

Assignment #2 - Customer Discovery and Customer Interviews

Innovate 2X03 - Lean Startup

Dr. Glen Crossley

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Karim Saleh | 400458747 | salehk5@mcmaster.ca

Aditya Lahiri | 400480017 | lahira2@mcmaster.ca

Avyya Singh | 400432568 | singa274@mcmaster.ca

Jasraj Singh Johal | 400434346 | johalj11@mcmaster.ca

Ali Kashefi-Aazam | 400204328 | kashefia@mcmaster.ca

Linh Tran | 400382763 | tranl39@mcmaster.ca

## *Question One*

### Fitness Enthusiast Questions:

1. What are the biggest barriers you face when trying to stick to a consistent fitness routine?
2. How do you currently stay motivated to work out regularly, and what do you find most engaging in your fitness routine?
3. Would you prefer a more personalized workout experience, or are you comfortable with generic workout plans? Why or why not?
4. How do you feel about working out in a virtual environment, and do you think it could help you achieve your fitness goals?
5. What would make you choose a VR fitness studio over your current gym, app, or personal trainer?

### Adjusted Fitness Enthusiast Questions:

- For question 3, what if there was a customized workout that helps you reach your goals easier and more efficiently than the generic plans.
- For question 4, what if we implemented a progress goal that everyday you stay consistent you unlock a new achievement.

### Questions for Tech-Savvy Individuals:

1. How do you currently use technology to enhance your fitness routine (e.g., apps, wearables, virtual classes)?
2. How open are you to using virtual reality for fitness, and what do you think it could add to your workout experience?
3. What would make you consider VR fitness as an essential part of your tech setup?
4. Are you already using VR for other purposes (gaming, entertainment), and do you think VR fitness could blend into that lifestyle?
5. What concerns, if any, do you have about using VR for fitness (e.g., motion sickness, cost, convenience)?

### Adjusted Questions for Tech-savvy Individuals:

- For Q3, we can narrow down even more since they are Tech-savvy. “What specific features or benefits would VR fitness need to offer for it to become an essential part of your fitness routine?”
- For Q5 instead of leaving it open ended, we can ask something like: “What concerns would you have regarding the physical comfort of using VR for fitness, such as sweating, headsets, or space requirements?”

### Questions for Homebody Individuals:

1. What are the main reasons you prefer exercising at home rather than going to a traditional gym?
2. How important is it for you to have privacy and no social pressure while working out?
3. How do you typically feel about your at-home workout routine? Are there any challenges you face (e.g., boredom, lack of motivation)?
4. Would you consider using a VR platform to make your home workouts more engaging or immersive? Why or why not?
5. What features would you like to see in a VR fitness experience that would make you excited to use it regularly?

### Adjusted Questions for Homebody Individuals:

- For Q3, we can follow-up with “What could help you overcome these challenges?” to discover solutions we can implement into our VR program.
- For Q4, we can narrow down the specifics on how to attract more homebody individuals by asking instead: “What would make VR easier or more appealing for you to use to make your home workouts more engaging or immersive?”

### Questions for Budget-Conscious Individuals:

1. How important is it for you to have access to affordable fitness options, and what are you willing to pay for a personalized workout experience?
2. Do you currently find gym memberships or personal trainers too expensive for your budget? Why?
3. If you could access a personalized fitness routine at home without needing to spend on a gym or personal trainer, would you be interested?
4. What are the most important factors you look for in a fitness product, especially when it comes to balancing cost with value?
5. What would make you feel more comfortable committing to a subscription-based VR fitness service (e.g., free trial, low entry price, family plan)?

### Adjusted Questions for Budget-Conscious Individuals:

- For Q2 instead of asking if they find the gym too expensive (which they likely do) we can ask what they think a gym membership/ personal trainer currently costs and what percentage of that cost would make it worth it to them to begin their training
- For Q4 instead of asking about factors, we may ask if they see a low-cost digital training program as high-yield as a rudimentary home gym or basic gym membership.

Questions for Corporate Clients (Businesses):

1. What are the main challenges you face when it comes to offering wellness programs for your employees?
2. Would a VR fitness solution be something you'd consider for a corporate wellness program? Why or why not?
3. How do you currently motivate your employees to engage in health and fitness activities, and what's the biggest barrier to success?
4. What kind of benefits or ROI would you need to see from a VR fitness service to justify its implementation in your organization?
5. What are the most important factors you consider when choosing wellness programs for employees (e.g., ease of use, employee satisfaction, cost)?

Adjusted Questions for Corporate Clients:

1. What specific factors make employee participation low, and have you tried incentives to boost engagement?
2. If cost were not an issue, would VR fitness still be a viable option? What features would make it more appealing?

*Question Two:*

**Fitness Enthusiast Interviews**

<b>Interview #</b>	<b>Question 1 Responses</b>	<b>Question 2 Responses</b>	<b>Question 3 Responses</b>	<b>Question 4 Responses</b>	<b>Question 5 Responses</b>
1. Ali (interviewing Reza)	- Over-use, injury, and recovery - As a fitness enthusiast, I know how to workout anywhere and anytime	- Make the workout less about working out and more about play - Create objective measurable systems to track workouts so the progress becomes addicting - Being able to substitute exercise for other	- I have the knowledge to be able to personalized my own workout plans so my workouts are never generic in the first place - When I was a beginner I would be open to following other people's plans whether	- I would feel horrible about the VR environment. I would only be cool with it if the goggles were less intrusive - Not too keen on the idea as I already have enough intrinsic motivation so I don't see the need to further	- If it wasn't so invasive - Better fit for the head (e.g. jumping can wiggle it) - If it could take a really boring room and change the environment (e.g. it would be cool if I was at the beach instead of doing

		<p>exercises, create plans on the go, make in-the-moment decisions based on information about body, what's most appealing that day</p>	<p>they are specialized or not</p> <ul style="list-style-type: none"> <li>- When I became advanced, I became able to identify my own weak points and personalize accordingly</li> </ul>	<p>gamify anything</p> <ul style="list-style-type: none"> <li>- May be able to help with potential weak points where I'm less motivated in</li> <li>- Ultimately the VR would not help me with my biggest barriers with exercise</li> </ul>	<p>pushups in a little room)</p> <ul style="list-style-type: none"> <li>- If it could adapt to weights/ machines (my pre-existing routine), I would be more likely to use it</li> <li>- Concerned about neck pain after long workouts</li> <li>- Sweat</li> <li>- The main potential appeal I see is being immersed in a unique and cool environment</li> <li>- Would be cool if the VR could critique my form (i.e. If the VR could be smarter than I am to give me advice based on my goals)</li> <li>- I would want to be able to input my thoughts, goals, and concerns, and receive intelligent feedback from</li> </ul>
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					<p>an AI fitness coach/ routine</p> <ul style="list-style-type: none"> <li>- Can connect to my WHOOP, other fitness devices to change my plan based on recovery metrics</li> </ul>
<p>2. Linh (interviewing Cindy)</p>	<ul style="list-style-type: none"> <li>- Balancing my tasks as a full-time student with a part-time job makes it difficult to set aside dedicated time for exercise</li> <li>- Discipline and motivation play a major role, I often feel too exhausted to go to the gym</li> </ul>	<ul style="list-style-type: none"> <li>- Working out is one of the best ways for me to relieve stress, helps clear my mind and makes me feel more productive</li> <li>- I love the sense of progress that comes with setting and achieving fitness goals</li> <li>- I stay motivated by incorporating workouts that I genuinely enjoy, which makes the process exciting</li> </ul>	<ul style="list-style-type: none"> <li>- Prefer a more personalized workout experience because it allows me to focus on the specific areas I want to improve and tailor my routine to fit my fitness goals</li> <li>- A customized plan keeps me more engaged and ensures that my workouts are both effective and enjoyable</li> </ul>	<ul style="list-style-type: none"> <li>- I don't think I would enjoy working out in a virtual environment because I find that physically going to the gym plays a huge role in keeping me motivated (atmosphere pushes me to stay consistent)</li> <li>- I really appreciate the social aspect of the gym, there's a sense of community</li> </ul>	<ul style="list-style-type: none"> <li>- I don't think I would choose a VR fitness studio over my current gym because I thrive in a physical environment</li> <li>- The gym culture, the energy of the space, and the ability to use different equipment all contribute to my motivation</li> <li>- VR fitness studio might not replicate the same level of motivation and engagement that I get from being in an actual gym setting</li> </ul>
<p>3. Karim (interviewing Belal)</p>	<p>Feeling too sore to continue my</p>	<p>What motivates me most is</p>	<p>I like generic because it makes it less</p>	<p>Not a fan of this idea since they feel like</p>	<p>I need equipment and weights for a</p>

	next day workout	working towards a better body. Seeing my results motivates me to get more results	of a headache and easier to stick to	they won't be consistent	virtual gym. It is not going to be enough.

### Tech-Savvy Individuals Interviews

Interview #	Question 1 Responses	Question 2 Responses	Question 3 Responses	Question 4 Responses	Question 5 Responses
1. Ali (interviewing Arman)	- In terms of technology, I don't use any technologies for exercising unless exercise equipment counts as technology	- No - I don't see it adding anything to people's workout experience - A workout for me is to interact with other people and have fun - I see VR as cutting the social aspect of exercise	- I see VR being a part of my setup mainly for gaming - I only see it as entertainment value - My experience with VR is not healthy, I associate it with nausea and headaches	- I don't own one - I barely use VR. Only when I was younger I used it for a few hours and that was about it - I don't see VR as being blended into lifestyle - I always prefer face-to-face socialization over VR	- Less social - Missing the experience of working out with others and creating community -
2. Jasraj (interviewing Johnny)	- VR drumming and Beat Saber are used as fun and engaging workout tools.  - Technology helps make workouts more interactive, offering a more immersive and motivating experience.	- Very open to using VR for fitness as it adds fun and excitement to workouts, which can otherwise feel boring.  - Enjoys tracking live stats during workouts for motivation.	- Removal of barriers to entry like finding batteries for controllers and navigating complex systems (such as Facebook's MFA) before using the headset.	- Already uses VR for gaming and entertainment.  - Believes VR fitness could easily fit into this lifestyle by providing a fun, engaging workout experience.	- Concern about sweating in the headset, which requires a good cleaning routine to maintain hygiene and comfort.  - Potential motion sickness and the need for comfortable, breathable gear during VR workouts.

### Homebody Individuals Interviews

Interview #	Question 1 Responses	Question 2 Responses	Question 3 Responses	Question 4 Responses	Question 5 Responses

<p>1. Linh (interviewing Duyen)</p>	<ul style="list-style-type: none"> <li>- Social anxiety</li> <li>- More convenient (saves time from going out)</li> <li>- More laid back (don't have to feel that people are judging you)</li> </ul>	<ul style="list-style-type: none"> <li>- Very important, exercising is for my own health so if I am constantly worrying about someone watching me, it takes away my focus from my routine</li> </ul>	<ul style="list-style-type: none"> <li>- Lack of consistency (can stop whenever you want at hope)</li> <li>- Lack of motivation</li> </ul>	<ul style="list-style-type: none"> <li>- No, it would be a little confusing for me as I'm not a tech enthusiast</li> <li>- Have to spend extra money on a VR set</li> </ul>	<ul style="list-style-type: none"> <li>- An idol/celebrity who I look up to programmed into the VR experience to provide some encouragement</li> <li>- Ability to upload my own playlist onto the program so I can listen to my own music while exercising</li> </ul>
<p>2. Jasraj (interviewing Ankit)</p>	<ul style="list-style-type: none"> <li>- Saves time and money.</li> <li>- No peer pressure to perform better than others.</li> <li>- Can work out at any time, offering flexibility in routines.</li> </ul>	<ul style="list-style-type: none"> <li>- Very important, as the individual is introverted and feels self-conscious in front of others.</li> </ul>	<ul style="list-style-type: none"> <li>- Occasionally feels bored during workouts.</li> <li>- Struggles with motivation due to laziness at times.</li> </ul>	<ul style="list-style-type: none"> <li>- Yes, VR would be useful for making workouts more engaging.</li> <li>- VR could provide the extra motivation needed to perform better.</li> </ul>	<ul style="list-style-type: none"> <li>- Ability to monitor progress and track routines.</li> <li>- Option to create and stick to a workout schedule.</li> <li>- Reminders to stay on track with the routine.</li> <li>- Social features to connect with like-minded individuals following similar routines.</li> </ul>
<p>3. Aditya (Interviewing Will)</p>	<ul style="list-style-type: none"> <li>- Saves money on gas, gym fees, and</li> </ul>	<ul style="list-style-type: none"> <li>- More comfortable and focused</li> </ul>	<ul style="list-style-type: none"> <li>- Lack of equipment which lead to</li> </ul>	<ul style="list-style-type: none"> <li>- Would consider using VR if easily</li> </ul>	<ul style="list-style-type: none"> <li>- Tracking tools such as a heart rate monitor,</li> </ul>

	commute time.	for longer periods of time when working out alone, without the pressure of being observed.	reduced motivation and workout consistency.	accessible, as it could make workouts more immersive and possible competition with friends.	calorie counter, workout duration, and muscle group tracking for better progress monitoring.
4. Avyya (Interviewing Sara)	- Availability is not the issue when we work out at home. We can enjoy our choice of music and ambiance and feel more comfortable and safe. It is budget friendly and saves us travelling time too.	- Working out at crowded places like the gym sometimes makes me more uncomfortable about my body. Sometimes I feel pressurised to do more exercises which makes me exhausted.	-If you are a person who does not follow his exercise routine strictly, then an at-home workout is not your cup of tea. If you are committed to your workout routine, then you will hardly feel demotivated. Sometimes, of course, we feel bored also.	-Yes, I would love to use a VR platform for home workouts. It makes work out more interesting and fun. It provides safe and secure environments for exercise	-Real-time feedback and internet security are my main concerns while using the VR fitness app. Customisable workout plans and diverse programs are also prime requirements.
5. Avyya (Interviewing Ryan)	-It gives the flexibility to do exercise as per one's choice & timing slot available to you as per your busyness whereas at gym, you have to go to gym for exercise as per fixed slot irrespective of your busyness & therefore sometimes one may skip the gym which is	-At home, one can do exercises of all kinds without bothering about privacy as well free to indulge in any social activities as privacy being ensured.	-As stated above, there are numerous advantages to at-home exercise, but sometimes, it has challenges besides boredom, lack of motivation, etc, particularly when one wants to do some new exercise in the absence of an instructor, which may	-Yes, it will be of great help if some VR platform can help us on a real-time basis in doing exercise with correct posture & technique.	-Engaging & helping on a real-time basis, keeping track of old records to compare & improve further, daily modules as per body parts-chest, shoulders, legs, back, biceps, triceps, sides, crunches/abs, cardio etc, calories burned. Above all, it should

	not the case at home exercise & one can do as per their convenience & thus no chance of missing the exercise.		lead to wrong postures & therefore may cause you harm. In such cases, one may require the help of an instructor.		be Safe & secure applications. Reminding, prompting for exercise.
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**Budget-Conscious Individuals Interviews**

<b>Interview #</b>	<b>Question 1 Responses</b>	<b>Question 2 Responses</b>	<b>Question 3 Responses</b>	<b>Question 4 Responses</b>	<b>Question 5 Responses</b>
1. Ali (interviewing Darra)	- Not very important because I have other methods of findings fitness such as home workouts, going on a run, and playing sports - For something like 5 sessions a week and I really wanted to, ~\$400 a month is what I would be willing to pay	- Yes.  - To me it's not worth the price that is available on the market.	- Yes, I feel like if the price is right, a personalized home workout routine would be good for me.	- The factors I primarily consider are price, quality, and effectiveness - If the quality and effectiveness of a fitness product justifies its cost, I would be interested - One example is a pull-up bar because I pay up front one time and I have a compound back exercise at home always.	- I believe a free trial is the most important as I would want to see if this is the right product for me to move forward with -

**Corporate Clients (Businesses) Interviews**

<b>Interview #</b>	<b>Question 1 Responses</b>	<b>Question 2 Responses</b>	<b>Question 3 Responses</b>	<b>Question 4 Responses</b>	<b>Question 5 Responses</b>
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<p>1. Karim (interviewing Adam)</p>	<p>One of the biggest challenges is ensuring consistent participation. Many employees may have busy schedules or not see the immediate benefits of wellness programs. Cost and logistics are also important factors, such as finding appropriate space, managing the program effectively, and ensuring it aligns with the company's budget and priorities.</p>	<p>A VR fitness solution could be an innovative way to encourage physical activity, especially in office environments where employees spend most of their time sitting. It could make exercise more engaging and accessible. However, not everyone is comfortable with VR technology, and some employees may not find it appealing. The cost of equipment and long-term engagement levels would also need to be considered before implementation.</p>	<p>Providing incentives such as rewards or friendly competitions could be an effective way to encourage participation. The biggest challenge is motivation, as many employees may not prioritize fitness or struggle to find the time for it. A lack of interest and busy work schedules often prevent people from engaging in wellness activities consistently.</p>	<p>There would need to be clear evidence that it improves employee health, reduces stress, and enhances productivity. Additionally, the cost of the program should be justified by strong engagement and long-term participation. If employees do not use it regularly, the investment would not be worthwhile.</p>	<p>Ease of use and employee engagement are key factors because if a program is too complicated or time-consuming, participation will be low. Cost is also important to ensure the program provides value for the investment. Employee satisfaction and long-term effectiveness should be considered to ensure the program is sustainable and beneficial.</p>
<p>2. Aditya (interviewing Gabriella)</p>	<p>Cost outweighs benefits due to low employee participation.</p>	<p>If VR was previously incorporated into the workplace, it would be an appealing option. However, as per the previous question, it</p>	<p>Encouraging breaks, walks, and breathing exercises; This would be a challenge to incorporate VR into the workplace, as it entails technological challenges and</p>	<p>A personalized experience for employees as well as an adequate selection of time durations of each service or exercise would be most appealing.</p>	<p>Employee satisfaction is our top priority. That includes accessibility to each employee, ease of use, and proper workplace hygiene</p>

		does not seem to provide enough benefit to sustain the wellness program for	lack of access to multiple employees simultaneously		

Question Three - Updated Lean Model Canvas

INNOVATE 2X03 Updated Assignment 2 Lean Canvas

The Lean Canvas

Designed for:

Digital Motion Studios













Designed by:

Group 26

Date:

February 27, 2025

Version:

<p><b>Problem</b> </p> <ul style="list-style-type: none"> <li>- Many Some people avoid gyms due to inconveniences</li> <li>- Individuals may not have the energy to interact with others at a gym</li> <li>- Conventional gyms lack tailored workout plans that adjust to individual needs</li> </ul>	<p><b>Solution</b> </p> <p>Digital Motion Studios: A VR-based fitness platform that provides users with the immersion of a physical gym from the comfort of their home through gamified exercises for increased engagement and personalized routines: a mix of gamified workouts, adaptive training programs, and personalized routines, balancing fun with effectiveness.</p>	<p><b>Unique Value Prop.</b> </p> <ul style="list-style-type: none"> <li>- Exercise in the privacy of your own home</li> <li>- Access highly engaging and effective tailored fitness routines that adapt to personal progress and goals</li> <li>- Receive the benefits of personal training at a fraction of the cost</li> </ul>	<p><b>Unfair Advantage</b> </p> <ul style="list-style-type: none"> <li>- Proprietary VR fitness software (evolving library of immersive, interactive, and personalized workouts)</li> <li>- No need for physical location</li> <li>- Customization and adaptability</li> </ul>	<p><b>Customer Segments</b> </p> <ul style="list-style-type: none"> <li>- Fitness enthusiasts</li> <li>- Homebody individuals</li> <li>- Tech-savvy individuals</li> <li>- Budget-conscious individuals</li> <li>- Corporate clients</li> </ul>
<p><b>Existing Alternatives</b> </p> <ul style="list-style-type: none"> <li>- Traditional gyms</li> <li>- Personal trainers</li> <li>- Fitness apps</li> <li>- Home gym equipment</li> <li>- Pre-recorded or live-streamed workout classes</li> </ul>	<p><b>Key Metrics</b> </p> <ul style="list-style-type: none"> <li>- Number of active users</li> <li>- Customer retention rate</li> <li>- Average workout duration</li> <li>- User feedback and ratings</li> <li>- Churn rate</li> <li>- New users</li> <li>- Fitness progress (physical results)</li> </ul>	<p><b>High-Level Concept</b> </p> <p>"Personal Training Reimagined": Digital Motion Studios delivers the experience of a fully immersive, gamified gym session in the comfort of your home, offering convenience, privacy, and a personalized touch.</p>	<p><b>Channels</b> </p> <ul style="list-style-type: none"> <li>- App stores</li> <li>- Social media advertising</li> <li>- Partnerships with VR headset companies</li> <li>- Influencer marketing</li> <li>- Content marketing (video content and fitness challenges to engage users)</li> <li>- Partnerships with health and wellness communities</li> </ul>	<p><b>Early Adopters</b> </p> <ul style="list-style-type: none"> <li>- Tech enthusiasts and VR users</li> <li>- Younger individuals</li> <li>- Home fitness seekers</li> </ul>
<p><b>Cost Structure</b> </p> <ul style="list-style-type: none"> <li>- VR software development and maintenance</li> <li>- VR hardware partnerships with manufacturers</li> <li>- Content development (new workout routines, minigames, etc.)</li> <li>- Server and platform maintenance</li> <li>- Marketing and customer acquisition</li> <li>- Customer support</li> <li>- Coach management</li> </ul>		<p><b>Revenue Streams</b> </p> <ul style="list-style-type: none"> <li>- Subscription-based model: Monthly or annual memberships providing access</li> <li>- Freemium model: Basic workouts for free with premium features (personalized plans and coaching services, exclusive challenges, etc.) behind a paywall</li> <li>- In-app purchases: Additional avatars, gear, mini-games, or special workouts</li> <li>- Hardware bundles: Partnering with VR headset manufacturers to offer bundled deals</li> <li>- Corporate wellness programs: Subscriptions to businesses for employee health and wellness programs</li> </ul>		