**Success Measurement**
Looser clothes/mirror test

# WEIGHT LOSS JOURNEY

User Empathy/Feelings
Content Drip

## PRE-LAUNCH

WEIGHT LOSS CHALLENGE OVERVIEW VIDEO

"Can I double up on classes?"

"Will this challenge actually jumpstart my weight loss journey?"

"What kind of weight loss could I expect"

"I hope they tell me what to do"

"Do I have to do the videos they assign me?"

"What is my fitness goal"

"Can I really do 30 mins a day for 30 days?"

## WEEK 1

**20 videos curated towards weight loss**

"Wow, there are so many classes for weight loss. But where do I start?"

"How should I measure my own results?"

**How does protein aid weight loss & how much should you consumer & when?**

"30 mins isn't fitting into my work schedule well

**How much cardio is TOO much cardio? (Tamara)**

"This feels like a big commitment"

**Completed 7 classes**

"I feel great, a little tired & sore, but able to still move. I am a little 'swollen' looking, the scale hasn't moved much yet."

## WEEK 2

**Completed 14 classes**

"I almost didn't get up in time to workout this morning…"

"I haven't tried a Stride class yet, I'll borrow my friend's treadmill and try it out."

"I'm short on time today, I'll try a recovery class"

**What type of weight resistance will shape/tone our bodies? (Tucker)**

"Start of week 2, I am avoiding the scale & focusing on how I feel"

## WEEK 3

"Start of week 3, I am pretty sore but my habit is building"

"Strength & HIIT have been great, but I need a recovery day to focus on my hips & shoulders"

**How Post-Workout Nutrition will aid with weight loss & when to consume it**

"I'm a little bored with the same few workouts, what else should I do?"

"I'm not afraid of the scale anymore. I can tell I'm losing some weight"

"I have already done all the videos I can in the challenge, what's next?"

"30 mins feels too short now, I want to try a longer class…what should I try?"

**Completed 21 classes**

"After 21 classes, I feel good & my clothes feel looser"

## WEEK 4

**Completed 30 classes**

"Turns out I don't need to be a dancer to do AKT classes!"

"I like curated challenges, looking forward to the next one!"

"I never thought Y6 classes would be tough enough for me"

"9 more classes to go!"

**Last Stretch Motivation Video**

"Start of my final week, I am pretty close & I'm starting to see some change in the scale/mirror"

**Success Measurement**
Decrease resting heart rate
(Increase in VO2Max)

# PERFORMANCE JOURNEY

User Empathy/Feelings
Content Drip

## PRE-LAUNCH

PERFORMANCE CHALLENGE OVERVIEW VIDEO

"Can I double up on classes?"

"Will this challenge actually improve my performance?"

"What should I expect?"

"How do they define performance? What is the optimal HR?"

"I hope they tell me what to do"

"Do I have to do the videos they assign me?"

"What is my fitness goal"

"Can I really do 30 mins a day for 30 days?"

## WEEK 1

**20 videos curated towards performance**

"Wow, there are so many classes for performance. But where do I start?"

"How should I measure my heart rate?"

**How poor nutrition hurts your performance & what you should do RIGHT now.**

"30 mins isn't fitting into my work schedule well

**"Why a combination of both modalities improves your performance" (Courtney)**

"This feels like a big commitment"

**Completed 7 classes**

"I feel great, a little tired & sore, but I feel I got a good routine going"

## WEEK 2

**Completed 14 classes**

"I almost didn't get up in time to workout this morning…"

"I haven't tried a CycleBar class yet, I'll borrow my friend's bike and try it out."

"I'm short on time today, I'll try a recovery class"

**How a weak core ruins your performance & the best way to activate your core everyday (Millie)**

"Start of week 2, I love PB but I am going to try something else"

## WEEK 3

"Start of week 3, I am pretty sore but my habit is building"

"Strength & HIIT have been great, but I need a recovery day to focus on my hips & shoulders"

**How personalization improves your performance & how to personalize your routine better**

"I'm a little bored with the same few workouts, what else should I do?"

"My resting heart rate is starting to go down, I think that is good."

"I have already done all the videos I can in the challenge, what's next?"

"30 mins feels too short now, I want to try a longer class…what should I try?"

**Completed 21 classes**

"After 21 classes, my heart rate feels more controlled throughout the class"

## WEEK 4

**Completed 30 classes**

"Turns out PB classes are more challenging than I thought they were!"

"I like curated challenges, looking forward to the next one!"

"I never thought Y6 classes would be tough enough for me"

"9 more classes to go!"

**Last Stretch Motivation Video**

"Start of my final week, I am pretty close & I'm starting to feel more confident in my performance"

**Success Measurement**
More restful sleep/better quality
(Sleep score better than 75)

# RECOVERY JOURNEY

User Empathy/Feelings
Content Drip

## PRE-LAUNCH

RECOVERY CHALLENGE OVERVIEW VIDEO

"Can I stack a recovery class with another goal class?"

"Are recovery classes challenging enough for me?"

"How do they define recovery?"

"I hope they tell me what to do"

"Do I have to do the videos they assign me?"

"What is my fitness goal"

"Can I really do 30 mins a day for 30 days?"

## WEEK 1

**20 videos curated towards weight loss**

"Wow, there are so many classes for recovery. But where do I start?"

"How should I measure my own results?"

**How to use nutrition to speed up recovery**

"When is the best time to do recovery classes?"

**Who should be doing low intensity & how much high vs low intensity? (Brittni)**

"This feels like a big commitment"

**Completed 7 classes**

"I feel like I am building towards a manageable routine."

## WEEK 2

**Completed 14 classes**

"My flexibility is improving with all the recovery classes"

"I haven't tried a Row House class yet, I'll go to a gym to borrow a rower"

"I have more time today, I think I'll try a performance class"

**How to improve your hip mobility & prevent from over training during this challenge? (Kelsey)**

"Start of week 2, I haven't notice too much change on my sleep"

## WEEK 3

"Start of week 3, I notice I'm getting more deep sleep now"

"Is 5 mins enough time at this stage? Is it enough to improve my flexibility?"

**How to personalize your hydration & why that would benefit you during a 30-day challenge**

"I'm a little bored with the same few workouts, what else should I do?"

"I have already done all the videos I can in the challenge, what's next?"

"30 mins feels too short now, I want to try a longer class…what should I try?"

**Completed 21 classes**

"After 21 classes, I feel good & my sleep is improving"

## WEEK 4

**Completed 30 classes**

"StretchLab classes are more helpful than I thought they would be"

"I like curated challenges, looking forward to the next one!"

"I never thought CP Mat Flow classes can be challenging"

"9 more classes to go!"

**Last Stretch Motivation Video**

"Start of my final week, I am feeling more rested & my body is less beat up"