

## **Boost User Interview Guide**

### Intro

Thank you so much for your time in helping me with this research study. I would like to talk about your fitness habits, routines, and any changes you have experienced since the pandemic. There are no right or wrong answers to these questions, please also feel free to address anything else on this subject that I haven't addressed.

Do I have your permission to start an audio recording for this interview?

### **Demography**

Age 20-25 / 26-30 / 31-35 / 36-40

Do you currently live in an urban or rural area?

On a scale of 1 to 5, how would you rate yourself in terms of how active you are? (5 being the most active)

### **Questions**

1. Can you talk about your current or previous exercise routine?  
How and where do you exercise?  
What kind of format? Class, time-based, rep-based, or combination  
How often do you exercise?  
Do you usually work out alone or with people?  
Do you prefer differently?  
Do you work out with any trainer or fitness programs?  
Are they in-person or virtual?  
What's important to you when you exercise?  
What are your fitness goals?
2. What are some of the obstacles that might delay/alter your exercise schedule?
3. Are you happy with your routines so far? What would you wish to change if any?
4. Is exercise important to you? How does exercise improve your lifestyle?
5. What are some of the most significant changes to your workout routine since the pandemic hit?
6. How does it affect you physically, emotionally, or socially?
7. Have you or are you looking for any alternatives to improve the situation?
8. Have you ever looked for a mentor figure in your fitness lifestyle?
9. What would be important for you if you were looking to find someone to help you get better in shape?
10. Are there any digital products or services out there that inspire you to work out more?
11. Are there any products or services you have tried and didn't work for you? Why do you think they failed?

## Boost User Interview notes

### Zhen

Age: 20-25

Urban setting

Level of activity: 3

- Types of exercise: Weight lifting (3 years in), squats
- Frequency: Gym goer on weekends. Purchased adjustable dumbbells (top of the line equipment) at home -turned it into a home gym
- Adjusted workout frequency after pandemic started-lifestyle habits was very different. Better timing and more rested since pandemic.
- Fitness goals: increase in strength, Olympic lifting, rock climbing.
- Influence: started in college
- Motivation: worry about posture after sitting at the desk for so long. Wants sustainable body strength for whole life.
- Likes to stick to her routines and programs. Not into guided fitness.
- Worked with a personal trainer before
- Doesn't need other people to help motivate her to work out together but depends on the activities.
- Always exercise her whole life. Love the aspect of community, learn discipline. Taking classes can be a good way to meet people.

### Needs/Wants

- Prefer working out alone. Likes the flexibility of controlling her schedule
- She would enjoy exercising with people in activities she's not familiar with.
- "For other types of sports that I might want to get into I think definitely having a buddy or even like a group of people I did it with could be really fun"
- Likes going to Reddit -"because there's a lot of people lamenting about not being able to go to the gym. It's kind of nice to have some company feeling about the same thing."
- "It would be nice to have a friend or group of people who are into fitness too and share the same commonality. I love being able to talk to someone about it."
- Fitness helps her feel more balanced especially when her mental health is not as strong
- Heavily researching about gym membership that has a shorter commitment period
- She's very interested in being someone's liability partner. Interested in being social around the topic of fitness and having people she knows to have this conversation with.
- Value endorsement from friends about gears or programs before committing.

### Frustrations

- Very upset about gym closing
- Want to get a coach to get more advanced and tailor to her conditions, and she can't get it from a generic program.
- More concerned about releasing personal and health data on apps
- Price is a big concern in choosing fitness products

## **Tammy**

Age: 20-25

Urban setting

Level of activity: 3.5

- Type of exercise: Weight lifting
- Frequency: 5 days a week
- Usually goes to the gym with friends who also lift weights
- Rep-based exercise
- Her gym friends are more advanced than she is so they may have less room to grow
- Other activities: badminton, climbing
- Youtube videos
- Do virtual video workouts with her friend
- Must have music when working out
- Influence: Friends from college used to go to school gym together
- Worked out more since the pandemic started
- Track her workout progress on the notes app or takes pictures of herself

### Needs/Wants

- Likes going to the gym with friends: "they can watch me and then like helped me push to like be better or like do like a weight that I usually can't do, when I'm by myself, It's a little harder to do that."
- [Motivated by the community aspect of other people showing their progress online](#)
- Need to eat more to sustain the growth

## **Nicole**

Age: 30-35

Urban setting

Level of activity: 1

- Types of exercise: Swimming
- Frequency: Once every two weeks. Haven't been since the pandemic started.
- Always works out with a friend-good for motivation
- Time-based exercise
- No specific fitness goals
- Transitioned to Youtube video workout challenge since the pandemic started
- Likes following guided programs
- Doesn't like to work out in front of other people
- Tried out other activities in university- badminton and taekwondo

### Needs/Wants

- ["Personally, for me, it would make me feel a lot better if all my friends and I started on the same level learning a new sport together. I will be fine with it because yeah, there's less degree of like humiliation."](#)

## Frustrations

- Hard to keep up the momentum because she didn't have someone who held her accountable  
"My motivation was very high and I felt sluggish but as time passed I kind of got used to like being at home doing nothing, that I eventually forgot about even following videos."
- Still concerned about Covid, but would love to go jogging more if there's a person to do it with
- "Since Covid happened, there are a lot of perks but I think it had more of a negative impact on my overall self physically and emotionally."
- Use the Health app on iPhone to check daily step count. Good for tracking progress but not good for motivation.
- Hasn't downloaded any fitness app - "I think the reason why I haven't done with any is because I don't want to get to that stage of feeling guilty about not working out."

## **Cynthia**

Age: 30-35

Urban setting

Level of activity: 4

- Type of exercise: Weight lifting
- Frequency: 3-4 days a week
- Watch Youtube videos, go to classes, or just the gym
- Combination of time and rep-based
- Usually works out alone
- Works out by fitness programs- gives her structure and shows results
- Fitness goals: Lose weight or get stronger
- Other activities interested: reformer pilates, workout in a cold environment
- Wants to stay active from a future health perspective.

## Needs/Wants

- "it's definitely fun to go I feel with a friend there's also accountability. So like, you want to go because you don't want to let them down but you should be going anyway."
- Likes following Youtube fitness instructors, because there's a real person there.
- Likes the community aspect - "there is like people around you doing it. And like a lot of them aren't necessarily like a lot better than you, but seeing people like do the workout next to you in a better way can be more motivating because it's like oh, that person can do it, I can as well."
- "It would be very cool to have someone else also interested in weight training, we can then work towards it together and feel the same way about our progress."

## Frustrations

- " On the downside is just like from the time thing like you know, it also could get awkward when I'm like really busy and then I'm like constantly saying I can't go."

- Price is a big concern when pursuing fitness services
- Searching for programs to follow takes a long time - "it's like a lot of searching on my own. But I wish there was a way for me to have links or resources somewhere"
- It's very hard to have all the equipment at home and they also cost a lot of money.
- "From a fitness perspective. I used to do workouts at home and I used to think like they were great, because it's like, right there. But then after I realized, like, you know, I can see my desk so I just don't feel as refreshed afterward"
- Some workout programs didn't work because they weren't the right type for her

## **Brian**

Age: 25-30

Suburban

Level of activity: 3

- Type of exercise: Meditation, stretching, calisthenics
- Rep-based exercise
- Frequency: 5 days a week
- Usually works out at home by himself -hard to coordinate with others based on interests
- Watch Youtube programs and keep up the routines
- Motivation: to feel good, energized and starts seeing results
- Other activities: Jogging

## Needs/Wants

- "Looking for people who are very transparent with like, how they got to their results, and then like the moves they're doing out there if they make sense"
- "I did have a schoolmate who was into bodybuilding and we were like, worked out in the gym sometimes. That's cool. He just offered organically."
- Ideal mentor: Their patience, someone who actually lives the lifestyle, and would be able to point me to additional resources in that realm.

## Frustrations

- Challenge in finding content online - "in the realm of what we're living in social media, you have people who actually know what they're talking about, and then people who just parrot what others are talking about."
- Doesn't believe apps or fitness services actually work - "I feel like with digital products like it's, it has its pros, but there's a lot of cons just you know, from a cultural perspective."

## **Ben**

Age: 40-45

Urban setting

Level of activity: 3

- Type of exercise: HIIT, running, push-ups
- Frequency: 3-4 days a week
- Watches on Youtube
- Time and rep-based exercise
- Usually works out alone, but also likes classes before the pandemic started
- Doesn't rely on any apps for fitness purposes

### Needs/Wants

- "I feel like I want someone to actually tell me where to place my foot. You know where the placings are, and I feel like having a live instructor just pushes you a little further."
- Want to put more time into exercising
- A great soundtrack is important
- Ideal mentor: Good at explaining the workouts, planning the program

### Frustrations

- Hard to workout at home during the pandemic, because her neighbor complained
- Wish to work out more in the morning but it's hard to stay committed.
- "It would be really nice if there was an option where it can tell you the intensity because the YouTube videos, sometimes they do tell you and sometimes they don't."
- It would be nice to work out with friends, but it's hard to do it virtually together. Also doesn't really promote bonds between friends.