



# FITNESS IN THE TIME OF A GLOBAL PANDEMIC

ENVISIONING SOLUTIONS FOR FITATO

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Ansh Puri,  
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# THE BRAND ETHOS



Breaking the gym-barrier

Fighting drop out rates

Making fitness accessible

Providing variety in fitness

Maintaining fitness morale

Driving fitness motivation

Making fitness fun.

## COVID AND FITNESS

“Gym owners struggle with no income and hefty loans have piled over during the lockdown”

“5-10 per cent gyms have become bankrupt and are getting sold unwillingly”

“Gym owners cannot pay bank loans, rent and the salary of the trainers”

## DECONSTRUCTING THE BRIEF

People can't go to the gyms



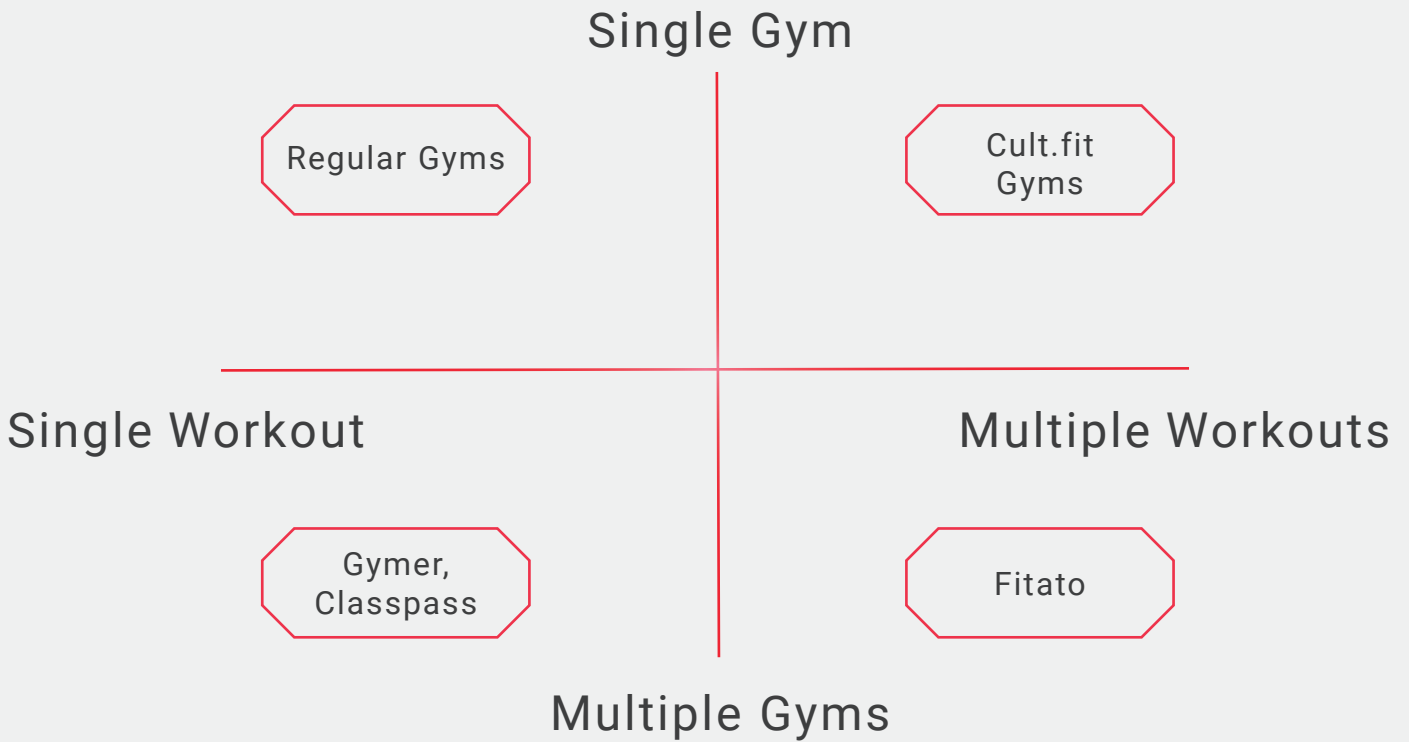
Working out at home means no equipment and no training



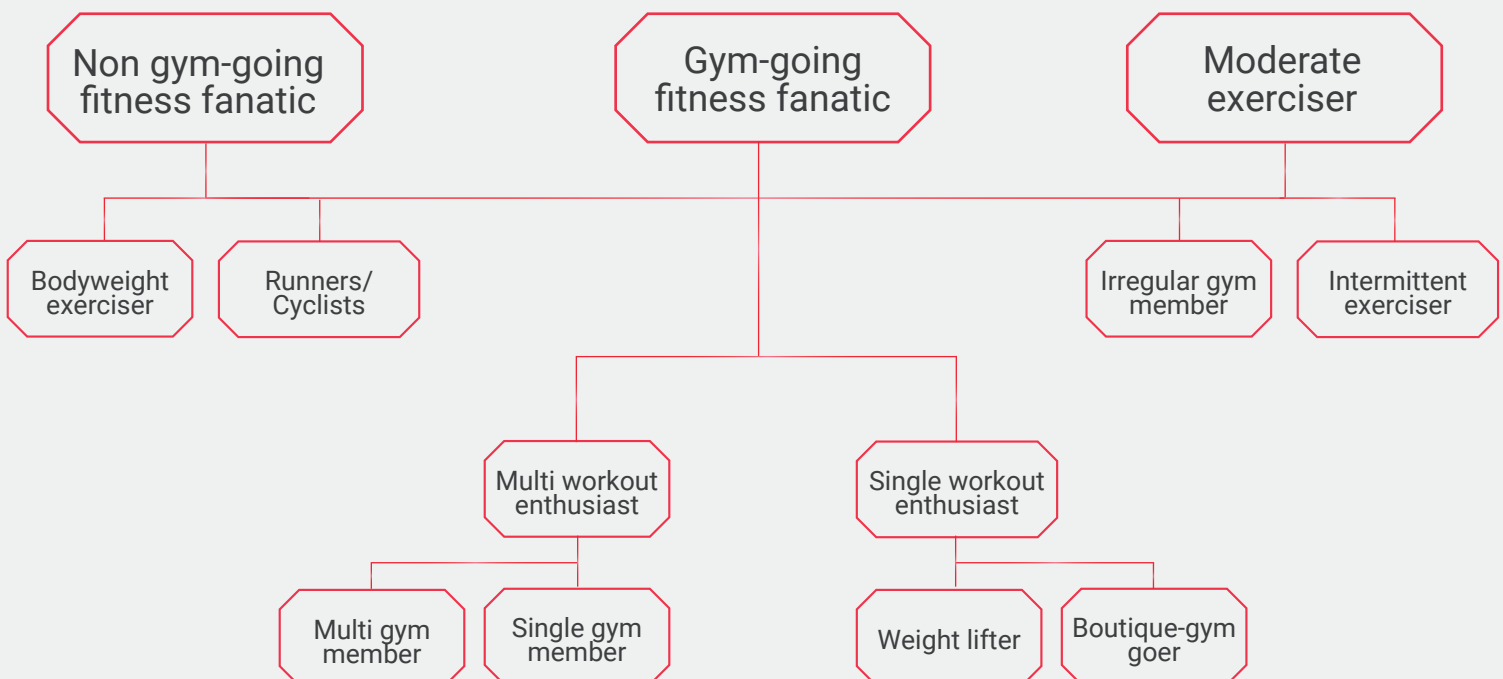
How can Fitato utilize its platform and network to solve this

# 3-DAY SECONDARY RESEARCH

## COMPETITOR CATEGORIES



## FITNESS SEGMENT TYPES



# CONTEXTUAL RESEARCH PLAN

Research Questions

Research Objectives

Variables to be studied

Population to be studied

Why are multi-workouts preferable

Gauging the mindset about multi-workouts

Preferences of the segment

Multi-workout enthusiast

Finding the equipment and training required

Equipment and training required

Multi-workout enthusiast

How has the lockdown affected multi-workouts

Finding preferable alternatives

Duration, effectiveness of the workout

Multi-workout enthusiast

Finding customer problems

Problems with home workouts

Multi-workout enthusiast

Why are single-workouts preferable

Gauging the mindset about single-workouts

Preferences of the segment

Single-workout enthusiast

Finding the equipment and training required

Equipment and training required

Single-workout enthusiast

How the lockdown affects single-workouts

Finding preferable alternatives

Duration, effectiveness of the workout

Single-workout enthusiast

Finding customer problems

Problems with home workouts

Single-workout enthusiast

How has the lockdown affected trainers

Finding problems of the trainers

Problems with virtual training

Gym trainer

Finding preferable alternatives

Financial issues of trainers

Gym trainer

How have gym owners coped with the lockdown

Finding problems of the gym owners

Issues faced by gym owners

Gym trainer

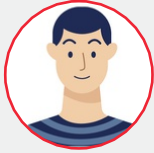
Evaluating effectiveness of alternatives

Methods to overcome the issues

Gym trainer

## QUICK PERSONA 1

### SINGLE-GYM ENTHUSIAST



Shreyash

Age : 24

Sex : M

*"Multi-workouts sound great and all, but nothing beats the gains you get by putting in your blood, sweat and tears at a hardcore gym"*

Shreyash believes that you cannot get real gains without hittin' the ol' traditional hardcore gym with weights and machines. He has ordered a weight training workout kit from Amazon the day the lockdown occurred and has been training hard at home with his friend, since. But he misses the gym environment to stay motivated.

Fitness affected by lockdown



## QUICK PERSONA 2

### MULTI-GYM ENTHUSIAST



Avleen

Age : 22

Sex : F

*"You just cannot get the same effectiveness by targeting multiple muscle-groups by the same workouts. Cycle, swim, dance, and box."*

Avleen is a huge fan of hitting multiple gyms to get different workouts on different days of the week. Kickboxing, cycling, swimming, and aerobic exercises are the four horsemen of physical fitness for her. She has actively been looking for workout videos and live sessions to keep fit during the lockdown.

Fitness affected by lockdown



## QUICK PERSONA 3

### HOME TRAINING ENTHUSIAST



Gurvinder

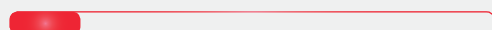
Age : 26

Sex : M

*"Why do you even need a gym? Your own bodyweight is all you ever need to stay fit."*

An ex-member of hardcore gyms and a kickboxing trainee, Gurvinder resorted to working out at home to cope with his busy life since he started working. He watches videos on calisthenics and strives to perfect his form. The lockdown has had virtually no effect on his workout regime.

Fitness affected by lockdown



## VERBATIMS

“I have been following the Cult fit live streams”

“Calisthenics workouts are easily available online”

“The gym has been closed and all the equipment is just locked.”

**INFERENCE :** The first solution for people to cope is to find suitable workouts online.

**INSIGHT:** Training can be accessed from home, but equipment can't.

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## VERBATIMS

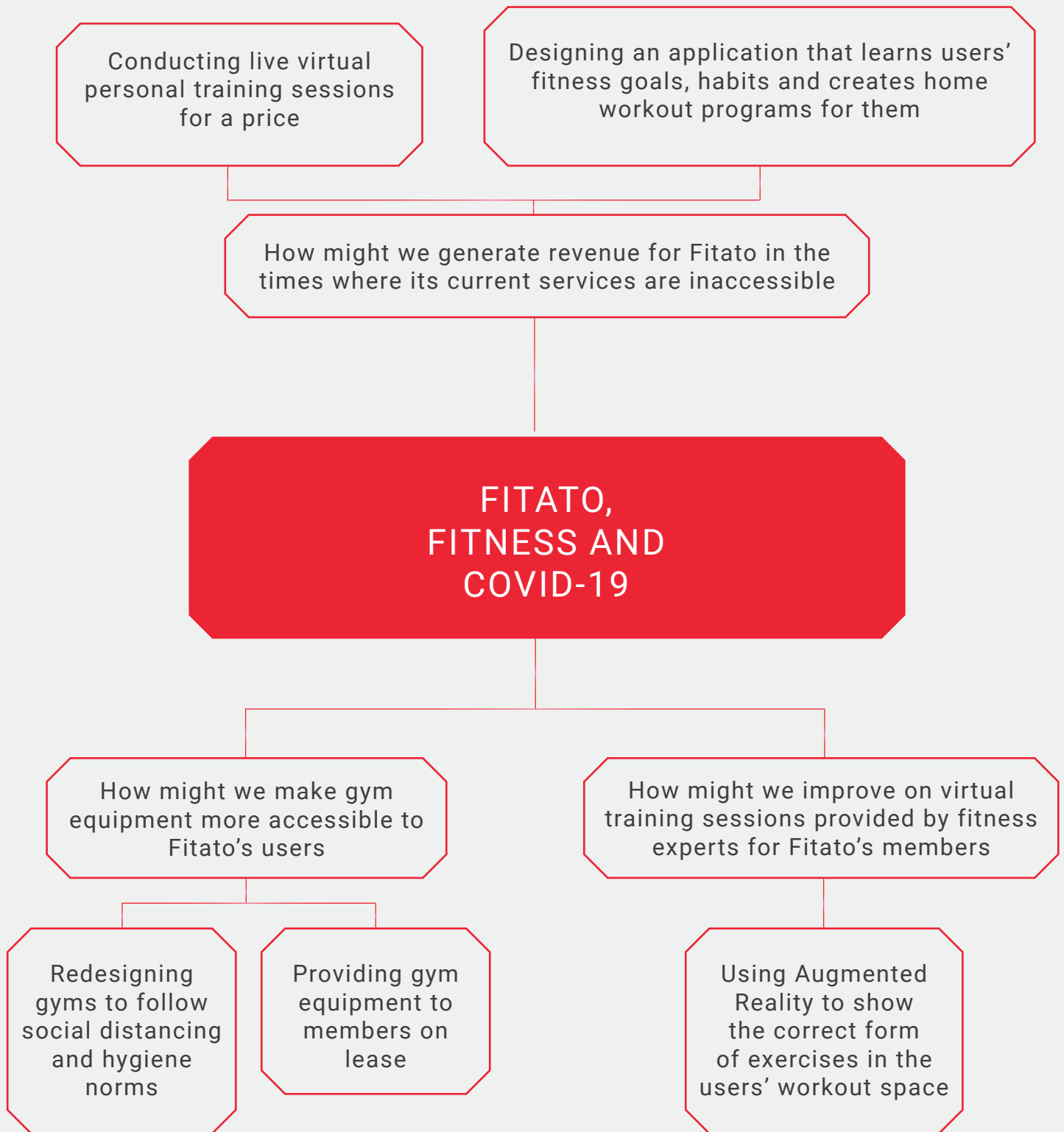
“I have been following the Cult fit live streams”

“Calisthenics workouts are easily available online”

“I have always used online exercise guides”

**INFERENCE :** People expect the financial losses due to the lockdown to be borne by the gyms, and their memberships to be extended.

**INSIGHT:** There's a need for a financial solution that satisfies both gym members as well as the gyms.



# IDEATION MINDMAP



# PROPOSED USER JOURNEY

STEPS

GOAL FORMULATION

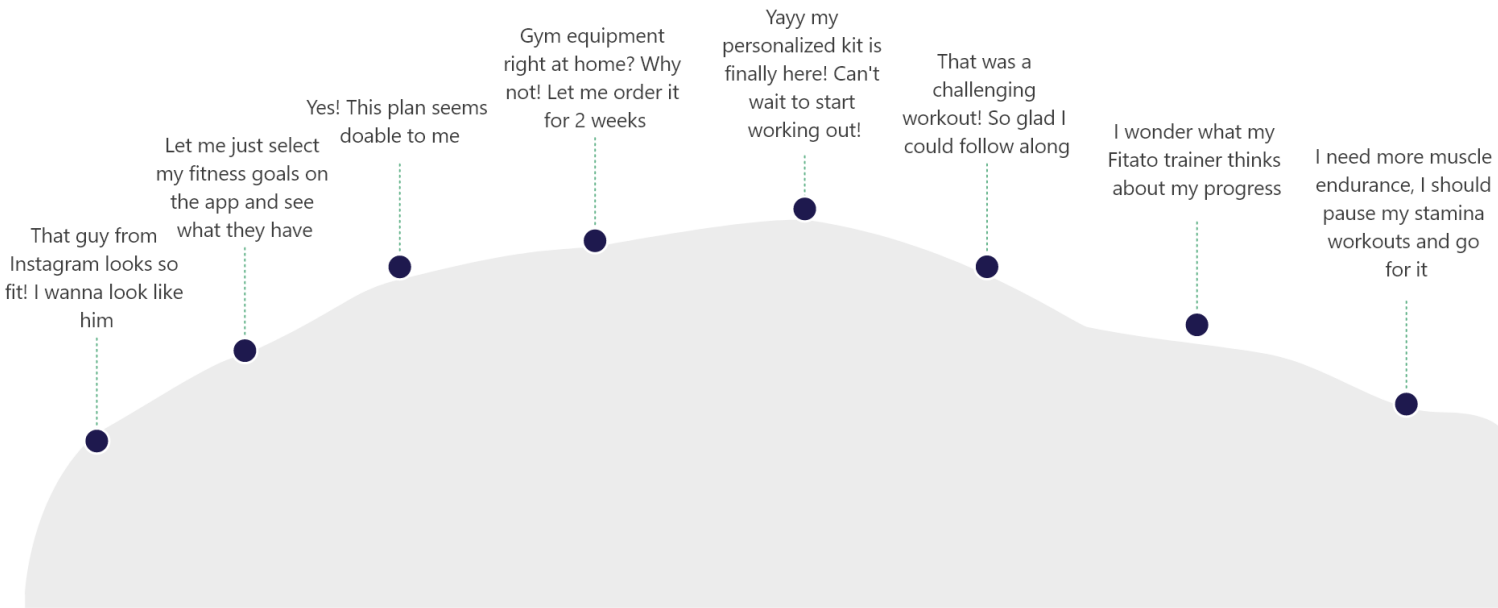
CHOOSING PACKAGE

RECEIVING PACKAGE

WORKING OUT

REITERATING

EMOTIONS & THOUGHTS



ACTIONS

Open the Fitato app and select goals  
Enter preferences and get a workout

Get a recommended equipment package for temporary lease  
Order the package for home delivery

Receive sanitized and maintained equipment  
Pay for leasing the equipment

Get live training on the fitato app  
Use corresponding equipment in the training videos

After the leasing period is over, revisit your goals  
Lease new equipment and get new recommendations based on performance

## Proposed Service

Since most of the gymming equipment is available at the gyms but inaccessible since the gyms are locked, a proposed solution is to start a leasing service of the combined equipment of all willing gyms, and some additional equipment purchased by Fitato to meet demands and scale. Users could set their goals into the Fitato app and get personalized workouts, videos for which will be made available on the platform and the equipment would be delivered on a lease-agreement for short periods. The equipment is circulated in rotation as user-goals change.

# BUSINESS MODEL ELEMENTS FOR CONCEPTUAL PLATFORM REVAMPING

## Value Proposition

No limitations due to lack of equipment

Personal training-like workout recommendations

## Customers

Existing Fitato customers

## Customer Relationships

First priority to older customers

Regular feedback of equipment and training satisfaction

## Channels

Omnichannel reach

Rented trucks/tempo for delivery

Application for customer touchpoints

## Revenue Streams

Deferring extended membership of clients by offering redeemable credits to be used for equipment

## Cost Structure

Hired delivery fleet and vehicles

Application upgrade costs

Equipment purchase

## Key Activities

Customer Retention through marketing

Logistics of delivery and equipment supply

## Key Resources

Intellectual property in terms of customer data

Gym equipment from partner gyms

## Key Partners

Delivery fleet

Gym owners

Trainers

# ADIOS, FITATOES!