

# Moxie Pass

## User Research

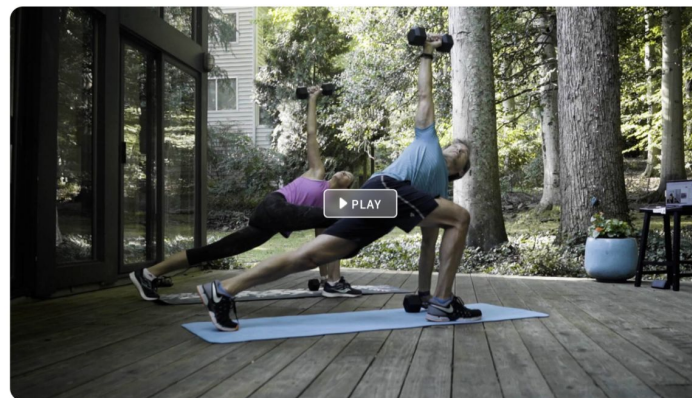
## Insights

10.21.21

### Moxie Pass

Your tickets to better workouts

Searching for a better workout routine? Moxie Pass gives you access to any class, with any coach, at any time. Try for free for 14 days. Risk free. Cancel anytime.



NO RISK FR

\$  
for 14 d



Get free tickets  
& on-demand c  
[Learn More](#)



Cancel anytime

START FRE

After your trial, you'll auto-enroll.  
You can change or cancel anytime.  
and never expire during your  
cancellation fees

## AGENDA

**Implementation Status**

**Research Goals**

**Outreach**

**Key Takeaways**

**Strategy Suggestions**

## IMPLEMENTATION STATUS



### **Moxie Pass launched Tuesday, September 15th**

Since then, iterative user experience updates that have been implemented

1. Ability to change your plan on Web

### Coming Soon

1. Ability to change plans in App (iOS)
2. Ability to upgrade and have it be effective immediately
3. Ability to change plan or start paid sub immediately when tickets run out (in class reservation flow)

## RESEARCH GOALS

1. Better understand people who were taking classes with Moxie Pass
2. Who are they? What are their goals? Switch behavior and pains?
3. And ultimately identify strategies for how we might reproduce them

## OUTREACH

### **Who we talked to\***

1. Majority of the outreach was people who signed up for Moxie Pass and took classes
2. One round of outreach for people who signed up for Moxie Pass and cancelled

*\*Extremely cognizant of duplicate communication*

**15 total interviews conducted**



## Kidnapped

Blind allegiance to favorite instructor

Shepherded onto Moxie

Never shopped for a solution

Will recommend the instructor before recommending Moxie

Moxie does not provide a dramatic change to their fitness lifestyle

## Shoppers

Interested in replicating past, making a change to present or starting new fitness routine

Familiar with online fitness, or at least willing to try or continue

Actively searching for a fitness solution

Does not require much convincing

Have an idea of what they want

More likely to see fitness ads because of their search behavior

How might we enable them to self-select Moxie as a solution by way of content or campaign?

## Non-Shoppers

Traditional gyms proved to be a misfit

Unfamiliar with online fitness, skeptical

Achieving a fitness routine and lifestyle feels hopeless

Requires much more convincing or persuasion

Not actively looking for a solution

Less likely to see fitness ads because they gave up searching, ads are ignored

Highly influenced by what they want to avoid

## Kidnapped

Blind allegiance to favorite instructor

Shepherded onto Moxie

Never shopped for a solution

Will recommend the instructor before recommending Moxie

Moxie does not provide a dramatic change to their fitness lifestyle

## Shoppers

Interested in replicating past, making a change to present or starting new fitness routine

Familiar with online fitness, or at least willing to try or continue

Actively searching for a fitness solution

Does not require much convincing

Have an idea of what they want

More likely to see fitness ads because of their search behavior

How might we enable them to self-select Moxie as a solution by way of content or campaign?

## Non-Shoppers

Traditional gyms proved to be a misfit

Unfamiliar with online fitness, skeptical

Achieving a fitness routine and lifestyle feels hopeless

Requires much more convincing or persuasion

Not actively looking for a solution

Less likely to see fitness ads because they gave up searching, ads are ignored

Highly influenced by what they want to avoid



## Kidnapped

Blind allegiance to favorite instructor

Shepherded onto Moxie

Never shopped for a solution

Will recommend the instructor before recommending Moxie

Moxie does not provide a dramatic change to their fitness lifestyle

## Shoppers

Interested in replicating past, making a change to present or starting new fitness routine

Familiar with online fitness, or at least willing to try or continue

Actively searching for a fitness solution

Does not require much convincing

Have an idea of what they want

More likely to see fitness ads because of their search behavior

How might we enable them to self-select Moxie as a solution by way of content or campaign?

## Non-Shoppers

Traditional gyms proved to be a misfit

Unfamiliar with online fitness, skeptical

Achieving a fitness routine and lifestyle feels hopeless

Requires much more convincing or persuasion

Not actively looking for a solution

Less likely to see fitness ads because they gave up searching, ads are ignored

Highly influenced by what they want to avoid

## Kidnapped

Blind allegiance to favorite instructor

Shepherded onto Moxie

Never shopped for a solution

Will recommend the instructor before recommending Moxie

Moxie does not provide a dramatic change to their fitness lifestyle

## Shoppers

Interested in replicating past, making a change to present or starting new fitness routine

Familiar with online fitness, or at least willing to try or continue

Actively searching for a fitness solution

Does not require much convincing

Have an idea of what they want

More likely to see fitness ads because of their search behavior

How might we enable them to self-select Moxie as a solution by way of content or campaign?

## Non-Shoppers

Traditional gyms proved to be a misfit

Unfamiliar with online fitness, skeptical

Achieving a fitness routine and lifestyle feels hopeless

Requires much more convincing or persuasion

Not actively looking for a solution

Less likely to see fitness ads because they gave up searching, ads are ignored

Highly influenced by what they want to avoid

**People who follow an instructor don't seem to be reliable Moxie Pass adopters.**

I only have two weeks, it was a no brainer to use the tickets towards my favorite instructor. Looking for something else feels time consuming.

I wish my favorite instructor had a certain type of subscription that better supported my needs, I thought that Moxie Pass might help me do this.

I'm settled into my routine already, paying for classes via my instructor's subscription feels more economical.

I am interested in adding variety to my routine, however I've already formed an "emotional connection benchmark" with my favorite instructor. These intangible expectations make it *feel* too difficult to find someone else who could also be great.

I want to have "shared memories" with my instructor, it feels difficult to do that online with someone new. If I do decide to take a class, the experience feels underwhelming.

**The breadth of Moxie Pass can be misinterpreted.**

I am not interested in taking particular methods of classes (i.e. virtual or on-demand, etc) offered with the Moxie Pass. Therefore the pass doesn't feel like the right fit for my preferences and/or needs. It can also feel like I'm paying for options I will never use.

I'm used to the way things were, I miss the subscription offerings I had access to in the past\*. (\*NextPhase/Moxie specific)

**The Moxie marketplace conveys breadth, but that isn't always well received.**

It's difficult to feel like there is a possibility of connecting with any of these instructors, they're all strangers to me. I find that browsing instructors and classes to be cumbersome, time consuming and overwhelming.

I prefer to find classes where someone else is signed up, I don't want to be the only one in class.

I want to differentiate the hobbyists from the professionals, I am open to both but it's helpful to know their intentions so that I may set my expectations appropriately.

I relied on word of mouth in the gyms and studios to find my favorite instructor, reading reviews would be incredibly helpful for me to navigate and inform my decision-making.

**Fitness is aspirational.**

Upon signing up for the Moxie Pass free trial, I had big goals and ideas—these were probably too unrealistic in the end. If I didn't end up fulfilling these goals, I end up questioning if the Moxie Pass was a good fit/if I will use it enough.

I arrive to Moxie with big goals. Help me form stronger habits during the free trial.

**Fitness is multidimensional. Many seek to enhance and/or complement their fitness routine. Either adding something completely new to their to their favorite parts, sprinkling in more of their favorite, or filling gaps that exist.**

Based on my needs, the monthly subscription for Moxie Pass feels like a larger financial commitment than I'm willing to make at this time.

It would be extremely ideal if I could purchase a bundle of tickets and use them on my own time. Moxie would be able to provide flexibility, convenience and cost savings for me and my fitness routine.

Based on my ideal fitness routine, I typically prefer to take classes a certain way (virtual, on-demand, or in-person). It can feel like I'm paying for types of classes I will never use. If I'm happy with a certain part of my solution, I am not open to switching.)

kidnapped

shoppers

non-shoppers

**The amount of accessible options can influence behavior.**

Based on where I live, my geographical environment can either present an abundance of options, or very few. Noticeable small town vs. big city differences.



**Not enough tickets to complete the task can create barriers and delays.**

I'm not sure how to reconcile the economics, I will resort to what I was doing before Moxie Pass, promise myself to come back later, or give up altogether.

In these moments, it's not clear to me how much money I'm saving. It feels confusing and counterintuitive.



**Kidnapped**

**Shoppers**

**Non-Shoppers**

Prior to Moxie Pass we had an abundance of “kidnapped” and “non-shoppers” users, our aim was to attract new “shoppers” to the platform.

Moxie Pass is geared towards helping solve real pains or gaps for people so that they can feel supported and successful navigating their personal fitness journey.

**Kidnapped**

**Shoppers**

**Non-Shoppers**





Casey | Atlanta, Georgia

*"I was looking for a platform that had varied workouts—HIIT but also like different instructors, mobility. People that focused on strength, different parts of the body, all about your ankles. Focus on things I'd never done before."*

- Casey

 Moxie is helping support and solve Casey's unique fitness goals and needs.

**Alycia Ebel**   
 @alycia\_jumps  
 ★ 5.00 (1243)

Hello and welcome to my studio! My classes are a way of giving my students a gentle push to realize what they are capable of. Whether you are a beginner, or a workout fanatic... I am here to help you challenge yourself, find your strength, see amazing health benefits and have ton...

**EXPERIENCE** Group Fitness on Moxie, Personal Trainer, Spin Instructor

**CERTIFICATIONS** AFMA Certified Group Fitness Instructor, Certified Personal Trainer

**SPECIALTIES** HIIT, Strength Training, Low Impact Cardio & Bodyweight Training

**Jessie Diggins**   
 @jessiediggins  
 ★ 5.00 (651)

Hi, I'm Jessie - a yoga teacher specializing in the ABCs of movement so you feel better in your body. My yoga know-how comes from my own practice, several certifications, and experience teaching since 2007 to classes ranging from 1 to 1000 people. I teach creative, functional...

**EXPERIENCE** Yoga Reaches Out Featured Presenter 2017 & 2020

**CERTIFICATIONS** E-RYT 200 & VACEP, Yoga Tune Up® & Roll Model Method®, Functional Range Conditioning® (FRC)

**SPECIALTIES** Self Myofascial Release, Mobility Specialist, Yoga Asana, Mindfulness

**Team Movement Evolution**   
 @movementevolutionsa  
 ★ 4.99 (1020)

Welcome, Mover! I'm Donna, Founder of M.E. With 3 instructors, who are also personal trainers, we are sure there is a class for every BODY! With our class variety, our goal is to create a fun, fresh, environment and get you to fall in love with movement. My motto, there are no bad movements, just ones you aren't ready for, so let's stay ready!

**EXPERIENCE** Graduated Northwest Vista College w/ AAS in Personal Training, YMCA of San Antonio, The Yoga Den

**CERTIFICATIONS** NASM-CPT/CES/FNS, Pop Pilates, Barre Above, Pilo, Schwinn, TRX, SHIFT, ABC method-Diastasis recti

**SPECIALTIES** HIIT, Boot Camp, Human Movement, Foot Function, corrective exercise, core injury repair

**Jennifer Blackburn**   
 @jenniferblackburn  
 ★ 4.98 (2435)

I help families create a healthy & sustainable lifestyle, providing behavior guidance & support. Workouts that allow the member to feel connected while staying safe. Dynamic fitness instructor who holds multiple certifications & provides customized thoughtful programming...

**EXPERIENCE** All things group fitness for over 25 years! From Lifetime to OTF to Equinox and now forever Moxie!

**CERTIFICATIONS** ACE, AAI/ISMA, AFMA, TRX, Bender Barre, Schwinn, Equinox GPTI

**SPECIALTIES** HIIT workouts, Cycle, Strength, TRX, Jump Rope

**TEAMS** Moxie - Bethesda, Moxie Level Up

Ad · [www.moxie.xyz/free\\_trial/start\\_now](http://www.moxie.xyz/free_trial/start_now)

## Your Ticket To Better Workouts | HIIT Online

Moxie is everybody's home for fitness. Livestream and on-demand. Fitness classes with connection from anywhere, anytime. Start your free 14 day trial!

### 14 Day Free Trial

Access any class with any coach.

Cancel anytime. No obligation.

| Moxie Passer | USER ID  | Found Moxie?                                   | Free trial Signup Date    | Interview date | # of classes taken | Renewed? | Purchased Add-On                                                                           | Notes                                                                                                                                                      |
|--------------|----------|------------------------------------------------|---------------------------|----------------|--------------------|----------|--------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Casey Copen  | 27389682 | Google search, looking for variety of workouts | Fri, Oct 1, 2021, 4:14 AM | Oct 12         | Alot + VODs        | Yes      | Purchased 7 Add-ons! , also used free package from <a href="#">Team Movement evolution</a> | Also took free class package from instructor, took classes with 7 different instructors, including VODs, and seems to be returning to the ones she 'likes' |





## Product Suggestions

*What conclusions can be made?*

*What type of product improvements should we explore?*

1. Calculator that would show which MP will save you \$\$ based on your behavior/classes you want to take
2. Bundles
3. Making the upgrade more accessible
4. Pause subscription or monthly fee to pause
5. Consumer reviews

## Marketing Suggestions

*What conclusions can be made?*

*What type of audiences should we target?*

1. Targeting locations which don't have many in-person options
2. Targeting specific needs
  - a. Mental models (i.e. HIIT+cardio+flexibility)
3. Search terms like
  - a. Modifications
  - b. Injuries
  - c. Mental health, energy