

LIFETIME

Findings and Recommendations Report

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GOALS AND USERS

CLIENT GOALS

- Better understand how the flow of the online joining experience (i.e., online membership sales or “OMS”) could be improved for speed, clarity, and usability.
- Gain insights about consumer mindset through this flow in order to identify opportunities for increasing a potential member’s sense of confidence and satisfaction along the way.

RESEARCH GOALS

- Learn more about what kind of information participant’s value when making their decision to buy a membership.
- Gain insights into the pain points and opportunity areas within the navigation and user flow of buying a membership.
- Learn more about participant’s confidence and understanding of what they are purchasing.

USERS

Individuals looking for a health and fitness program that works for them (including locality, offerings, cost, access, etc)



METHADODOLOGY

Method 1: Usability Review

Our team individually conducted usability reviews of Life Time's OMS process using heuristic analysis. Compiled findings revealed potential pain points to address through user testing.

Method 2: Usability Tests

Scenarios and Tasks were created based on client goals, user goals, combined findings from our usability review, and documents provided to us from Life Time.

Scenario 1

In this scenario, let's say that you are a basketball player (*or participant's preferred activity*) and your significant other likes to swim.

Task 1: Can you show me how you'd go about selecting a gym that fits your needs?

Scenario 2

Next, you want to sign up for a membership at this gym for you and your significant other.

Task 2: Can you show me how you would sign up for a membership?

Task Ratings




After completing a task, Participants were asked to rate how they felt on a scale of 1-5. They were provided with scale, then asked to explain why they chose that number. This provided our team with both quantitative and qualitative data.

PARTICIPANT INFORMATION

- Total Number of Participants : 18
- 9 x Female / 9 x Male
- Age ranged from 25 - 59



(Observation Room during Usability Testing)

				
1	2	3	4	5

(Task Rating Scale)

POSITIVE FINDINGS

- Participants used positive language to describe the aesthetics and imagery used on the website including the words “clean”, “open” , and “high class.”
- There were very few issues with participants filling out the forms in steps 4 and 5.
- Participants noted that the progress indicator was helpful.
- Participants noted that the Free Pass sign up process easy.

(Commenting on the payment page), "this page is clear enough."

"I thought it was nice and clean, likes simple layout. "

"I felt secure and in control through checkout process, "

INSIGHT #1 (First Priority)

A lack of clarity about pricing creates frustration for users.

FINDINGS

As participants completed Steps 2 (Membership Options) and 3 (Build Membership) , several stated that they were surprised by joining fees and confused about what was included in the total cost of membership. This confusion created frustration among participants.

NUMBERS

8/18 (44)%

Number of Participants that verbally expressed confusion over extra fees or prices. Comments were made without being asked or prompted about prices.

3.1 out of 5.

Average Rating after completing Task 2 (signing up for a membership)

RECOMMENDATIONS

Users want straight forward, up front information about pricing and additional fees.

- Provide clarity by clearly showing the Total due at checkout earlier in the OMS process.
- Include explanation about what is included in additional fees to establish transparency and trust.

(About Joining Fee)
"Another cost I wasn't expecting."

"Bold-faced lie on the previous page. It's not \$79. Now it's \$129."

"That's confusing says it's 99 but is 198 Oh okay so this is a standard thing but this is an additional thing you get when you sign up."

INSIGHT #2 (Second Priority)

Difficulties finding clubs with user's preferred amenities creates a lack of confidence.

When asked to find a gym that fit their needs, participants weren't sure where to start. Eventually, when some navigated to the locations page (Step 1 of OMS flow) they did not see the filter function. This led to participants doubting if a location would provide them with the amenities they desired.

NUMBERS

16/18 (89%)

Number of Participants that did not find the filter button during Task 1.

2.7 out of 5.

Average Rating after completing Task 1 (finding a club that fits your needs)

RECOMMENDATIONS

Users want a straightforward way to find a club that fits their needs.

- Adjust Hierarchy on Step 1 (Choose a Location) to Prioritize Filter Function.
- Unhide filter categories.
- Change "Locations" on main nav bar to "Find a Club".

"I'm looking for a filter."

"Is there a search button? Maybe it'll tell me where I can swim."

"It would have been nice to filter rather than hunt for locations that had specific activities"

INSIGHT #3 (Third Priority)

Inconsistent and unclear terminology leads to confusion.

FINDINGS

Participants repeatedly expressed confusion over terminology used in the OMS flow. The most mentioned words and phrases included “build membership” “join offer” and “Location Access”. Misunderstanding the terminology impacted participants speed while navigating through the OMS process as they took time to read and process what these terms meant.

NUMBERS

6 out of 18

Participants said that they did not understand what “Build Membership” referred to. Comments were made without being asked about terminology.

RECOMMENDATION

Users want clear and consistent language.

- Create consistent and simplified terminology for buttons and steps in the OMS process.

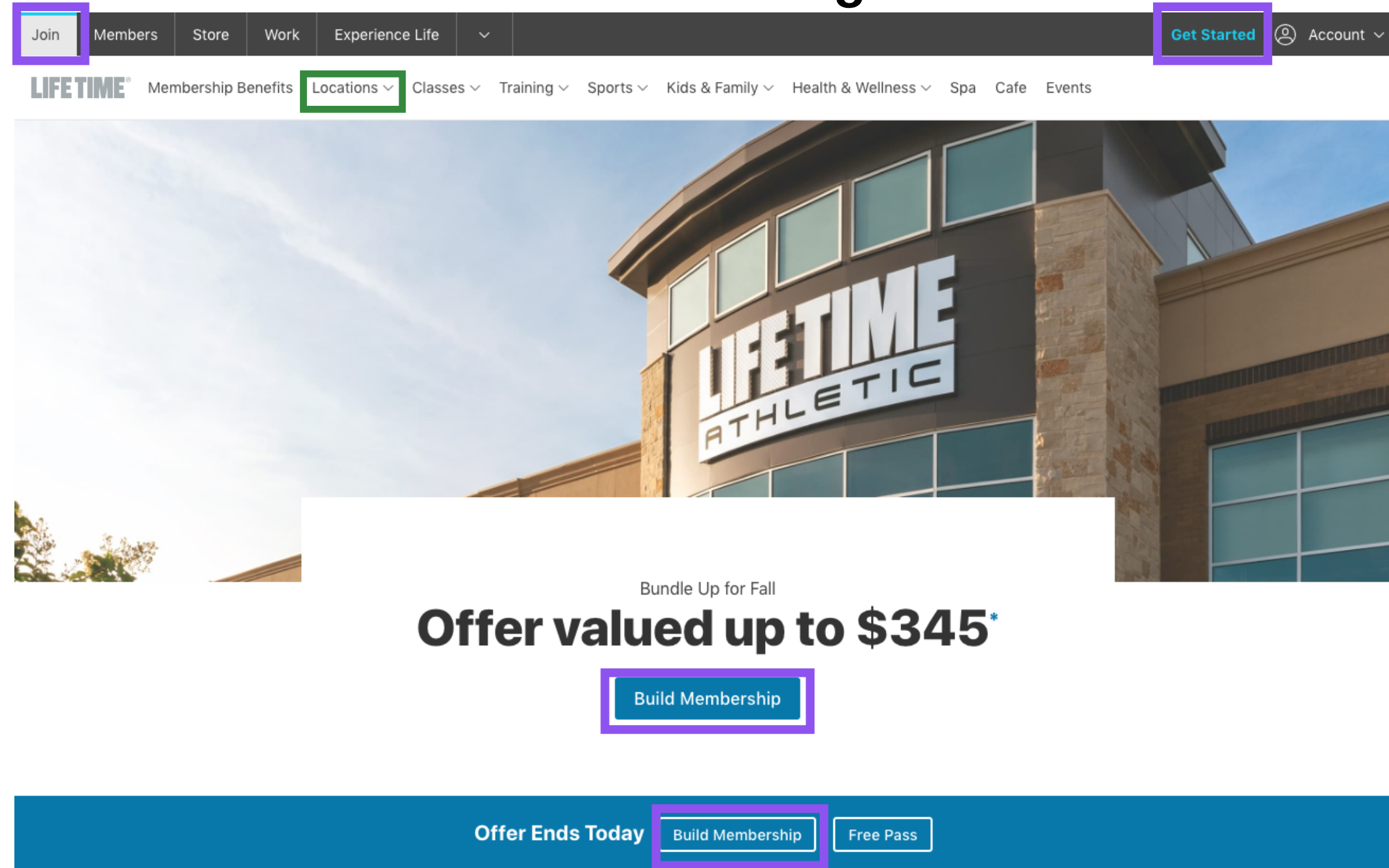
"Build membership. That's confusing to me. Not used to seeing that."

"Onboarding personal training session. This is kind of confusing language,"

"I do not understand this word build membership, this word makes no sense to me, I don't understand how this is going to help me."

HOME PAGE NEXT STEPS

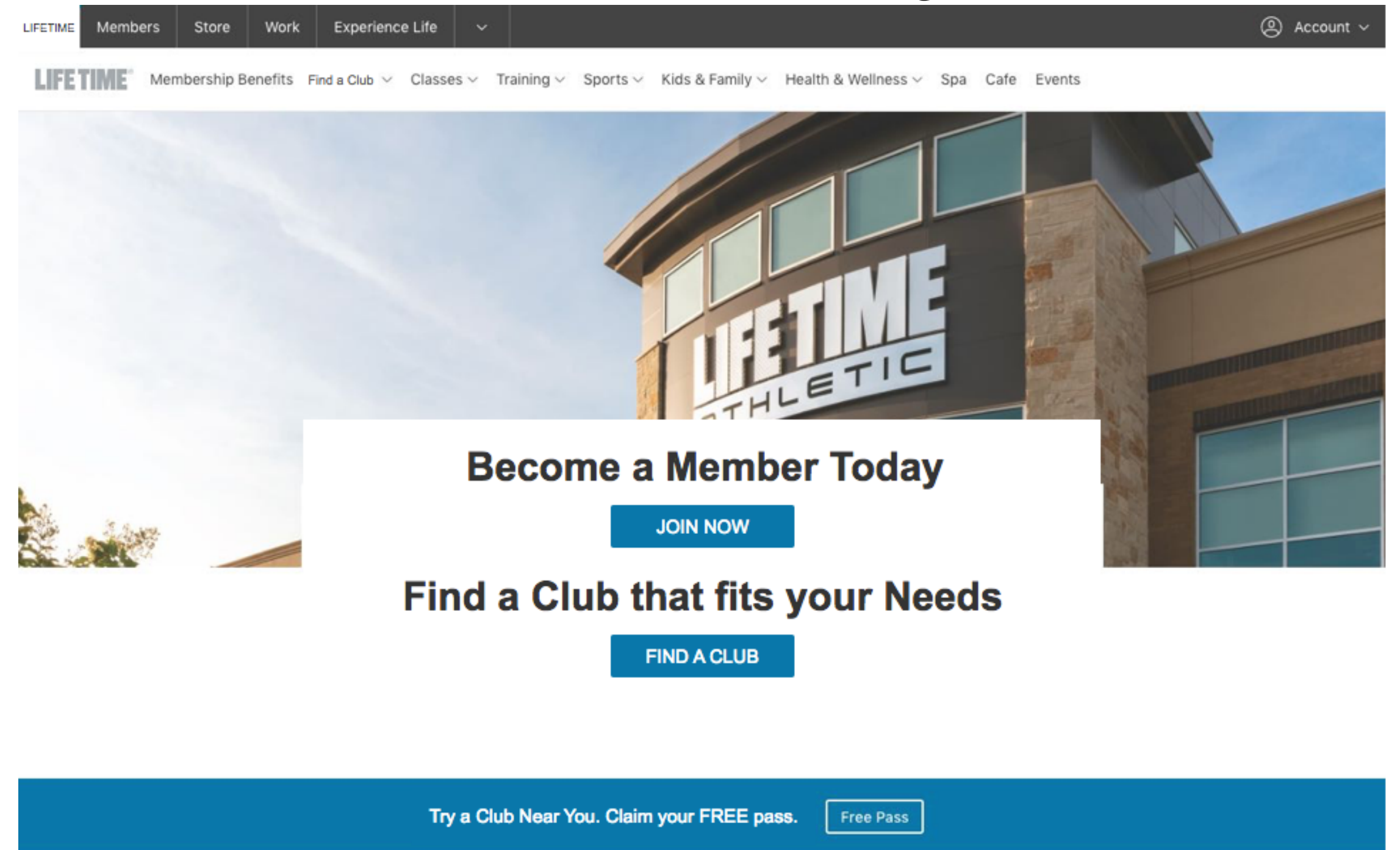
Current Design



Inconsistent and unclear terminology

Difficulties finding location amenities

Recommended Changes



- "Build Membership" changed to "Join Now" to provide familiar language and consistency with Step 1
- Added "Find a Club" below "Become a Member Today" to show second path to Step 1 for those looking for what amenities a club may offer. Also changed "Locations" in top nav bar to "Find a Club" for consistency.
- "Join" on Top Nav bar changed to "Life Time". This page appears to be the home page, however when other steps are selected the tab being named home could create confusion.
- "Get Started" Removed to prevent confusion of where to sign up for a membership.

STEP 1 NEXT STEPS

Current Design

City, State, or Zip [View All Locations](#)

24 results near your location.

White Bear Lake 5 mi away Starting at \$99.00/mo Location Access	Details Join
Woodbury 7 mi away Starting at \$72.00/mo Location Access	Details Join
Roseville (Women Only) 7.2 mi away Starting at \$62.00/mo Location Access	Details Join
Highland Park 10.2 mi away Starting at \$79.00/mo Location Access	Details Join
Fridley 11.2 mi away Starting at \$72.00/mo	Details Join

Can't find a club near you? [Request more information](#) or call 1-877-583-6818.

Recommended Changes

City, State, or Zip [View All Locations](#)

24 results near your location.

White Bear Lake 5 mi away Monthly Dues Starting at \$99.00/mo (+1 time Joining Fee) Club Level - Onyx	Details Join
Woodbury 7 mi away Monthly Rate Starting at \$72.00/mo (+1 time Joining Fee) Club Level - Onyx	Details Join
Roseville (Women Only) 7.2 mi away Monthly Rate Starting at \$62.00/mo (+1 time Joining Fee) Club Level - Onyx	Details Join
Highland Park 10.2 mi away Monthly Rate Starting at \$79.00/mo (+1 time Joining Fee) Club Level - Onyx	Details Join
Fridley 11.2 mi away Monthly Rate Starting at \$72.00/mo (+1 time Joining Fee)	Details Join

Can't find a club near you? [Request more information](#) or call 1-877-583-6818.

lack of clarity about pricing

Inconsistent and unclear terminology

Difficulties finding location amenities

- “Choose a location” changed to “Find a Club that Fits Your Needs” to provide consistency with Home Page.
- Filter Feature shown at same hierarchical level as Search By Location. Filter categories are permanently unhidden.
- Pricing details expanded for clarity.
- “Location Access” changed to “Club Level” to provide clarity.

STEP 2 NEXT STEPS

Current Design

1. I'm ready to join [Woodbury Edit](#)

2 Membership Options

MONTHLY
Recurring month-to-month membership.*

\$72 / mo

Joining fees may apply

Select

Location Access

DAY PASSES
Full club access for the day.*

\$ 25 / 1 pass
 \$ 100 / 5 passes

No joining fees

Select

EXPERIENCE LIFE TIME
FREE FIRST VISIT

Redeem

Membership dues, levels, fees, benefits, services and amenities vary by club and are subject to change at any time (except membership dues during an annual membership's initial term). Other terms and conditions apply. Swim lessons only applicable with junior on membership and at participating clubs.
*Show Monthly, Annual and Day Pass terms and conditions.

3 Build Membership

4 Member Info

5 Payment

lack of clarity about pricing

Inconsistent and unclear terminology

Recommended Changes

1. I'm ready to join [Woodbury Edit](#)

2 Membership Options

MONTHLY
Recurring month-to-month membership

Monthly Dues
\$72.00 (plus tax)

Total Due Today
(includes join fee)
\$132.00 (plus tax)

Details

Select

DAY PASSES
Full club access for the day.*

\$ 25 / 1 pass
 \$ 100 / 5 passes

No joining fees

Select

EXPERIENCE LIFE TIME
FREE FIRST VISIT

Redeem

Membership dues, levels, fees, benefits, services and amenities vary by club and are subject to change at any time (except membership dues during an annual membership's initial term). Other terms and conditions apply. Swim lessons only applicable with junior on membership and at participating clubs.
*Show Monthly, Annual and Day Pass terms and conditions.

3 Customize Membership

4 Member Info

5 Payment

- Pricing Breakdown shown in more Detail on Monthly Membership option.

- "Location Access" changed to "Details"

- "Build Membership" changed to "Customize Membership".

STEP 3 NEXT STEPS

Current Design

1. I'm ready to join [Woodbury](#) Edit

2. with a [Monthly Membership](#) Edit

Build Membership

Choose a Join Offer

Standard Enrollment

- Onboarding Personal Training Session
- One Month of Kids Group Swim Lessons for each child on your membership

[Additional Details](#) ▼

Add The Bundle Up Package for just \$99

- Exclusive Beanie and Glove Set or Duffel Bag
- \$150 in LT BUCK\$ - use on any service
- Onboarding Personal Training Session
- One Month of Kids Group Swim Lessons for each child on your membership

[Additional Details](#) ▼

Promo Code

Add Members

Members Age 14+ Juniors Age 13 and Under

Primary Member	\$72.00
Due at the beginning of each month	\$72.00 (plus tax)
Due Today	
November Dues	\$72.00
Prorated for November	-\$38.40
Joining Fees	\$99.00
Total	\$132.60 (plus tax)

Secure Checkout

Questions about joining online? [Read the FAQs](#) or call Membership Sales at 1-800-741-4109

Membership dues, levels, fees, benefits, services and amenities vary by club and are subject to change at any time (except membership dues during an annual membership's initial term). Other terms and conditions apply. Swim lessons only applicable with junior on membership and at [participating clubs](#).
*Offer expires November 19, 2018 12:00 AM CST. Not valid at all locations. Other exclusions apply.

lack of clarity about pricing

Inconsistent and unclear terminology

Recommended Changes

1. I'm ready to join [Woodbury](#) Edit

2. with a [Monthly Membership](#) Edit

Customize Membership

Your Membership: 1 Primary Membership **Total: 132.60** (plus tax)

Add Additional Members

Members Age 14+ Juniors Age 13 and Under

[Price Details](#) (+\$10.00 per member)

Upgrade to The Bundle Up Package for just \$99.00 **New Total: \$231.60** (plus tax)

- Exclusive Beanie and Glove Set or Duffel Bag
- \$150 in LT BUCK\$ - use on any service
- One Free Personal Training Session
- One Month of Kids Group Swim Lessons for each child on your membership

[Additional Details](#) ▼

Promo Code

Primary Member	\$72.00
Due at the beginning of each month	\$72.00 (plus tax)
Due Today	
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*Offer expires November 19, 2018 12:00 AM CST. Not valid at all locations. Other exclusions apply.

- "Build Membership" changed to "Customize Membership".
- Total Price clearly listed near Top of Page for transparency.
- "Add Members" changed to "Add Additional Members" (some users used this feature for themselves the primary member)
- Clarification added under Add Additional Members Feature.
- "Add The Bundle Up Package" changed to "Upgrade to The Bundle Up Package", new total clearly listed.

KEY TAKEAWAYS

Priority #1

Provide clarity about pricing to build trust with users.

This is the top priority due to the large drop off shown from steps 2-3 in the OMS process (from testing information document) combined with findings from usability testing.

Priority #2

2. Create a straightforward path for users to find a gym that fits their needs.

Priority #3

3. Use clear and consistent terminology throughout the OMS flow.

A person is shown in a gym setting, lifting a dumbbell. The image is overlaid with a semi-transparent blue filter. The person is wearing a dark long-sleeved shirt and dark pants. The dumbbell is a large, black, hexagonal weight with a silver handle. The background shows other gym equipment and a person in the distance.

THANK YOU