



Planet Fitness Usability Test

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Table of Contents

1. Introduction.....	pg2
2. Executive Summary.....	pg2
3. Methodology.....	pg3
4. Participants.....	pg5
5. Results.....	pg5
6. Task Ratings.....	pg6
7. Errors.....	pg7
8. Summary of Data.....	pg8
9. Overall Metrics.....	pg8
10. Recommendations.....	pg11
11. Conclusion.....	pg11
12. Usability Testing Document for Participants.....	pg12

Introduction

Planet Fitness serves as a cheap alternative to expensive gym memberships. It's 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."

I conducted onsite and remote usability testing on both PC and Mac platforms, using a live version of PlanetFitness.com, which was located on the test administrator's laptop. Two of the remote tests were conducted using TeamViewer to see the sessions. Throughout each of these sessions, I recorded the participant's navigation choices, errors that they ran into, and overall opinion of the website.

Executive Summary

I conducted these usability tests onsite at the participant's homes, all around the Atlanta metropolitan area, during the first week of February 2016. The purpose of the test was to assess the usability of web interface design, information flow, and information architecture of PlanetFitness.com.

Four participants were assessed in their homes, and two were assessed remotely. For a total of 6 participants, each was given tests based upon their age demographics and knowledge of social media. Each individual session lasted from thirty to forty-five minutes.

In general, all participants found the PlanetFitness.com web site to be clear in terms of signing up for memberships. Users ran into navigation issues when attempting to find the member newsfeed. 75% of the users thought the site was easy to use.

The test identified only a few minor problems including:

- The Newsfeed for member goals was hard to find.
- Social media options weren't concisely labelled.
- Notice of non-cohesive design, cross-site.
- Within the store, the color option tab didn't change the design of the clothing item being shown.
- Redundancy in the navigation options for membership sign ups.
- Blank error pages when attempting to sign up for a Franchise.
- Clothing options listed without having any inventory of items to see. Ex; there's a long sleeve shirt tab shown, but zero long sleeve shirts are offered.
- Odd design found on the membership map when the user completely zoomed out.

This document contains the participant feedback, satisfactions ratings, task completion rates, ease or difficulty of completion ratings, time on task, errors,

and recommendations for improvements. A copy of the scenarios and questionnaires are included in the Attachments' section.

Methodology

As the test administrator, I contacted and recruited participants personally. I reached out to fellow family members and friends via email, text messages, and phone calls. Throughout my outreach, I informed each test member about the logistics and requested their availability for participation. We found appropriate times and dates through scheduling and set up times for the evaluation.

Each test session lasted thirty to forty-five minutes. Before the sessions, I explained the premise for the test, and gave the participants a brief overview of the questions. Participants were read the task scenarios and then proceeded to complete the tasks as I took notes on their navigation pathing and any errors they ran into.

After each task, I asked the participants to rate the interface on a 5 point scale, 1 being a strongly disagree rating and 5 being a strongly agree rating. Post task scenario subjective measures included:

- How easy it was to find the information from the home page.
- Ability to keep track of their location in the website.
- Accurateness of predicting which section of the website contained the information.

After the last task was completed, I asked the participant to rate the website overall by using 5 point scale (Strongly Disagree to Strongly Agree) for eight subjective measures including:

- Ease of use
- Frequency of use
- Difficulty to keep track of location in website
- Learn ability - how easy it would be for most users to learn to use the website
- Information facilitation – how quickly participant could find information
- Look & feel appeal – homepage's content makes me want to explore the site further
- Site content – site's content would keep me coming back
- Site organization

In addition, I asked the participants the following overall website questions:

- What the participant liked most.
- What the participant liked least.
- Recommendations for improvement.

Participants

All participants were chosen based upon their general health status and age. I made sure each of the participants was in the general range to be physically active. Users within the age range of 15-65 would generally be demographic for membership at a Planet Fitness.

Six participants were scheduled at various dates, over the first week in February, 2016. Of the six participants, four were female and two were male. Their age also ranged from 22- 57.

Evaluation Tasks/Scenarios

Test participants attempted completion of the following tasks:

- (Task 1) Sign up for a gym membership.
- (Task 2) Sign up for a franchise application.
- (Task 3) Buy an article of clothing from the Planet Fitness Store.
- (Task 4) Find a link to their Instagram Feed.
- (Task 5) Find the User Story Postings.

Results

Task Completion Success Rate

100% of participants successfully completed Task 1 (Sign up for a gym membership). Five of the six (83%) completed Task 2 (Sign up for a Franchise Application). 100% of participants were able to complete Task 3 (Buy an article of clothing from the Planet Fitness Store.) Four of the six participants, 66%, were able to complete Task 4 (Find a link to their Instagram Feed.) And 50% were able to complete Task 5 (Find the User Story Postings).

Task Completion Rates

Participant	Task 1	Task 2	Task 3	Task 4	Task 5
1	√	√	√	√	-
2	√	-	√	√	√
3	√	√	√	√	-
4	√	√	√	√	√
5	√	√	√	-	-
6	√	√	√	-	√
Success	6	5	6	4	3
Completion Rates	100%	83%	100%	66%	50%

Task Ratings

After the completion of each task, participants rated the ease or difficult of completing the task for three factors:

- It was easy to find my way to this information from the homepage.
- As I was searching for this information, I was able to keep track of where I was in the website.
- I was able to accurately predict which section of the website contained this information.

The 5-point rating scale ranged from 1 (Strongly disagree) to 5 (Strongly agree). Agree ratings are the agree and strongly agree ratings combined with a mean agreement ratings of > 4.0 considered as the user agrees that the information was easy to find, that they could keep track of their location and predict the section to find the information.

Ease in Finding Information

All participants, 100%, agreed it was easy to find the membership sign up area. (mean agreement rating = 5) and 100% found it easy to find the store merchandise. (mean agreement rating = 5). Only 83% of participants found it easy to find the franchise application (mean agreement rating = 4.3) and only 66% found it easy to find their Instagram feed, (mean agreement rating = 3.6). Finally, only 50% found it easy to find the user story postings. (mean agreement rating = 3.)

Keeping Track of Location in Site

All participants, 100%, found it easy to keep track of their location in the site while in the membership sign up area. (mean agreement rating = 4.6) and 66% found it easy keep track of their location on the store franchise page. (mean agreement rating = 3.5). Only 66% of participants found it easy to keep track on the store merchandise page. (mean agreement rating = 3.8) and only 66% found it easy to keep track on their Instagram feed, (mean agreement rating = 3.1). Finally, only 33% found it easy to keep track on the user story postings. (mean agreement rating = 2.3)

Predicting Information Section

All the participants, 100%, agreed it was easy to predict where to find gym membership sign ups. (mean agreement rating = 4.5) and 83% agreed it was easy to predict where to find franchise application information (mean agreement rating = 4.5). 83% agreed that it was easy to predict where to find the merchandise store. (mean agreement rating = 4.5) and only 50%

agreed they could predict where to find their Instagram feed. (mean agreement rating = 3.3). Only 16% agreed it was easy to predict where the user story postings would be, (mean agreement rating = 1.5)

Mean Task Ratings & Percent Agree

Task	Ease – Finding Info	Location in Site	Predict Section	Overall
1 – Sign up for Gym Membership	5 (100%)	4.6 (100%)	4.5 (100%)	4.7
2 – Sign up for Franchise Application	4.3 (83%)	3.5 (66%)	4.5 (83%)	4.1
3 – Buy clothing on Planet Fitness Store	5 (100%)	4.7 (100%)	3.5 (66%)	4.4
4 – Find a link to Instagram Feed	3.6 (66%)	3.1 (66%)	3.3 (50%)	3.3
5 – Find User Story Postings	3 (50%)	2.1 (33%)	1.5 (16%)	2.2

**Percent Agree (%) = Agree & Strongly Agree Responses combined*

Time on Task

I recorded the time on each task by participant by using a stop watch app on my android smart phone. Some tasks were inherently more difficult to complete than others and is reflected by the average time on task.

Time on Task

	P1	P2	P3	P4	P5	P6	Avg. TOT*
Task 1- Sign up for gym Membership	215	256	194	237	341	309	258.6
Task 2 – Sign up for Franchise Application	322	756	479	411	506	442	486
Task 3- Buy clothing from Planet Fitness Store	197	235	202	177	289	236	222.6
Task 4- Find link to Instagram feed	34	15	26	31	242	218	94.3
Task 5-Find User Story Postings	341	311	208	178	382	361	296.8

Errors

I captured the number of errors participants made while trying to complete the task scenarios.

Participants made the most errors while attempting tasking #5, finding the user story postings. The only task that was made without a non-critical error was task #1, signing up for a gym membership.

Summary of Data

The table below displays a summary of the test data.

Summary of Completion, Errors, Time on Task, Mean Satisfaction

Task	Task Completion	Errors	Time on Task	Satisfaction*
1	6	0	258.6	4.7
2	5	4	486	4.1
3	6	5	222.6	4.4
4	4	10	94.3	3.3
5	3	25	296.8	2.2

* Satisfaction = Mean combined rating across three post-task measures: ease of finding the information, ability to keep track of location in site, and site information prediction accuracy.

Overall Metrics

Overall Ratings

After task session completion, participants rated the site for eight overall measures. These measures include:

- Ease of use
- Frequency of use
- Difficulty of keeping track of where they were in the site
- How quickly most people would learn to use the site
- Getting information quickly
- Homepage's content facilitates exploration
- Relevancy of site content
- Site organization

Post-Task Overall Questionnaire

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean Rating	Percent Agree
Thought Website was easy to use			2	4		3.6	66%
Would use website frequently	6					1	0%
Found it difficult to keep track of where they were in website		1	3	2		3.1	33%
Thought most people would learn to use website quickly		2	2	2		2.6	33%
Can get information quickly		1	1	4		3.6	66%
Homepage's content makes me want to explore site		2	3	1		3.1	16%
Site's content would keep me coming back		3	3			3	0%
Website is well organized		2	2	2		2.6	33%

*Percent Agree (%) = Agree & Strongly Agree Responses combined

4.6.2 Likes, Dislikes, Participant Recommendations

Upon completion of the tasks, participants provided feedback for what they liked most and least about the website, and recommendations for improving the website.

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.

Recommendations for Improvement

PF Store should be labelled as Merchandise

Commercials tab should be relabeled to Promo Video

A class information tab should be added under the About tab.

Remove free pizza and bagels from the new member informational

Increase small font types to a more legible size.

Add an informational box explaining what "no commitment" means when moused over

Change locations map into a more realistic version, like Google Maps.

Remove newsletter pop-up on the Planet Fitness store page.

Remove the Kitchen and Bar tabs on the Planet Fitness Store

Slow down text speed on the quotes listed on the Franchise page.

Add returns on investment informational on the Franchise page.

Make it so that clothing in jpegs changes to appropriate color when the color option is changed.

Fix broken link on the Franchise application page.

Keep the design consistent when switching between the main home page and the Planet Fitness Store, Membership Perks Page, and Franchise Page.

Have the Planet Fitness logo on the Store Page, Membership Perks Page, and Franchise Page be clickable and take the users back to the main homepage.

Recommendations

The recommendations section provides recommended changes and justifications driven by the participant success rate, behaviors, and comments. Each recommendation includes a severity rating. The following recommendations will improve the overall ease of use and address the areas where participants experienced problems or found the interface/information architecture unclear.

Change	Justification	Severity
<ul style="list-style-type: none">• Add a class information tab under the about tab.	4 out of 6 participants spent time looking around the site for a "classes offered tab," and were severely disappointed to see that there wasn't one.	High
<ul style="list-style-type: none">• Increase font sizes on the small font on the webpage.	2 out of the 6 participants found it incredibly hard to read the font sizing on the main page, and also on benefits listed under memberships.	Medium
<ul style="list-style-type: none">• Make the promo video the first thing you view on the homepage, not the gym locator.	All 6 of the participants found the promo video to be the most entertaining bit of information on the site and said they'd be more drawn in if that was shown first	High
<ul style="list-style-type: none">• Removed the Planet of Triumphs Page	Most users thought this area was impossible to find and found it as a deterrent for wanting to join.	Medium
<ul style="list-style-type: none">• Make website design consistent among aggregator sites.	The design and color schemes are completely different when navigating between the main page, the Planet Fitness store, membership perks, and Franchise page. They should be consistent as to not confuse the user where they are.	High

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.

Usability Test Information for 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?