

Hypothesis-Driven Development - Side Project

MyPTschedule

A booking web application for personal trainers

Idea & concept:

Matthias Gruber

Developed as part of following course/specialization:

Digital Product Management Specialization

University of Virginia Darden School of Business (through Coursera)

June-2023

What's the business?

What is the positioning statement?

For Personal Trainers (PT) who work as freelancer, MyPTschedule is a web application that simplifies the booking procedure of PT sessions for both trainers and their clients. Unlike scheduling bookings manually, our product promotes instant processing of bookings and time-saving efficiency.

Who is the user and what's on their A-list?

Finn the Freelance PT

Screening Question: How many different locations do you regularly visit to meet your clients for personal training sessions? [>2]



Finn has been a personal trainer (PT) for 4 years. For the first 2 years he was employed at a big commercial gym. But after that he wanted to work independently and build up his own client base as a freelance PT.

After completing his bachelor's degree in business administration Finn realized that he did not want to spend his days in an office. He was looking for an alternative where he can be more active and also help people. He had always been very interested in fitness and exercising, so he had the idea to make his hobby a career and completed a personal trainer certification.

When getting started as freelance PT it was difficult to find enough clients to train and money was not too good. But over the time Finn has been able to build up his profile and now he has a lot of clients he trains with regularly. He can make a good living now and enjoys the flexibility the freelance work brings.

Finn is offering mobile personal training, so he meets his clients at their homes, parks or their preferred gyms.

Clients usually can only meet for PT sessions before or after work. Therefore Finn often has to work when other people are enjoying their free time. Many early mornings and late evenings. But he does not mind this. Finn enjoys that he has free time during the day instead, giving him time for errands and long workouts for himself.

Sometimes Finn's schedule gets difficult though. Often he has to meet his clients at places that are far from each other, so he loses a lot of time in the traffic. Also quite often the sessions are spread out over the whole day instead of blocked in groups, leaving him with unpleasant gaps that are too long to just kill the time and too short to do something productive.

Finn is still in his 20s now and very flexible with his schedule. But he would like to start a family one day and wonders if this job can be sustained with a less flexible schedule. Most of his friends had started office jobs after university and are working 9-5 now. But he would prefer to keep doing his current job in the future if possible.

Thinks	Finn thinks it would be a game changer if he could start using an automated booking system for his client sessions. This is important because it would help him to save the time he usually spends to book in sessions and send reminders to his clients. And it would also help to improve his client's satisfaction because they could get their sessions confirmed quicker and any time of the day.
Sees	Finn sees that when starting a family many of his former colleagues and competitors had to switch to different jobs, because it was no longer sustainable to have their work spread out randomly during the whole day.
Feels	When Finn has a full day with sessions spread out all over the city, he feels like he is not getting much done, even though he is busy all day. On those days he gets frustrated because he feels he is not using his time productively.
Does	Finn is doing around 25 PT sessions each week. A session is typically 1 hour. Some of his clients train at the same location, but he also has to change location frequently and easily spends a few hours each day commuting between locations. At the moment he schedules all his sessions manually, trying to group sessions at certain times of the day or locations close to each other.

Jobs-to-be-Done (JTBD)	Current Alternatives	Your Value Proposition
Confirming bookings for clients Engagement Metric [Bookings confirmed]	Clients messaging to request an appointment and receive a reply within 24-hours	If we offer personal trainers an automated booking solution for confirming client appointments, then trainers will save time for admin tasks and can improve client satisfaction.
Scheduling bookings at convenient locations and times Engagement Metric [Average appointments per day]	Manually looking up locations and schedule appointments in the nearby at similar times, considering realistic transfer times	If we offer personal trainers an automated booking solution that can consider location and time of their appointments, then trainers will be able to fit more appointments per day and spend less time in traffic.

What do we need to know about the user?

SCREENER

How many different locations do you regularly visit to meet your clients for personal training sessions [>2]

PERSONA HYPOTHESIS

Question Form	Specific Questions
Tell me about [yourself in the role of the persona]?	Tell me about your work as freelance PT? What do you find difficult/easy? What do you most/least like about this job? I heard clients often prefer to have sessions early morning and late evening, and then the PT has longer breaks during the day, does this apply to you as well?
Tell me about [your area of interest]?	Tell me about a recent work day? What was difficult/easy on that particular day? Who do you usually interact with during your working day? Do you have someone/something supporting you with your work?
Tell me your thoughts about [area]?	How should personal training ideally be structured and delivered? How are the practices currently, and how is that different to the ideal setup?
What do you see in [area]?	How do you learn about new trends and ideas for your job? How do you find out about ways to improve your service and processes? Do you know someone who is doing things better?
What do you feel about [area]?	What part of your job are you most passionate about? Anything that makes you feel tired or frustrated? Tell me about the last time a client complained to you, what happened and how did you feel about it?
What do you do in [area]?	How many PT sessions are you doing per day/week?

	<p>How long is a regular session?</p> <p>How much time do you spend moving between locations?</p> <p>Do you often have dead time between sessions? How long are those periods?</p> <p>How many different locations/clients do you visit regularly?</p>
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JTBD HYPOTHESIS

Question Form	Specific Questions
How do you currently [operate in area of interest- if you don't have that yet]? OR Here's what I got on [x]- is that right?	<p>Tell me about your process to receive and confirm your client's booking requests for PT sessions?</p> <p>How do you try to optimize your schedule in terms of times and locations? I heard a work day with sessions spread out all over the city can be tiring and unproductive with a lot of dead time, is that right?</p>
What's [difficult, annoying] about [area of interest]?	<p>What is difficult about the scheduling process?</p> <p>What is difficult about training with clients at various locations?</p> <p>What is difficult about making sure your clients are happy?</p>
What are the top [5] hardest things about [area of interest]?	What are the top five hardest things about scheduling appointments for your clients?
What are the top 5 things you want to do better this year in [general area of interest]?	What are the top five things you would want to improve this year?
Why is/isn't [your specific area of interest on that list]?	Why is optimizing your schedule and booking procedures not on your list of concerns?

CLOSING AND MISCELLANEOUS

Question Form	Specific Questions
Casting a Line ("Anything else?")	
Housekeeping and Follow Up	

How do we know if our proposition is working for the user?

What is the core Demand Hypothesis?

If we provide an instrument to personal trainers that allows them to manage and optimize their schedule, they will try it, use it and subscribe because they will see an improvement of their productivity and client satisfaction.

How do we unpack the core Demand Hypotheses for testability?

#	Priority *	Assumption/ Hypothesis	Needs Proving?	Experiment (MVP) Vehicles, Metrics, and Notes
1	0	If we provide an instrument to personal trainers that allows them to...	Yes	(see below)
2	1	If we offer personal trainers an automated booking solution for confirming client appointments, they will use it and then save time for admin tasks and can improve client satisfaction.	Yes	Concierge MVP Metrics: Number of clients using this booking tool >60% of all clients Number of bookings confirmed immediately >50% of all bookings
3	1	If we offer personal trainers an automated booking solution that can consider location and time of their appointments, they will use it and then be able to fit more appointments per day and spend	Yes	(see above)

		less time in traffic.		
4	4	If we set up a Google AdWords campaign targeting personal trainers that are looking to manage and optimize their schedule, they will visit our landing page and sign up for a free trial period.	Yes	Smoke Test MVP Metrics: Click-through rate >5% Number of new users (free trial) / number of new visitors >20%

0: This is our core/summary value hypothesis.

1: Pivotal hypothesis. If this is disproven, the venture needs to be canned or go through a fundamental pivot.

2: Child detail of a pivotal hypothesis.

3: Child of above.

(end truly pivotal hypothesis)

4: Extremely important hypothesis. This hypothesis substantially affects key profit drivers.

5: Important hypothesis. This hypothesis affects key profit drivers.

6-10: Tactical hypothesis for incremental improvements in various areas.

X: Not sure of the priority of this hypothesis.

How might we run a test with an MVP (product proxy) to test a demand hypothesis?

<p>What hypothesis will this test?</p>	<p>If we offer personal trainers an automated booking solution for confirming client...</p>
<p>How will we test it?</p>	<p>Concierge MVP:</p> <p>We will hand create the experience for the users. We look for one or two Personal Trainers who work as freelancer. We draft a simple booking request form using Google Forms, which the PT can provide to their clients. The form would include mandatory fields indicating the requested location, preferred and alternative time slots.</p> <p>Once we receive a request we cross check both location and time slots. If the location and time is convenient for the PT we immediately confirm the appointment to both the trainer and the client and add it to their calendars.</p> <p>If none of the suggested time slots is convenient for the PT we coordinate with both the trainer and the client to find an alternative.</p> <p>We will try to answer each request close to immediately after receiving it.</p>
<p>What is/are the pivotal metric(s)?</p>	<p>How do the trainers respond to this solution? Do they send the form to all their clients and actively promote the option? How many of the clients do even know about this option?</p>
<p>What is the threshold/line-in-the-sand for true (validated) vs. false (invalidated)?</p>	<p>We check if the clients are actually using the form, or if they continue to reach out to their PT via other channels like messaging. What is the ratio of bookings received via form? If not more than 60% of the clients are using this channel we need to reevaluate the proposition.</p> <p>How often can we find options and can confirm the booking immediately? If not more than 50% of the bookings can be confirmed immediately we need to rethink the process.</p>
<p>What will you do next if the result is true? False?</p>	<p>True: Proceed to smoke test to see if we can acquire subscribers on scale</p> <p>False: Reconsider Problem, Job-To-Be-Done and Value Hypotheses</p>

How do we maximize usability?

What are the User Stories?

Epic 1 - 'As Finn the Freelance PT, I want to let clients know when I am available so that I can receive bookings.'

Dependent Variable/Goal & Storyboard for Epic 1

The most important analytical questions for the epic as a whole are:

- Are trainers 1) uploading their initial availability and 2) promoting this tool to their clients?
- Are clients using the tool to request and confirm bookings?
- Does this make the booking process more effective?

Specific dependent variables for this would be:

- 1) Views and updates of the trainer's calendar page and 2) invitations sent by email/message via the automated tool
- Views of the trainer's availability page and booking requests processed via the page
- Confirmed bookings

Additionally we will compare groups that use vs don't use this solution in regards to client satisfaction and total revenue of bookings.



Child Stories	Usability Prompts (Draft)	Analytical Questions, Metrics, and General Notes
I want to define my general availability and add previously confirmed bookings to my calendar.	Let's say you want to update your general availability, how would you do that? Let's say you want to manually add bookings that were confirmed earlier, how would you do that?	How many users (trainers) are completing the setup by updating their general availability and are manually adding all previously confirmed bookings? Metrics: <ul style="list-style-type: none"> ● Setup completed relative to all new users
I want to add client profiles to my calendar and inform them about the booking options.	Let's say you want to add a client profile and send them an invitation to the system, how would you do that?	Are client profiles added and invitations sent? How many of the clients are using the application? Metrics: <ul style="list-style-type: none"> ● Users (trainers) that completed this step relative to all new users ● Active clients related to all clients added (by trainer)
I am available at the client's preferred time and a new booking can be confirmed immediately.	Let's say you want to check if you received new confirmed bookings, where would you find that?	How often is this booking option used relative to the alternatives? How often does this lead to a confirmed booking? Metrics: <ul style="list-style-type: none"> ● Booking requests of this this type relative to others ● Ranking of this booking type relative to others ● Conversion to booking from this type of request (%) ● Total revenue from this booking type relative to others
I am not available at the client's preferred time and receive a request from my client with their preferred time and alternatives.	Let's say you want to check if you received a request for alternative times, where would you find that?	(see above)

I receive a booking request and can manage to move things around and still confirm the requested time.	Let's say you want to confirm the suggested alternative time, how would you do that?	(see above)
I receive a booking request and suggest alternate times or days to my client.	Let's say you want to suggest another alternative time, how would you do that?	(see above)

Epic 2 - 'As Finn the Freelance PT, I want to schedule consecutive bookings at locations close to each other so that I can spend less time in traffic.'

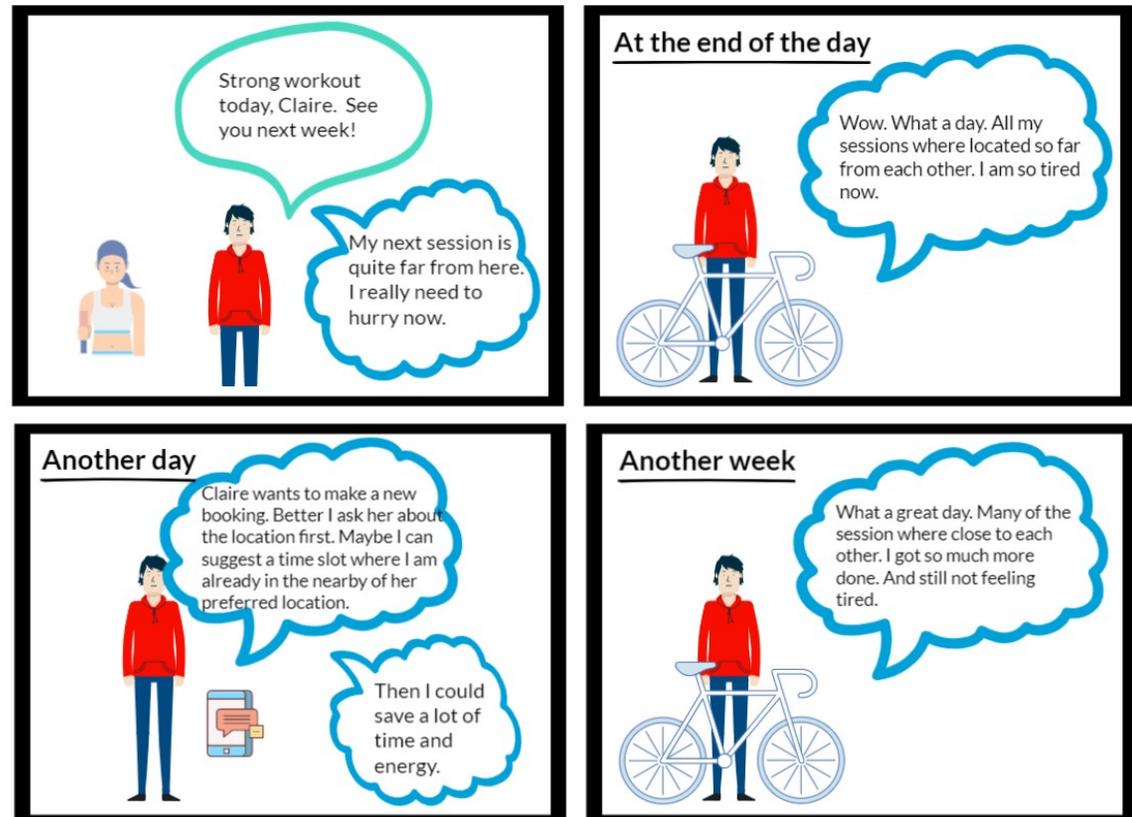
Dependent Variable/Goal & Storyboard for Epic 2

The most important analytical questions for the epic as a whole are:

- a) Are trainers 1) uploading their initial availability and 2) promoting this tool to their clients?
- b) Are clients using the tool to request and confirm bookings?
- c) Does this lead to more appointments per day and less time in traffic?

Specific dependent variables for this would be:

- a) 1) Views and updates of the trainer's calendar page and 2) invitations sent by email/message via the automated tool
- b) Views of the trainer's availability page and booking requests processed via the page
- c) Confirmed bookings per day and average time in traffic



Additionally we will compare groups that use vs don't use this solution in regards to client satisfaction and total revenue of bookings.

Child Stories	Usability Prompts (Draft)	Analytical Questions, Metrics, and General Notes
First I ask to find out the location for the new booking request.		(see below)
I suggest time slots where I am already in the nearby of that location.		(see below)
My client is happy with one of those suggestions and the booking can be confirmed immediately.	Let's say you want to check if you received new confirmed bookings, where would you find that?	<p>How often do suggested times work vs do not? How often is this booking option used relative to the alternatives? How often does this lead to a confirmed booking?</p> <p>Metrics:</p> <ul style="list-style-type: none"> ● Average appointments per day ● Average total time in transit per day (calculated automatically based on locations) ● Booking requests of this this type relative to others ● Ranking of this booking type relative to others ● Conversion to booking from this type of request (%) ● Total revenue from this booking type relative to others
My client is not happy with those suggestions and sends me a request with an alternative time.	Let's say you want to check if you received a request for alternative times, where would you find that?	(see above)

Quarter to quarter, what user behaviors do we need to achieve the overall outcome we want?

What is the customer experience arc? And how do we observe and measure individual user experiences in this arc (CX Map)?

Item	Acquisition	Onboarding	Engagement	Outcome	Retention
What does this mean?	New visitors to our landing page who sign up for a free trial	New sign-ups who complete the setup and receive at least 1 booking from a client	User (trainer) and his clients are consistently using the tool to confirm new bookings New users sign up for a monthly/annual subscription plan after their free trial ends	Increased productivity and client satisfaction	Increased productivity and client satisfaction Users renew their subscriptions
What are the metrics? What's the dependent variable (DV)?	Number of new users (free trial) / number of new visitors	Users with >0 bookings / all new users	Bookings received online / all bookings New subscriptions / new sign-ups	Average number of appointments per day relative to previous periods Average time in traffic per day relative to previous periods Client satisfaction relative to previous	Renewed subscriptions / all subscriptions expiring

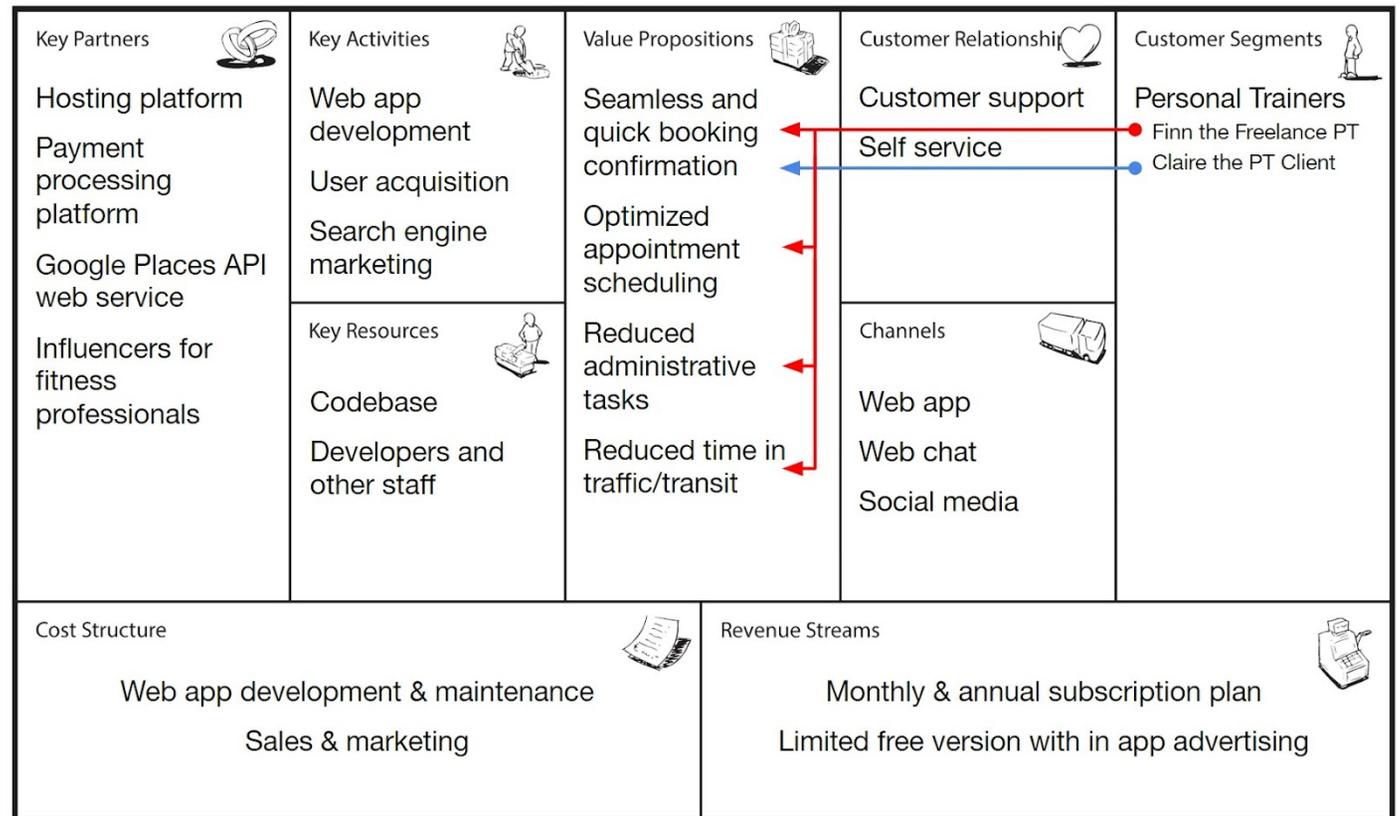
				period (difficult to observe during the first stage)	
What is the cut off for a transition from one step to the next, time-wise?	30 minutes from first visit	3 days from acquisition	30 days from onboarding	90 days from onboarding and ongoing	90 days from onboarding and ongoing
What's the line in the sand (LiS) for success vs. failure?	>50%	>65%	>70% of bookings >50% of users	>5% improvement average appointments per day >20% improvement average time in traffic per day	>75%
What independent variables (IV's) should we test?	Free trial 7 vs. 14 days Influencer reviews Live chat concierge test	Video tutorials 'How to get started' Live chat concierge test	Observe cohorts across the onboarding stage	Observing outcome metrics across all cohorts	Observing outcome metrics across all cohorts

What is the Business Model Design we're aligned to?

What's the business model?

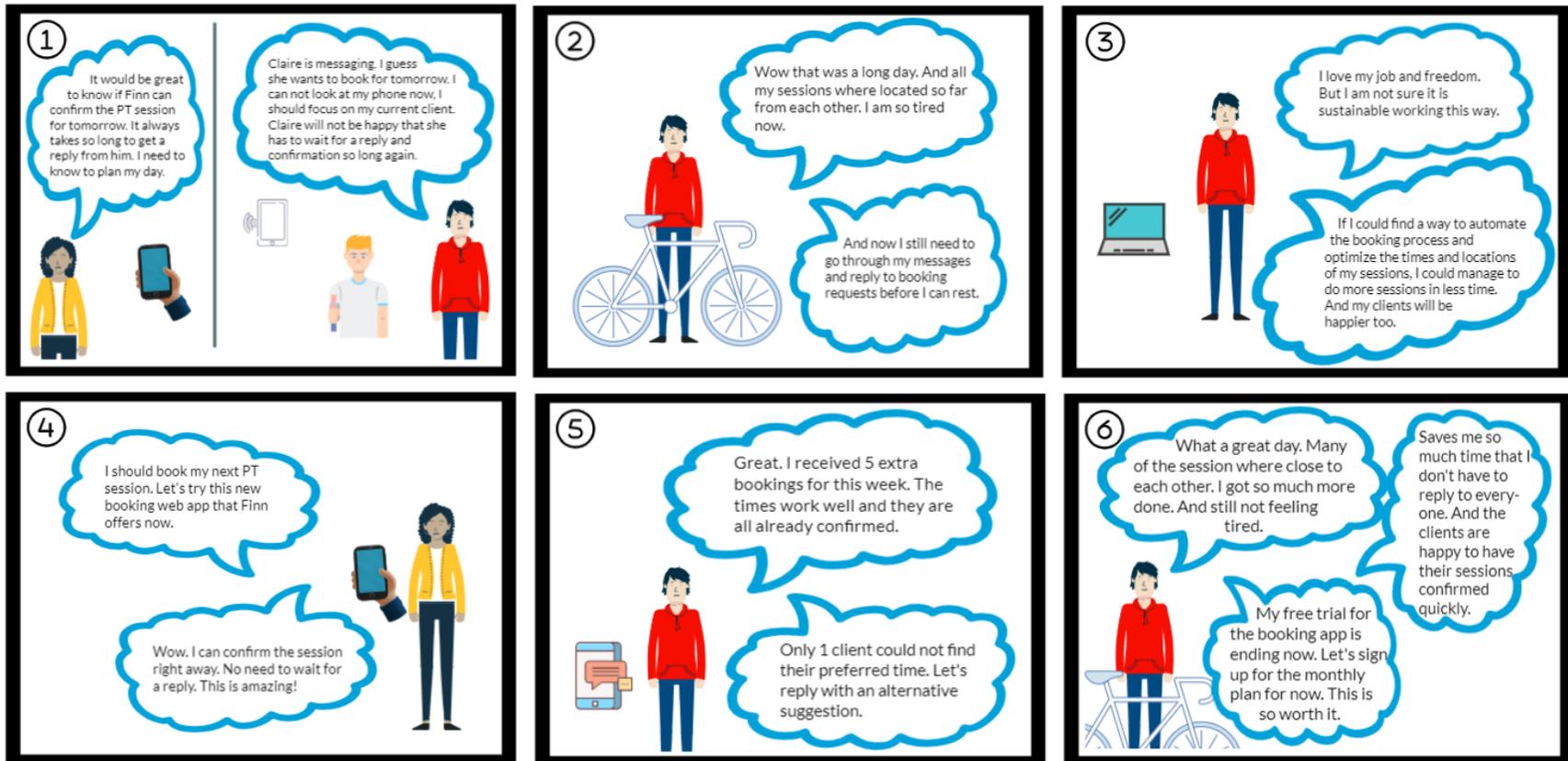
Around 80% of all personal trainers work as freelancers, therefore this customer segment has to be our primary focus. Our product is currently in the stage of scaling and sharpening the product/market fit, and we will initially target the primary customer segment only.

In this stage, the most important customer experience event is acquisition and engagement of trainers and their clients, delivering well during a free trial period, and conversion to a subscription plan.



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Panel	Notes	Questions & Observations/Metrics
1	The client reaches out to her trainer to book and confirm her next appointment. The trainer notices the message, but he is in a session with another client at that moment. While in session with clients he should not use his phone or reply to messages. So the clients have to wait for a reply, sometimes even until the end of the day.	n/a - not directly observable for non-customers

2	<p>After a full day and sessions spread out all over the city the trainer is quite tired. He would love to rest now. But he still needs to spend some time on admin work and replying to his clients. He worries that his clients are not happy if they have to wait so long to get a reply.</p>	n/a - not directly observable for non-customers
3	<p>The trainer is not satisfied with the current processes. He loves to help people get fitter, but his days are long and his schedule is often messy and difficult. He tries to find an alternative for the schedule booking process and checks on Google Search what other options are available.</p> <p>We are running a campaign with Google Ads using AdWords targeting freelance personal trainers who would like to improve their scheduling processes.</p> <p>The trainer finds our product, signs up for a 14-day free trial period, and promotes the new option to book sessions to all his clients.</p>	<p>How is the click-through-rate of our campaign? How many of the trainers that access our landing page can be converted to new free trial customers?</p> <p>Metrics: Google Ads campaign click-through rate vs other campaigns Conversion rate new users to free trial customers</p>
4	<p>The client just recently learned from her trainer that he is using a new booking web app now. She tries the app for the first time to schedule her next appointment. She fills in the preferred location and time, and sees a list of available time slot suggestions for her specific location. She is happy with one of the suggestions, books the slot and receives a confirmation immediately. In case the suggested slots are not working for her, a request would be sent to her trainer via the app.</p>	<p>How many of the clients know about this option and use it regularly?</p> <p>Metrics: Bookings requests received automatically vs manually added by the trainer</p>

5	At the end of his working day the trainer checks in at the booking app. 5 new bookings are already confirmed and added to his calendar. Only 1 client could not find a matching time. So the trainer will talk directly to that client to find an alternative time slot.	<p>How many bookings can be confirmed immediately? How many alternative time requests are received?</p> <p>Metrics: Confirmations by type relative to others</p>
6	Already after 10 days the schedule and workload of the trainer has improved. He can now fit more appointments per day and even feels less tired. He is relieved and signs up for a monthly subscription plan with our web app.	<p>How many of the new customers can be converted to a subscription plan after their free trial period ends?</p> <p>How many of the new customers can be converted to a monthly vs annual subscription plan.</p> <p>Metrics: New accounts that sign up within 2 weeks after the end of their trial period relative to all new accounts same period New sign-ups to monthly/annual subscription relative to all subscriptions same period</p>