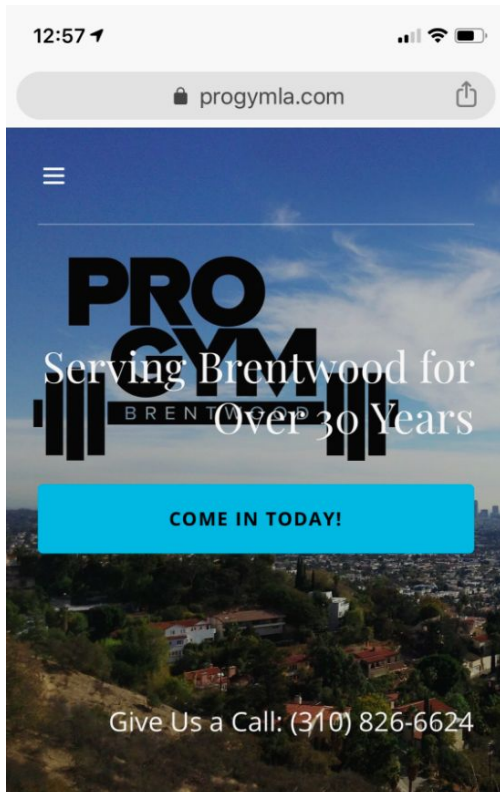


ProGym

Physical Findability

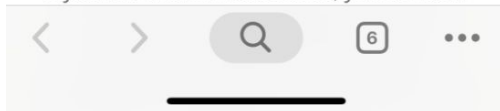


Website, Facebook Page



1 Week Free Trial - Brentwood
Community

If you live in area code 90049, you are able






PRO GYM
@PROGYMLA

- Home
- Posts
- Photos
- Offers
- Reviews
- About
- Community
- Create a Page



👍 Liked
📡 Following
➦ Share
⋮
📞 Call Now
✉ Send Message

Create Post

 Write a post...

📷 Photo/Video
👤 Tag Friends
📍 Check in
⋮

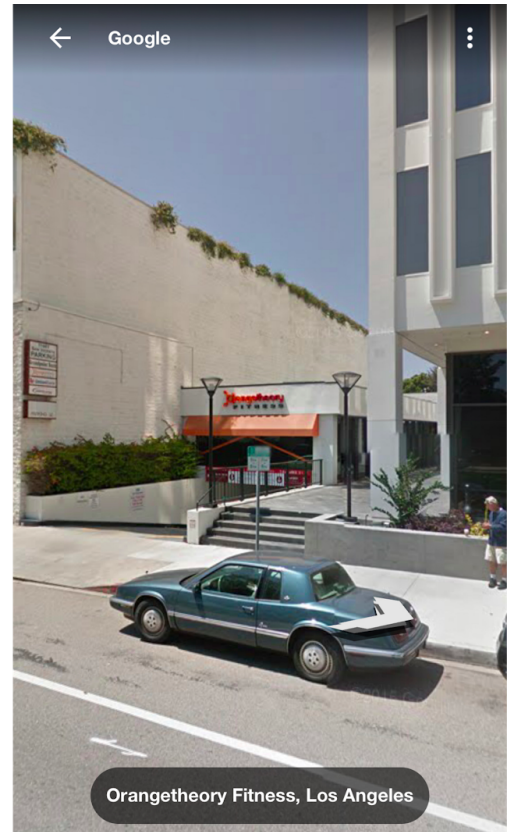
No Rating Yet



- YOUR I
- CONTACT
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- MORE
- TI

Orange Theory

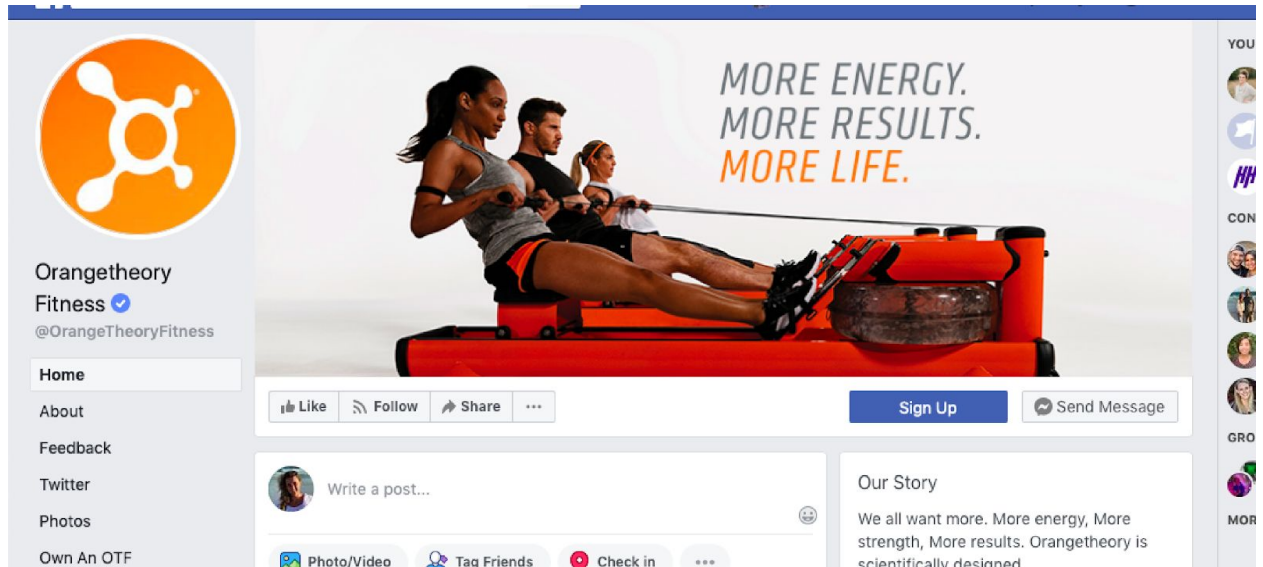
Physical findability



Inside the Gym



Facebook Page



IRON

Physical Findability



Box n' Burn

Physical Findability



Website

