



UX Case Study of Planet Fitness.com

By Matt Richardson

2/09/2016



Introduction

Planet Fitness serves as a cheap alternative to expensive gym memberships. Its low membership costs and emphasis on accepting gym members of all physical types encourages out of shape people to join. Planet Fitness insists that its facilities discourage the alpha male, steroid induced, narcissist, "Lunk" gym types. Their slogan states that members won't have to deal with being "Gymtimidated by Lunks."

The following presentation is a documentation of a User Experience Case Study for Planet Fitness.com. I conducted a Heuristic Evaluation of their website, created User Personas, Task Based Scenarios, Low-Fidelity Wireframes, Story Boards, documented website Errors. Based on my findings and user's opinions, I came up with recommendations on how to improve the overall user experience of Planet Fitness.com.



Results from Heuristic Evaluation

Accessibility: Upon first use of the site, we find that it's easy to access without any lag in loading time. There are several issues in terms of font sizings and color contrasts that make the text hard for the users to read. There's also a lack of ALT tags which make it harder for disabled users to navigate the site.

Identity: It's easy to distinguish the company based on their prominent logo placement and saturated color scheme on each page of the site. But, the homepage is too busy and hard to digest. The Company information is quite easy to access directly through their contact information, listed under the About tab



Results from Heuristic Evaluation, continued...

Navigation: The site is missing a search bar on every page, making it harder for the user to navigate without having the option of one. At least there aren't too many tabs presented, more tabs would clutter the page and further confuse the user. Planet Fitness also lists terminology that isn't common. Examples would be the "Commercials" tab and "PE@PF."

Content: The website is lacking a consistent color scheme when navigating to their aggregator sites for Investor Relations and the Planet Fitness store. Their URL and HTML descriptions don't have any issues and their content listings fit the page's meaning. Although, the "Our Planet" tab insinuates that it'd have a collection of information, but it just shows Jpegs of the gym's interior.



Initial Usability Test, “The Learning Experience”

The first user test that I conducted became a trial an error scenario. I created a set of tasks for the user to complete and proceeded to document their site pathing. This was a severe issue, due to the fact that I didn't read the usability documents provided by Nikhil. Although we had uncovered several errors in the website and I got her initial opinion on the website, I was missing crucial information.

My missing information was the time taken on each task, the ease in finding information, ability to keep track of location within the site, and ability to predict information sections. Along with those insights, I'd also forgotten to take overall metrics during the test. Those metrics were the ease of use, frequency of use, difficulty of keeping track of where they were on the site, how quickly they would learn to use the site, how quickly they got information, whether the homepage's content facilitated site exploration, the relevancy of site content, and the overall website's organization.



Second Usability Test, Setting the Standards

For the second attempt on conducting Usability testing, I followed the documentation that Nikhil provided us. I was able to get a much more thorough and in-depth look at my user's understanding and opinions on the website. My target audience was selected by demographics that would be able to use the facilities at Planet Fitness. Users would range between the ages of 22-57 and be somewhat physically fit. By reaching out to my friends and family in the Atlanta area, I was able to conduct tests with 6 users during the first week of February, 2016.



Example of Usability Test Given to Participants

Hello participant, I'll be conducting a website usability evaluation with your consent. With your help, we'll be able to discover navigation, usability, and website bugs to create a better user experience for the Planet Fitness.com website.

We'll be going over a set series of tasks. As you proceed to complete each task, I'll be timing you and taking notes of any errors you run into. The tasks are as follows:

- Sign up for a gym membership
- Sign up for a franchise application
- Purchase a piece of clothing from the Planet Fitness Store
- Find a link to their Instagram feed
- Find a link to user story postings

After we complete each task, I'll ask you three questions that will be rated on a 5-point scale. 1 being strongly disagree and 5 being strongly agree. These questions are as follows:

- How easy it was to find the information from the home page
- Your ability to keep track of your location in the website
- Your ability to predict which section of the website contained the information

After we complete all the tasks, I'd like to get your general feel for the site through a series of eight questions. On the same 5-point scale, with 1 being strongly disagree and 5 being strongly agree. Please give your response to these statements:

- Was it easy to use?
- Would you frequently use this website?
- Was it difficult to keep track of your location in the website?
- Was it easy to learn how to use the website?
- Were you able to quickly find the information you were looking for?
- Did the homepage's content make you want to further explore the website?
- Would the site's content keep you coming back?
- Did you feel that the site was well organized?

My last series of questions aren't based on the 5-point scale, your answers to these are completely opinion based.

- What did you like the most about the site?
- What did you like the least about the site?
- What would be your recommendations for improvement?



User Opinions after testing

Liked Most

Participants found the [Lunk Alert](#) video to be pretty entertaining.

Participants thought the color scheme was good looking.

Participants also enjoyed watching their other promo videos on [Youtube](#).

Liked Least

Participants didn't like the way "PF Store" was labelled.

Participants also didn't like the way the "Commercials" tab was listed.

Participants didn't like that there wasn't any tab showing a listing of the classes being offered at the gym.

Participants thought the logo looked too masculine and one noted that it looks like a "Jiffy Lube Lug nut."

Participants were shocked that in the Join member tab informational they were being offered free pizza and bagels.

Participants thought type facing was too small to read on most of the site.

Participants were confused by the "no commitment" wording on the join membership page.

Participants didn't think that there were enough descriptions listed under the membership benefits page.

Participants thought the "Planet of Triumphs" page was a joke and it grossed them out from wanting to join.

Participants wanted to see a more realistic map used in their gym location search, something more along the lines of Google Maps.

Participants felt that there wasn't any emotional attachment in the advertising.

Participants didn't enjoy the newsletter pop-up on the Planet Fitness Store page.

Participants thought it was odd that there were tabs for "kitchen and bar" items within the gym's store.

Participants believed that the text from the new sources within the franchise page was moving too fast.

Participants also wanted to know the returns on investment from owning a franchise.

Participants felt that the women's shirts looked like men's t-shirts.

Participants wanted the t-shirt color in the jpeg to change when the color option was changed.

One participant found a broken page when attempting to sign up for a franchise.



User Conclusions after testing

Conclusion

Most of the participants found PlanetFitness.com to be a cluttered homepage without cohesive design when jumping from page to page. They were very turned off by the color scheme and found the homepage to be quite busy with information. They also found quite a few bugs when navigating through the assigned tasks. By implemented my recommendations and continuing to work with the users, we might be able to save Planet Fitness just yet and increase membership sign ups by having a more trust worthy and engaging website.



Scenarios and Personas

I came up with a list of five tasks that the most common user would conduct when using PlanetFitness.com. I created a scenario based on each task and a persona to match. The five tasks were as follows:

1. Sign up for a Gym Membership
2. Sign up for a Franchise Application
3. Buy a piece of clothing from the Planet Fitness Store
4. Find the Planet Fitness Instagram Link
5. Find the Planet Fitness User Story Postings



Persona #1

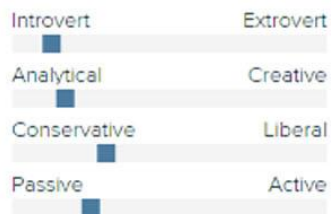
Carl Gonzalez



"I don't need to get a life, I'm a gamer, I've got hundreds of lives!"

Age: 22
Work: Help Desk Support
Family: Single
Location: Albuquerque, NM
Character: Gamer

Personality



Over Weight Tech Savy Anxious

Bio

Carl Gonzalez is a part time student and full time help desk associate. He spends most of his time sitting at his cubicle or working on IT assignments in the library. All of this down time, on top of a bad diet, has led to him getting pretty out of shape. Carl has never had a gym membership in his life, the only workouts he's ever seen were in his high school PE classes. Carl's decided enough is enough, time to get healthy! The fact that he's a student means that he has limited funds, and whats the cheapest gym around? Planet Fitness.

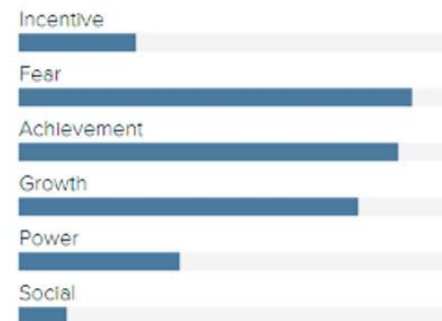
Goals

- Sign up for a gym membership.
- See what all the fuss is about, in regards to Cross-fit.
- Lose his "man-boobs."
- Look ripped like Arnold Schwarzenager.

Frustrations

- Feeling judged by Lunks
- There aren't any gyms close to his apartment.
- He hates the taste of protein powder.
- He feels unhealthy about his weight.

Motivations



Brands

A collection or list of the user's favorite brands.



Preferred Workouts





Persona #2

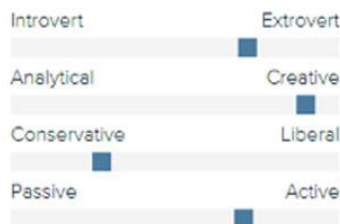
Lynda Belsworth



"Be humble in your confidence, yet courageous in your character."

Age: 39
Work: Boutique Manager
Family: Married
Location: Atlanta, GA
Character: "Go-Getter"

Personality



Motivated Patient Mother

Bio

Lynda has recently come into some financial troubles, in regards to paying her daughter's loan for next semester at UGA. So, she's had to cut several expenses out of her budget. Lynda had to drop her gym membership at LA Fitness due to the increasing monthly costs. Her co-worker, Nathan, told her about being able to still maintain her workouts for a fifth of the cost, at Planet Fitness. She'll still be able to maintain her health by attending cardio and yoga classes. Lynda was sold on hearing how cheap the memberships were, especially at \$10 a month!

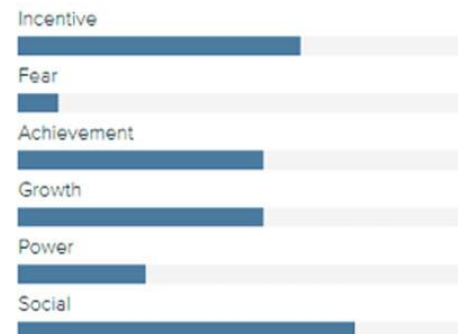
Goals

- Acquire a cheap gym membership.
- Get back in shape after her couple month "hiatus"
- Find a gym that offers pilates and yoga.
- Find a gym where she's not being hit on 24/7.

Frustrations

- Losing fat around her waistline.
- Not being able to find her gym class schedule.
- Attempting to find a gym close to home.
- Confusing website navigation.

Motivations



Brands

A collection or list of the user's favorite brands.



Preferred Workouts





Persona #3

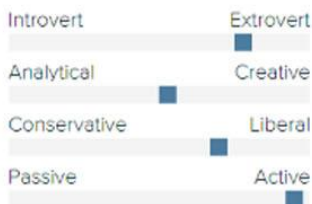
Chaz Waltman



"Do you even lift, bro?"

Age: 38
Work: Personal Trainer
Family: Single
Location: Los Angeles, Ca
Character: Narcissist

Personality



Ripped Douchey Always Tan

Bio

When he's not sipping white mocha lattes and flexing his muscles at Huntington Beach, Chaz is helping others reach their fitness goals. As a current physical trainer at Planet Fitness, Chaz is a little disgruntled at the fact that his clients are dropping like flies. They must have been weak. If you can't handle the heat, then get the hell out of the kitchen! So, he's attempting to see if Planet Fitness's website offers him the ability to network and build up his clientele. Hey, rent's due next week and Chaz needs to make some money.

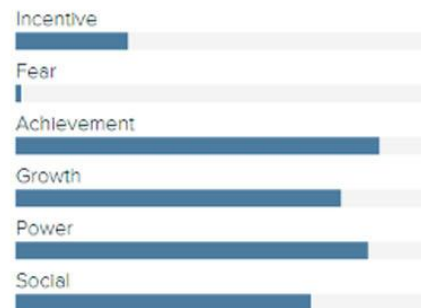
Goals

- Get more clients for 1 on 1 training.
- Run several Cross-Fit and HIIT classes, weekly.
- Gain 20 lbs of muscle.
- Learn kettle bell routines.

Frustrations

- Not being able to navigate Planet Fitness easily.
- When people park in his personal trainer's spot.
- Not hitting his muscle gain goals.
- Having personal training clients cancel on sessions.

Motivations

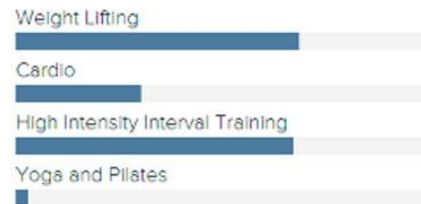


Brands

A collection or list of the user's favorite brands.



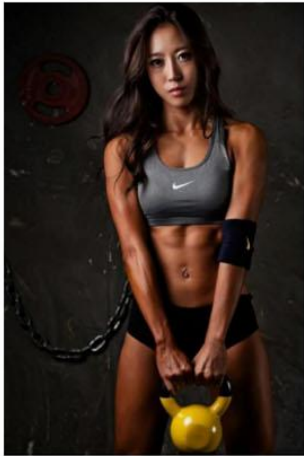
Preferred Workouts





Persona #4

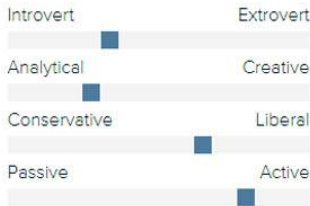
Sada Mingzhu



"Every time you eat or drink, you are either feeding disease or fighting it."

Age: 26
 Work: Day Trader
 Family: Single
 Location: Austin, Tx
 Character: Health Nut

Personality



Fit Intelligent Informed

Bio

Sada is one of the only Americans who knows about the current toxins that our citizens are exposed to daily. She's very well informed about the current state of GMOs plaguing our food system with cancerous inhibitors. So, Sada is extremely cautious about what she puts into her system. She also knows the benefits of staying physically fit, even when it takes forcing yourself to hi the gym after a long work day, she doesn't skip a beat. Sada considers her body a temple and puts forth the effort to condition it to maximum efficiency. So, when looking for a gym that was open 24/7 and near her house, she settled on Planet Fitness. She usually does her own weight/cardio routine, but lately, she's been interested in trying out High-Intensity Interval Training classes. She's having a little bit of trouble finding the class schedules on the PlanetFitness website, let's hope this isn't enough of a deterrent to cancel her membership.

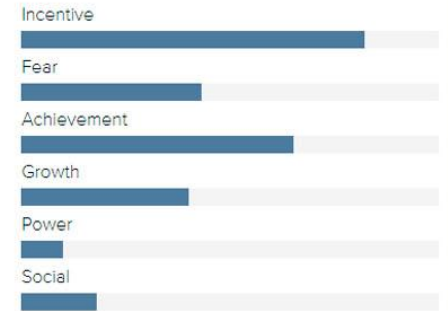
Goals

- Maintain a completely organic lifestyle.
- Stay informed about the corrupt political systems in world.
- Convince her family to change their eating habits.
- Find the HIIT classes listed on Planet Fitness.com.

Frustrations

- When people argue non organic vs organic.
- Hearing about how Monsanto buys political power in DC.
- Lack of organic food offered in restaurants.
- Not being able to find classes listed on Planet Fitness.com.

Motivations

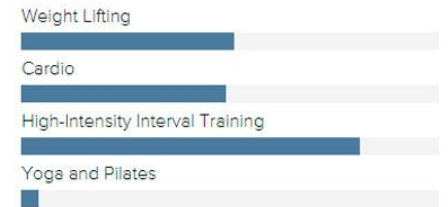


Brands

A collection or list of the user's favorite brands.



Preferred Workouts





Scenarios

Scenario 1: Carl is attempting to sign up for his very first gym membership. He's always heard great things about all the amenities offered at a low cost at Planet Fitness. So, he decided to attempt to sign up. He hops on the Planet Fitness website and looks around the homepage for a good 15 minutes before deciding to settle on a premium membership. He love the fact that for \$10 more a month he'll get twice as many benefits. He notices a bit of redundancy, but signing up is simple enough.

Scenario 2: Lynda recently came into quite a large inheritance since her father's passing. She's been looking for profitable business ventures that would have a good return on investment. Having been a Planet Fitness member for the past 11 years, she's seen how popular the Franchise is. So, she decided to do a little bit of research on PlanetFitness.com. After browsing around and seeing some key rankings, she decides to fill out an application.



Scenarios, continued...

Scenario 3: Chaz just did the most epic bench press ever, he maxed out his weight at 380 lbs! Too bad he ripped his shirt doing so. He's a little bummed since it was given to him by his favorite client at Planet Fitness. So, Chaz decides to hope on the Planet Fitness Store and buy a new shirt. After browsing around, he finally finds the shirt. But, it isn't in the same suave purple, so Chaz decides to call Planet Fitness's contact number and personally find out when more will be in inventory.

Scenario 4: Sada would like to post her recent bicep muscle gain on the User Story Postings. It's her first time ever on the Planet Fitness website and she has no idea how to navigate it. She's a little aggravated that there isn't a search bar offered on the homepage. Her first inclination is to check everything listed under the About tab, then she proceeds to enter the News Room. Neither of these options is what she's looking for. If she had known the proper terminology, then she might have been able to find the "Planet of Triumphs."



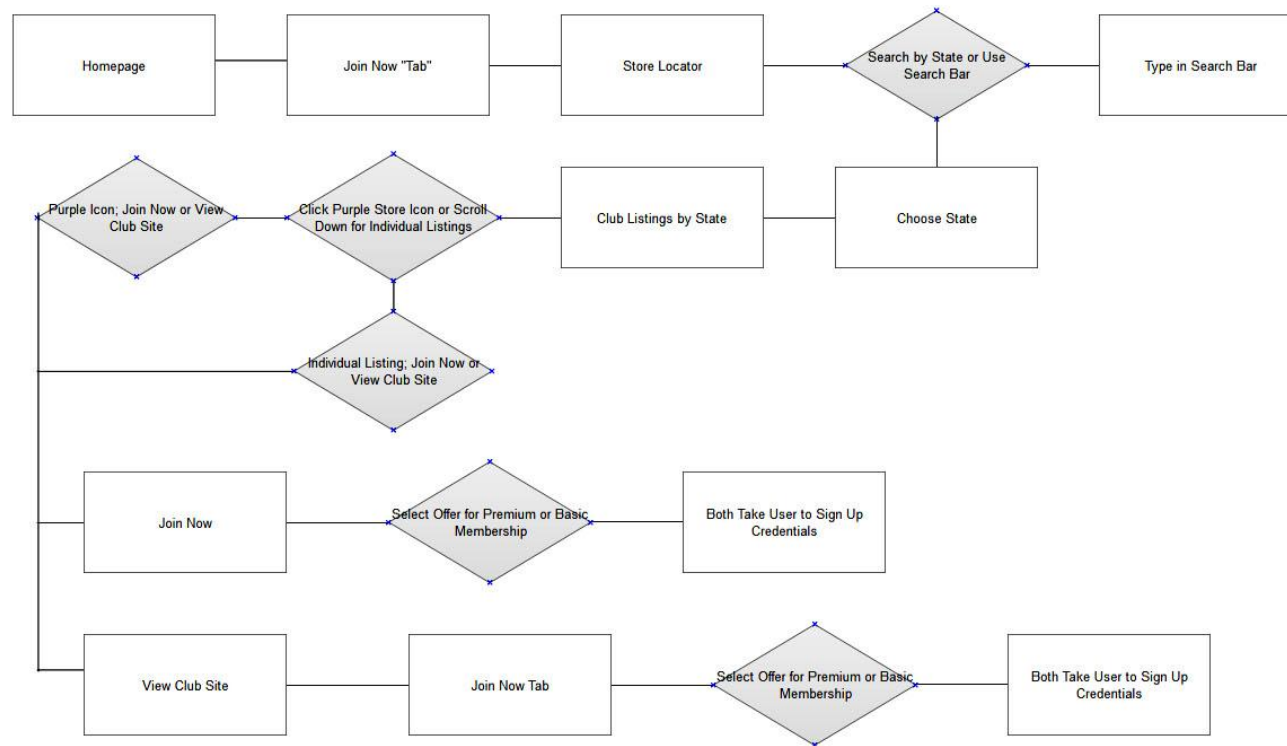
Work Flows, Wire Frames, and Story Boards

Throughout the next set of slides, I've included my first attempt at using the software Axure. In conjunction with Adobe Photoshop CS6, I designed Work Flows, Wire Frames, and Story boards for each of my five tasks:

1. Sign up for a gym membership
2. Sign up for a franchise application
3. Buy a piece of clothing from the Planet Fitness Store
4. Find the Planet Fitness Instagram Link
5. Find the User Story Postings



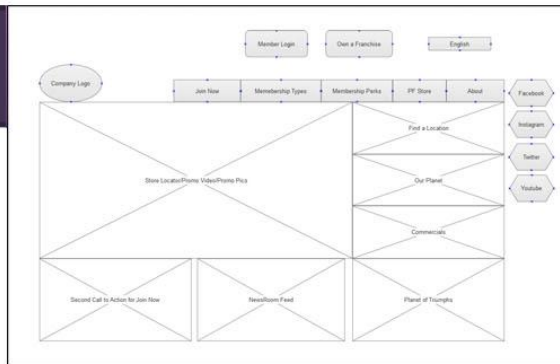
Workflow for Task #1 (Signing up for a gym membership)



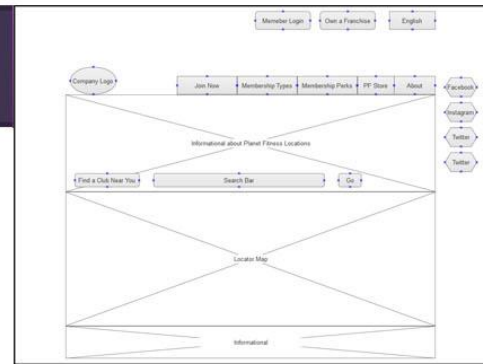


Wireframe for Task #1 (Signing up for a gym membership)

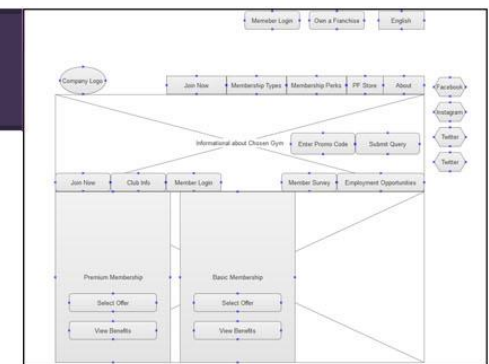
#1



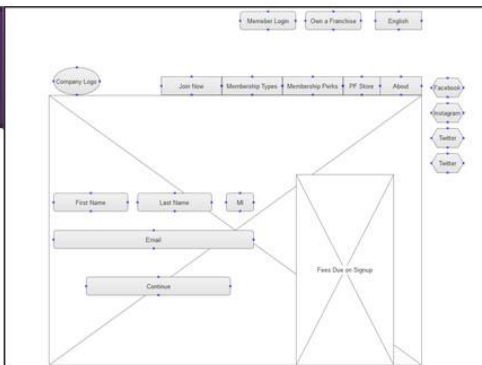
#2



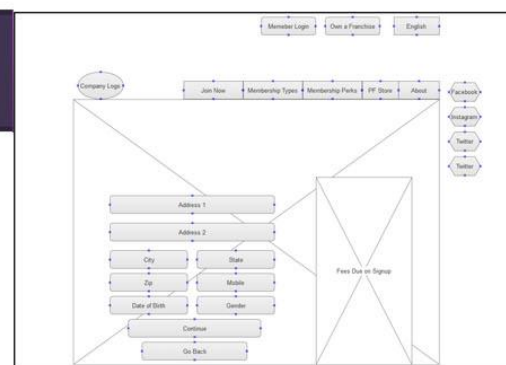
#3



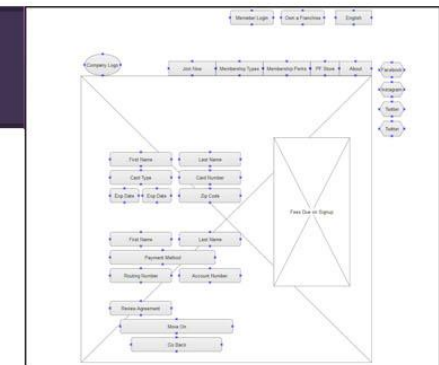
#4



#5



#6





Storyboard for Task #1 (Signing up for a gym membership)

#1

#2

#3

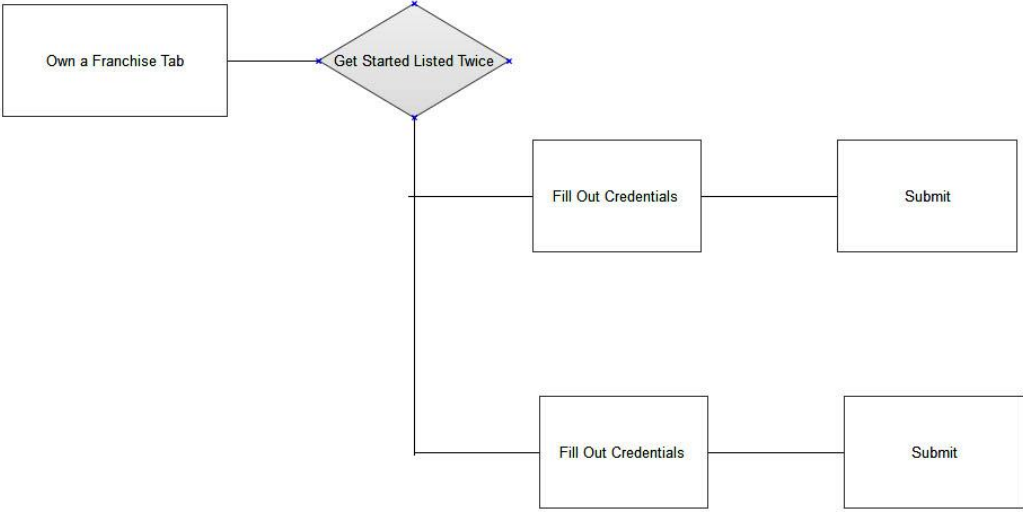
#4

#5

#6



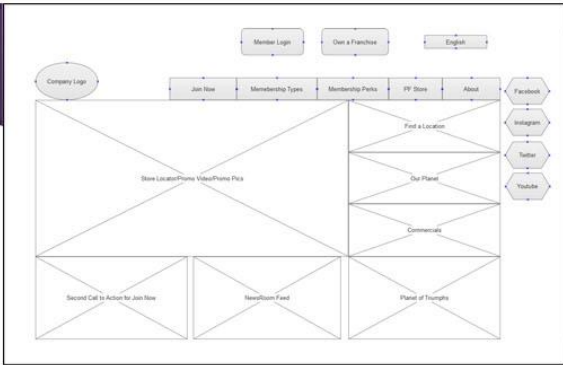
Workflow for Task #2 (Signing up for a franchise application)



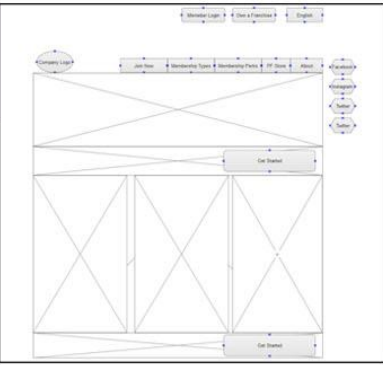


Wireframe for Task #2 (Sign up for Franchise Application)

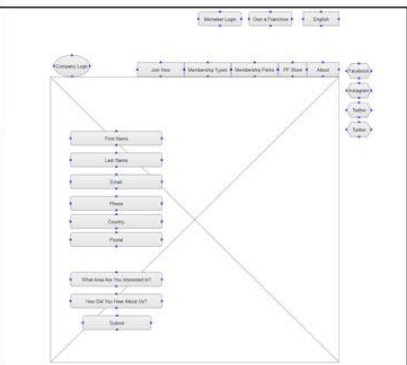
#1



#2



#3





Storyboard for Task #2 (Sign up for Franchise Application)

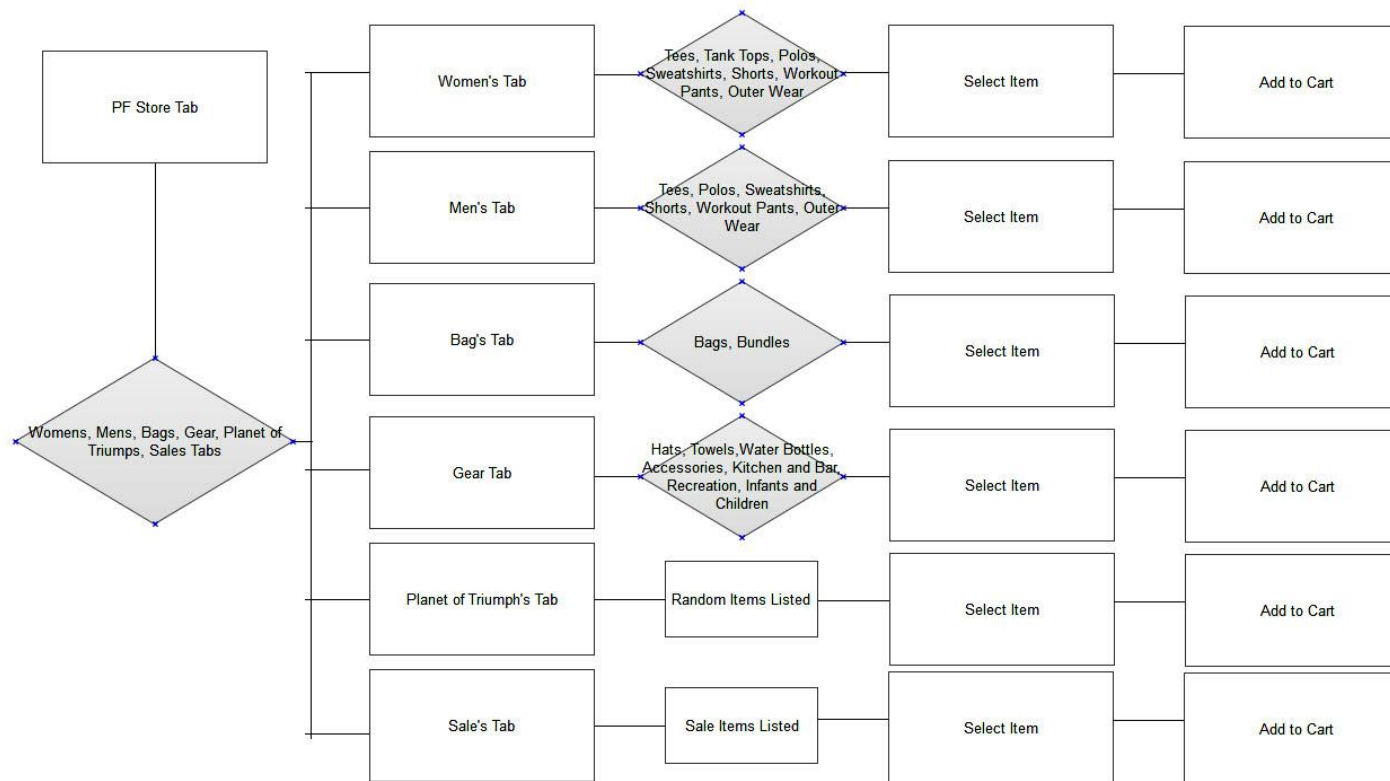
#1

#2

#3

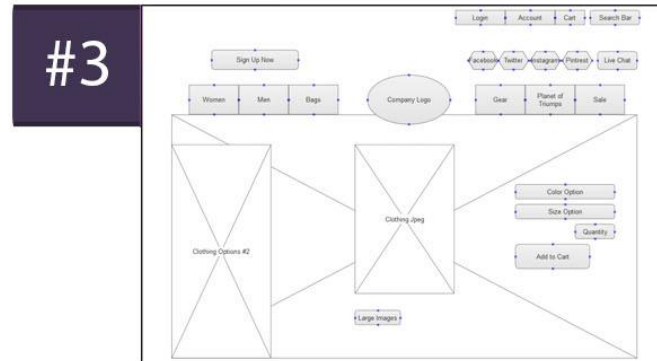
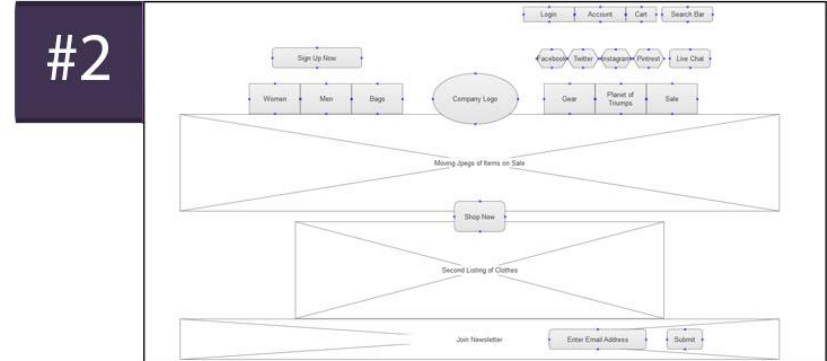
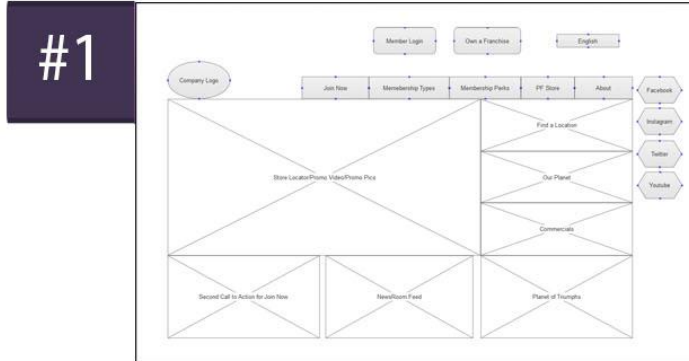


Workflow for Task #3 (Buy Clothes on Planet Fitness Store)



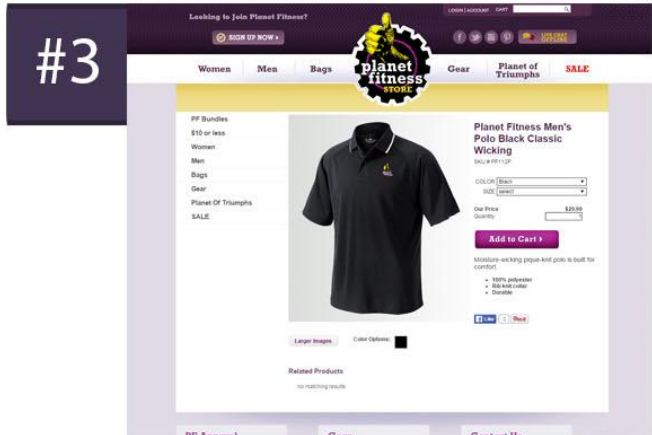
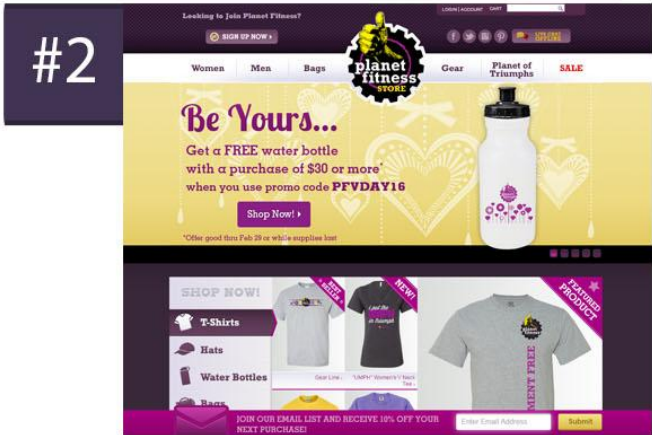
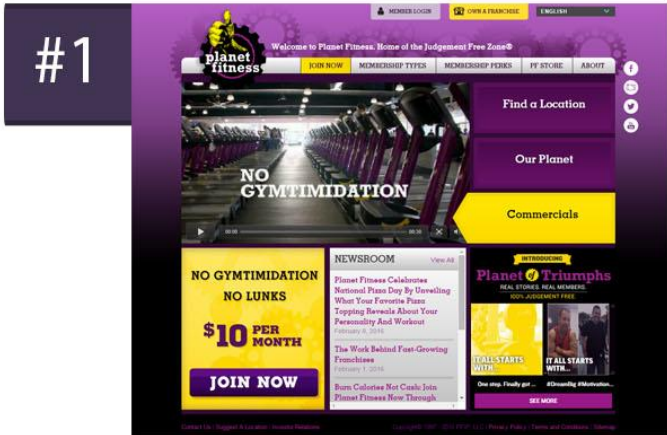


Wireframe for Task #3 (Buy Clothing from Planet Fitness Store)



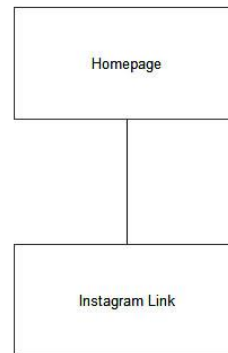


Storyboard for Task #3 (Buy Clothing from PF Store)





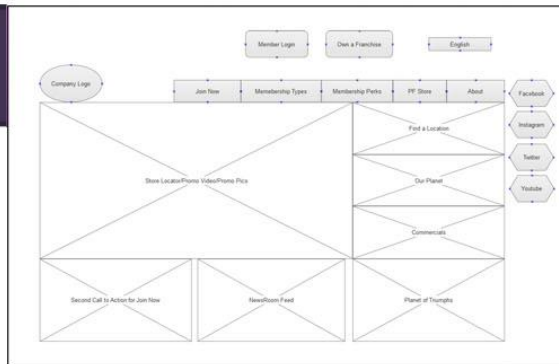
Workflow for Task #4 (Find Planet Fitness's Instagram Link)



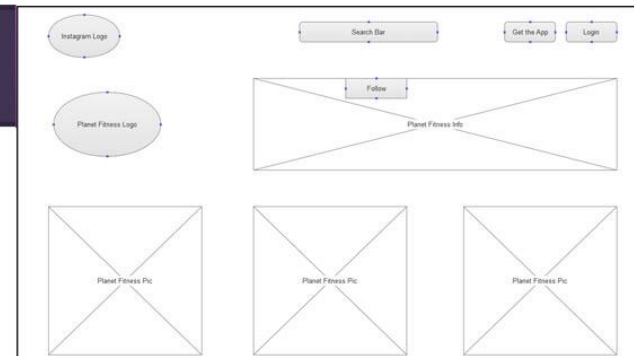


Wireframe for Task #4 (Find a Link to Instagram Feed)

#1

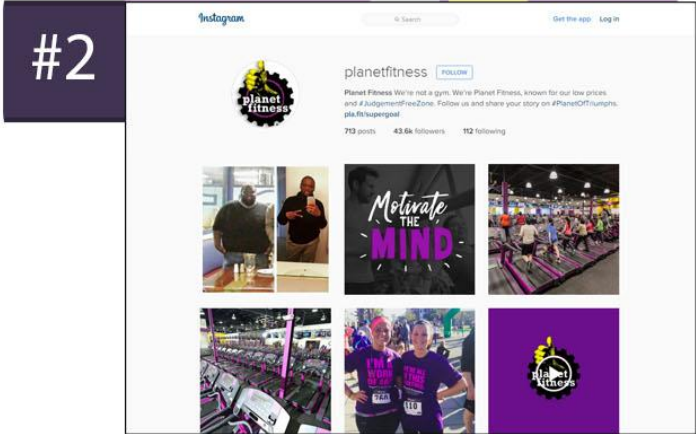
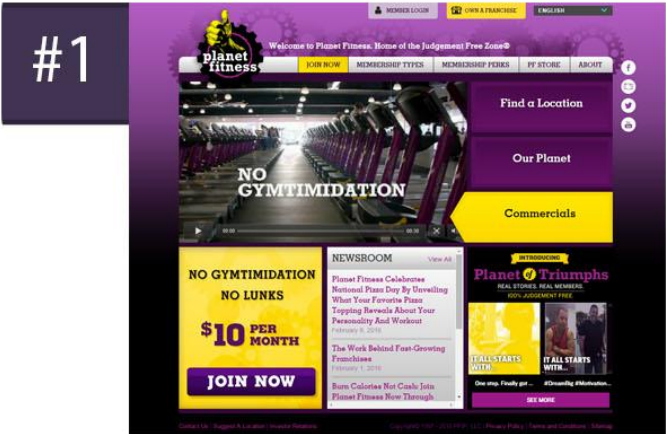


#2





Storyboard for Task #4 (Find a Link to Instagram Feed)





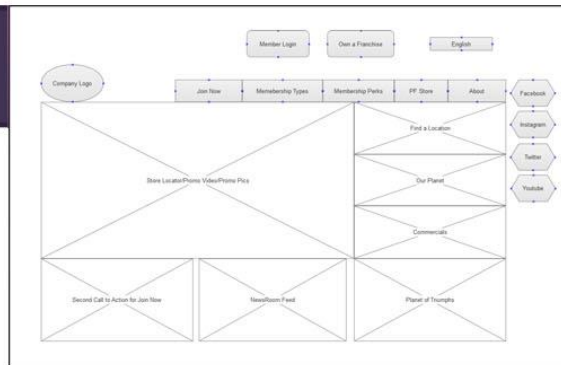
Workflow for Task #5 (Find User Story Postings)



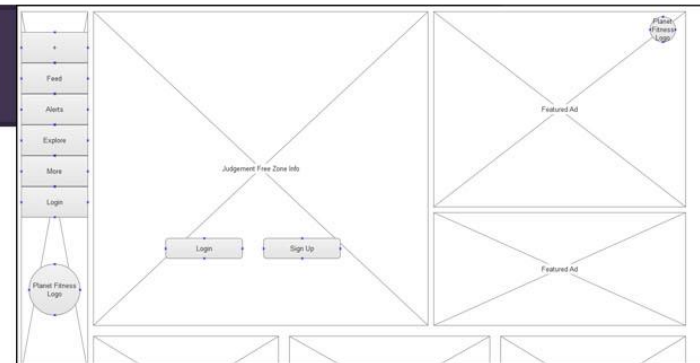


Wireframe for Task #5 (Find User Story Postings)

#1



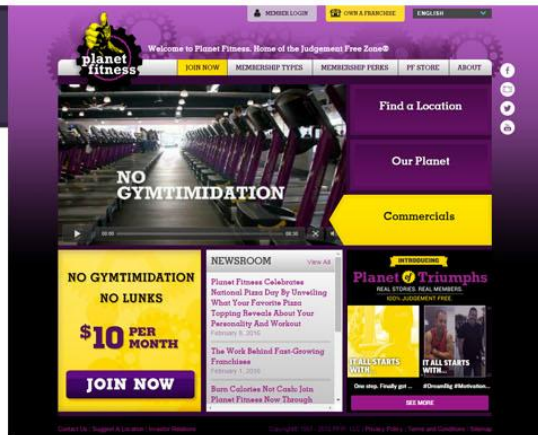
#2



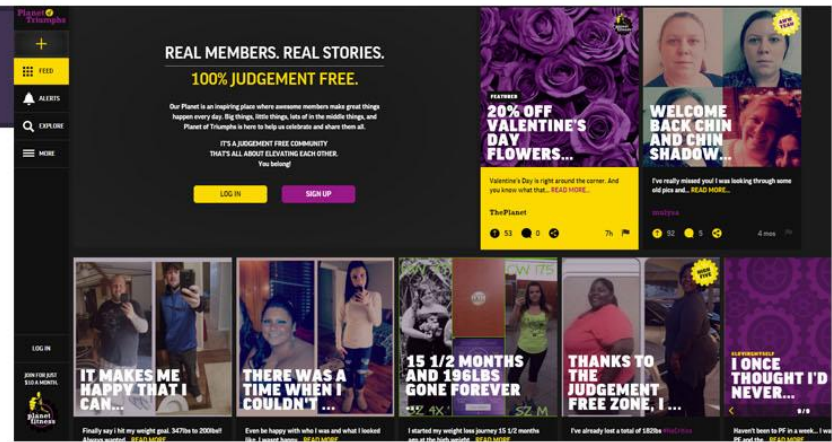


Storyboard for Task #5 (Find User Story Postings)

#1



#2

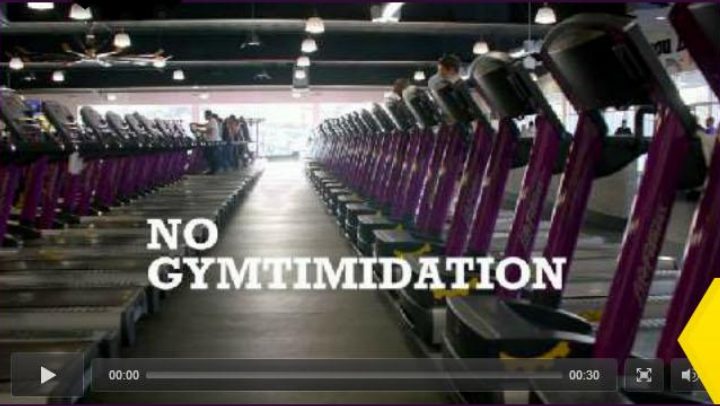


Current Homepage



Welcome to Planet Fitness. Home of the Judgement Free Zone®

- JOIN NOW
- MEMBERSHIP TYPES
- MEMBERSHIP PERKS
- PF STORE
- ABOUT



Find a Location

Our Planet

Commercials

**NO GYMTIMIDATION
NO LUNKS**

\$10 PER MONTH

JOIN NOW

NEWSROOM [View All](#)

Planet Fitness Celebrates National Pizza Day By Unveiling What Your Favorite Pizza Topping Reveals About Your Personality And Workout
February 8, 2016

The Work Behind Fast-Growing Franchises
February 1, 2016

Burn Calories Not Cash: Join Planet Fitness Now Through

INTRODUCING

Planet of Triumphs
REAL STORIES. REAL MEMBERS.
100% JUDGEMENT FREE.

GO ME! **STRONG AND HEALTHY...**

Always looking to get ... I could barely breathe...

SEE MORE

Company Logo

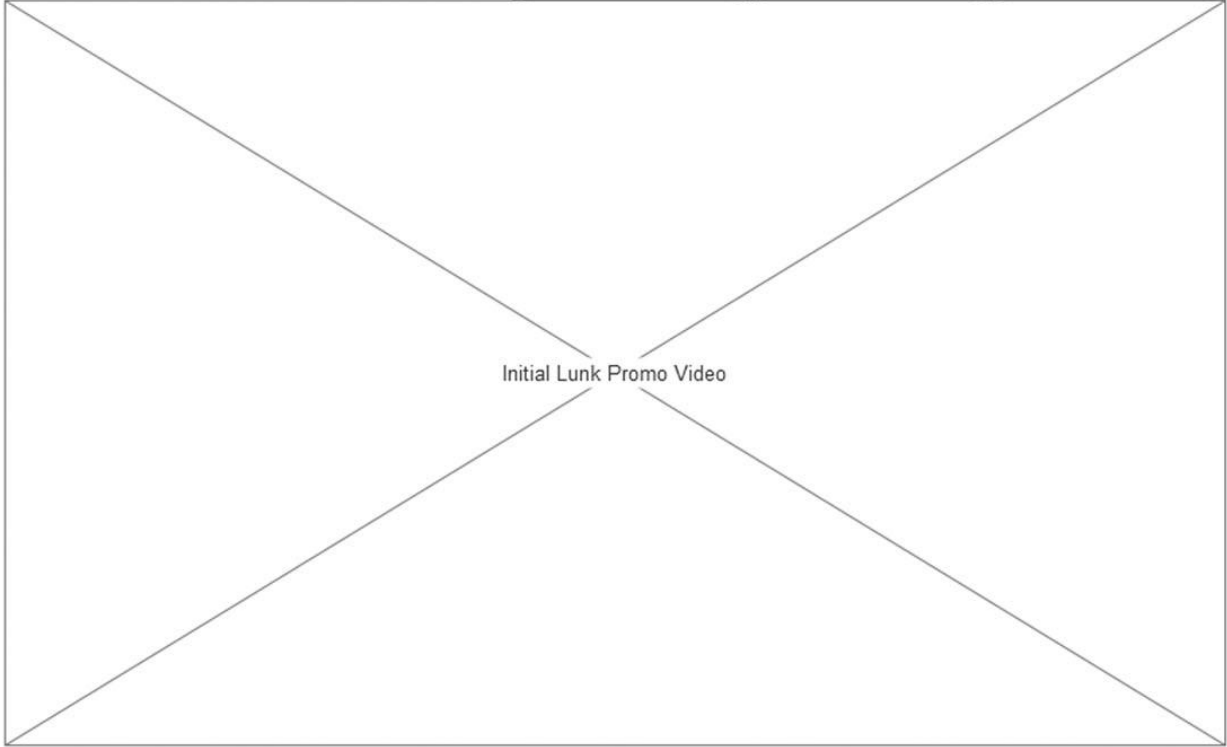
Login

Sign Up

About

Store Locator

Merchandise



Facebook Icon

Twitter Icon

Instagram Icon

Proposed
Homepage
Re-Design
Wire Frame



Recommendations for a better user experience

1. Remove the Call to Action, "Join Now" Tab, from always being highlighted. It confuses the user from where they actually are on the site.
2. Keep the color scheme consistent between sister sites. Change the color schemes on Planet Fitness Store and the Investor relations to match the main site.
3. Remove Planet of Triumphs all together. It's a turn off to the users to see complete slob as fellow members of the gym.
4. Remove the "Join Now" tab and News Feed from the bottom of the homepage. It's too redundant having two "Join Now's" and News Feed would be better hidden in the information hierarchy under the About tab.
5. Make the Promo Video the first thing the user sees when they go to the homepage, it builds up an emotional attachment and catches their attention, making them want to delve deeper into the site.
6. Change the color scheme on the Social Media logos to match their actual colors, it would make it easier for users to identify what they are links to.
7. Add information about the Classes offered underneath the About tab.
8. Remove the pizza and bagels from the new member information, a gym is supposed to support a healthy lifestyle, not hinder it.
9. Commercial tab should be renamed to Promo Video.
10. Increase the small font sizes and boost their contrast on the main page to make them more legible.
11. When moused over, add an information box explaining what "no commitment" means.
12. Change the store locations map into a more realistic version, like Google Maps, the current bright yellow color is eye straining.
13. Remove the Kitchen and Bar merchandise from the Planet Fitness Store, it's supposed to be a gym, not a retail outlet.
14. Slow down the Quote text speed on the Franchise Informational page, it's moving too fast to read.
15. Add more financial data geared toward making someone want to purchase a franchise, as in returns on investment.
16. In the clothing store, make it so that the clothing item jpeg changes color to the appropriate selected color.
17. Make the Planet Fitness Logo clickable and path back to the homepage on the Store Page, Membership Perks Page and Franchise page.
18. Change the Planet Fitness Logo to have a design that's more consistent with the market's perception of their brand. The current logo confuses users into thinking it's an auto shop.