GONNA MAKE YOU SWEAT: ILLUMINATING AND ACTIONING SEGMENTS TO BUILD A GYM RETAIL STORE OF THE FUTURE

SEPTEMBER 2018
RESEARCH BACKGROUND & OBJECTIVES

The Qually Studio has conducted a quantitative segmentation which has identified two target segments to win with: Gym Rats and ImaGYMers. Qualitative research is needed to illuminate both segments and uncover actionable strategies and tactics to a larger share of the Gym Rats wallets at the Qually Studio Store.

TARGET SEGMENTS

GYM RATS
Visit the gym practically every day (on average 20-30 times each month), have auto-renewing annual memberships and enjoy the physical aspects of working out along with the social atmosphere. They make up 35% of the total gym population.

ImaGYMers
Visit the gym only 3-4 times per month with unknown additional physical activity stats. They pay drop in rates rather than memberships and are typically more affluent. Most appreciate the community atmosphere (when they visit it’s often for classes versus independent workouts). It’s estimated they make up about 25% of the total gym population and are more likely to be women.

OBJECTIVE 1
Learn the differences between the Gym Rats and the ImaGYMers that influence how they spend their dollars at The Qually Studio.

OBJECTIVE 2
Optimize the retail experience by uncovering the pain points (including uncovering key products to start carrying and stop stocking).

OBJECTIVE 3
Engage key stakeholders and develop retention strategies for long-term retail store financial success.
#snapshot

A mobile diary to track exercise and physical movement. Documenting real time behaviours and feelings with text, pictures and video.

Deep Dive

This online board will turbocharge learnings about the consumer including:
- Overall lifestyle
- Health and wellness goals
- Fitness activities
- Purchasing decisions and habits in relation to health and fitness.

Looksee

In-store interviews at the Qually Studio Store and observation for the real story. What gets noticed and bought? What is totally missed? Mapping patterns, routes, timing and more.

Super Session

Co-creating the ideal store. A moderated, facilitated and sensorial session where target segments, clients (including some franchise owners) and partners come together to brainstorm ideas and optimize products, services and experiences.
This mobile diary serves as a glimpse into each participant’s wellness routine, which will help us understand their mindset, behaviours and choices made to fulfill their needs at the gym and beyond. Over the course of a week, every time they engage in some form of movement/exercise (e.g. gym, walk, bike ride, play a sport), they log an entry of answers to a series of questions. This diary will leverage multimedia responses including video, photos and text.

**Sample Questions**

Over the course of a week, every time you engage in some form of movement/exercise answer the following questions:

1. Describe the activity you participated in
2. Take a picture of yourself and what you wore & any accessories you used
3. Describe the apparel you wore & accessories (include details on brand, fabric etc.) and the reasons you chose those particular items
4. Rate your apparel performance – did they perform as expected or not? Please explain.
5. Describe what you ate & drank, if anything pre-exercise and the reason for your choice
6. Describe what you ate & drank, if anything post-exercise and the reason for your choice
7. Rate how satisfied you were with your pre and post meal & beverage choices
8. Is there anything that would have made this wellness break better?

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**Sample Output**

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**Recruiting**

n=48 total
National representation
50/50 split Gym Rats and ImaGYMers
Deep Dive

All participants from the mobile diary will log onto a 3 day board to deep dive into their lives, attitudes and habits. Full of engaging exercises and visual stimuli, this rich database of answers will illuminate each segment once again leveraging answers in text, photos and videos.

Sample Output

Recruiting
Same sample as mobile diary.
Looksee

Conducting a handful of pre-recruited in store shop-alongs in two cities (NYC, LA) will help us gain immediate, real time feedback from participants who will walk us through considerations for purchase.

In addition to shop-alongs, our ethnomethodologist will use observe all who enter the in the same two Qually Studio Stores (not recruited) to uncover and codify customer practices in an unbiased, natural way.

This phase will laser focus on the current retail situation.

Sample Output

In Store Shop-along
A small sample of in store shop-along interviews will help unpack data gathered on the online bulletin board. This in-situ opportunity will help understand the nuances of the why’s for both Gym Rats and ImaGYMers.

Sample Areas of Observation

Employing non-interactional participant observation, we will observe and record practices from all who enter the studio store:

- Routes taken
- Displays and products looked at and missed/ignored
- Interactions with employees
- Purchased items and total $ spent
- Total time spent in store

Recruiting
n=16 Total (n=8 NYC, n=8 LA)
1 day in each location
50/50 split Gym Rats and ImaGYMers
Super Sessions

This session is designed to generate ideas to build the Qually Studio Store of the future. We will leverage learnings from previous phases as thought-starters.

Participants will be seated in segment groups (though they will not know it) with clients (including some franchise owners) and agency partners. The moderators will navigate the groups through several structured activities.

This session is designed for sensory stimulation. Visual images will decorate the room and audio playlists will be tailored for worktime. There will be a variety of relevant snacks and drinks to promote thinking and a we will have short, frequent movement breaks to keep the energy flowing.

At the end of the day, all ideas will be collected and organized into an action plan, which can be launched immediately as well as incorporated into long term planning both regionally and nationally.

Sample Topics

*Hour 1: Reaction*
To get the ball rolling, participants will react to and optimize ideas developed from learnings from the previous phases of research. Participants will review the assigned ideas at their table and will present back the top 2 ideas they have optimized to the larger group.

*Hour 2: Idea Tornado*
Now that the participants are warmed up, they will generate new ideas. These will be their ideal products, concepts and programs that will increase traffic, increase basket size and differentiate the Qually Studio Store. The goal is to generate a large number of ideas and align on the top 3 to present back to the larger group.

*Hour 3: The Qually Studio Store of the Future*
Incorporating ideas from the first two hours, each table will design the store of the future (image and text based collage format). The collage will include: store design elements, atmosphere, products, services, programs and more.

Recruiting
n=48 total
1 Super Session in each location: Boston, Atlanta, San Francisco (n=16 per city)
50/50 split Gym Rats and ImaGYMers

Objectives

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SOCIALIZE THE LEARNINGS

Phases 1-3 integrated into one research report for maximum clarity.

Presentation in workshop format to socialise through the company.

Multimedia elements from each research phase will be used to create one high impact video for each segment to bring them to life.

ACTION THE FINDINGS

Coming out of Phase 4 (Supersession), we will deliver an elevated plan including a series of meaningful actions The Qually Studio Store can immediately engage in and also use for long term planning.

CREATE AN INFORMATION HUB: THE QUALLY LOCKER

All materials will be uploaded to an online delivery portal. This will facilitate immediate sharing, nation wide – everything will be at everyone’s fingertips.

Materials can include:
- Discussion guides
- Final report
- Segment videos
- Mobile diary summaries
- Participant videos and photos