

UX Research Study

Introduction	<ul style="list-style-type: none">● Title: Sport Club Mobile Application● Author: Arezoo Shafayani (UX/UI designer) ● Stakeholder: Koohsar Sport Club ● Date: December 29, 2019 ● Project background: People can register in this application as a member who wants to receive sport or diet program from experts or wants to exercise at home or as a fitness trainer who has a required competence and also they can have income from this application. This application helps its members and fitness trainers to communicate with each other easily in the sport club or even at home. ● Research goals: Identify the target audience of Sport Club Understand the market of platforms related to Sport Club Learn about how people are managing their time and money for sport Get to know about how people choose a fitness trainer or sport club
Research questions	<ul style="list-style-type: none">● Who are the target audiences?● What are some of the common features of a sport club application and recommendation platform?● What are people sport habits? At gym or at home?● How do people like to communicate with their fitness trainers?● How do people find their fitness trainers?● What factors affect people's decision on what fitness trainers they are choosing?● What are people's expectations on platforms like sport club application?
Assumptions	<ul style="list-style-type: none">● Members like to choose a professional fitness trainer● Members prefer to have wide range of selection with variation prices● Members like to get a diet plan in addition to exercise● Some members tend to exercise at home under the supervision of a fitness trainer● Members are constantly looking for a better fitness trainer
Methodology	<ul style="list-style-type: none">● Secondary Research: Market Research: Understand the platforms related to sport club, as well as the target audience ● Primary Research: User Interview (with members) (20-25 people, 10-15 minutes each): Find out how members prefer to communicate with their fitness trainers and how to find them, their exercise habits, their budgets for register in some sport classes User Interview (with fitness trainers) (10 people, 10-15 minutes each): understand fitness trainer's needs. research the terms of the sports club (interview with the manager of sport club)

Participants

Members: Age between 18 and 60
fitness trainers in sport club and other places

Timeline

- Day 1: Conduct secondary research (Market Research)
- Day 2,3: Conduct primary research (User Interview)
- Day 4: Synthesize the research findings