

GYMFLUENCE

habit centered design for a fitter world

Problem

OVERWEIGHT AMERICANS

>200_m

GYM MEMBERSHIP ATTRITION RATE

45%

PERSONAL TRAINER UTILIZATION RATE

<35%

Goal

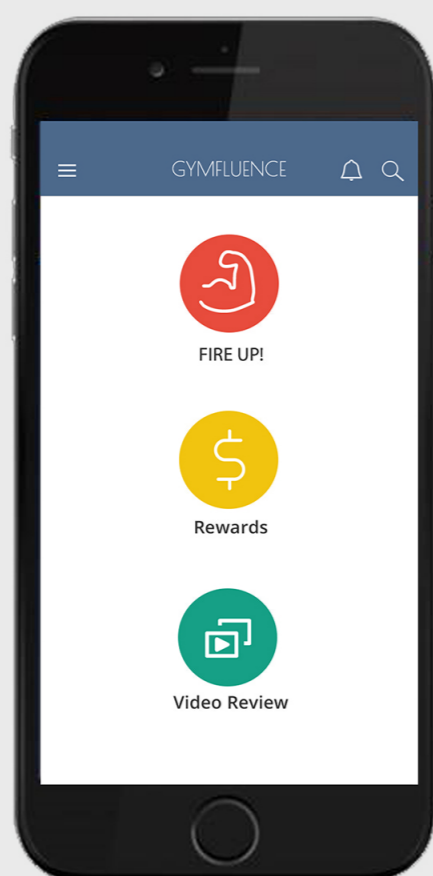
↑ INCREASE frequency of gym visits
number of trainer-member relationships

Business Opportunity

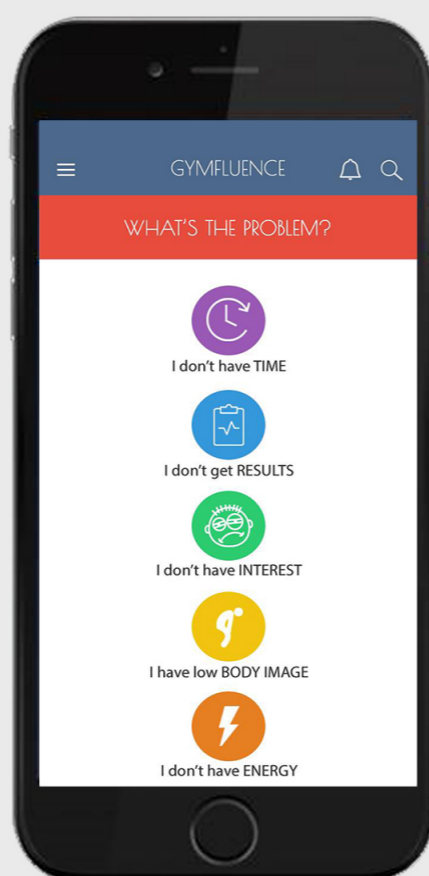
\$ 32 billion for gyms
7 billion for trainers

Solution

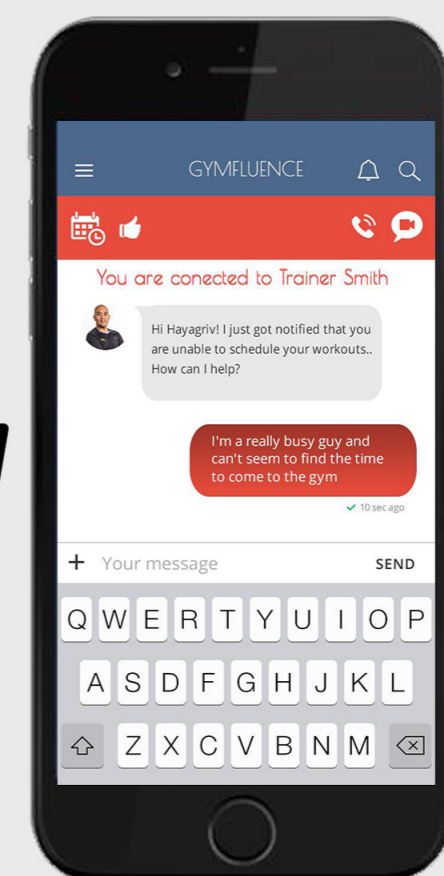
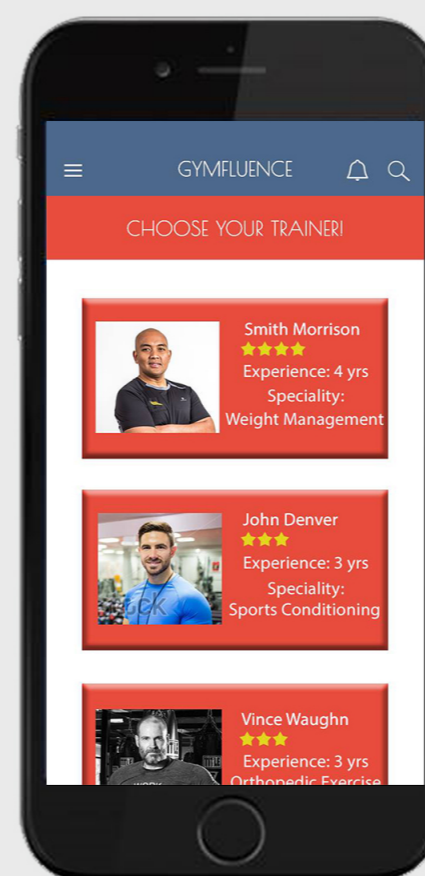
Cue



Action



Reward



Unfair Advantage

habit centered design

Pioneering research method to solve the problem
"Which habits help the ecosystem succeed?"

positive geo-fencing

Unique approach to make features available within a geographical boundary