

Assignment -1

1. Product Analysis

a. What I Love

i. Integrated Ecosystem

Cult.fit has built India's first comprehensive fitness "super app" combining physical fitness (Cult centers + gyms), nutrition (through partnerships), mental wellness (meditation/yoga), sports facilities (badminton, table tennis, and swimming) all under one platform. The holistic approach means users don't need multiple apps and memberships.

ii. Hybrid Model Flexibility

The ability to seamlessly switch between offline gym sessions, live trainer-led group classes, and at-home DIY workouts gives users unprecedented flexibility. Users can attend a morning yoga class at a center, do an evening home workout, and access their gym membership all through one Cultpass.

iii. Community and Group classes

The variety of group workout formats (Yoga, Dance Fitness etc.) creates an energetic community atmosphere that makes fitness feel less like a chore and more like a social activity.

iv. Acquisition & Partnering Strategy

The acquisition of Gold's Gym India and 20+ other fitness companies gave them massive scale without rebuilding from scratch, particularly in Tier 2/3 cities. Cult.fit has also multiple partner gyms in Tier 1 cities with partnerships ranging from specialized studios to large-format premium fitness centers with different membership access.

b. What Could be Better

i. Cult.fit App Discoverability & Organization

The app is feature-rich but poorly organized. Many don't know features exist, workouts are hard to find, and there's no ability to favorite or organize preferred programs. The information architecture creates "choice paralysis."

ii. Customer Service & Communication

Unresponsive support, difficulty getting refunds, unclear policies (especially for personal training packages), and poor post-purchase service for equipment. Low customer reviews indicate systemic issues.

iii. Class Availability & Booking Friction

Popular time-slots fill quickly, there are restrictions on pre booking and the system doesn't adapt well to the changing schedules

iv. Technical App Performance

It is observed that videos stop mid-workout, refresh issues for recorded sessions, and deteriorating app quality over time frustrate users trying to maintain workout consistency

2. Company Context & Positioning

a. Mission

Provide holistic preventive healthcare through an integrated platform combining fitness, nutrition, and mental wellness—making healthy living accessible, enjoyable, and sustainable.

b. Business Model

Revenue for FY24 is Rs. 1027 crores of which Fitness Subscription (such as Cultpass memberships (Elite, PRO and Home) is 72.3% (i.e. Rs. 670 crores). D2C products (such as Cultsport equipments, fitness gear and athleisure etc.) is 27.7% (i.e. Rs. 257 crores) and remaining sources are Cult Transform (premium coaching) and sports facilities (pay-per-play).

c. Pricing Structure

Cult has 4 pricing tiers such as Cultpass HOME, Cultpass PRO, Cultpass ELITE, and Cult Transform.

Cult offers annual and monthly subscription plans with discounts running around the year. The below subscription is the ballpark number for a month's subscription.

- **Cultpass HOME** - Rs. 999/month (approx.) for unlimited at-home workouts, meditation, DIY content.
- **Cultpass PRO** - Rs. 1500 - Rs. 2000/month (approx.) for unlimited PRO gyms access + cult center classes/month (3-4)/month.
- **Cultpass ELITE** - Rs. 2000/month (approx.) for unlimited access to all ELITE gyms, PRO gyms and cult centers.

- **Cultpass Transform** - Rs.12000/month (approx.) Premium 1:1 coaching with nutrition guidance.

d. Competitive Differentiation

- Cult.fit Vs Traditional Gyms (like Fitness First, Anytime Fitness)

Cult.fit	Traditional Gyms
Variety of workout options	Equipment only option
Community driven classes	Solo workouts
Hybrid model with in-app integration	No app integration
Flexibility with city wide access based on the subscription type	Mostly single location without flexibility option

- Cult.fit Vs Digital first platforms (like HealthifyMe, FitterFly)

Cult.fit	Digital first platforms
Omnipresence with physical and digital infrastructure creating higher engagement	Only digital presence but lacks physical infrastructure.
Has community element with group classes	Community element missing in only digital platform
Higher revenue scale but higher COGS impacting the EBITDA	Low revenue scale and low to medium COGS.

- Cult.fit Vs Aggregators (like FitPass)

Cult.fit	Aggregators
Control on end-to-end user experience	Lacks control on end-to-end experience
Quality control through own centers, acquisition and partnerships	No Quality control applicable

Integrated platform ecosystem	Marketplace Model
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e. Unique Moat

1. 600+ owned/franchised centers and partnerships creating a strong brand presence.
2. Acquisition created horizontal integration across the fitness value chain.
3. Network effects from community features.
4. Strategic backing from Tata Digital and Zomato for ecosystem synergies.
5. Synergies of the ecosystem provides access to 5 Million user's data to enable personalization.

f. Market Context

- Indian fitness market: \$1.2B (2024), projected 15-20% CAGR
- Digital fitness in India: \$3.5B (2024) → \$6.7B (2029)
- Post-COVID awareness surge: 72% of urban Indians now recognize fitness benefits
- Rising disposable income and urbanization (40% urban by 2025) driving gym memberships
- Cult.fit is India's first fitness unicorn valued at ₹12,200 crores

3. Reverse Engineering of Features

Feature 1 : Cultpass Membership (Multi-Access Model)

Feature 2 : Group Workout Classes (Community Driven Fitness)

Feature 3 : At Home Workouts (DIY Fitness Content)

Feature 4 : Gamification System (Points, Levels, Badges, Streaks)

Feature 5 : Energy Meter (AI Powered Live Performance Tracking)

4. User Segmentation

Primary Segment	Sub-Segment	Key Needs	Specific Pain Points
Goal Driven Transformer	Intensive Center Users	1. Measurable progress tracking 2. Expert guidance & accountability 3. Structured programs with clear milestones 4. Personalized workout/nutrition plans 5. Consistency tools (scheduling, reminders)	• Can't book preferred trainers/times consistently • Personal training quality inconsistent; trainers unavailable • No integrated progress dashboard (weight, measurements, photos) • Expensive Transform program lacks flexibility (non-refundable even with valid dissatisfaction) • Nutrition guidance disconnected from workout tracking
	Hybrid Transformers	1. Seamless center-to-home transition 2. Unified progress tracking across modes 3. Flexible scheduling around life demands 4. Cost-effective path to results 5. Program adaptability when plans change	• Progress doesn't sync between center/home workouts • Home workouts feel disconnected from center training plan • Can't easily adjust program when miss center class • No way to signal "I need a home alternative today" • Energy Meter scores don't integrate with overall progress
	Digital First Transformers	1. AI-driven personalized workout recommendations 2. Performance analytics & trend visualization 3. Integration with health ecosystem (Apple Health, Fitbit) 4. On-demand expert guidance (not live classes) 5. Algorithm that learns preferences/results	• Can't find progressive programs (beginner → intermediate → advanced path) • App doesn't learn from my workout history to suggest next steps • No integration with my Apple Watch/Fitbit data • DIY videos don't adapt based on my performance • Search/filters inadequate for finding right intensity level
Habit Maintainers	Variety Seekers	1. Constant variety & novelty 2. Multi-location, multi-format access	• Can't easily see "new classes I haven't tried" • Booking interface doesn't highlight variety options

		3. Easy discovery of new classes/formats 4. Seamless booking across formats 5. Recognition for consistency	• No "recommend something different" feature • Popular variety classes always full (Boxing, HRX) • 4-class pre-booking limit prevents weekly variety planning • No "complete the collection" badge for trying all formats
	Routine Devotees	1. Guaranteed slot availability for preferred routine 2. Minimal friction in booking "usual" class 3. Notification if routine disrupted (trainer absent, class cancelled) 4. Auto-renewal without thinking 5. Stability & unchanged experience	• Preferred trainer suddenly unavailable with no notice • Usual time slot filled when try to book • Class format changed/cancelled without warning • Can't set "recurring weekly booking" (must book manually) • Trainer turnover disrupts established relationships • No priority booking for long-term loyal members
	Gym Equipment Regulars	1. Uncrowded gym access 2. Well-maintained, diverse equipment 3. Predictable availability of key machines 4. Clean, functional facilities 5. Minimal wait times for equipment	• Elite gyms overcrowded; equipment always occupied • Long waits for popular machines (squat rack, bench) • Equipment broken/out of order frequently • Hygiene issues (equipment not cleaned between uses) • No real-time gym occupancy indicator • Premium pricing doesn't match actual gym experience ("feels like fish market")
Convenience Seekers	Time Constrained Professionals	1. Quick, effective workouts (20-30 min) 2. Location flexibility (near home AND office) 3. Last-minute booking/cancellation 4. Minimal planning overhead 5. "One-click" workout start	• Short duration classes not available • Early morning (5-6am) and late evening (9-10pm) slots limited • Can't quickly find "30-min home workout" in app • Cross-location flexibility costs more (Elite only) • App navigation takes too long; wastes limited time • No "quick workout" shortcut on home screen

	Sporadic Home users	1. Zero-friction workout start 2. Beginner-friendly, low-intimidation content 3. Short commitments (no 12-month lock-in) 4. Motivation nudges without pressure 5. Easy pause/resume membership	• Can't find appropriate beginner workouts easily • Overwhelmed by DIY video library • Guilt from unused subscription • Forced into 3-month minimum commitment • Videos too advanced; no clear progression path • App doesn't suggest "start here" for beginners • Streaks create anxiety rather than motivation
	Traveling Professionals	1. Workout continuity across locations 2. No-equipment home workout options 3. Offline video downloads for travel 4. Cross-city Elite access without friction 5. Pause membership during extended travel	• Only 5 sessions/month allowed in other cities (Elite limitation) • Can't download videos for offline viewing • Hotel room workouts require equipment not available • Progress/streaks break during travel • Can't easily find Cult centers in new city • Pause feature duration limits too restrictive (only 45 days)
Social Connectors	Community Enthusiasts	1. Strong community belonging 2. Friend coordination features (book together, workout buddies) 3. Social recognition & celebration 4. Instructor relationships & engagement 5. In-class social interaction opportunities	No way to find/connect with regular classmates • Can't coordinate bookings with friends (must book separately) • Squad feature hidden and underutilized • No member directory or workout buddy matching • Classes don't foster conversation/bonding • Social features feel like afterthought vs core experience • Cult Ninja recognition only for small subset
	Sports Facility Users	1. Easy multi-person booking 2. Clear facility availability & rules 3. Partner/group matching for sports 4. Social leagues or tournaments 5. Inclusive, fun atmosphere	• Booked badminton court but court was empty (others no-showed) • No way to find players for doubles • Sports facility booking unclear in app • Limited slots available for popular times • Minimum 3-month commitment deterrent for trying sports once • No casual drop-in options

	Influenced Joiners	1. Onboarding support & confidence building 2. Friend accompaniment/referral benefits 3. Non-intimidating beginner experience 4. Social proof & success stories 5. Gradual commitment escalation	• Trial only 2 sessions; not enough to commit • Classes too advanced for true beginners • No structured "Week 1-4 beginner onboarding" • Friend who referred can't work out together easily • Intimidated by fit regulars in classes • No graduated commitment (1-month trial → 3-month → annual) • Support non-existent after initial signup
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5. Top Problem Hypothesis

Hypothesis 1: App Navigation & Workout Discovery Chaos

Statement:

I believe that Convenience Seekers and Fitness Enthusiasts experience cognitive overload and decision paralysis when trying to find and select at-home workouts in the app, which causes them to either skip workouts entirely or default to the same repetitive routines. Currently, they scroll through unorganized lists, can't find workouts they previously enjoyed, and waste 5-10 minutes just deciding what to do, but this is unsatisfying because it adds friction to what should be a quick, motivating experience, reducing workout frequency and increasing churn risk.

Hypothesis 2: Customer Service & Post-Purchase Experience Breakdown

Statement:

I believe that all user segments, particularly Committed Transformers and Value Optimizers experience helplessness and eroding trust when they encounter issues requiring customer support (refunds, equipment problems, membership changes, quality complaints), which causes them to publicly complain on review platforms, spread negative word-of-mouth, and eventually churn despite continuing to pay. Currently, they send multiple emails/calls with no response, and receive boilerplate replies that don't address their issue, or are told "policy doesn't allow" without empathy, but this is unsatisfying because they expected premium service to match premium pricing, and feeling ignored after investing ₹20K-45K feels like betrayal.

Hypothesis 3: Class Booking Capacity vs. Demand Imbalance

Statement:

I believe that Committed Transformers and Fitness Enthusiasts experience frustration and perceived value erosion when they can't book their preferred class times/trainers due to capacity constraints and booking limitations (max 4 pre-bookings), which causes them to attend less frequently than desired, feel their ELITE membership doesn't deliver promised "unlimited access," and consider downgrading or churning. Currently, they frantically check the app multiple times daily hoping for cancellations, settle for less convenient times, or skip workouts, but this is unsatisfying because they're paying premium prices (₹2,000+/month) but experiencing scarcity rather than abundance.

6. Meeting & User Survey

After interviewing 6 individuals and getting survey responses from 12 cult users along with gathering responses from different review websites like [mouthshut.com](https://www.mouthshut.com), [Trustpilot.com](https://www.trustpilot.com), [Reddit.com](https://www.reddit.com). Following is the ranking table of major pain points stacked on the basis of rank as follows:

Pain Point Frequency Ranking



Looking at the 11 pain points in the above list, #6 - App UX & Booking Experience) is directly and specifically about the Cult app and digital user experience and rest of the pain points are rooted in the offline/service delivery experience such as trainer behavior, center management,

refund policies, overcrowding in gym etc. But having said there are few other that have a partial app touchpoints as follows:

- **#6 App UX & Booking Experience** - This covers confusing membership tier naming (Cult Pass Pro vs Elite vs Live), lack of loading indicators, poor discoverability for new users, context loss when switching between workout modes, limited filters, and no personalization features.
- **#1 Refund & Cancellation Policy** - The app is the primary channel where users try to raise complaints and get tickets closed on them, so the in-app support flow is a UX failure too.
- **#8 Membership & Pricing Transparency** - The confusion around hidden penalties (like losing days for missed classes) is partly an in-app communication and onboarding problem.
- **#5 Overcrowding & Class Availability** - Class booking happens through the app, and the inability to secure preferred slots is a direct app experience frustration.

Since, I am scoping my UX research purely to digital product, I would focus on **#6 App UX & Booking Experience** as the core theme, with remaining as the supporting areas where the Cult.fit's app experience worsens an already poor quality of service.

a. Painpoints in User Journey

User Journey Phase	Pain points
Onboarding & Discovery	No new user guidance or onboarding flow
	Membership tier naming is confusing
Class Booking	No smart filters or personalization in booking
Workout Experience	Workout plans are rigid, with no customization as per personal needs
Purchase & Subscription	No confirmation step before purchase, the process feels abrupt.
	Refund and cancellation not visible during purchase
Support & Error Recovery	Help center is buried and hard to discover

7. SWOT Analysis of Cult.fit digital application

a. Strength

- All in One Fitness Ecosystem
- Clean Visual Design & Consistent UI
- Seamless Multi-Center Access via Cult Pass
- Strong Habit-Building & Gamification Features
- Double Booking Prevention & Smart Class Management
- Network Effects leading to the growth

b. Weakness

- No Onboarding Flow for New Users
- Confusing Membership Tier Naming
- Refund & Cancellation Policy Not Surfaces at Purchase
- Non-customizable Workout plans
- Help & Support buried and hard to discover
- Low In Gym App Engagement

c. Opportunity

- AI Powered Personalization & Workout Recommendation
- Smarter Onboarding to Unlock Feature Discovery
- Tier-2 & Tier-3 city penetration with Digital first model
- Corporate Wellness as B2B channel
- Integration with Wearables & Health Data Integration
- In-Gym App Mode for Active use during workouts

d. Threat

- Growing Competition from Specialized Fitness Apps
- Negative Word of Mouth Eroding Brand Trust
- User Trust Deficit around Data and Billing

Cult.fit's app has strong bones with a solid booking flow, broad content and real scale. But it's leaving significant value on the table through weak onboarding, rigid workout plans, and trust destroying moments at purchase and cancellation. The biggest return on investment fix is turning the app from class booking or attendance tool into a genuine daily fitness companion, which requires personalization, in-gym engagement, and radical transparency around policies.

8. Goal Setting: Pain->Behavior->Business

Metric	Pain -> Behavior->Business
Activation	No Onboarding flow for new users, as a result new

	users don't discover key features and feel lost after signup leading to users not able to reach their 'Aha moment' as a result user loses interest with the application.
Revenue	Confusing membership tier naming, as result prospective buyers hit decision paralysis on the purchase screen and abandon without converting to paid plan, leading to lower paid subscription conversion rate and higher drop-off at the most critical revenue moment in the funnel.
Acquisition	Refund & Cancellation policy hidden at point of purchase, as a result users feel deceived post-purchase, escalates on the public platforms and actively discourage referrals for friends and family leading to NPS drops, organic acquisition suffers and brand perception erodes.
Retention	Non customization of workout plans as a result gym going members don't open or use the app during their actual workout session, making it a passive booking or attendance marking tool only leading to low daily active users, habit formation doesn't happen, users see no incremental value over the subscription and don't renew.
Retention	Help & support buried as a result users with booking failures, payment errors, or policy questions escalate to social media or give up entirely, finding no resolution in-app leading to unresolved frustration during critical moments, directly accelerates churn and fuels negative public reviews.
Engagement	No smart filters or personalization in class booking as a result users especially new ones spend too much time finding the right class, leading to decision fatigue and lower booking frequency leading to low class booked per user per week and not habit loop formation and eventually weekly active usage drops increasing the risk of churn.

9. Personas



Reethu Nair

The Hopeful Starter

37, Software Architect, Bengaluru

New Subscriber · 0–90 days

"I paid ₹8,000 for this membership. I really want it to work — I just don't know where to even start."

Reflects the activation gap — good intent, poor onboarding, high churn risk

GOALS & MOTIVATIONS

- Lose 6–8 kg and feel more energetic before a close friend's wedding in 4 months.
- Build a consistent workout routine that fits her 8 AM–8 PM work schedule.
- Feels like she's getting real value out of her subscription before the first renewal.

BEHAVIOURS & USAGE PATTERNS

- Opens the app 2–3x a week to book a class, but rarely uses it during the actual workout.
- Books whatever slot is available, not necessarily what suits her goals — she doesn't know how to filter.
- Has explored the home screen but has never discovered difficulty settings or muscle targeting.
- Primarily uses the app on mobile (Android), mostly during lunch break or after work.

FRUSTRATIONS — IN THEIR OWN WORDS

"I didn't know I had a workout plan in the app. I've been doing random classes for 3 weeks."

"I booked a Cult Pass Pro but I have no idea what's different from the Elite one I saw later."

"The app crashed mid-class and I lost my streak. I was so annoyed I skipped the next day too."

"I want to target my arms but the app just gives me the same leg day plan it always does."

Success Scenario

Reethu completes a guided onboarding quiz, gets a personalized 4 week plan targeting her goals, books her regular slot with ease, tracks her first full workout session in app, and feels and sees visible progress by week 3 and renews without second thought.

Failure Scenario

Reethu drifts through generic classes for 6 weeks, never builds a habit, doesn't see results, and quietly lets her subscription lapse. She leaves a 2-star MouthShut review and tells two friends "it's not worth it."



Atul Mehta

The Frustrated Loyalist

43 · Senior Product Manager · Bengaluru

Returning Member · 12+ months

"I love the idea of Cult. I just wish the product lived up to it. I keep renewing out of habit, not because I'm wowed."

GOALS & MOTIVATIONS

- Maintain a 3x/week workout habit while managing a demanding job and travel schedule
- Graduate from general group classes to more structured strength progression
- Feel like the app actually knows him after 12 months — not treat him like a first-timer every session

BEHAVIOURS & USAGE PATTERNS

- *Books classes 3–4x a week via app, always the same 7 AM S&C slot — has memorised the flow*
- *Uses the app only for booking — never opens it during the workout itself*
- *Has raised 2 support tickets in the last 6 months — both closed without resolution*
- *Actively reads Cult-related Reddit threads and has posted twice about his frustrations*

FRUSTRATIONS — IN THEIR OWN WORDS

"My trainer changed for the third time this year. Every new one treats me like a beginner."

"I raised a complaint about the class being overbooked. The ticket was closed with zero response."

"I've been doing the same S&C class for 8 months. The app has no idea how I want to progress."

"Why does the app show me 'Recommended for you' classes that have nothing to do with my history?"

Success Scenario

Arjun gets a progression-aware workout plan that builds on his 12-month history, a 'Your Usuals' quick-book on the home screen, and a support chat that actually resolves his overcrowding complaint. He refers two colleagues and upgrades to a premium coaching add-on.

Failure Scenario

The third support ticket gets no response. A new trainer injury incident is the final straw. Arjun cancels, switches to a local gym, and posts a detailed negative Reddit thread that reaches 400+ upvotes in r/Fitness_India.

Cult Fitness App - Problem Prioritization

Goal - **Improve month-1 renewal rate by 20% in 6 months for new subscribers.**

What is the Month-1 Renewal Rate?

When a new user buys a Cult.fit subscription, after their first month ends, they face a choice of either to **renew or leave**. The percentage of new users who choose to renew is called the *Month-1 renewal rate*. For example, if 100 new users joined in January 2026 and 40 of them renewed at the end of Month 1, the renewal rate is **40%**. The goal is to push that number to **60%** i.e. a 20% improvement.

Why Month-1 specifically?

Because the first month is where Cult loses most of its users. Research shows new subscribers who don't form a workout habit in the first 3–4 weeks simply don't come back. It's the highest churn risk window, it's not Month 3 or Month 6, but Month 1.

PIF Scoring for all the problems identified.

Problem	Population (1-5)	Intensity (1-5)	Frequency (1-5)	Total	P0?
No onboarding flow for new users	5	5	5	15	Yes
Rigid workout plans without any customization option	4	4	4	12	No
Confusing membership tiers (Pro vs Elite vs Live)	5	4	3	12	No
No smart filters or personalisation in class booking	4	3	5	12	No
Refund and cancellation policy hidden at point of purchase	3	5	2	10	No
Help & Support buried	3	4	2	9	No

Strategic Filters

Problem	Links to Goal	Alignment with product Strength	Solvable within Sprint Scope	P0?
No onboarding flow for new users	YES	YES	YES	YES
Rigid workout plans without any customization option	YES	YES	NO	NO
Confusing membership tiers (Pro vs Elite vs Live)	NO	YES	YES	NO
No smart filters or personalisation in class booking	YES	YES	YES	YES (but low PIF score)
Refund and cancellation policy hidden at point of purchase	NO	NO	NO	NO

Help & Support buried	YES	NO	NO	NO
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PROBLEM STATEMENT

DIMENSION	DETAILS
P0 Problem Statement	New Cult.fit subscribers (0–90 days) are unable to discover the app's core features and build a personalised workout routine during onboarding, causing them to disengage within the first few weeks and not renew their Month-1 subscription.
Who	New subscribers, 0–90 days, who have booked at least 1 class
What	Cannot discover features, build a routine, or understand the app's value
Why it matters	No habit formed in Week 1–3 = no perceived value = no renewal
Metrics moved	Month-1 membership renewal rate and target: +20% in 6 months
Primary Persona	Reethu Nair — The Hopeful Starter (New subscriber, 37, Software Architect , Bengaluru)
PIF Score	15/15 — Population: 5, Intensity: 5, Frequency: 5
Strategic Filter Result	Passes all 3 filters as follows: • Links to goal: Yes • Aligns with strengths: Yes • Solvable scope: Yes

Evidence Backing the P0

#	Evidence	Source
1	The majority of gym-goers are unaware of core app features and they learned about them only through other members, not through the app itself.	Personal experience and same feedback from Atul (who is one of the interviewee)
2	Persona research: Reethu books random classes for 3 weeks without knowing she has a personalised workout plan in the app	User Persona + Interviewee
3	Violation of Help and Documentation heuristic, no contextual onboarding or tooltips exist anywhere in the app	Personal experience and found during secondary research

ASSIGNMENT PHASE - 3

10. Brain Storming for improving month-1 renewal rates

Problem

New Cult.fit subscribers (0–90 days) are unable to discover the app's core features and build a personalised workout routine during onboarding, causing them to disengage within the first few weeks and not renew their Month-1 subscription.

Root Cause Analysis (5-Why Analysis)

1. *Why are new subscribers unable to discover features and build a routine?*

Because as soon as the user lands on the home screen of the app, they feel lost and don't know when to begin.

2. *Why does the user feel lost on the home screen?*

Because the home screen is flooded with advertisements, promotional banners, and subscription CTAs with surfacing what is relevant or important for a first time user.

3. *Why is the home screen showing ads and promotions instead of guiding the new users?*

Because the app has no separate new user journey, it shows the same home screen to a day-1 user as it does to a 12 month returning member. There is no onboarding flow, no goal setting step and no personalization for the first time users.

4. *Why does the app have no separate onboarding journey for new users?*

Because the product was designed with a conversion first mindset, the goal was to get users to purchase a plan as quickly as possible. After purchase user education and activation were never built into the product scope.

5. *Why was the app designed with conversion first mindset, ignoring post-purchase activation?*

Because the business tracked success at the point of acquisitions such as downloads, sign-ups, and subscription sales, without any focus on the delivery of first value (such as first completed workout, first discovered feature). There was no activation metric being monitored, so there was no product incentive to invest in onboarding.

Identified Root Cause

The root cause is that Cult.fit's product success was measured at the point of acquisition (# of subscriptions sold), not at the point of activation (or first value experienced). As a result of which there was no focus on tracking activation metrics. Hence there was no product or business incentive to build an onboarding flow leaving new users unsupported, confused and unable to form habits that would make them renew.

Idea Brainstorming for each of the "Whys"

Why	Idea	Description
User feels lost on the home screen immediately after sign-up	Personalised 'Your Space' Home Screen	Replace the generic ad-heavy home screen with a dynamic, user-specific home that surfaces their booked class, today's workout plan, streak status, and one recommended next action, all above the fold. Ads and promotions move below the fold.
	Progressive Disclosure Home with 'Start Here' Banner	For users in their first 30 days, show a sticky 'Start Here' card at the top of the home screen that guides them to their single most important next action (book first class, complete profile, set goal). Disappears once completed.
	Contextual Welcome Message by Time of Day	Show a warm, time-aware greeting on the home screen: 'Good morning Reethu your 7 AM Yoga class is in 2 hours. Here's what to do today.' Replaces cold promotional banners with a coach-like voice.
Home screen is flooded with ads and promotions instead of user guidance	New User Mode Ad-Free for First 30 Days	Suppress all promotional banners, upsell CTAs, and cross-sell tiles for users within their first 30 days. The home screen only shows fitness-relevant content: their plan/goals, classes, and progress. Monetisation resumes from Day 31 once the habit is formed.
	Collapsible Promotions Section	Move all offers, upgrade CTAs, and Cult Sport promotions into a collapsible 'Offers & More' section at the bottom of the home screen. New users see it collapsed by default. Power users can pin it if they want it visible.

	Value-First Home Layout with Inverted Hierarchy	Redesign the home screen information hierarchy: (1) Today's action card, (2) Upcoming booked class, (3) Weekly progress ring, (4) Recommended class. Promotions only appear in slot 5 or below. This is a pure layout and priority change — no new features needed.
No separate new user journey all users see the same screen	Fitness Goal Quiz at First Login (5-step onboarding flow)	Trigger a 5-screen onboarding quiz immediately after first login: (1) What's your goal? (Lose weight / Build strength / Stay active / Explore) (2) Fitness level? (Beginner / Intermediate / Advanced) (3) Preferred format? (Gym / Live / Home) (4) Preferred time? (Morning / Evening / Flexible) (5) Days per week? Use answers to auto-build a personalised 4-week plan and filter the home screen content.
	Segmented Home Screen by User Tenure	Build two distinct home screen templates: (A) New User Mode (0–30 days) focused on goal, plan, and first class (B) Power User Mode (30+ days) full feature set, community, promotions. Switch automatically on Day 31 with a celebratory 'You've graduated!' moment.
	Interactive 'First Workout' Guided Session	After the onboarding quiz, route new users directly to a 20-minute 'Your First Cult Workout' in-app guided session, not a booking screen. Let them experience value before they navigate the app. Like Duolingo, starting a lesson before asking for a sign-up.
	Onboarding Progress Bar and Checklist	Show a 'Setup your fitness journey' checklist on the home screen for new users: 1. Set your goal 2. Book your first class 3. Complete your first session 4. Log your first workout. Each completed step unlocks a reward (e.g., bonus streak day, badge).

		Disappears at 100% completion.
Product built with conversion-first mindset with no post-purchase activation design	In-App Tooltips and Contextual Spotlights	As new users navigate the app, trigger contextual tooltips that reveal one feature at a time not all at once. Example: First time a user opens the workout tab, a tooltip says 'Did you know you can adjust difficulty? Tap here.' Features are disclosed progressively, only when relevant.
	'Aha Moment' Fast Track — First Completed Workout Celebration	Design a deliberate 'Aha Moment' trigger: when a new user completes their first in-app tracked workout, show a full-screen celebration animation with their stats (calories, time, muscles worked), a streak-started badge, and a message: 'You've just taken your first real step.' This is the emotional hook that converts a trial user into a believer.
	Week 1 App notification + Push Nudge Sequence	Design a 7-day automated nudge sequence triggered immediately after subscription: Day 1 (Welcome + what to do today), Day 2 (Did you know you have a personal workout plan?), Day 4 (You haven't booked this week — here's a slot that fits your schedule), Day 7 (Your first week recap X sessions booked). Each message is personalized using the onboarding quiz data.
	Membership Value Dashboard such as 'What You've Unlocked'	Replace the post-purchase confirmation screen (currently just a receipt) with a visual 'Your Membership Unlocked' screen: showing 2000+ classes, 6 formats, X centers near you, your assigned plan. Makes the user feel the value immediately after payment — not 3 weeks later.
Business measured success at acquisition, not at activation	Define and Track an Activation Metric	Introduce a formal activation metric on the product dashboard: '% of new subscribers who complete their first in-app workout session within 7 days of sign-up.' This becomes a leading indicator for Month-1 renewal. Every feature team must report on this alongside subscriptions sold.

	New User Cohort Dashboard for PMs	Build an internal cohort analysis view that tracks new users through: Signup → Onboarding Completed → First Class Booked → First Session Completed → Week 2 Return → Month-1 Renewal. Identify the exact drop-off step and make it a team OKR to move each cohort further down the funnel.
	In-App Micro Survey at Day 7 such as 'How's it going?'	Trigger a 2-question in-app survey on Day 7 for new users: (1) 'Have you found a workout routine that works for you?' (Yes / Not yet / I need help) (2) 'What's stopping you from using the app more?' Route 'Not yet' and 'I need help' users to a live chat or human coach. This creates a feedback loop that surfaces activation failures in real time.

Idea prioritization using MoSCoW (Must-Have (Must), Should-Have(Should), Could-Have (Could), Won't-Have (Won't)) Framework

Idea	Description	Confidence (High/Low/Moonshot)	Priority (Must/Should/Could/Won't)
Personalised 'Your Space' Home Screen	Replace the generic ad-heavy home screen with a dynamic, user-specific home that surfaces their booked class, today's workout plan, streak status, and one recommended next action, all above the fold. Ads and promotions move below the fold.	High	Must
Progressive Disclosure Home with 'Start Here' Banner	For users in their first 30 days, show a sticky 'Start Here' card at the top of the home screen that guides them to their single most important next action	High	Must

	(book first class, complete profile, set goal). Disappears once completed.		
Contextual Welcome Message by Time of Day	Show a warm, time-aware greeting on the home screen: 'Good morning Reethu your 7 AM Yoga class is in 2 hours. Here's what to do today.' Replaces cold promotional banners with a coach-like voice.	High	Must
New User Mode Ad-Free for First 30 Days	Suppress all promotional banners, upsell CTAs, and cross-sell tiles for users within their first 30 days. The home screen only shows fitness-relevant content: their plan/goals, classes, and progress. Monetisation resumes from Day 31 once the habit is formed.	High	Must
Collapsible Promotions Section	Move all offers, upgrade CTAs, and Cult Sport promotions into a collapsible 'Offers & More' section at the bottom of the home screen. New users see it collapsed by default. Power users can pin it if they want it visible.	High	Must
Value-First Home Layout with Inverted Hierarchy	Redesign the home screen information hierarchy: (1) Today's action card, (2) Upcoming booked class, (3) Weekly progress ring, (4) Recommended class. Promotions only appear in slot 5 or below. This is a pure layout and priority change with no new features needed.	High	Must
Fitness Goal Quiz at First Login (5-step onboarding flow)	Trigger a 5-screen onboarding quiz immediately after first login: (1) What's your goal? (Lose weight / Build strength / Stay active / Explore) (2) Fitness level? (Beginner /	High	Must

	Intermediate / Advanced) (3) Preferred format? (Gym / Live / Home) (4) Preferred time? (Morning / Evening / Flexible) (5) Days per week? Use answers to auto-build a personalised 4-week plan and filter the home screen content.		
Segmented Home Screen by User Tenure	Build two distinct home screen templates: (A) New User Mode (0–30 days) focused on goal, plan, and first class (B) Power User Mode (30+ days) full feature set, community, promotions. Switch automatically on Day 31 with a celebratory 'You've graduated!' moment.	High	Must
Interactive 'First Workout' Guided Session	After the onboarding quiz, route new users directly to a 20-minute 'Your First Cult Workout' in-app guided session, not a booking screen. Let them experience value before they navigate the app. Like Duolingo, starting a lesson before asking for a sign-up.	Low	Could
Onboarding Progress Bar and Checklist	Show a 'Setup your fitness journey' checklist on the home screen for new users: 1.Set your goal 2.Book your first class 3.Complete your first session 4.Log your first workout. Each completed step unlocks a reward (e.g., bonus streak day, badge). Disappears at 100% completion.	High	Should
In-App Tooltips and Contextual Spotlights	As new users navigate the app, trigger contextual tooltips that reveal one feature at a time not all at once. Example: First time a user opens the workout tab, a tooltip says 'Did you know you	Low	Should

	can adjust difficulty? Tap here.' Features are disclosed progressively, only when relevant.		
'Aha Moment' Fast Track — First Completed Workout Celebration	Design a deliberate 'Aha Moment' trigger: when a new user completes their first in-app tracked workout, show a full-screen celebration animation with their stats (calories, time, muscles worked), a streak-started badge, and a message: 'You've just taken your first real step.' This is the emotional hook that converts a trial user into a believer.	High	Should
Week 1 App notification + Push Nudge Sequence	Design a 7-day automated nudge sequence triggered immediately after subscription: Day 1 (Welcome + what to do today), Day 2 (Did you know you have a personal workout plan?), Day 4 (You haven't booked this week — here's a slot that fits your schedule), Day 7 (Your first week recap X sessions booked). Each message is personalized using the onboarding quiz data.	High	Must
Membership Value Dashboard such as 'What You've Unlocked'	Replace the post-purchase confirmation screen (currently just a receipt) with a visual 'Your Membership Unlocked' screen: showing 2000+ classes, 6 formats, X centers near you, your assigned plan. Makes the user feel the value immediately after payment not 3 weeks later.	High	Must
Define and Track an Activation Metric	Introduce a formal activation metric on the product dashboard: % of new subscribers who complete their first in-app workout session within 7 days of sign-up.	Low	Could

	This becomes a leading indicator for Month-1 renewal. Every feature team must report on this alongside subscriptions sold.		
New User Cohort Dashboard for PMs	Build an internal cohort analysis view that tracks new users through: Signup → Onboarding Completed → First Class Booked → First Session Completed → Week 2 Return → Month-1 Renewal. Identify the exact drop-off step and make it a team OKR to move each cohort further down the funnel.	Low	Won't
In-App Micro Survey at Day 7 such as 'How's it going?'	Trigger a 2-question in-app survey on Day 7 for new users: (1) 'Have you found a workout routine that works for you?' (Yes / Not yet / I need help) (2) 'What's stopping you from using the app more?' Route 'Not yet' and 'I need help' users to a live chat or human coach. This creates a feedback loop that surfaces activation failures in real time.	High	Must

Success Metric for P0 Goal

1. Monthly Subscriber Retention Rate
2. Daily Active Users/Monthly Active Users
3. Time to “Aha Moment”

PRD: Improving Onboarding, Feature Discovery & Month-1 Renewal for New Cult.fit Subscribers

Problem

New Cult.fit subscribers (tenure: 0–90 days) are unable to discover the app’s most important features or build a personalized workout habit during onboarding. As a result, a significant portion of new users disengage early, with Month-1 renewal rates consistently below 53%, especially among first-time subscribers. This creates business risk through high early churn and prevents the company from realizing full customer LTV potential. User research indicates the inability to find core features (like goal-based plans or “streaks”) as a main reason for drop-off within the app’s first week.

High Level Approach

We will address this by redesigning the onboarding journey to be distraction-free, personalized, and focused on driving users to clear “Aha” moments. This includes suppressing irrelevant notifications, surfacing key features based on user goals, and establishing habit loops early through activation metrics tracking. The solution will emphasize progressive discovery rather than one-shot feature dumping or generic walkthroughs.

Narrative

Common Use Case Reethu, a 37-year-old first-time subscriber from Bengaluru, downloads the Cult.fit app and is excited to start working out but feels overwhelmed by the number of options. She skips through the onboarding, misses the personalized workout planner, and in her first week, only logs in twice, never establishing a routine. By Day 7, she becomes disengaged and ignores renewal reminders.

With the redesigned onboarding, Reethu signs up, answers a short quiz about her fitness goals, and the app immediately shows a personalized “My Plan” dashboard. She is prompted daily with streak challenges and clear next steps. She completes four workouts in her first week, easily tracks progress, and feels motivated — leading her to confidently renew after the first month.

Edge Case A user with limited time, traveling for work, launches the app. The new onboarding recognizes their sporadic activity, suppresses center bookings and advanced recommendations,

and nudges them to try short, home-based sessions. The journey adapts dynamically, maintaining engagement and habit even for non-standard schedules.

Before/After

State	Before: Today's Experience	After: Redesigned Journey
First session	Overwhelmed, skips onboarding, lost in navigation	Focused quiz, sees personalized plan immediately
Week 1	Fails to grasp streaks or habit-forming features	Sees streak progress; nudged to build consistent days
Renewal	Ignores generic reminders, forgets why she joined	Receives context-rich reminders linked to goals

Goals

Measurable Goals

- **Goal 1:** Increase Month-1 paid renewal rate for new subscribers from **53%** to **60%** for baseline plans
- **Goal 2:** Lift 7-day activation (% of new users completing 3+ “core actions”) from **38%** to **50%**
- **Goal 3:** Decrease time-to-Aha Moment (time from signup to first streak/workout logged) from **2.5 days** to **1 day**

Immeasurable Goals

- Users should feel guided and confident in making workout choices by Day 2
- The onboarding and discovery flows should feel streamlined, non-intrusive, and motivating
- Users should perceive daily nudges as helpful, not spammy

Metrics

North Star Metric

- **Metric:** Month-1 Renewal Rate (% of new paid subscribers who renew)
- **Current baseline:** 53%
- **Target:** 60%

- **Measurement:** App event tracking and billing data; cohort by signup date and plan type

Secondary Metrics

- **Activation within 7 days:** 38% → 50%
- **DAU/MAU for new users:** 22% → 30%
- **Average # workouts in first 30 days:** 3.7 → 5.5

Guardrail Metrics

- **NPS for onboarding:** Must stay above 6.5
- **Support ticket volume related to onboarding:** No >15% increase post-launch
- **Push opt-out rate:** Must not increase beyond 5% over baseline

Unacceptable movement: Any drop of >2pp in NPS or >5% rise in support volume triggers immediate review.

Impact Sizing Model

Calculation

1. **Monthly new paid subscribers:** 41,000 — source: historical analytics April–June
2. **Current Month-1 renewal rate:** 53% — internal retention dashboard
3. **Target uplift:** +7pp (to 60%)
4. **Incremental retained users per month:** $41,000 * 0.07 = 2,870$ users
5. **ARPU Month-2:** ₹1,300 (average per retained user)

Total incremental revenue/month: $2,870 * ₹1,300 = ₹3,731,000$ **Annualized:** $₹3,731,000 * 12 = ₹44.8\text{M INR/year}$

Revenue/Bottom-Line Impact

- **Estimated impact:** +₹44.8M INR to annual topline if uplift sustains
- **Confidence level:** Medium (assumes no cannibalization or negative onboarding sentiment)
- **Key assumptions:** No significant changes to pricing or external churn factors; uplift sustains through at least two quarters

Non-goals

- **Not doing:** Major changes to the offline/physical center user experience **Why:** Out of scope for current digital onboarding focus; managed by a separate team

- **Not doing:** Deep new feature work beyond onboarding, discovery, and “My Plan” habit formation (e.g., nutrition, advanced social features) **Why:** Prioritization table indicates onboarding and core activation are P0; others slated for later phases
- **Not doing:** Personalized coaching chatbots **Why:** High complexity, deprioritized in this release cycle
- **Not doing:** Center POS conversion or staff-led onboarding **Why:** Broader organizational initiative; risk of fragmented experience if attempted in parallel

Solution Alignment

What’s In

- Fully refreshed onboarding (first session) for all subscribers with tenure ≤ 90 days
- Personalized Workout Quiz (goals, preferences)
- Dynamic “My Plan” dashboard with streak tracker and discovery nudges
- Distraction/ad suppression for non-core features until user is activated
- Analytics instrumentation for activation and Aha moments

What’s Out

- Deep social features (groups, community leaderboard)
- Advanced nutrition planner, sleep tracking onboarding
- Center booking optimizations
- Multi-language support beyond English/Hindi (for this MVP)
- Rich video onboarding; focusing on in-app, not external web

Open Questions

- What is the resource priority for deeper personalization (in-house ML vs. rules-based quiz)?
- What level of device/platform parity (Android/iOS/desktop) must MVP hit for GA release?
- Where does customer education (videos, tooltips) fit: onboarding only or into regular product surfaces?

Key Features: Plan of Record

Feature	Priority	Description	Size
Personalized Onboarding Quiz	P0	Short, goal-based intake quiz that determines user intent and suggests routines	Medium

Tenure-Based Dynamic Home/“My Plan”	P0	New Home screen for <90-day users focusing on plan, streaks, and core session CTA	Large
Distraction/Ad Suppression Logic	P0	Hide/suppress non-core features and signals until new user completes Aha moment	Small
Streak & Habit Nudges	P1	Lightweight daily prompts — streaks, badges, reminders that reinforce habit forming	Medium
Feature Discovery Carousel	P1	Subtle recommendations for “hidden” features based on quiz responses and activity	Small
Activation Analytics Dashboard	P1	New reporting: cohort-level onboarding, Aha time, drop-off, and weekly adoption	Medium
Error and Drop-off Handling	P1	Empty/error handling; nudge retake of quiz if skipped	Small
In-Onboarding Support/Bot	P2	Inline FAQ and support channel in onboarding flows	Small

Future Considerations

Planned Follow-ups

- **Full Social Features:** Deeper community and group engagement — Planned for Q4 2024
- **Nutrition & Sleep Onboarding:** Seamless addition to future onboarding — Planned for Q1 2025
- **Platform Parity:** Expanding experience to web/desktop — Q3 2024

Build-Now Implications

- **Modularize the onboarding stack** so nutrition/social can “slot in” later with minimal code rework
- **Event analytics should be extensible** to new feature categories in later quarters
- **Don’t hard-code discovery carousels:** Enable dynamic and remote-config driven updates

Key Flows

Flow: New Subscriber Onboarding & Discovery

6. **Screen:** Welcome Page
 - **User sees:** Greeting, CTA to 'Get Started'
 - **User does:** Taps 'Get Started'
 - **Result:** Proceeds to personalized quiz
7. **Screen:** Onboarding Quiz
 - **User sees:** 5–7 short MCQs (goals, preferred routines, time per day, fitness level)
 - **User does:** Answers each question
 - **Result:** Quiz progress bar advances; at end, pressed "See My Plan"
8. **Screen:** "My Plan" Dashboard (Tenure <90)
 - **User sees:** Personalized plan, first-week recommended workout, streak tracker, singular prominent CTA
 - **User does:** Taps CTA ("Start Day 1," "Book a Session," or "Quick Home Workout")
 - **Result:** Session scheduled or workout starts
9. **Screen:** Feature Discovery Carousel (if eligible)
 - **User sees:** Small cards pointing to hidden but valuable features (goal-tracking, integrations)
 - **User does:** Optional; can swipe/ignore
 - **Result:** Feature surfaces on intent
10. **Screen:** Nudges & Reminders
 - **User sees:** Post-workout nudge (e.g., "Keep your streak going!"), but no other promos/ads
 - **User does:** Can dismiss or click through
 - **Result:** Reinforced habit loop toward renewal
11. **Screen:** Drop-off/Error Handling
 - **User sees:** If quiz is skipped or abandoned, "Pick up where you left off?" modal
 - **User does:** Continue or dismiss
 - **Result:** Brought back to incomplete flow

Key Logic

Rules

- **Rule:** Onboarding flow only triggers for users with <90 days tenure **Applies when:** App opening for the first 3 months **Example:** User at Day 40 logs in — shown "My Plan" onboarding screens
- **Rule:** Distraction/Ad suppression **Applies when:** User has not completed first Aha moment (first streak or plan action) **Example:** Hide cross-sells, center booking cards

- **Rule:** Quiz retake enabled **Applies when:** User abandons quiz or returns after 7+ days **Example:** User skips quiz, reopens app after 10 days — prompt appears
- **Rule:** Streak nudge only after ≥ 1 session logged **Applies when:** Session logged in first 7 days **Example:** Day 2 login, 1 workout yesterday — show “Keep your streak”

Edge Cases

- If user skips quiz, must be offered restart on next major revisit (not on every open)
- If user completes plan before 30 days, surface “Next Steps” or higher-tier challenge
- If user is dual-channel (physical center + digital), default to digital-only onboarding unless explicitly in center
- Concurrent logins on different devices must sync streaks in real time

Launch Plan

Phases

Phase: Internal Dogfood — Validate end-to-end onboarding

- **Entry criteria:** Design and engineering complete for all P0 flows
- **Exit criteria:** Zero blockers, NPS > 6 by internal team
- **Duration:** 2 weeks

Phase: Beta Rollout

- **Entry criteria:** Passed internal QA, stable analytics
- **Exit criteria:** North Star metric up by ≥ 3 pp in beta cohort (30 days)
- **Duration:** 4 weeks

Phase: Full GA Launch

- **Entry criteria:** Beta success, no new critical bugs
- **Exit criteria:** All users on new flow; post-launch reports stable
- **Duration:** 2 weeks

Experiment Design

- **Type:** A/B test (50/50 split, new subscribers only)
- **Sample size:** $\sim 10,000$ users per branch (for 90% power at +6% lift; stats team guidance)
- **Duration:** Minimum 30 days for accurate renewal tracking
- **Success criteria:** Statistically significant uptick in renewal, activation, DAU/MAU

Risks & Dependencies

- **Risk:** Data reliability (cohort tracking) — *Mitigation:* Pre-launch analytics sprint

- **Risk:** Over-suppression of core upsells — *Mitigation:* Quick revert toggle
- **Risk:** Cross-functional bandwidth (design, content) — *Mitigation:* Pre-scheduled sprint cycles
- **Dependency:** Platform engineering for Home/“My Plan” surfaces; Analytics team for instrumentation

Key Milestones

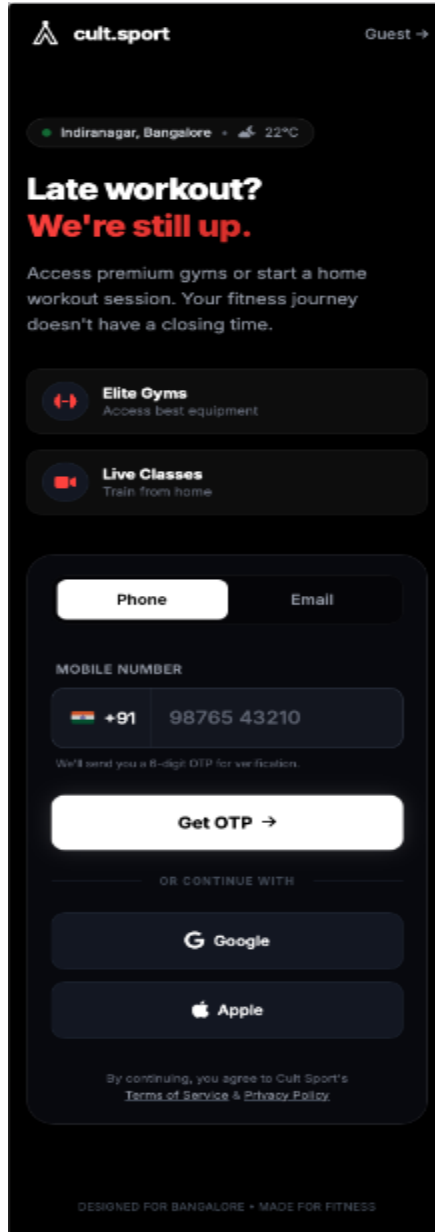
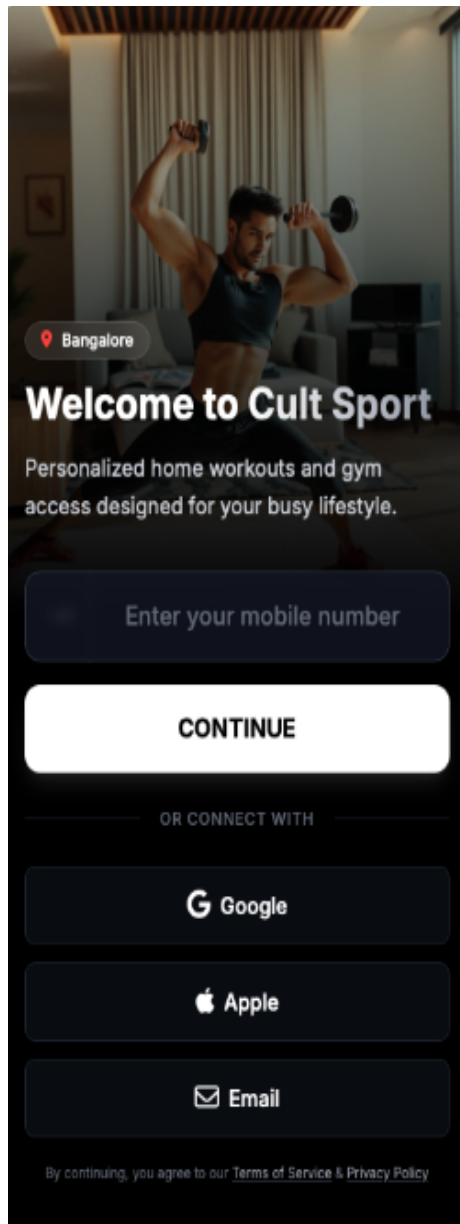
Milestone	Date	Owner	Status
Design complete	25 April 2026	Usha R.	In progress
Engineering kickoff	1 May 2026	Rohit P.	Pending
Internal dogfood	15 August 2026	Product Team	Planned
Beta launch	30 August 2026	Growth Team	Planned
GA launch	5 October 2026	Release PM	Planned

Dependencies

- Internal dogfood cannot start until frontend engineering finalizes “My Plan” view
- Analytics dashboards must be ready before beta launch
- GA launch blocked until Beta shows renewal metric impact in live cohort

Prototype

New Onboarding User Experience Flow to address the P0.



←STEP 1 OF 5Skip

What brings you here, Reethu?

Select your primary goals so we can personalize your Bangalore fitness journey.

⚡RECOMMENDED FOR YOUR BUSY SCHEDULE



Quick Fat Burn

High intensity 20-min sessions optimized for calorie torching.

POPULAR



Stress Relief & Yoga

Calmng flows to unwind after a long work day in Bangalore traffic.

MORE GOALS



Build Strength



Improve Mobility



Fix Posture



Boost Stamina



Mental Focus

Continue →

PERSONALIZING FOR BANGALORE • STEP 1 OF 5

←STEP 2 OF 5Skip

How active are you currently?

This helps us recommend the right intensity for your home workouts.



Beginner

I workout 0-1 times a week. I'm new to fitness or restarting after a long break.

☐



Intermediate

I workout 2-3 times a week. I can do basic movements like squats comfortably.

RECOMMENDED

☒



Advanced

I workout 4+ times a week. I'm comfortable with high intensity training.

☐

OPTIONAL SELF-CHECK



Plank Test

How long can you hold a plank?

45s

0s30s60s90s120s+



Push-ups

Max consecutive push-ups?

10

015253550+

Continue →

PERSONALIZING FOR BANGALORE • STEP 2 OF 5

←

STEP 3 OF 5

Skip

What's your preferred workout format?

Select all that interest you. We'll curate the perfect mix for your weekly schedule.

**Guided At-Home**
Follow-along videos with expert trainers

☒

**Quick Circuits**
High intensity, short duration (15-20 min)

☐

**Yoga & Mobility**
Flexibility, recovery and mindfulness

☐

**Strength Training**
Build muscle with minimal equipment

☐

**Outdoor Run / Walk**
GPS tracking and audio guided runs

☐

**Pro Tip:** Mixing different formats helps prevent plateaus and keeps workouts exciting. We recommend choosing at least 2 styles.

Continue →

PERSONALIZING FOR BANGALORE • STEP 3 OF 5

←

STEP 4 OF 5

Skip

When do you prefer to workout?

We'll schedule reminders around your Bangalore routine.

SESSION DURATION

20 min selected

10m

15m

20m

30m

45m

Perfect for squeezing in between meetings or traffic.

PREFERRED TIME

**Morning Hustle**
6 AM - 9 AM
Start your day energized before the Bangalore traffic hits.

☐

**Lunch Break**
12 PM - 2 PM
Quick 15-20 min recharge during your work break.

☒

**Evening Unwind**
6 PM - 9 PM
De-stress after work. Great for longer sessions.

☐

Continue →

PERSONALIZING FOR BANGALORE • STEP 4 OF 5

STEP 3 OF 5

Commit to your fitness goal

Consistency is key, Reethu. Pick a schedule you can stick to.

WEEKLY FREQUENCY

Days per week

4 days

EASYBALANCEDINTENSE

PREFERRED REST DAY

MonTueWedThuFriSatSun

Reethu's Plan

Personalized for Bangalore lifestyle

READY

DURATION

20 mins

FOCUS

Weight Loss

FREQUENCY

4 days/week

TIME

Lunch Break

Optimized for home workouts in Bangalore weather.

Generate My Plan

THIS IS THE FINAL STEP • NO CREDIT CARD REQUIRED

Hi, Reethu

Bangalore • 29°C Clear

Heavy traffic alert in Koramangala. Perfect working for an all-home session instead of the gym commute.

RECOMMENDED

No Reply

Core & Cardio Blast

20 Mins • 180 Cal • Beginner

Start Now

Save

Your Week

4 days go • 3/4 completed

View Plan

MonTueWedThuFriSatSun

Yoga & Stretch

Quick HIIT

Dance Fitness

Eat Healthy

Popular in Bangalore

STRENGTH

Full Body Power

With Coach Rahul • Intermediate

35 min

YOGA

Sun

With

20

Your Progress

View Dashboard

Calories

1,240

10%

Workouts

12 / 18

Streak

5 Days

+

Home

Workout

Plan

Progress

Member

Core & Cardio Blast

Next Set • 3/4 Exercises

ACTIVE

Audio On

High Knees

Keep your core engaged and back straight.

0:45

UP NEXT

View All

Mountain Climbers

45 Seconds • Card 2

Plank Hold

60 Seconds • Core

⏮

⏸

⏭

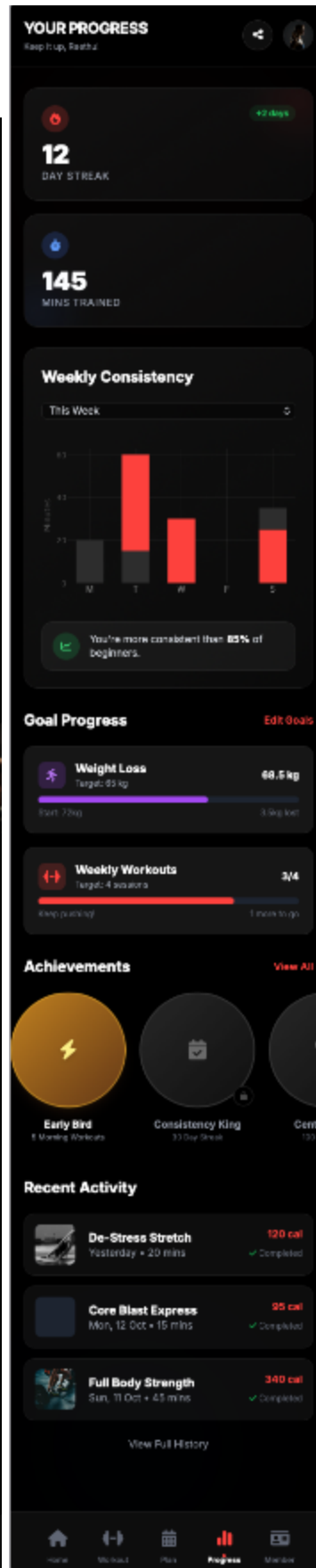
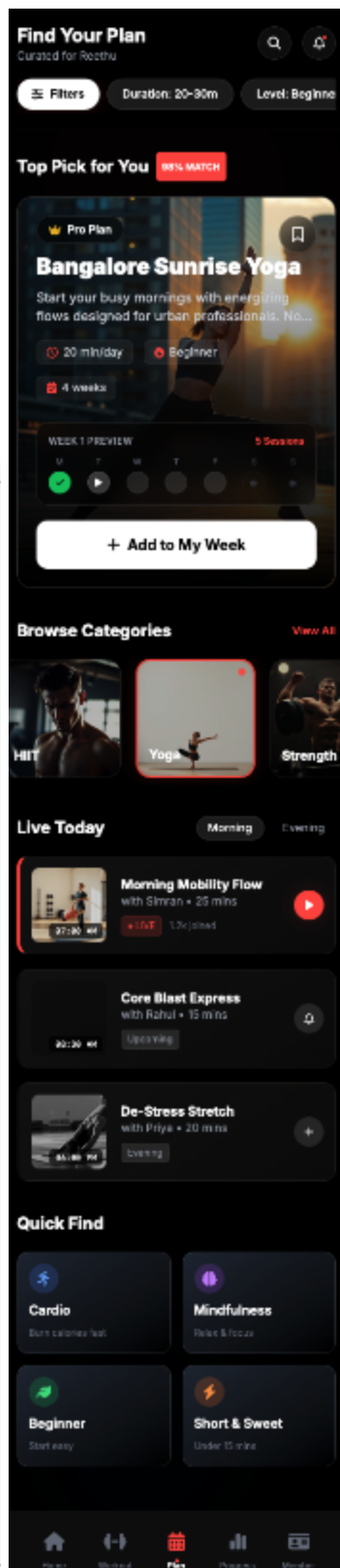
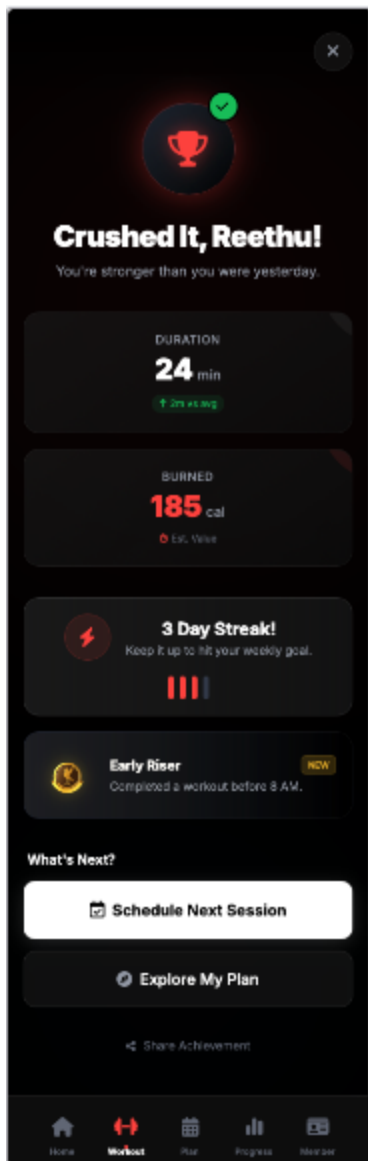
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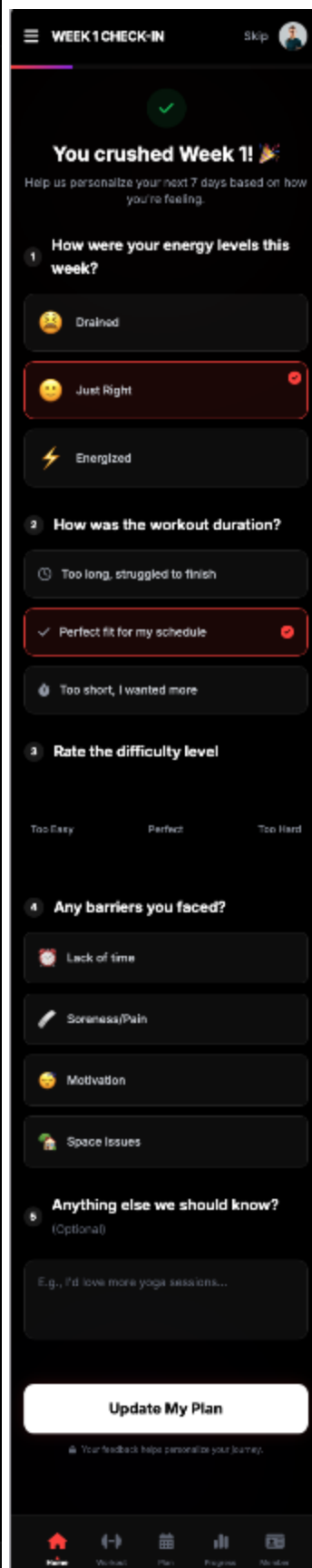
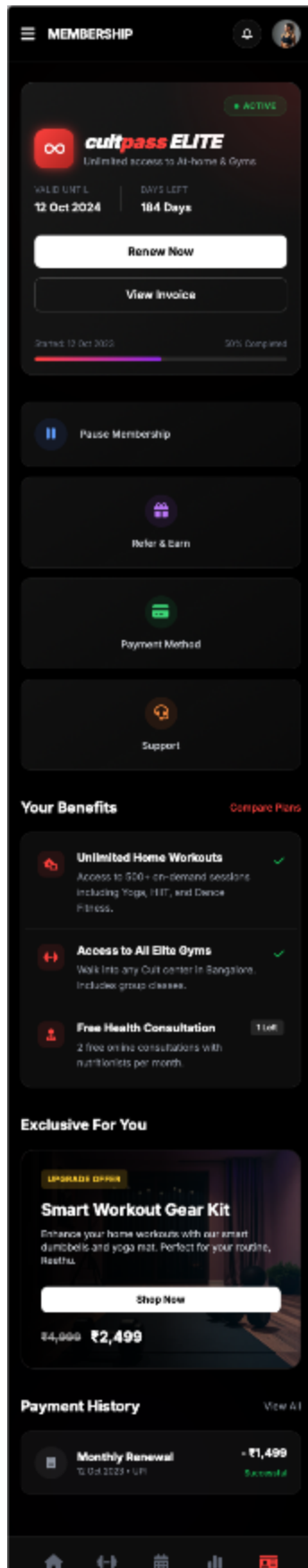
Workout

Plan

Progress

Member





Overview

A clickable prototype has been designed to bring the proposed onboarding and feature discovery experience to life for new Cult.fit subscribers. This prototype focuses on three core user journeys identified as critical from early research and solution mapping:

- **Distraction-free onboarding:** Streamlined introduction with goal-based quiz
- **Personalized “My Plan” dashboard:** Contextual plan and habit-building tools tailored for users with tenure <90 days
- **Progressive feature discovery:** Contextual nudges and carousels that reveal core app features based on behavior, not all at once

Prototype Inclusions

The prototype includes the following key screens and interactive flows:

12. **Welcome & Get Started:** First screen greets new users and prompts them to start the onboarding process.
13. **Onboarding Quiz:** Interactive sequence of 5–7 multiple-choice questions covering goals, workout preferences, daily time commitment, and fitness level, with a visual progress bar and skippable option.
14. **Personalized “My Plan” Dashboard:** A dynamic landing page showing:
 - Recommended workout plan
 - “Start Day 1” or similar CTA
 - Streak tracker with progress indicators
 - Distraction/ad suppression until first Aha moment
15. **Feature Discovery Carousel:** Tile-based cards placed contextually (post-activation) to introduce users to additional features such as streaks, integrations, or session bookings.
16. **Nudges & Reminders:** Interactive notification samples (e.g., “Keep your streak going!”) demonstrating how habit-forming prompts are delivered without cluttering the user experience.
17. **Drop-off/Error Handling:** Modal overlays for cases when quiz is skipped or user abandons their flow, reinforcing re-entry and streamlined recovery.

Purpose of the Prototype

The primary goals of this prototype are to:

- **Support user research:** Enable hands-on exploration in moderated interviews and task-based usability testing sessions with new and recent subscribers
- **Validate usability:** Surface friction points, confusion, or delight moments in the revised onboarding and progressive discovery flow before significant build investment

- **Generate cross-functional alignment:** Provide a concrete artifact for product, design, engineering, analytics, and content teams to review scenarios, edge cases, and rule logic

Next Steps for Validation & Iteration

- **Internal walkthroughs:** Run cross-team prototype reviews to gather initial feedback and alignment prior to external user research.
- **User testing:** Conduct 2 rounds of qualitative usability sessions (minimum 8 participants/round) focusing on comprehension, engagement, and ease-of-use, specifically among first-time Cult.fit subscribers.
- **Iterative enhancements:** Refine flows, wording, and interactivity based on observed confusion, drop-offs, or missed opportunities identified during testing.
- **Quantitative benchmark:** Incorporate key metrics tracking into the prototype environment as feasible (e.g., time-to-plan completion, nudge interaction rates).
- **Stakeholder sign-off:** Use learnings to finalize MVP scope and secure go/no-go for engineering sprint, targeting handoff after the second round of validated design.

The prototype will be kept up to date with all functional and copy changes prior to the internal dogfood phase, ensuring high fidelity and readiness for broader rollout testing.