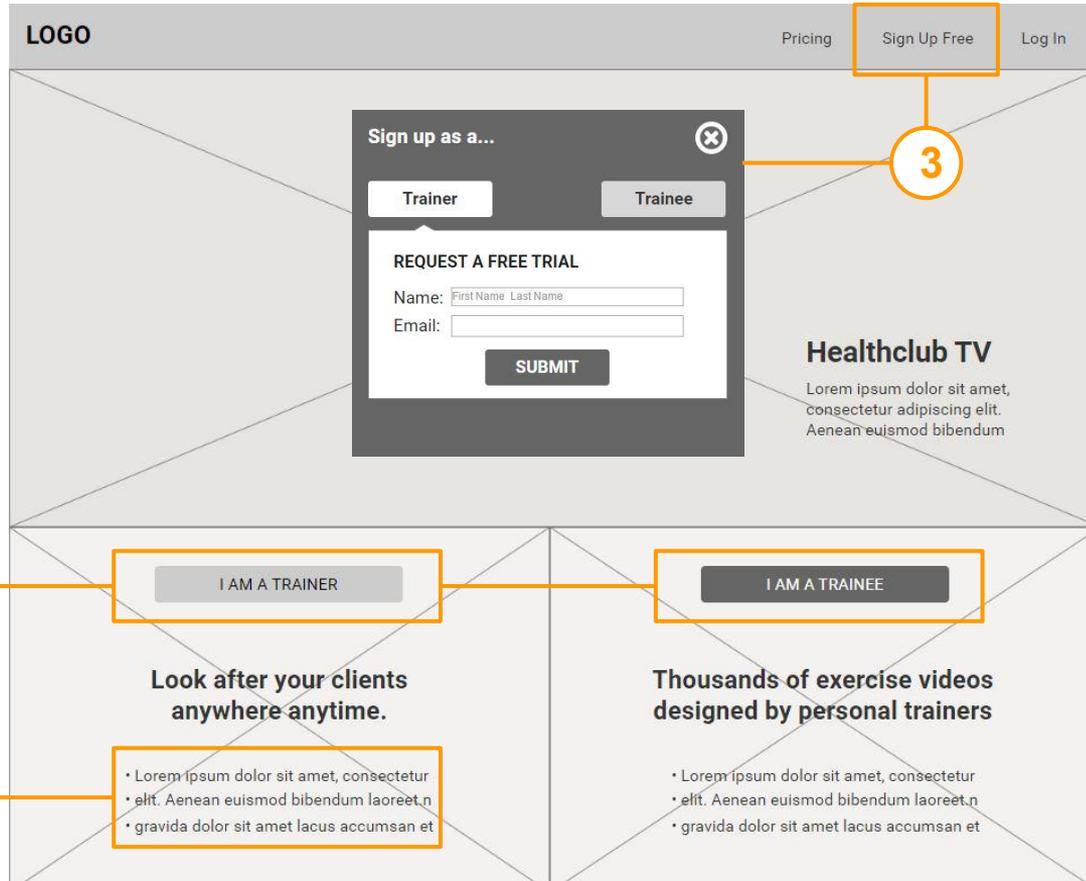


# Homepage



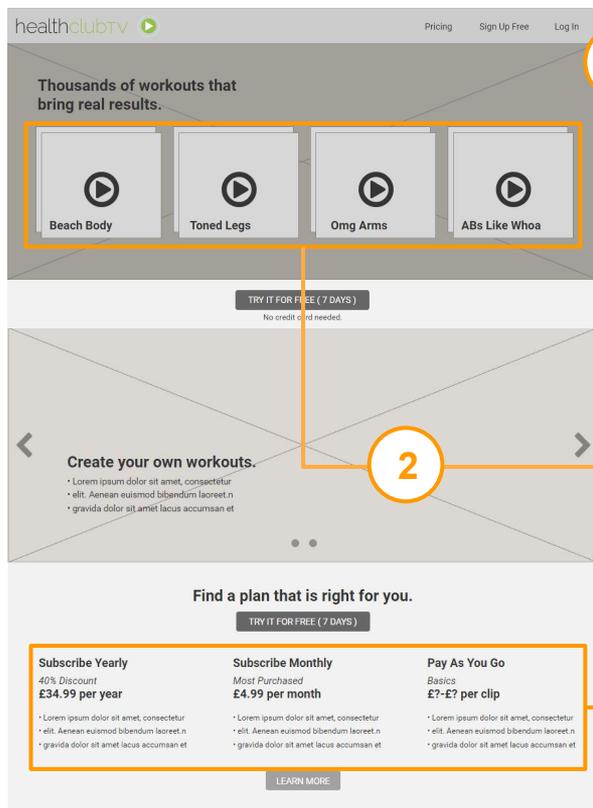
## Existing Problems on the Current Site:

- Incentives are unclear
- Who are the audiences is unclear

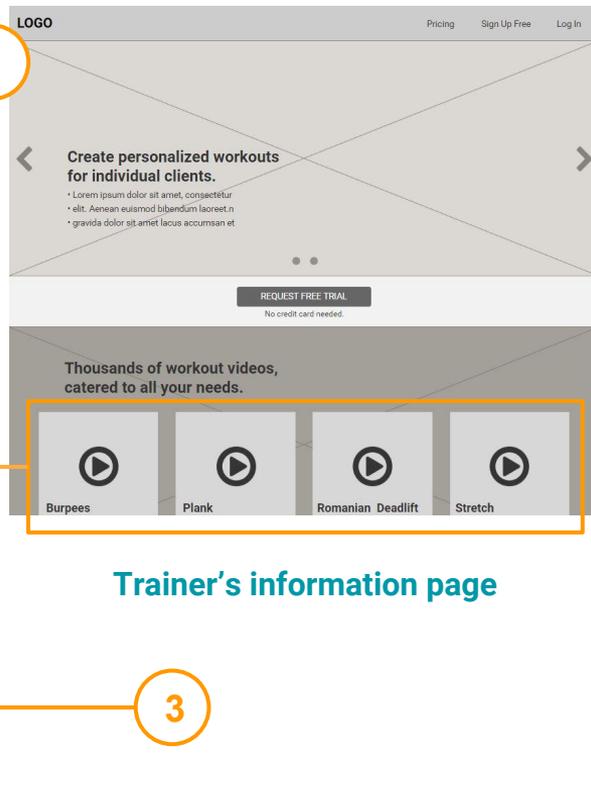
## Our Solutions:

1. Customized content  
(Reason: Trainers and trainees have completely different needs. We decided not to confuse them with irrelevant information.)
2. Short summary of benefits  
(We want to grab their attention and interest immediately.)
3. Sign up free  
(Let users familiarize with the content and understand the benefits.)

# Information Pages



Trainees' information page



Trainer's information page

## Existing Problems on the Current Site:

- Incentives for each user group are unclear

## Our Solutions:

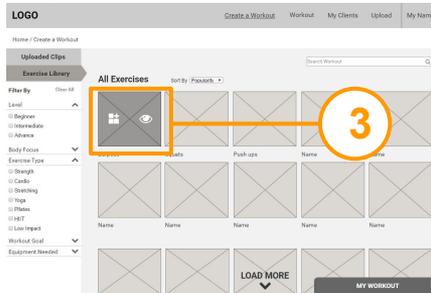
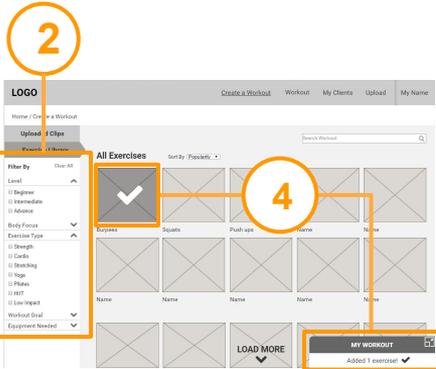
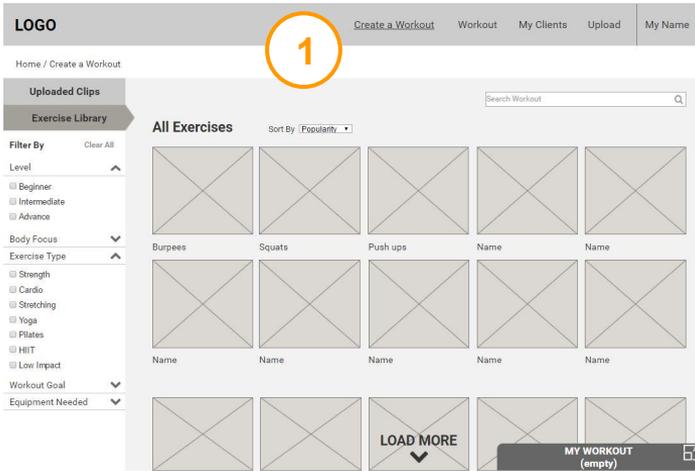
1. Customize the landing pages for trainer and trainee, and show the content they are most interested first.

(Trainers care most about whether they can create customized content for clients whereas trainees care most about workouts they can follow.)

2. Show content upfront  
(One of the strengths of the platform is content, and its diversity. We show exercise clips to trainers and workouts to trainees due to their different needs.)

3. Introduce pricing upfront  
(Show the benefits of subscription and make it clear for users what they are paying for.)

# Landing Page After Signing Up - Trainer



## Existing Problems on the Current Site:

### *Difficult to access and use the content*

- Filter categories and terminologies
- Flow of creating a workout

## Our Solutions:

1. Trainers land on “create a workout”

(Trainers are familiar with exercises and customizing workout is their main goal.)

2. Reduce the filter categories and simplify the terminologies.

(Make information accessible for both new and experienced trainers. Use words and organize the categories in a way that is most useful to trainers.)

3. Instead of drag and drop, users can hover over each clip and use plus sign to add exercise clips.

(Enable quick access of info (stay on page) and edit.)

4. Big checks and “jumped” window to indicate content is added.

(Be responsive to the users’ actions to allow them understand what they’ve done.)

# Landing Page After Signing Up - Trainer

## Our Solutions:

1. We introduced pop-up window for them to preview the content.

(Previewing is critical for trainers and trainees to choose exercise/workout.)

2. Graphic wise, we show the icons differently for exercise and workout.

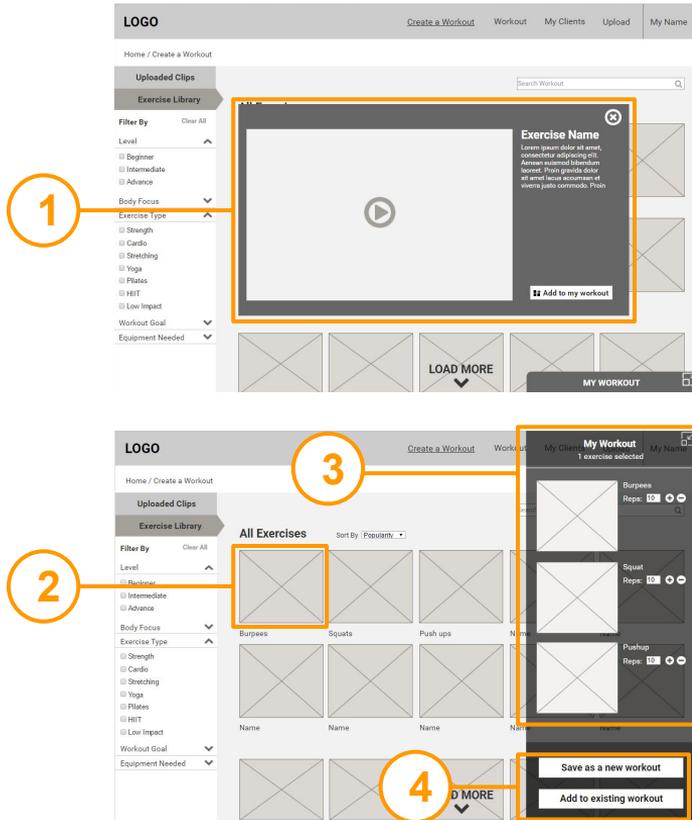
(Convey the message that exercise is a single clip whereas workout is a stack of clips.)

3. Users can rearrange the sequence of the exercises in the “my workout” window, and change number of reps. They can further edit the workout in the “My Workout” page under the navigation “Workout.”

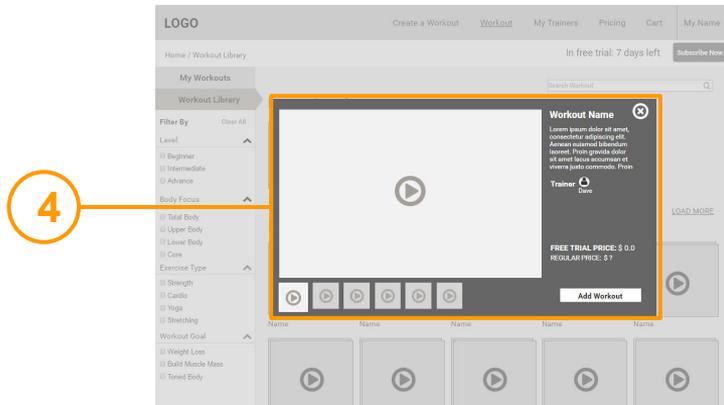
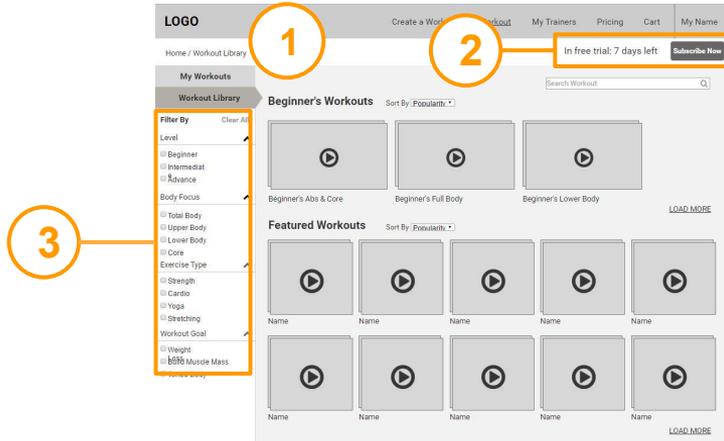
(Enable quick editing, as well as more detailed editing.)

4. Two action buttons available: “save as a new workout” and “add to existing workout.”

(Two options need to be presented clearly to ensure users understand what they can do with the selected clips.)



# Landing Page After Signing Up - Trainee



## Existing Problems on the Current Site:

### *Difficult to access and use the content*

- Filter categories and terminologies
- Flow of creating a workout

## Our Solutions:

1. Trainee lands on “workout library” after signing up. (Trainee may not have sufficient knowledge and energy to customize. Browsing already-made workouts is key.)
2. Free trial countdown. Subscribe option always available. (Reminds them about the pricing. Increase opportunities to convert.)
3. Reduce the filter categories and simplify the terminologies. (Make information accessible for both new and experienced trainees. Use words and organize the categories in a way that is most useful to trainers.)
4. We introduced pop-up window for them to preview the content. (Previewing is critical for trainees to choose workout.)

# My Workout

3

healthclubtv

Create a Workout Workout My Trainers Pricing Cart My Name

Home / My Workouts In free trial: 7 days left Subscribe Now

**My Workouts**

Added By Me

Weight Loss

Toned Body

High Intensity

Received From Trainer

Workout Library

**Weight Loss**

Trainer 1

Instructions Time: 20 min 10 Videos

Share

2

1

1

2

3

Burpees  
Reps: 10  
Note

Move ↓ ×

Planks  
Reps: 10  
Note

Lunge  
Reps: 10  
Note

healthclubtv

Create a Workout Workout My Trainers Pricing Cart My Name

Home / My Workouts In free trial: 7 days left Subscribe Now

**My Workouts**

Added By Me

Weight Loss

Toned Body

High Intensity

Received From Trainer

Workout Library

Share

Share with Friend

Search by Login Name

Invite Friend & Share Workout

Enter Email Address SEND

## Existing Problem:

### *Difficult to customize the workout and share*

- Lack of sufficient editing options
- Sharing options are restricted to HCTV members only
- Confusing categorization of playlists on Dashboard

## Our Solutions:

1. Both Trainer and Trainee can edit workouts they created.

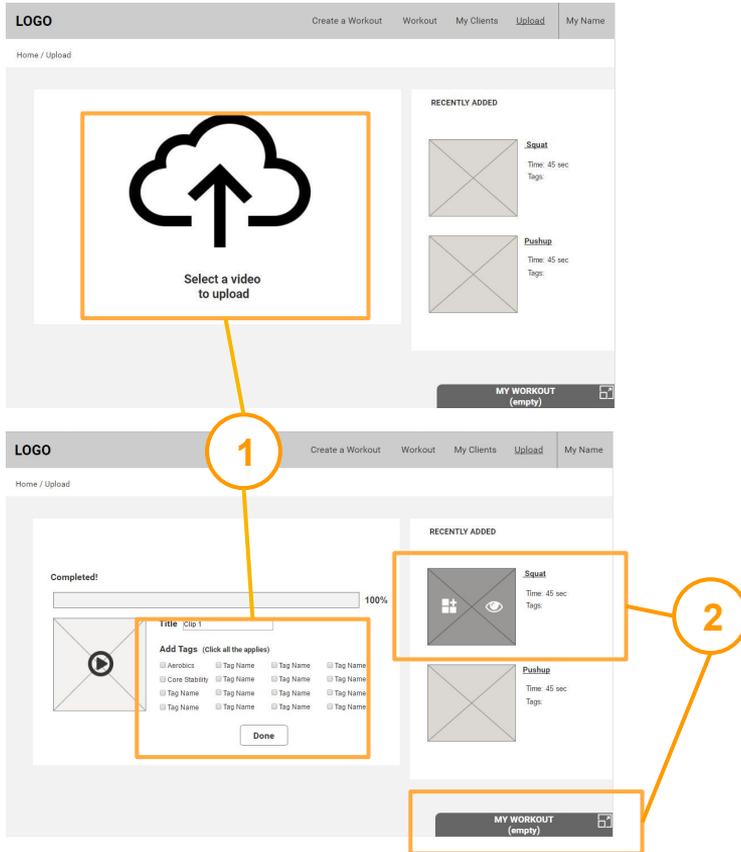
(Changing the sequence, adding reps, notes and removing the clips)

2. Possibility to share the workouts with non HCTV users

(Trainers can share the workout and send the invite to HCTV at the same time. Trainees can do that but with their friend)

3. My Workouts contain only two types of playlist (There are “Created by Me” and “Saved from Library”)

# Upload Clips



## Existing Problem:

### *Long process of uploading the videos*

- Trainers want to share the relevant content with their clients on the go
- There is no way for them to upload a video and instantly use it to create a playlist
- **50 % of Trainers** expressed the need to upload their own exercises on the platform

## Our Solutions:

1. Uploading of the videos and adding tags  
(Videos can be instantly uploaded, to complete the process Trainer has to add tags and the title )
2. Using recently uploaded videos to create a workout  
(Trainers can use recently added videos to create a new workout or add them to their previous workouts )
3. The videos are set as private until they pass the quality control\* (suggestion)  
(Trainers can share the videos they uploaded immediately and share with their clients but they won't be listed in search/filters until they pass a review )

# My Client

healthclubTV

Create a Workout Workout My Clients Upload My Name

Home / My Clients

### My Clients

— Add Client

Search in our Community

Enter Login Name

Invite Client to Healthclubtv

Enter Email Address SEND

DONE

^ Marta

Toned Body Weight Loss High Intensity Share Another Workout

Send Message

Send

1

2

## Existing Problem:

### *Difficult to connect with clients*

- Trainer can't find the option to invite clients to HCTV
- Trainers would like to be notified when their clients join platform
- **88 % of Trainers** expressed the need to send direct message to their clients

## Our Solutions:

1. Invitations can be sent from Trainers account  
(After sending the invite, trainers get the pop up informing them that they'll will be notified when the client joins the platform, )
2. Communication channel Trainer-Client  
(Trainers have a messaging feature for each clients, they can check on their clients' progress or send some instructions )