

# Designing an On Demand Fitness Experience for Les Mills Fitness+



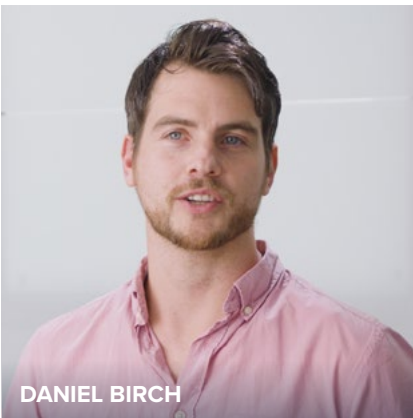
## CASE STUDY

Les Mills Fitness+ was launched in December 2019, providing users a flexible fitness platform to workout anywhere, anytime.

Assurity was briefed to help Les Mills transform their streaming platform into an immersive fitness experience. Assurity introduced a human-centered design approach to foster collaboration between leadership, marketing and technical teams around the needs of customers.

Fully New Zealand owned and operated, Les Mills is a team helping create a fitter planet. They have been making a difference in people's lives since founder and Olympian Les Mills opened their first Auckland gym in 1968. Today it's a truly global business serving millions of fitness enthusiasts and partnering with over 20,000 clubs globally.

As a fitness streaming platform, Les Mills Fitness Plus is available as an app on smartphone, tablet, Apple TV and web, giving subscribers access to thousands of fitness programs and hundreds of high-energy, effective workouts.



DANIEL BIRCH

## Situation

Les Mills Fitness+ launched in December 2019, providing users a flexible fitness platform to workout anywhere, anytime. The journey to launch began in 2016 with the release of Les Mills On Demand giving subscribers access to thousands of Les Mills workouts through a digital streaming library. Since then, fitness applications have radically evolved the way people think about, and tackle 'home workouts'.

To cut-through in this hyper-competitive market, Les Mills needed to develop a deeper understanding of their users and the highs and lows of an 'On-Demand' fitness journey.

“Working with Assurity, we went from empathy interviews to digital prototypes in a matter of days. Testing with customers early help to explore a range of features and objectively assess their effectiveness before getting into development.”

Daniel Birch, UX/UI Lead, Les Mills Media

## Approach

Partnering with Assurity, Les Mills co-created a design approach that combined rigorous customer empathy interviews with rapid prototyping. Over the course of 18 months Assurity and Les Mills interviewed diverse customers across New Zealand, USA, UK and Europe. This approach helped the Les Mills team engage with people at different stages of their fitness journey; from novices, to people navigating disabilities, to athletes. This empathy research was supplemented with quantitative choice-modelling, engaging 1600 respondents to substantiate insights and ensure they applied at scale.

Across several sprints, the team used rapid prototyping to move from insights, to customer testing at speed, stress-testing features such as dynamic plans, wearable integration, nutrition and virtual coaching. This established a feedback loop to evolve features and objectively prioritise the development backlog using customer value - well in advance of having to invest in development.

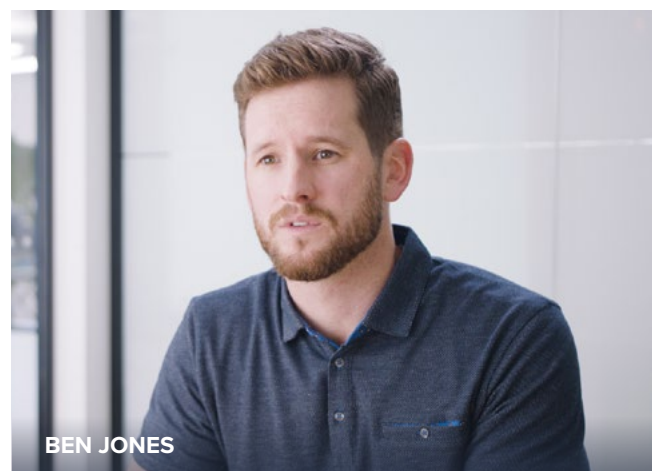
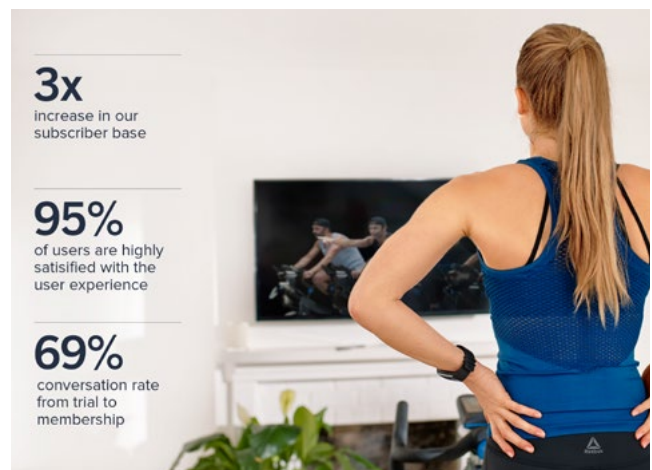
It also highlighted three key aspects of the experience for the team to focus on. Firstly, Les Mills saw how working out on-demand amplified users' thirst for personalisation and that the onboarding journey plays a pivotal role in setting the tone for the app experience. With Assurity, Les Mills redesigned onboarding, promoting a more holistic vision of fitness while capturing data specific to each user's workout constraints. This helps fuel the app's recommendation engine keeping users engaged in the long term.

Establishing fitness routines and converting them to sustainable habits emerged as a universal challenge. As it transpired, workout plans are an effective antidote, except that in an 'On Demand' context users demand flexibility and control. Using this insight, the team evolved the workout plan feature, shifting from a prescriptive schedule to a customisable playlist, complete with suggested alternative workouts. This gave users the ability to adjust workouts and recovery days without compromising on progress.

By going into people's homes, the team grew a deeper appreciation for the distractions and challenges that often lead to users deferring their workouts. In response, Assurity and Les Mills redesigned the search experience and overhauled the information hierarchy allowing customers to find a workout in a matter of seconds, not minutes.

## Results

Since launch, Les Mills had seen a rise in the diversity of their customer base across all genders, ages and fitness levels. These users have embraced a more holistic view of wellness with Stress Relief and Mental Clarity selected in the top three fitness goals. The results they have seen are a testament to the approach, the subscriber base by 300,000 users and conversion from trial to membership sitting at 69%. Finally, 95% of their customers have said they are highly satisfied with Les Mills Fitness+ user experience.



**“We are delighted to see how our subscriber base has changed and that the experience we’ve created is engaging a more diverse audience. By co-designing Les Mills Fitness+ with our users, we have the confidence to push the boundaries and extend the positive impact we have on people’s life.”**

**Ben Jones, Product Lead, Les Mills Media**





## At a glance

**LesMILLS**

**Company:**  
Les Mills Media

**Industry:**  
Media & Entertainment (Fitness)

### Requirements:

To design the customer experience of Les Mills streaming platform based on the needs of real users and deliver a holistic fitness experience that helps users set and achieve fitness goals.

### Solution:

We partnered with the Les Mills Media team, leading a series of sprints to define the future state of Les Mills On Demand and align leadership, marketing and technical teams around the needs of customers. Through this process we defined the segmentation strategy, developed the product road and shaped the UX design for the new app. This culminated in the launch of Les Mills Fitness+ which launched in December 2019. Since launch, the subscriber base has grown by over 300,000 users and achieved a trial to membership conversion of 69%.

### Services provided and outcomes achieved:

- Customer Empathy (In home & Remote)
- Customer Segmentation Strategy
- Value Proposition Development
- Product Strategy
- UX Design
- UX Research
- Rapid Prototyping