X the Sweat Exchange

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Research

Intro

Technology is changing the way we exercise. A reported $120 million was spent on fitness and sport applications, with an estimated $400 million by 2016[1]. Within this fitness market, there are hundreds of styles of exercise that develop a following. Niche marketing is on the rise creating very specific, narrowly focused networks where like-minded individuals can create an online community. Paul Chaney, principal at Chaney Marketing Group, recently had this to say, "Facebook and Twitter have become incredibly noisy and over-crowded, with much of the content lacking any degree of relevance or depth."[2]

What has sparked the growth of these niche markets? Sharing accomplishments and achievements with like-minded people who have an interest in a particular topic is one reason. In the case of athletes and exercise enthusiasts, they crave competition. Technologies like Fitbit, Nike fuel band, Apple watch, and Jawbone, allow you to create an online fitness personality. You can "compete" or at least compare your achievements with the friends you make in these online forums specific to fitness goals.

We go to specific gyms, boutique studios, even specific instructors because of the atmosphere created and workouts gained. But what is good for one fitness enthusiast, may not be pleasing to the next. Trying to figure out which workout, at what venue, with which instructors, will work for all the different personalities, can be a workout in itself.

Trying to navigate through the blogs and sites about where to go and what class to take can be overwhelming. So how do we decide where to go and what workout to do? What if there was one place to go, where fitness and yoga instructors were rated, anonymously, without the worry of judgment, by people who actually took these classes? Where instructors could go and learn how to improve their classes. And practitioners can rate instructors, find instructors to meet their needs, and possibly try something new. This is what The Sweat Exchange aims to do; create a forum, that will allow students to anonymously rate an instructor or a class, being candid about their experience without fear of recognition or judgement all while finding the right class or instructor to fit their personal workout goals.

The Shape of Fitness

Looking into the need for fitness, how it has evolved, and the different "fitness personalities" will give a better understanding into how vast the fitness world actually is.

"As we enter the 21st century, one of the greatest accomplishments we can celebrate is the continuous pursuit of fitness since the beginning of humankind."[3] From the prehistoric ages when the need for fitness was a quest for survival, to India where the practice of yoga was to create a unity with the mind, body, and spirit, and a balance within nature, to the

ancient Greeks that perceived the development of the physical body was just as important as the development of the mind.

Today, there are multiple, different styles of exercise, for all fitness levels. Whether for the pursuit of top physical achievements, or simply to start or continue a healthy, active lifestyle, finding the right workout and setting for a specific personality may take more work than most would like.

It's not as simple as just going to the gym anymore. Although traditional gyms offer many classes, they also have many different instructors for those classes. For example, there are ten Merritt Athletic Club locations. At the location on Fort Ave in downtown, Les Mills Classes are offered daily, at different times of the day. For the Les Mills Bodypump class alone, there are 23 different instructors at just that location. Although Les Mills class moves may be choreographed, the instructors personalities are not. Their instruction and demeanor vary greatly. Finding the instructor that your are comfortable with, can be difficult.

Understanding the language of each of these studios and gyms can not only be overwhelming, but often times scare a person away from trying one of the classes. A brief explanation of the kinds of exercises and where they can be found will help many those that are not as familiar with the everyday fitness jargon.

Yoga studios, like YogaWorks, have seven different locations with over 100 different teachers. Each with their own style within the style they teach. Other yoga specific studios offer a plethora of styles from vinyasa flow to Bikram to restorative, all of which have many different instructors who have their own style of teaching.

Cycle studios and barre studios have become popular. Although these styles of classes can be found in a traditional gym setting, some enthusiasts prefer studio setting specific to that form of exercise. The latest craze, crossfit, for those that like more intensity (or motivation) are offered in studio settings as well as traditional gyms, but teaching personalities can vary greatly.

Below is a list of some of the classes offered in the Baltimore City area at various studios and gyms. It includes a brief description of the style and in which setting the class is offered. Although this may not include each and every class style offered, it does show the numerous different class choices. Then you have to consider the many different instructors for each of these classes.

- Anusara Yoga[4]: developed by American yogi John Friend in 1997, Anusara seeks to use the physical practice of yoga to help students open their hearts, experience grace, and let their inner goodness shine through. Classes, which are specifically sequenced by the teacher to explore one of Friend's Universal Principles of Alignment, are rigorous for the body and the mind. Studio setting only.

- Ashtanga Yoga[4]: a rigorous style of yoga that follows a specific sequence of postures and is similar to vinyasa yoga, as each style links every movement to a breath. The difference is that Ashtanga always performs the exact same poses in the exact same order. This is a hot, sweaty, physically demanding practice. Studio setting only.
- Barre[5]: a one hour ballet barre-based class. The principles of dance are used to create long, lean lines and tight, compact muscles. Offered in both traditional gym settings as well as boutique studios.
- Bikram[6]: from traditional hatha yoga techniques. All Bikram Yoga classes run for 90 minutes and consist of the same series of 26 postures, including two breathing exercises. Bikram Yoga is ideally practiced in a room heated to 104 °F with a humidity of 40%. All Bikram classes are only taught by Bikram certified teachers. Studio setting only.
- Crossfit[7]: a strength and conditioning program with the aim of improving, among other things, cardiovascular/respiratory endurance, stamina, strength, flexibility, power, speed, coordination, agility, balance, and accuracy by incorporating elements from high-intensity interval training, Olympic weight-lifting, plyometrics, power lifting, gymnastics, girevoy sport, calisthenics, strongman and other exercises. Offered in gym and studio settings.
- Cycle/Spin: 45–60-minute stationary bike classes that creates a motivating group setting, with energizing music and inspiring instructors that give resistance options for every fitness level. Offered in both traditional gym settings as well as boutique studios.
- Hatha Yoga[4]: refers to a set of physical exercises (known as asanas or postures), and sequences of asanas, designed to align your skin, muscles, and bones. Therefore all yoga is hatha yoga and offered in boutique studios as well as traditional gyms.
- Les Mills[8]: certified instructors guide students through a motivating workout set to chart-topping music in a traditional gym setting only. Choose from:
  - Body Attack[8]: high-energy interval training class combines athletic aerobic movements with strength and stabilization exercises.
  - BodyCombat[8]: fiercely energetic program inspired by mixed martial arts and draws from a wide array of disciplines such as karate, boxing, taekwondo, tai chi and muay thai.
  - BodyFlow[8]: the Yoga, Tai Chi, Pilates workout that builds flexibility and strength and leaves one feeling centered and calm.
  - BodyJam[8]: an addictive fusion of the latest dance styles and hottest new sounds puts the emphasis as much on having fun as on breaking a sweat.
  - BodyPump[8]: the original Les Mills™ barbell class, will sculpt, tone, and strengthen the entire body.

–BodyStep[8]: energizing step workout using a height-adjustable step and simple movements on, over and around the step.

–BodyVive[8]: low-impact, whole body group fitness workout that uses VIVE™ balls, VIVE™ tubes, and body weight to boost fitness and core strength.

–CxWorx[8]: hones in on the torso and sling muscles that connect the upper body to the lower body. It's ideal for tightening the tummy and butt.

–RPM[8]: the indoor cycling workout that simulates riding through hills, flats, mountain peaks, time trials, and interval training.

- Restorative Yoga[4]: classes use bolsters, blankets, and blocks to prop students in passive poses so that the body can experience the benefits of a pose without having to exert as much effort. Offered in both studio and gym settings.
- Vinyasa Yoga[4]: a series of poses that will move one through the power of inhaling and exhaling. Vinyasa movements are smoothly flowing and almost dance-like. Offered at both traditional gym and studio settings.
- Zumba[9]: exercise classes are " fitness-parties " that blend upbeat world rhythms with easy-to-follow choreography, for a total-body workout that feels like a celebration. Offered at traditional gyms as well as boutique studios.

Depending on your "fitness personality", the settings and styles in which you prefer to workout and finding that right workout or instructor can be difficult. Aside from going to tons of different classes at different studios and gyms, trying new instructors, and weeding through the ones you do and don't like, how do you find your fit? Who has time for all that? Just going through the weeding out process can be enough to demotivate even the most dedicated practitioner.

Fitness personalities can be broken down into a 6 different types.[10] Much like our actual personalities, finding which setting that is most comfortable will help keep the motivation to continue a workout regimen. This helps visitors to the app determine which fitness personality they fit best, allowing them to navigate through the styles and/or instructors, narrowing down instructors, based off reviews, that seem like it could be a comfortable fit.

Although there are quizzes galore, simply reading through the categories, visitors will easily identify with at least one of the following fitness personalities:

- The Competitor: win, at any cost. Hard work doesn't scare this personality, neither does a drill sergeant. This personality like high energy, tough workouts. They aren't afraid to sweat. Boxing, Bikram and Power yogas, Bootcamps, and Crossfit are just some of the types of classes this personality will enjoy.

- The Inquisitive: knowing all the facts before starting. Reading instructions, correct movements and alignment are most important. Technique driven classes that allow a lot of dialogue will work well with this personality. Beginner yoga, Barre classes, and Pilates are good examples.
- The Mediator or contemplative: taking time away from technologies to look inward and relax. Tend to gravitate towards solo activities. As long as the workout can take their mind away from the every day, that's what will intrigue this personality. Most forms of yoga will be able to get this personality where it needs to go.
- The Outdoorsy or Adventurer: this type gets bored easily and needs to change up the routine often. Not afraid to try something new and different. Pretty much up for anything at least once, but needs to stay involved, so nothing slow paced. High intensity interval training, Hot or Power yoga, some barre classes, and anything core related will keep their attention.
- The Romantic: feeling the workout is most important. Less worried with how many calories burned, but how the movements feel. Softer yogas like anusara or restorative or dance classes like zumba where movement is very specific is what this personality needs.
- The Social Butterfly: having fun and laughing all the way. This personality is up to try anything. Group settings are the best for this type. Literally any exercise, any time. This personality will always try something at least once, but the more fun they find it, the better change they will stick with it.

Identifying the personality is the easy part. Now, deciding where to go and which instructor is right for you is the difficult part. Join a gym, or stick with boutique studios? Or both? This is where The Sweat Exchange comes in!

Research Statement

With the creation of this app, people of all fitness levels and personalities will be more comfortable finding a gym, studio, class, and/or instructor that will help them stick with the workout routine. It enables the user to know beforehand what to expect from a certain class or instructor, letting the anxiety of trying something new lessen. This will encourage the users to become more active, stay active, and lead a healthier lifestyle without feeling too forced. The Sweat Exchange makes it easier to find the what and where. The user just has to figure out the when.

The Sweat Exchange also allows instructors to see what their students think about their classes and teaching styles. Both positive and constructive criticism is offered, allowing the instructors to learn from any mistakes they make and grow as an instructor. This in return will lead to more participation in the classes. The participants feel like the instructor addresses their concerns without feeling guilt about expressing their honest feelings about the instructor/class. It becomes a win-win for participant and instructor.

Discovery

Anonymity

Have you ever taken a class that as soon as you were finished, you wanted to tell everyone how great of a workout it was? You immediately log onto Facebook, Twitter, and Instagram to tell the world what amazing time you had with instructor "X" at class "Y". But what happens when you have a bad class, or just an ok class? You don't broadcast that on social media because you are "friends" with that instructor. Or you are friends with a friend of said instructor, and what you said would get back and then you are judged.

Would you like to somehow communicate to instructor "X" just why the class wasn't their best, but don't want to be shunned or judged the next time you take their class? Or worse, you go to a different instructors class and get "caught", the shame!

Let's be honest, most of us are afraid of our yoga or group fitness instructors. They are in great shape. They went to training after training, who are we to judge them? Well, we should! Those of us who take their classes are the best people to give ratings and reviews on their teaching styles. How else will these instructors ever know what their students think of them? Are they evaluated or rated by the studio or gym? What standards are they adhering to?

From surveys of both students and instructors *(please see surveys in appendix A)*, it was found that from the students perspective, they would not provide any feed back unless specifically requested by the instructor, and it was only ever positive feedback. From the instructors point of view, they stated any feedback they received was "good class" or "I really like the music" which they found ineffective to grow as an instructor.

Commenting on your experience anonymously online has two benefits. 1) People who have difficulty when communicating face-to-face can often times become eloquent and courteous online.[11] With the ability to proof read, edit, and think your thoughts through, online can be more effective communication. 2) It can allow us to open up about things we can't discuss face-to-face.[9] The more you participate in these group fitness classes, you begin to see the same familiar faces, and instructors learn your name and recognize you. Experiencing an unfavorable class and speaking up about it can create tension and judgement. The Sweat Exchange will be similar to a support group where users can open up about fears, frustrations, and hopes, without judgement.

Much of the research says to stay away from anonymity when doing online reviews, due to spiteful reviewers and internet trolls. Trolls sole purpose is to create friction and argumentative behavior within an online community. However, in this type of community, where you are often on friendly terms with the instructor, you aren't trying to degrade or demean them. But you also don't want a cloud of guilt hanging over you if you decide to say

something unpleasant about their style face-to-face.

In a study by Omernick and Owsley[12], survey takers who responded via computer reported less social anxiety, more self-esteem, and fewer adherences to social norms than those who participate in the same survey with a pen and paper.[13] This leads us to the belief that anonymous online communities will have more effective and honest instructor evaluations than if they were to provide identifying information.

Gyms and studios alike, can monitor their instructors and use the app as an honest and open evaluation process, much like professors hand out at the end of each semester. Completely anonymous, these evaluations lend the credibility to both the professor and the university.

Reviews

Online reviews have become a very important part of the consumer culture. We go online and read reviews before we book a trip, go to dinner, buy anything, from clothes to appliances, to electronics. According to one study, 54% of respondents believe an online review service should now be standard in all good corporate website.[13] Jo Causen Chief Executive at the Institute for Customer Service (ICS) said, "By denying customers the right to reply on an open platform, businesses not only irritate customers, they miss out on the opportunity to gain valuable feedback, leaving them unaware of, and unable to, rectify problems as soon as they arrive"[13]

Evaluations are a part of any position. At the end of each semester, professors and teachers are evaluated by their students. Our bosses evaluate us regularly, for bonuses or raises. But, when it comes to our fitness and yoga instructors we just accept who they are. We are not given a survey to evaluate the instructor after each class. In any of the yoga, spin, or barre studios, as well as traditional gyms, in the Baltimore area, there is no place to give feedback or even fill out a comment card. Depending on how you feel about the instructor, we either continue to go to their classes, or not. The instructor has no idea why you stopped coming to the class, or for that matter why you like coming to the class at all.

Online peer reviews are the most common word-of-mouth (WOM) communication. WOM is ten times as effective as traditional advertising. Successful small business marketing is all about turning customers into advocates.[2] WOM communication has a powerful voice in customers attitudes towards products. In writing reviews, websites need customers to write reviews that consumers find helpful.[14] In fact, over half (58%) prefer sites with peer reviews and nearly all (98%) online shoppers reported reading peer reviews before making a purchase. Identifying cons within the peer reviews enhanced credibility. Providing both pros and cons proved to be more helpful and informative than using only a one-sided review.[14]

In comparison to yoga and fitness instructors who operate mainly as independent

contractors, their names are their business. The loss of even one client can be devastating. Without a proper platform for instructor evaluation, how can the instructor gain any feedback, whether good or bad? And for that matter, how can potential clients judge for themselves as to whether they would like to attend a specific instructors' class?

Review sites and apps allow us to see how real customers, (practitioners) have rated their purchase (instructor) and make an informed decision before we buy (take a class). Review sites or apps are routinely used by consumers to find, check, and rate their experiences.[15] They can also help brands improve a product that already had glowing reviews. From Bazaarvoice, a case study from the children's furniture maker, Land of Nod, reported that the brand learned from reviewers that one of its tables, a very popular one with customers and scoring high in reviews, had a surface that easily scratched. These detailed reviews helped the company identify a product improvement, which resulted in increased customer loyalty.[16]

Reviews and Ratings

Apply that to an instructor that may be getting overall good reviews for style and personality, but have negative comments concerning music selection or burning incense during class times.

Setting up the rating system requires sensitivity to the subject, monitoring, stated guidelines and tips, and strict parameters as to what kind of review will be allowed to remain on the site. With the focus on a very specific audience, the niche market of those that are interested in group fitness classes, there is already certain understanding among members of this demographic. The yogic personalities tend to practice ahimsa—meaning to do no harm. The intentions of the reviews would not aim to hurt someone, but to help them become a better instructor.

YogaTrail is a paid service that launched earlier in 2014 for yoga instructors to grow their network, and manage their own personal instructor page. Although it allows reviews, they are not anonymous, and they can be deleted by the instructor if they are "unkind." In YogaTrail's research, "We've found that yoga practitioners are very honest, thoughtful, engaged, and tolerant people. And in the thousands of people on YogaTrail, over and over again, we see personalities that are kind, genuine, and eager to help others."[17]

Presenting two-sided arguments have more credibility and are considered trusting, according to a 2011 Journal of consumer Psychology study by Ann Schlosser. She states that because peer reviewers do not have clear incentives to lie, they will generally be deemed trustworthy. Continuing on she says, "two-sided arguments bolsters credibility in that identifying both pros and cons is opinion of the product." [14]

The problem with many online reviews, especially anonymous, is that they tend to be very one sided, whether for or against the product in question. These reviews according to

Schlosser, are less helpful, less informative, and less credible.

Every online community develops its own unique culture over time, based on the community goals, the participants themselves, the leadership, external issues, and a range of other factors.[18] Reviewers will be able to report reviews that seem out of normal practices, helping to monitor the site. Allowing other reviewers to comment on a review, telling their experience, will aide in validation of the review and also allow those viewing to see multiple points of view. This will help the practitioners judge reviews fairly and instructors to learn from the experiences of those participating in their classes.

In considering online reviews, what may be a negative for one reviewer, may be a positive for another. Fitness personalities will become evident in the reviews, allowing readers to understand and interpret what is helpful to them, specifically. Whether the reviewers personality be social, competitive, or meditative, they are distinctively different enough to not like the same styles and will likely find each others "negative" reviews as positive and more helpful.[10] Tamara Littleton is CEO and founder of eModeration, an online specialist of user generated content. In her research, she has found that "reviews can be a fantastic way to develop a real understanding of what the customer (practitioners) love and hate about a product (the class/instruction)."[19]

In an attempt to keep the ratings not only authentic, but helpful to all readers and reviewers, there are several different rating styles within the form. Some will have a drop down menu with pre-set answer options, while others will allow the reviewer to give a free hand comment, along with simple yes or no questions. Attempting to stay away from good vs. bad ratings, reviewers are asked to report on more factual, less judgmental aspects of the instruction for specific portions of the ratings. The questions are set up as not being a "right" or "wrong" answer, but more of an opinion. The reader may value, or agree with that opinion, or disagree. Either way, there will be a better understanding of how the class is run.

For the open comment section, there will be alerts for offensive or inappropriate language. Requiring both pro and con opinions will only further authenticate the review as stated earlier therefore the reviewer will be required to validate responses, i.e. ask questions that require written responses to specifics such as where the reviewer took the class, when they took it (day and time), and from which instructor. This helps to monitor automated responses as well.

Competition

While The Sweat Exchange will be a ratings and review app, it is different from other rating apps such as Angie's List or Yelp for several reasons. One major difference is cost. While Angie's List is a paid subscription, The Sweat Exchange will be free. Angie's List does

not review specific individuals, they focus on the business as a whole. Yelp typically focuses on restaurants and has been under suspicion in multiple states for false negative reviews.

YogaTrail is a website that is maintained by the instructors themselves, allowing for any unfavorable reviews to be deleted. Other websites include Rate Your Burn. Although a niche market, it is very specific to classes only offered in traditional gyms, in very specific cities, none of which are in or around Baltimore. There is a Facebook only site for Ratemyfitnessinstructor, and Ratemyyogainstructor, however, there has been no movement on these since 2010, there are no website associations, and reviews aren't anonymous, as your profile is attached to any comment or "like" you make.

Criteria

Specific criteria was used when narrowing down which venues and classes would be included in The Sweat Exchange app. First, it was narrowed down to just the Baltimore City area. Nothing beyond the borders of the city was used. If there were locations of a venue both within the city limits as well as outside, they outside venue was not included in this research.

In order to be considered for the app, a gym setting had to offer 2 or more class styles and have at least 2 different instructors. A boutique studio setting, had to offer either 2 or more class styles, or only one style, but multiple times a day with multiple instructors.

When considering the fitness styles, there were 14 main categories that classes fell into. These are styles or categories that have been around for at least 10 years, and are accepted and understood by the general fitness population. These are considered generic categories and some class styles may fit into one or more category. This allows the user to search by a style, especially when/if they are unsure of the type of workout they are look for.

Limitations

Within the time frame it took to complete this project, I found that new gyms or studios opened up or expanded, while others closed, or went down to one location. For example, Pure Barre opened another location in March. Sid Yoga, who had 2 locations, one in Federal Hill, which is downtown, and one in Towson, which is outside the criteria for this app as of now, closed the Fed Hill location as of January 2017.

Some venues changed the classes that were offered, either adding a new class or removing another class style. Some instructors either no longer teach at a specific venue or have added more venues or styles to their teaching resumes.

For the purpose of this project, because these changes occurred after the final venue research had been complete and design was nearly finished, these changes were not considered. This will be addressed in future development and expansion of the project.

SWOT Analysis

Strengths

- Niche Market—a unique offering
- Value to instructors and students alike
- Resource in evaluating instructors or classes for owners
- Help instructors grow/learn
- Anonymous
- Free

Weaknesses

- Comparison to Angie's List or Yelp
- False/harsh comments
- Validation

Opportunities

- Grow class size for instructors
- Discover new classes/instructors/styles for students
- Partner with studios/gyms/clothing companies to give-a-ways for students or instructors
- Resource to owners/managers as an evaluation tool

Threats

- Trolls
- Lack of monitoring
- Similar competition
- Ever-changing classes, closures, openings

Surveys

Please see appendix A for full list of survey questions and results.

Three online surveys were distributed via Survey Monkey to help provide additional support and research for The Sweat Exchange. The first survey was for students or participants in classes. Those with gym and/or studio memberships to see what kind of feedback they currently provide and in what manner. This was distributed by studio/gym owners to their members, through Facebook, and through personal contacts at studios and gyms. This survey could be taken by instructors from the student perspective as many take classes outside of their own.

The second survey was for instructors to get a better understanding of how they are evaluated and if or when they receive feedback of any kind and if it affects their classes. This was also distributed by the owners or managers of a gym or studio, and through personal contacts.

The third and final survey was for the owners/managers themselves. The purpose was to see how feedback on any given instructor or class was provided and if it affected the instructor. It also asked how the instructors and classes were currently evaluated and if they would find an app such as The Sweat Exchange would help to properly evaluate an instructor or class.

From the student/member survey, it was found that 41% of those surveyed have both a gym and studio membership. It was also found that 77% of those members participate in some sort of class, at either location at least 3 times per week.

When asked if any of those surveyed ever provided feedback of any kind to the instructor, 55% said they provided only positive feedback, but only when specifically asked. It wasn't volunteered. 45% stated they have not provided any feedback or would not provide "negative" feedback face-to-face.

It was also found that 91% of those survey would find a rating or review of a specific class and/or instructor helpful. And 76% of them indicated it would affect their decision to take that class or instructor. When asked if they would use an app that provided such reviews and rating, 68% said yes, but when asked if they would be more inclined to use it if it were anonymous, 77% said yes.

The second survey given to instructors contradicted some of the information that the members survey stated. Nonetheless, supporting the need for the app.

60% of the instructors surveyed teach only in a gym setting, while 25% teach in a studio setting. The remaining 15% teach in both settings. 89% of the instructors do participate in classes of all styles regularly, but admit to rarely providing any feedback of any kind, expect when specifically asked. And only then, it was positive. In the student survey, 55% stated they provide positive feedback, while the instructors indicated that only 40% of the time do they receive positive feedback. The other 60% of the time, they do not receive any feedback.

96% of the instructors said they would find The Sweat Exchange app extremely helpful in obtaining any form of feedback, especially non favorable feedback, as they typically only get a "thanks" or "great class" comment at the end of a class.

Of the instructors surveyed, 64% teach more than one class style and 94% of these instructors do this as a part time job. They stated their evaluations were based solely on class attendance numbers, and not feedback from members.

The final survey for the managers/owners was to gain insight into how they currently receive feedback about a class or instructor.

The membership rates vary from 200 members at the smaller studios, to 33,000+ to the larger clubs. 67% of these managers/owners say they receive feedback, but only positive in nature. 22% say they use it in their evaluations of the instructor or class. When asked what the current factors used to evaluate an instructor or class, 56% stated they were based on surveys sent to members each year and the class participation numbers. 84% of those survey said an app like The Sweat Exchange would be a helpful tool in the evaluation process, as well as allow instructors to see the feedback. Currently, only 17% of instructors have access to any comments provided about their class or instruction style.

Based on the information in these surveys, there seems to be a disconnect from the member to the instructor. From all surveyed, it is clear that the app would be beneficial to all parties and that there is a need and desire for this kind of app.

App and Website Architecture

Please see appendix F for app and website architecture.

I wanted The Sweat Exchange app to be easily navigable. I wanted the user to be able to gather any information they needed in the fewest clicks possible. I created a list of screens and “must haves” in order to create the app.

- A login screen
- A sign up screen for those new to the app
- A Home screen with the main “sections.” These included:
  - –Discover
  - –Fitness Styles
  - –Reviews
  - –Rate
- A screen for each of the above mentioned sections from the home screen
- A search feature on each page
- Breakdown of the discover options. These included:
  - –Gyms
  - –Studios
  - –Classes
  - –Instructors

–Fitness personality

- Breakdown of each workout "style"
- A rating form for classes and/or instructors
- Reviews: searchable by instructor or class
- Settings: general account settings that will include login information, change password, update email

The website for The Sweat Exchange needed to highlight the specific uses of the app. The main point of the website is to peak the interest in the app and eventually lead to downloading the app. The site will be responsive as most users will be using a tablet to phone to access the site, as the point is to download the app to the tablet or phone.

Using screen examples from the app with a brief description of the provided section while providing further details of other features of the app will help keep the site clean. The site is simple, utilizing the fonts, images, and colors based on the developed brand guidelines. The single page site allows the user to scroll easily through the information without having to click through multiple pages. It includes movement, so as to not be so static and boring. Showcasing the app is most important. The site will feature 5 screens and 2 call to action buttons.

User Testing

User #1 | Age 33

From the link sent via email from the Just In Mind prototype website, the user tested the first stage. This only included the main pages with the basic "must-haves" without any in depth descriptions. The user indicated that not all the back buttons went to the previous screen they just visited. Indicated they liked the color palette, but thought the coral was a bit harsh when used as text. Suggested using as an accent color only. Said font might be a bit too small. Some icons seemed large while others were small.

User #2 | Age 27

From the link sent via email from the Just In Mind prototype website, the user tested the updated prototype with the addition of gym and studio lists and a select few with detailed information including class styles offered, map information and links to website, and the class descriptions. Found the "drop down" style of class descriptions to be difficult to read and suggested allowing each class its own page. They found the app was not difficult to navigate.

User #3 | Age 41

From the link sent via email from the Just In Mind prototype website, the user tested the updated prototype. This included the addition of rating forms. One each for classes and instructors. It also included all the fitness styles. Found the menu bar at the bottom to blend in too much with the main screen. The star was not coming across as the “home” button. Stated that the font was large, but wasn’t sure if I should change it knowing the large demographics. Some of the back buttons were not returning to the correct page or did nothing at all.

User #4 | Age 35

This user downloaded the Just In Mind app from the app store to their apple phone. This version was in the final stages of edits. This user pointed out misspellings, alignment issues, size inconsistencies, any link issues. This user went through each screen and did a through review. There were many design aesthetic and grammatical edits from this user. They did like the use of the coral as an accent for buttons. Couldn’t pinpoint issue, but was unsure of icons on “home” and “Discover” screens. Suggested adding class styles that matched fitness personalities. Stated they found this to be a useful and needed app.

User #5 | Age 68

From the link sent via email from the Just In Mind prototype website, the user tested the final app design. Once they realized what a prototype/beta model was, they said the app was easy to use and liked that you could find information about a class or instructor from many pages. It seemed to “wrap around.” They didn’t feel like they had to go in search of information. Liked the color palette and found it easy to read.

Target Market and Demographics

Market

Niche market are on the rise due to the fact that on the big social sites, a person's network is often so big that there is no real sense of community.[18] Chaney, of Chaney Marketing Group, says this of big social media, "Facebook is not a social network for niches—it's a platform for sharing general stuff between friends."[2] We, as humans, like the idea of sharing. Whether it's our experience, achievements, thoughts—both good and bad—we want to talk about these with others who are genuinely interested in the topic at hand.

Niche social networks that are built for specific, narrowed-down purposes allow for focus, community, and meaning. These forums bring like-minded individuals to connect with each other, to form new communities, and to bring meaning and argument (the non-troll kind) back to digital spaces and in a way bringing intelligence back to the social network.[20]

Niche sites allow the viewer excellent resources for finding content that is directly related and relevant to them. The Sweat Exchange will have sites like Facebook, Twitter, or Instagram. It will allow to "friend" or "follow" The Sweat Exchange, however, the app will not have an integration of these sites to help keep anonymity, and a judgement free zone.

Niche markets have many advantages. According to Patricia Van Den Akker, principle and founder of The Design Trust, you are not only avoiding spreading yourself too thin, but have the ability to identify and target potential clients and possible partners. Niche markets make it easier to become an expert and well known in your specific niche, leading to more credibility within the market. Patricia also noticed more, and better referrals come by. In a niche market, you are more unique, therefore less competition, making marketing easier.[21]

Niche markets have an advantage in that there is no limit to how small of a market you can hone in on. There are sub niches that can have just as much potential. Having a well defined niche can give your business more power, especially if the niche has enough demand and money in it.[22]

With today's smartphones, it's possible to reach a critical mass of users quickly, and then the network effect kicks in and accelerate growth.[23] This is because the desire to share their activities and achievements with "peers" has a very strong viral effect. When researching products (instructors/classes), social media users are likely to trust the recommendations of the friends and family most.[24] We tend to trust those that have had similar experiences and the community created in this forum, members will trust the reviews of other participants.

The Sweat Exchange's audience is two fold. Those who are interested and participate in group fitness or exercise classes. This audience includes those already involved in fitness, those looking to try something new, but are unsure of where to go, those that are new to the

area and are looking for a place to workout, practice yoga or other classes, and also those who may want to begin a new health regime but unsure of where to start. They range in age from 18 upwards of 65+.

Traditional gym memberships that offer the amenities that The Sweat Exchange is focusing are, on average, $79/month and the cost of boutiques studio classes range from $17 for a single class, upwards of $1500 for a yearly memberships. Because of this, the majority of The Sweat Exchange's demographics have a certain class, income, and lifestyle. They tend to be middle to upper class, educated, health conscience individuals. From the survey in appendix A, 40% of those participating in the survey have both a traditional gym membership as well as a studio membership. Trying to find the right class and/or instructor in such a wide pool can be very daunting.

The second audience is the instructors themselves. Both males and female, whether this is their full or part time job. Instructors will be able to read reviews by their own students, identifying areas where they may need improvement as well as areas where they are excelling. As a certified yoga instructor myself, I would like to read reviews of what my students think of my classes. How else can I grow as an instructor? On the other side of that, I participate in many other forms of exercise and take classes of all types. I go to both a traditional gym and boutique studios and have had both good and bad experiences in these group fitness classes.

The one thing all of these audience members have in common is looking for information pertaining to instructors and class styles. Everyone would like to feel comfortable working out no matter the fitness level, and not be judged. The Sweat Exchange enables practitioners and instructors find their way to each other. Instructors will grow their following, while practitioners will remain motivated to continue their exercise plan because they are happy and comfortable. It's a win-win.

Although the demographics of The Sweat Exchange have a large range, the one thing that unites them is fitness. Each profile is looking for a place to workout and a way to stay motivated. They come from all walks of life and different reasons for working out, but in the end, its about the class style and instructor.

Personas

Regina, 67
Married w/kids and grand kids
Retired
Looking to start a new routine and stay active

Dave, 31
Single
Wed designer
avid runner; wants to try new workouts

Linda, 48
Divorced w/kids
Finance
Likes social aspect and wants to try new things

Leo, 53
Never married
Real estate developer
avid gym go-er but stuck in a rut

Sara, 22
Single
Recent grad
New to area, not sure what classes are offered or where

Chris, 39
Married w/kids
City worker
Doctors orders to begin a new diet and exercise program

Sophia, 35
Married
Fitness Instructor
Likes to experience other classes and instructors

Please see appendix B for full demographic information.

Design

The Brand

Please see appendix C to view mood board.

Mood board

In order to create the desired feel for The Sweat Exchange, I created a mood board. This consisted of a digital collage to help create inspiration for the brands elements, typography, colors, and photography. I was able to pull the color palette from these images, ensuring that through out the design process, the visuals would remain consistent and there would be a feeling of cohesiveness. The mood board was hung above my computer so as to reference it when I had a mental block.

Please see appendix D to view colors, fonts, icon set, and additional elements.

Colors

From the mood board, the color palette emerged. The palette needed to be gender neutral, but also speak to the fitness world. From the inspiration images chosen, there were both warm and cool colors. Three colors were chosen as a primary color use. Then three additional colors were chosen as the functional color palette to be used sparingly, or as accents, and only after the primary colors had been used, or were not possible for the design.

Fonts

Two fonts were used for The Sweat Exchange. The main font needed to be one that was easy to read by all audiences. I chose the Google font Open Sans. As its name states, the font is open, with a larger x-height allowing for easy readability. It comes in 12 weights and can be easily read at a smaller size if needed. With the ability to mix the weights, it allows for variety within the typography while remaining within brand standards. The main weights used were regular, italics, and semibold.

Hello Beautiful is an accent font, used in the logo, and only sparingly as headers on the website, I chose Hello Beautiful to give a bit of a “dirty” or “messy” look to the app. We are talking about sweating and working out after all. Because it is used as a header to title on the website, hierarchy dictates that it already be larger in size. Therefore making it easy to read. This display font comes in 2 weights, but is mainly used only in the regular weight.

Photography

Although very little photography was used in the actual app itself, I did pull form the inspiration images that helped created the color palette. One image was blurred and used as a background for the screens prior to logging in. Another images was blurred and used

in the screens after login. The reason for a lack of images is that I didn't want the user to see an image and have a preconceived notion of that activity in the image. I wanted the user to develop their own ideas of a particular activity or class or instructor based on the description and reviews.

Images were used on the website. There is a banner collage that shows the variety of classes and participants included in The Sweat Exchange app. There is a dark overlay to ensure typography legibility.

Icons

The icons set used is a collaboration of industry known icons and a few developed myself. In the fitness world, some icons are synonymous with an activity, like a bike for a spin class. I didn't need to recreate the wheel when choosing icons. Some icons needed to be created, updated or added, but the majority were already set as industry standards. I chose icons with thinner lines and not too much detail. I wanted them to be easily identifiable without confusion to there intended meaning.

I created an icon for pregnancy friendly as there is no industry standard. I created an icon that uses elements from motherhood blogs as well as pregnancy apps. The idea behind this is that those looking for pregnancy friendly workouts will understand the meaning assuming they have been on at least one of the pregnancy blogs and/or apps.

Please see appendix E to view logos.

Name and Logo

The Sweat Exchange came to be from the idea that when you workout, you tend to sweat. And when you've had a good workout, you then to tell people what an awesome workout you had and they should give it a try. Using a word bubble, I came up with a series of words, mostly synonyms, to the word swop. After some trial and error, The Sweat Exchange was born.

As for the logo, using the same word bubble, I tried to create some sort of symbol that would mean and exchange. I first tried to use a water or "sweat" drop, but it too closely resembled eco-friendly companies and did not translate to this app.

My next thought was to just use a typographical logo. Using the "S" from sweat and the "X" from exchange, I thought to integrate the two letters together. Still missing something, I then began to focus on the word "exchange" instead of "sweat." I thought of a stock exchange and the use of upward arrows. Because the letter "X" is associated with exchange, I put my energy into this letter. Trying to mix the X with arrows, it still wasn't translating the way I'd like.

The X was decided on, but it needed to be “dirtied” up. A simple X was too clean. In order to match the scratchy font of the name, a brush stroke was applied to the X and after some maneuvering, the final logo was complete.

In terms of the logo name, I considered capitalization, placement, and weight of the font. Knowing I would need both a vertical and horizontal version of the logo with and without the symbol, the trial and error process seemed to be the most effective until the layout was decided.

For both the symbol, logo, and full logo with symbol, a color, all black, and a reversed out version are available. The symbol also has an option for an outlined only version but only to be used sparingly with full color backgrounds, no images.

Mobile Prototype

Please see appendix G to view prototype screens.

For the mobile prototype, I researched the most effective way to wireframe, design, and prototype. I found a newer program called Just In Mind that allowed me to do all three steps simultaneously. It enabled me to create wireframes from the pre-set tools, create templates and masters when I was ready to design, and apply interactions and test them without leaving the program. I found this to be a huge time saver.

The learning curve for the program was pretty simple. They have a complete library of tutorial videos from beginner to advanced. They also have an open forum to search or ask questions. The program is free for the first 30 days, then they offer a student discount on a perpetual license, which includes a year of free updates. This also includes a support portal where you can ask questions directly related to your prototype. With the ability to send the entire prototype or just a specific screen with the question, a specialist will respond to you question, usually with the perfect solution, within 48 hours or less. This allowed me to continue to work on other aspects of the prototype without haulting progress.

The final prototypes menu bar consists of:

- Home
- Discover
- Fitness Styles
- Reviews
- Rate
- Settings

The Home screen consists of icons for each of these screens minus the settings. This can only be found in the menu bar. From the Discover screen, one can search through gyms or studios. Or you can look for a specific class or instructor. Unsure what of the class or venue, search through the fitness personalities which describe the workout styles of most people. From the personality that most closely matches the user, they can then see which workout styles or classes match that personality.

The gym and studio screens provide information about each venue, with images of the facility, direct access to the website, a map showing its location, and what class styles are offered. There is also the option to read any reviews there may be and rate a class or instructor from here as well.

The classes list the specific classes offered at all venues and gives a brief description of the specific class offered, what style or category it falls in, where to find the class, a gym or studio, any reviews there may be, and the option to rate the class or instructor if the user took this class.

If someone recommended a specific instructor, but are unsure what and where they teach, the users have the ability to search the instructors name and their information will populate. It will tell the user which classes they teach, where they teach, and any reviews they may have.

Within the Fitness Styles category, the user has the ability to search via a specific style of class, like a barre class or a cardio class. There will be a brief, generic description of the class, and where this style of class is offered in the Baltimore City area.

The Review screen allows the user to search for reviews of a specific instructor or a specific class. From a drop down list of pre loaded instructors or classes, the user can find the class or instructor they are researching and read any reviews there may be available. For the purpose of this project, not all classes were reviewed, and those that were reviewed were derived from actual reviews from the surveys as well as from user testers that may have taken a specific class or instructor.

There are two forms in which to rate a class or instructor. Because these are anonymous, there will be no name associated with the rating. Once the rating is completed, from the drop downs that require the class name or instructor name, it will populate in the perspective class or instructors information within the review sections.

The Settings screen will include your basic general account settings like changing your password, updating your email. Information about your account, like the generated user name, can be found here as well. There will be a feature to contact The Sweat Exchange as well as the basic terms and privacy conditions that you see in all apps. There will not be an option

to integrate with any social media sites as this is to remain anonymous, so no profiles will be attached to the account.

Website

Please see appendix H to view the website.

Once the name was decided on in June of 2014, I checked for domain availability. I was able to purchase my first domain choice, thesweatexhange.com, in June of 2014. The hosting is under my own portfolio domain, but does not direct to this site.

I purchased an iPhone app website template. This single page template came pre-loaded with animations that had responsive coding built in that showcases any app screen I apply. It allows for customization of colors, fonts, images, banners, etc.

As Open Sans is a Google font, that was simple to integrate into the code. The display font that I chose, Hello Beautiful, had to be used as an image. This can be seen in the logo/name of the app, as well as the headers of each section. Although this is a display font, it is a large enough size to be legible for all audiences. I then added customized HTML and CSS in order for the website to mimic The Sweat Exchange brand identity.

The site itself is simple in terms of images. I used images for the banner header from the inspirational images that represent both the kinds of activities included within The Sweat Exchange app, as well as the assortment of people that take part in these activities. Other than the banner at the top, I have chosen to keep the background of each section simple, using a color from the brand palette. I used two of the three main colors with one background remaining neutral so as to not overload the senses.

The remaining primary color, coral, was used with the Hello Beautiful typeface in the headers of each section. The main section has the image banner with two screens that slide in from the right. One of the landing page, another of the home screen. This section also includes the typographical app name, and short, almost bullet point type description of the apps purpose. There is also two call to action buttons, one for the app store and one for the android store.

Each of the next three sections have an iPhone that slides in, alternating left and right, a header that describes the screen displayed, and a short blurb about what more the screen has to offer or what a coordinating screen offers. They have either a neutral background or a primary color from the brand palette. The focus is meant to be on the app screens and the content of the app, not so much on images of other people performing the activities from the app.

The screens chosen for the promotion of the app are screens that highlight key elements and features of the app. They demonstrate how the app works and allows the viewer to see the different ways to search, either by gym or studio or through a specific workout style, along with quick descriptions of additional search options. Theses screens are to make the user want to ultimately download the app, once available.

Distribution

Distribution Plans

Please see appendix I to view social media sites.

As stated before, niche marketing allows you to become an "expert" within that market. We will brand ourselves as the "leader in instructor reviews." As noted in *The 22 Immutable Laws of Branding*[25], The Law of Credentials, which says the ingredient in the success of a brand is its claim to authenticity. In order to do this, we will need to create a "buzz" about The Sweat Exchange through WOM and social media presence, although The Sweat Exchange will not have integration with social media from the app.

A Facebook business page has been created with images of the app and a link to the web site. It gives a description of what The Sweat Exchange is and how it works. This page will also help with the promotion of the app. This business will "like" other gyms and studios in the area. The idea is that these venues will download the app in order to check in on the reviews of the instructors and classes. As an individual Facebook user, you are able to like The Sweat Exchange page. Liking it alone doesn't mean that you necessarily post anything on the page, it simple means that you find value in the app. As there are no names in the app and no integration option available within the app, your Facebook profile will not be connected to any of the reviews within the app.

Because Twitter and Facebook are so closely related and intertwined, it is nearly impossible to have one account and not the other. For this reason, the Sweat Exchange will post comments about a class they took, are taking, or a mini review of the instructor or class using #thesweatexchange. Because this will also have other hashtags, such as the gym or studio name or class name or possibly the instructor name, it will also pop up on the feed of the hashtag. Similar to instagram, those tagged will want to ensure that the tweet was in a positive light and will follow #thesweatexchange to ensure this is the case.

An Instagram page is also going to help promote the app and the continued use of the app. Those with admin permissions to the app and the social accounts are also members of gyms and studios in the area. Taking a picture of a completed class or getting ready to head into a class will not only promote the app with the tag @thesweatexchange, but there will be tags for the venue, the class name, the style, and, if possible, the instructors name. With these tags associated with the class and a blurb about how the class went, it will certainly get the attention of one of the people or places tagged. The Sweat Exchange will also follow all of the local gyms and studios to keep up with their pages and see any of our tags show up within their feed.

A Pinterest page has been set up to keep up with workout trends. It will include many of the classes that are included in the app, but will also include information on nutrition,

workout apparel, tips to stay motivated, other information The Sweat Exchange finds useful to its viewers as it pertains to fitness.

Partnering with the many free yoga and health fairs, farmers markets, where much of my demographic frequent, running stores, as well as studios and gyms themselves, laying out quick promo style blurb cards will help to spread the word.

Please see appendix J to view promotional pieces.

Project Costs

The costs associated with the development of the app and website are as follows:

• Domain registration:	$11
• Hosting (3 Years discounted)	$236
• Just In Mind prototype program (1 year—student pricing)	$225
• Hello Beautiful typeface	$18
• Templates	$25
• Survey Monkey (1 month/3 surveys)	$26
Total	$541

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Appendix

Appendix A: Survey Questions and Results

Student/Member Survey

1. Do you have a gym or Studio membership? Or Both?
2. How often do you take class(es) per week? And In what setting?
3. Do you have a favorite class style or Instructor? What is it?
4. How do you give the feedback? In person? Surveys? Comment cards?
5. Would you use an app to rate a class or an instructor?
6. If your reviews were anonymous, would you be more inclined or less inclined to rate a class or instructor?
7. Would you find reviews of specific classes or instructors helpful before taking that class or instructor?
8. Would it effect your decision to take or not take the class or instructor?
9. Could you please rate a class or instructor that you have recently taken? (Anonymous)

Instructor Survey

1. How long have you been an instructor?
2. What kind of setting do you teach?? Gym? Studio? Both?
3. Is this your main form of income (full time) or a part time job?
4. How often do you teach? (number of classes per week?)?
5. What classes/styles do you teach?
6. Please describe your teaching style from your POV. (ex. athletic, energetic, low key, laid back, etc)
7. Currently, how do you receive feedback about your teaching style or class?
8. Would you like to receive feedback from students/members taking your class(es)?
9. Would you find it helpful to read comments/suggestions/constructive criticism of those participating in your classes?
10. Do you practice/take classes regularly?
11. What classes/styles do you regularly participate? (please list all)
12. In what setting?
13. Do you tend to go to a specific class or instructor or both? Do you provide honest feedback after class?
14. Do you ever provide feedback to those instructors or on the class? If so, how?
15. Please provide any feedback you would find helpful or informative or questions you would like to have included in the rating forms.

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey

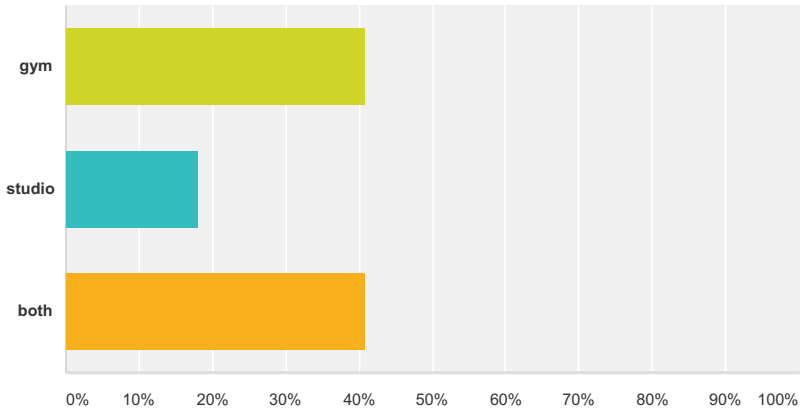
1. How many instructors do you oversee? How many classes and/or styles do you offer?
2. Currently, how are your instructors evaluated?
3. How many classes/styles do you offer?
4. Would an app that allowed student/members to provide specific feedback about class and/or instructors be helpful in your evaluation process?
5. Currently, how do members/students provide any instructor or class feedback?
6. What kind of feedback is typically given? Positive? Negative? Helpful?
7. Do instructors have access to this feedback?
8. What is the approximate number of memberships currently?

Appendix A: Survey Questions and Results *(cont.)*

Student/Member survey SurveyMonkey

Q1 Do you have a gym or studio membership?

Answered: 22 Skipped: 0



Answer Choices	Responses	
gym	**40.91%**	9
studio	**18.18%**	4
both	**40.91%**	9
Total		**22**

Appendix A: Survey Questions and Results *(cont.)*

Student/Member survey SurveyMonkey

Q2 How often do you take class(es) per week/month? What Class style? And in what setting? (gym or studio) i.e. 4x/week, body pump at gym, bikram yoga at studio, cycle in both

Answered: 22 Skipped: 0

#	Responses	Date
1	Bikram yoga 2-3x/week	10/27/2016 7:59 PM
2	4 per week, yoga, studio	10/26/2016 3:37 PM
3	3x/ week boot camp at gym 2x/month cycle at studio 1x/month barre at studio	10/26/2016 2:07 PM
4	4x/week, yoga and barre at studio	10/26/2016 11:46 AM
5	5x a week or more. Classes are boxing, HITT, yoga, sports conditioning, sculpture. Classes are in a gym	10/26/2016 10:22 AM
6	I just swim. No classes	10/26/2016 9:22 AM
7	Hot yoga 3x/weeks	10/26/2016 8:14 AM
8	I have ClassPass and take 4-5x/week across the city. Barre, cycle, yoga, intervals, trx, strength	10/26/2016 6:59 AM
9	Cycle at studio 5-6x per week	10/26/2016 2:51 AM
10	4x cycle/barre studio and gym	10/26/2016 12:00 AM
11	1/month , HIIT Workout, gym	10/25/2016 10:42 PM
12	3x week at crossfit	10/25/2016 10:08 PM
13	2x/week, bikram yoga at studio	10/25/2016 9:49 PM
14	2 classes per week - 1 hot yoga, 1 body pump	10/25/2016 8:23 PM
15	7-8x/week Spin, Bootcamp, barre, circuit and interval training, yoga--in gym and studios--varies--sometimes outside in public park	10/25/2016 8:22 PM
16	3-4x/week... HIIT (high intensity interval training) classes	10/25/2016 7:35 PM
17	0	10/25/2016 7:02 PM
18	Spin class in gym once a month Yoga class in gym once a month Yoga class in studio couple times a year	10/25/2016 6:46 PM
19	3 classes, barre, studio	10/25/2016 4:00 PM
20	1-2X/week, barre at gym, 1-2X week, fitness dance at studio	10/25/2016 3:50 PM
21	4x/week HIIT at gym Boxing at gym Cardio Conditioning at gym Caveman Conditioning at gym	10/25/2016 3:34 PM
22	3-4/week body pump at gym yoga at studio	10/25/2016 3:33 PM

Appendix A: Survey Questions and Results *(cont.)*

Student/Member survey SurveyMonkey

Q3 Do you have a favorite class style and/or instructor? Please name.

Answered: 22 Skipped: 0

#	Responses	Date
1	Bikram w/ Niamh	10/27/2016 7:59 PM
2	hoy vinyasa	10/26/2016 3:37 PM
3	Boot camp	10/26/2016 2:07 PM
4	hot yoga	10/26/2016 11:46 AM
5	No favorite class. Reese Ashe from Reflex gym is the best	10/26/2016 10:22 AM
6	I only swim.	10/26/2016 9:22 AM
7	Hot vinyasa yoga	10/26/2016 8:14 AM
8	I like group fitness classes general. Engaging instructors that organize safe classes preferred	10/26/2016 6:59 AM
9	Yes	10/26/2016 2:51 AM
10	Ester C @REV	10/26/2016 12:00 AM
11	HIIT Workouts	10/25/2016 10:42 PM
12	John P. - early morning and Alexa P. - morning	10/25/2016 10:08 PM
13	Bikram yoga, Eddie/Kyle/Sarah	10/25/2016 9:49 PM
14	Yes - body pump and yoga	10/25/2016 8:23 PM
15	Laura Gaba, Oksana Koval, Nick Rodericks	10/25/2016 8:22 PM
16	HIIT -Janice Desiderio (Fed hill and Mount Vernon Fitness)	10/25/2016 7:35 PM
17	N/a	10/25/2016 7:02 PM
18	Bikram yoga	10/25/2016 6:46 PM
19	Barre	10/25/2016 4:00 PM
20	Movez by Adelicia Villagaray	10/25/2016 3:50 PM
21	HIIT Tim Rider	10/25/2016 3:34 PM
22	bikram yoga-Emily Garner	10/25/2016 3:33 PM

Appendix A: Survey Questions and Results *(cont.)*

Student/Member survey SurveyMonkey

Q4 Have you ever given any feedback (positive or negative) to any instructor after a class? How? (in person, comment card, FB, twitter, etc)

Answered: 22 Skipped: 0

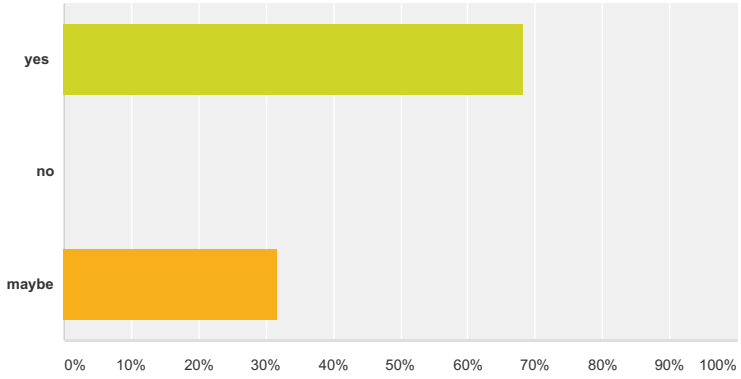
#	Responses	Date
1	N/A	10/27/2016 7:59 PM
2	yes, in person	10/26/2016 3:37 PM
3	In person, great music selection	10/26/2016 2:07 PM
4	no	10/26/2016 11:46 AM
5	Yes, in person	10/26/2016 10:22 AM
6	No	10/26/2016 9:22 AM
7	Yes when it is a good or tough class. I would not give negative feedback unless the instructor specifically asked for it.	10/26/2016 8:14 AM
8	I occasionally leave a comment for a great instructor on ClassPass. It makes you rate all classes and comment is optional. I'll also ask questions after class	10/26/2016 6:59 AM
9	Yes, in person	10/26/2016 2:51 AM
10	Yes, in person!	10/26/2016 12:00 AM
11	No	10/25/2016 10:42 PM
12	Yes - in person.	10/25/2016 10:08 PM
13	No	10/25/2016 9:49 PM
14	No	10/25/2016 8:23 PM
15	Yes, in person and via written evaluation	10/25/2016 8:22 PM
16	No	10/25/2016 7:35 PM
17	N/a	10/25/2016 7:02 PM
18	In person	10/25/2016 6:46 PM
19	Yes, gym survey	10/25/2016 4:00 PM
20	No	10/25/2016 3:50 PM
21	Yes, in person	10/25/2016 3:34 PM
22	never	10/25/2016 3:33 PM

Appendix A: Survey Questions and Results *(cont.)*

Student/Member survey SurveyMonkey

Q5 Would you use an app to rate a class or an instructor?

Answered: 22 Skipped: 0

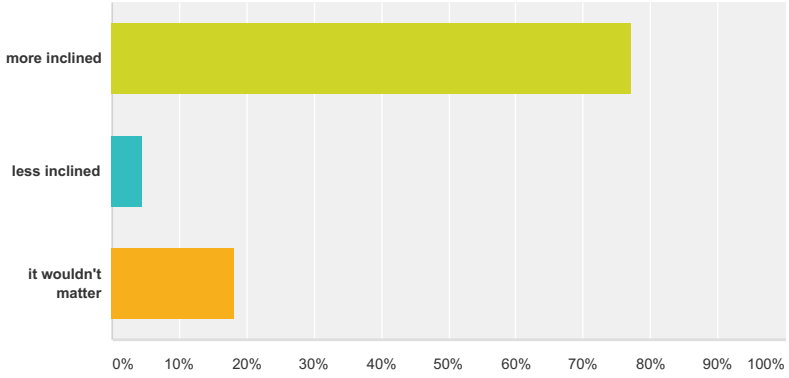


Answer Choices	Responses	
yes	**68.18%**	15
no	**0.00%**	0
maybe	**31.82%**	7
Total		**22**

Student/Member survey SurveyMonkey

Q6 If you reviews were anonymous, would you be more or less inclined to rate a class or instructor?

Answered: 22 Skipped: 0



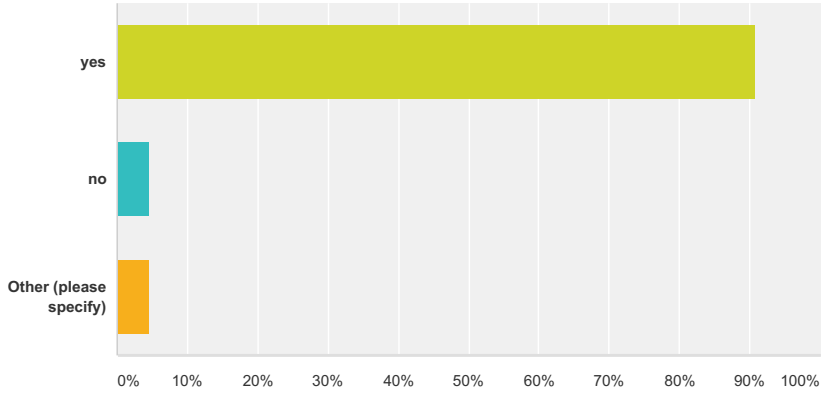
Answer Choices	Responses	
more inclined	**77.27%**	17
less inclined	**4.55%**	1
it wouldn't matter	**18.18%**	4
Total		**22**

Appendix A: Survey Questions and Results *(cont.)*

Student/Member survey SurveyMonkey

Q7 Would you find reviews of specific classes or instructors helpful before taking that class or instructor?

Answered: 22 Skipped: 0

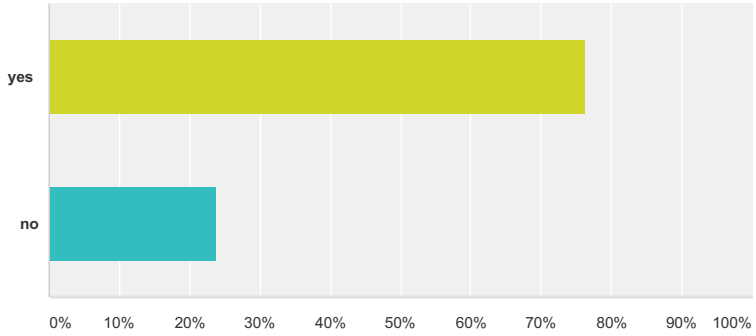


Answer Choices	Responses	
yes	**90.91%**	20
no	**4.55%**	1
Other (please specify)	**4.55%**	1
Total		**22**

Student/Member survey SurveyMonkey

Q8 Would it effect your decision to take or not take the class or instructor?

Answered: 21 Skipped: 1



Answer Choices	Responses	
yes	**76.19%**	16
no	**23.81%**	5
Total		**21**

Appendix A: Survey Questions and Results *(cont.)*

Student/Member survey SurveyMonkey

Q9 Could you please rate a class or instructor that you have recently taken? (This is completely anonymous!!)

Answered: 22 Skipped: 0

Answer Choices	Responses	
When did you take the class? (date/time)	**100.00%**	22
Where did you take this class? (gym/studio name)	**95.45%**	21
Instructors name if you remember	**81.82%**	18
What this your first time? (y/n)	**95.45%**	21
Do you attend this class/instructor regularly? (y/n)	**90.91%**	20
Would you return to this class or instructor? Or both?	**90.91%**	20
Would you recommend this class? Instructor? Both?	**90.91%**	20
Favorite part of class/instructor?	**90.91%**	20
Unfavorable part of class/instructor?	**90.91%**	20
Please review the class/instructor/both in your own words.	**72.73%**	16

#	When did you take the class? (date/time)	Date
1	10/27 5:30pm	10/27/2016 7:59 PM
2	10/25, 5:30pm	10/26/2016 3:37 PM
3	9/	10/26/2016 2:07 PM
4	10/23 10:30am	10/26/2016 11:46 AM
5	10/25/16	10/26/2016 10:22 AM
6	A few years ago I did a Boot Camp I will tell about my Boot Camp	10/26/2016 9:22 AM
7	Monday 10/24	10/26/2016 8:14 AM
8	Monday 10/24	10/26/2016 6:59 AM
9	10/23 at 10am	10/26/2016 2:51 AM
10	Last week	10/26/2016 12:00 AM
11	10/18 6:15-7-00am	10/25/2016 10:42 PM
12	10/25: 8:30 am	10/25/2016 10:08 PM
13	tonight, 7 pm	10/25/2016 9:49 PM
14	Mon @ 7:05	10/25/2016 8:23 PM
15	10/24 at 6:15pm	10/25/2016 8:22 PM
16	10/24 - 530-630pm	10/25/2016 7:35 PM
17	N/a	10/25/2016 7:02 PM
18	Body Pump - Monday nights at 7:10	10/25/2016 6:46 PM
19	10/20	10/25/2016 4:00 PM
20	October 25/12:15pm	10/25/2016 3:50 PM
21	HIIT	10/25/2016 3:34 PM

Appendix A: Survey Questions and Results *(cont.)*

Student/Member survey SurveyMonkey

22	Wednesday, Oct 19	10/25/2016 3:33 PM
#	**Where did you take this class? (gym/studio name)**	**Date**
1	Yoga Tree Hampden	10/27/2016 7:59 PM
2	Yogaworks Federal Hill	10/26/2016 3:37 PM
3	Rev	10/26/2016 2:07 PM
4	M Power Yoga	10/26/2016 11:46 AM
5	gym	10/26/2016 10:22 AM
6	Federal hill fitness	10/26/2016 9:22 AM
7	Yoga works federal hill	10/26/2016 8:14 AM
8	Crossfit type studio	10/26/2016 6:59 AM
9	Rev Cycle	10/26/2016 2:51 AM
10	M power yoga	10/26/2016 12:00 AM
11	Gym	10/25/2016 10:42 PM
12	Crossfit Federal Hil	10/25/2016 10:08 PM
13	Yoga Tree	10/25/2016 9:49 PM
14	Merritt Fort Ave	10/25/2016 8:23 PM
15	Public park	10/25/2016 8:22 PM
16	Federal Hill Fitness	10/25/2016 7:35 PM
17	Merritt Fort Ave	10/25/2016 6:46 PM
18	Pure Barre	10/25/2016 4:00 PM
19	Under Armour HQ Performance Center	10/25/2016 3:50 PM
20	Reflex Functional Fitness	10/25/2016 3:34 PM
21	YogaTree	10/25/2016 3:33 PM
#	**Instructors name if you remember**	**Date**
1	Niamh	10/27/2016 7:59 PM
2	Keith Golden	10/26/2016 3:37 PM
3	Janet	10/26/2016 2:07 PM
4	Erica Schommer	10/26/2016 11:46 AM
5	Reese Ashe	10/26/2016 10:22 AM
6	Reese Ashe	10/26/2016 9:22 AM
7	Lisa	10/26/2016 8:14 AM
8	Prefer not to answer	10/26/2016 6:59 AM
9	Sean	10/26/2016 2:51 AM
10	Can't remember	10/26/2016 12:00 AM
11	Heather Hatfield	10/25/2016 10:42 PM
12	Alexa Pancza	10/25/2016 10:08 PM
13	Sarah	10/25/2016 9:49 PM
14	Corey	10/25/2016 8:23 PM
15	Oksana Koval	10/25/2016 8:22 PM
16	Janice Desiderio	10/25/2016 7:35 PM
17	Jamie	10/25/2016 6:46 PM

Appendix A: Survey Questions and Results *(cont.)*

Student/Member survey SurveyMonkey

18	Kelly Rabil	10/25/2016 3:50 PM
#	**What this your first time? (y/n)**	**Date**
1	N	10/27/2016 7:59 PM
2	N	10/26/2016 3:37 PM
3	N	10/26/2016 2:07 PM
4	n	10/26/2016 11:46 AM
5	no	10/26/2016 10:22 AM
6	Yes	10/26/2016 9:22 AM
7	No	10/26/2016 8:14 AM
8	N	10/26/2016 6:59 AM
9	No	10/26/2016 2:51 AM
10	Yes	10/26/2016 12:00 AM
11	No	10/25/2016 10:42 PM
12	N	10/25/2016 10:08 PM
13	n	10/25/2016 9:49 PM
14	N	10/25/2016 8:23 PM
15	N	10/25/2016 8:22 PM
16	No	10/25/2016 7:35 PM
17	No	10/25/2016 6:46 PM
18	No	10/25/2016 4:00 PM
19	Y	10/25/2016 3:50 PM
20	N	10/25/2016 3:34 PM
21	no	10/25/2016 3:33 PM
#	**Do you attend this class/instructor regularly? (y/n)**	**Date**
1	Y	10/27/2016 7:59 PM
2	Y	10/26/2016 3:37 PM
3	N	10/26/2016 2:07 PM
4	y	10/26/2016 11:46 AM
5	yes	10/26/2016 10:22 AM
6	Yes	10/26/2016 8:14 AM
7	Y	10/26/2016 6:59 AM
8	Yes	10/26/2016 2:51 AM
9	Class yes, instructor no	10/26/2016 12:00 AM
10	Yes	10/25/2016 10:42 PM
11	Y	10/25/2016 10:08 PM
12	y (now I do)	10/25/2016 9:49 PM
13	N	10/25/2016 8:23 PM
14	Y	10/25/2016 8:22 PM
15	Yes	10/25/2016 7:35 PM
16	Yes	10/25/2016 6:46 PM
17	Yes	10/25/2016 4:00 PM

Appendix A: Survey Questions and Results *(cont.)*

Student/Member survey SurveyMonkey

18	Y to class N to instructor	10/25/2016 3:50 PM
19	Y	10/25/2016 3:34 PM
20	no	10/25/2016 3:33 PM
#	**Would you return to this class or instructor? Or both?**	**Date**
1	Yes to both	10/27/2016 7:59 PM
2	Y	10/26/2016 3:37 PM
3	Y	10/26/2016 2:07 PM
4	y	10/26/2016 11:46 AM
5	Both	10/26/2016 10:22 AM
6	Yes	10/26/2016 8:14 AM
7	Y	10/26/2016 6:59 AM
8	Yes	10/26/2016 2:51 AM
9	Yes	10/26/2016 12:00 AM
10	Yes	10/25/2016 10:42 PM
11	Yes and yes	10/25/2016 10:08 PM
12	y	10/25/2016 9:49 PM
13	Y to both	10/25/2016 8:23 PM
14	Both	10/25/2016 8:22 PM
15	Yes/yes	10/25/2016 7:35 PM
16	Yes - both	10/25/2016 6:46 PM
17	Yes	10/25/2016 4:00 PM
18	Y to class, N to instructor	10/25/2016 3:50 PM
19	both	10/25/2016 3:34 PM
20	maybe	10/25/2016 3:33 PM
#	**Would you recommend this class? Instructor? Both?**	**Date**
1	Yes to both	10/27/2016 7:59 PM
2	Y	10/26/2016 3:37 PM
3	Y	10/26/2016 2:07 PM
4	y	10/26/2016 11:46 AM
5	both	10/26/2016 10:22 AM
6	Yes	10/26/2016 8:14 AM
7	Y	10/26/2016 6:59 AM
8	Yes, both	10/26/2016 2:51 AM
9	Yes	10/26/2016 12:00 AM
10	Yes both	10/25/2016 10:42 PM
11	Yes and yes	10/25/2016 10:08 PM
12	y	10/25/2016 9:49 PM
13	Y to both	10/25/2016 8:23 PM
14	Both	10/25/2016 8:22 PM
15	Yes/yes	10/25/2016 7:35 PM
16	Yes - both	10/25/2016 6:46 PM

Appendix A: Survey Questions and Results *(cont.)*

Student/Member survey SurveyMonkey

17	Yes	10/25/2016 4:00 PM
18	Y to class, N to instructor	10/25/2016 3:50 PM
19	both	10/25/2016 3:34 PM
20	class yes, instructor no	10/25/2016 3:33 PM
#	**Favorite part of class/instructor?**	**Date**
1	She is good at talking through the postures and helping when necessary	10/27/2016 7:59 PM
2	Fun	10/26/2016 3:37 PM
3	Energy	10/26/2016 2:07 PM
4	great workout, friendly instructor	10/26/2016 11:46 AM
5	The way he push us to give or best.	10/26/2016 10:22 AM
6	Music, moves and atmosphere	10/26/2016 8:14 AM
7	Always sore after	10/26/2016 6:59 AM
8	Class is hard, instructor is encouraging	10/26/2016 2:51 AM
9	Realignment and attention to students	10/26/2016 12:00 AM
10	Motivating, group setting	10/25/2016 10:42 PM
11	Instruction geared toward my strengths and weaknesses	10/25/2016 10:08 PM
12	corrections, explaining health benefits	10/25/2016 9:49 PM
13	Teaching style, challenging	10/25/2016 8:23 PM
14	Variety	10/25/2016 8:22 PM
15	Each class is different/encouraging while pushing you to go further	10/25/2016 7:35 PM
16	Her music selection	10/25/2016 6:46 PM
17	Names students & gives complements	10/25/2016 4:00 PM
18	Upbeat	10/25/2016 3:50 PM
19	Energy and variety	10/25/2016 3:34 PM
20	the actual workout and sweat	10/25/2016 3:33 PM
#	**Unfavorable part of class/instructor?**	**Date**
1	N/A	10/27/2016 7:59 PM
2	Heat	10/26/2016 3:37 PM
3	Hard workout!	10/26/2016 2:07 PM
4	none	10/26/2016 11:46 AM
5	none	10/26/2016 10:22 AM
6	I injured myself from the running. He had me keep running but I should have stopped.	10/26/2016 9:22 AM
7	None	10/26/2016 8:14 AM
8	Sometimes the exercise sequences are too much and I worry about injury	10/26/2016 6:59 AM
9	N/A	10/26/2016 2:51 AM
10	Intensity	10/26/2016 12:00 AM
11	None	10/25/2016 10:08 PM
12	room could be hotter	10/25/2016 9:49 PM
13	Packed class	10/25/2016 8:23 PM
14	Post workout soreness	10/25/2016 8:22 PM
15	Learns what activities you like least over time and forces you to do them (like any good trainer would)	10/25/2016 7:35 PM

Appendix A: Survey Questions and Results *(cont.)*

Student/Member survey SurveyMonkey

16	She smiles too much and legitimately enjoys squats	10/25/2016 6:46 PM
17	Sometimes off beat	10/25/2016 4:00 PM
18	No modifications provided for movements	10/25/2016 3:50 PM
19	none	10/25/2016 3:34 PM
20	he had a condescending tone	10/25/2016 3:33 PM
#	**Please review the class/instructor/both in your own words.**	**Date**
1	I love all bikram classes at Yoga Tree. Every one of the instructors is helpful and kind.	10/27/2016 7:59 PM
2	Challenging, entertaining, and relaxing	10/26/2016 3:37 PM
3	This class is a great mid week break from weights and intense cardio. Janet is so upbeat, she keeps you moving through the whole class and doesn't lose focus. She always gives background as to why form is important in specific moves. Overall, she is super knowledgeable and a great teacher!	10/26/2016 2:07 PM
4	Classes are great, super friendly environment. Nobody judging. Just an amazing workout.	10/26/2016 10:22 AM
5	I think he is a great guy and then hired him as a personal trainor. His workouts had me on the sofa for a day afterwards. So stiff! I then started swimming and have done swimming since. That was four years ago. Do twice a week at MAC. Sort of bothers me that they are often is not a lifeguard there, although I'm a great swimmer I could hit my head on A wall when I flip or I could have a seizure or something. They should have a lifeguard there every minute	10/26/2016 9:22 AM
6	Good and efficient work out	10/26/2016 6:59 AM
7	The instuctor is a great teacher, the class is hard but doable and I always feel like I've had a good workout	10/26/2016 2:51 AM
8	Great beginner class, slow pace made easy to grasp and flow through	10/26/2016 12:00 AM
9	Alexa takes the time to get to know the regulate attendees and is able to scale workouts for their abilities. She is positive and provides great feedback.	10/25/2016 10:08 PM
10	love bikram!	10/25/2016 9:49 PM
11	Janice does a great job of keeping each class interesting by never doing the same thing twice. She is extremely encouraging while still pushing you to go further and push what you think your limits are.	10/25/2016 7:35 PM
12	The class is as tough as you make it. Include as little or as much weight as desired. Jamie is really peppy, almost borderline too peppy, but you can tell she takes a lot of time to learn the routines and pick music that makes it work. The class is always different, and I'm almost sore.	10/25/2016 6:46 PM
13	Overall great class!	10/25/2016 4:00 PM
14	I have taken this barre class multiple times with a different instructor. I found this instructor to be too fast paced, no modifications, and focus was on quantity of movement and not quality. Too many people in class. This is how injuries happen.	10/25/2016 3:50 PM
15	Provides an energetic atmosphere working all parts of the body that feels like an effective full body workout	10/25/2016 3:34 PM
16	Small, but good heat. Tone of instructor was not friendly and he was not very helpful to new students	10/25/2016 3:33 PM

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

Q1 How long have you been an instructor?

Answered: 53 Skipped: 0

#	Responses	Date
1	10.5 months	11/15/2016 3:27 PM
2	4 years	11/11/2016 11:17 AM
3	3 months	11/10/2016 5:59 PM
4	7 months	11/10/2016 1:59 PM
5	since 2002	11/10/2016 10:48 AM
6	5 years total, 6 months with Merritt	11/9/2016 4:39 PM
7	3 years	11/9/2016 2:55 PM
8	9 years	11/9/2016 12:33 PM
9	5 years?	11/8/2016 4:33 PM
10	6.5 years	11/8/2016 4:04 PM
11	10+ years	11/8/2016 3:35 PM
12	8 months	11/8/2016 2:12 PM
13	10 years	11/8/2016 12:00 PM
14	2.5 years	11/8/2016 8:38 AM
15	6 years	11/8/2016 7:06 AM
16	8 yrs	11/7/2016 10:47 PM
17	About a year and a half.	11/7/2016 8:47 PM
18	About 1 year	11/7/2016 7:17 PM
19	Almost 2 years	11/7/2016 6:29 PM
20	5+ years	11/7/2016 4:50 PM
21	Certified in 1991	11/7/2016 4:41 PM
22	9 years	11/7/2016 4:24 PM
23	2 years	11/7/2016 3:58 PM
24	2 years	11/7/2016 3:10 PM
25	For Merritt, I believe for a year and a half now	11/7/2016 2:58 PM
26	11 months	11/7/2016 2:42 PM
27	Over two years	11/7/2016 2:32 PM
28	5 years	11/7/2016 2:05 PM
29	6 months	11/7/2016 1:36 PM
30	just over 6 years	11/7/2016 1:01 PM
31	2 1/2 years	11/7/2016 12:07 PM
32	3 years	11/7/2016 11:58 AM
33	I've been at Merritt for about 2 years. I've been an instructor for more than 6.	11/7/2016 11:36 AM
34	4 years	11/7/2016 11:22 AM
35	A little over 1 year	11/7/2016 11:10 AM

Appendix A: Survey Questions and Results *(cont.)*

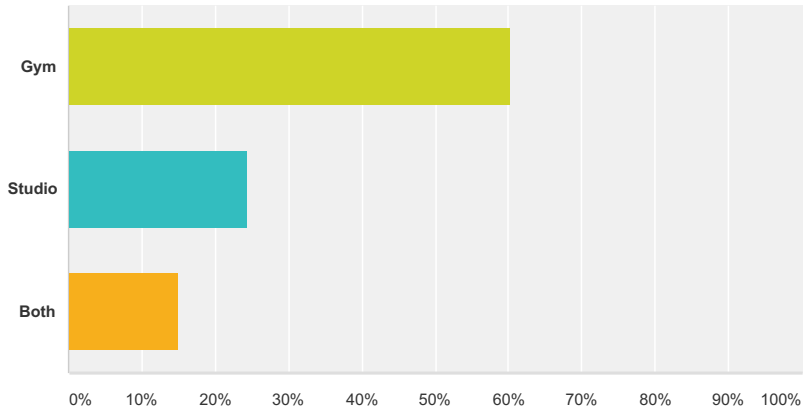
Instructor Survey SurveyMonkey

36	9 years	11/7/2016 11:04 AM
37	8.5 years	11/7/2016 10:38 AM
38	One year	11/7/2016 10:37 AM
39	over 25 years	11/7/2016 10:25 AM
40	Almost a year	11/7/2016 10:18 AM
41	5 years	11/7/2016 10:18 AM
42	a year	11/7/2016 10:12 AM
43	Almost 3 years	11/7/2016 10:08 AM
44	3 years total- 1 year at Merritt	11/7/2016 10:06 AM
45	One year	11/7/2016 10:01 AM
46	15 years	11/7/2016 10:00 AM
47	1.3 years	11/7/2016 9:59 AM
48	A year	11/7/2016 9:57 AM
49	1 year	11/7/2016 9:57 AM
50	2.5 years	11/7/2016 9:52 AM
51	17 and a half years	10/28/2016 4:03 PM
52	3 months	10/27/2016 6:54 PM
53	2 years	10/27/2016 4:48 PM

Instructor Survey SurveyMonkey

Q2 What kind of setting do you teach?

Answered: 53 Skipped: 0



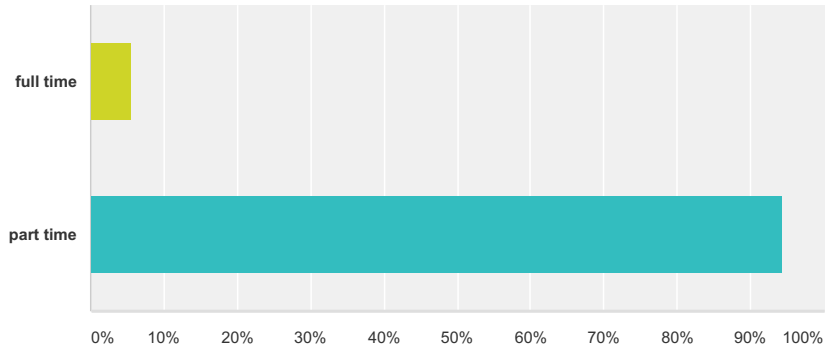
Answer Choices	Responses	
Gym	**60.38%**	32
Studio	**24.53%**	13
Both	**15.09%**	8
Total		**53**

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

Q3 Is this your main form of income (full time) or a part time job?

Answered: 53 Skipped: 0



Answer Choices	Responses	
full time	**5.66%**	3
part time	**94.34%**	50
Total		**53**

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

Q4 How often do you teach? (i.e. # times/week/month)

Answered: 53 Skipped: 0

#	Responses	Date
1	2-3	11/15/2016 3:27 PM
2	6x a week	11/11/2016 11:17 AM
3	twice a week	11/10/2016 5:59 PM
4	4-5 times a month on average	11/10/2016 1:59 PM
5	5 days a week	11/10/2016 10:48 AM
6	6 classes/week	11/9/2016 4:39 PM
7	1x/week	11/9/2016 2:55 PM
8	once a week	11/9/2016 12:33 PM
9	10 times a week	11/8/2016 4:33 PM
10	3x per week	11/8/2016 4:04 PM
11	at least 5 classes per week	11/8/2016 3:35 PM
12	2x per week, sometimes more if I pick up/sub classes	11/8/2016 2:12 PM
13	4 times/week	11/8/2016 12:00 PM
14	1x a week/ 4x a month	11/8/2016 8:38 AM
15	2-3 times per week	11/8/2016 7:06 AM
16	3x	11/7/2016 10:47 PM
17	3 times a week x 4 weeks a month	11/7/2016 8:47 PM
18	4 times a week	11/7/2016 7:17 PM
19	2x	11/7/2016 6:29 PM
20	3x per week	11/7/2016 4:50 PM
21	19 classes per month	11/7/2016 4:41 PM
22	2 times a week	11/7/2016 4:24 PM
23	Approximately 10 times a month	11/7/2016 3:58 PM
24	3-5 times/week	11/7/2016 3:10 PM
25	2x a week	11/7/2016 2:58 PM
26	3-4 times/month	11/7/2016 2:42 PM
27	3 times per week	11/7/2016 2:32 PM
28	2-3/week	11/7/2016 2:05 PM
29	1-2 times a week	11/7/2016 1:36 PM
30	2/3 x per week	11/7/2016 1:01 PM
31	currently subbing as needed	11/7/2016 12:07 PM
32	2/week	11/7/2016 11:58 AM
33	3-4X/week	11/7/2016 11:36 AM
34	1x per week	11/7/2016 11:22 AM

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

35	Once a week	11/7/2016 11:10 AM
36	3 times/week	11/7/2016 11:04 AM
37	3 times/week	11/7/2016 10:38 AM
38	3 times/week	11/7/2016 10:37 AM
39	three times a week	11/7/2016 10:25 AM
40	2 times a week	11/7/2016 10:18 AM
41	2-4x a week	11/7/2016 10:18 AM
42	3-4 times a month	11/7/2016 10:12 AM
43	Up to 3 times per week, but mainly once per week	11/7/2016 10:08 AM
44	1X per week	11/7/2016 10:06 AM
45	2 classes per month.	11/7/2016 10:01 AM
46	2x/wk	11/7/2016 10:00 AM
47	1-2x/month	11/7/2016 9:59 AM
48	one a week	11/7/2016 9:57 AM
49	4-8/month	11/7/2016 9:57 AM
50	2 times/week; 8-10 times/month	11/7/2016 9:52 AM
51	8/week (+managing + taking class) ends up being full time	10/28/2016 4:03 PM
52	3x per week	10/27/2016 6:54 PM
53	5x/week	10/27/2016 4:48 PM

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

Q5 What classes do you teach? Styles?

Answered: 53 Skipped: 0

#	Responses	Date
1	SB Barre Unhitched and SB Power	11/15/2016 3:27 PM
2	Vinyasa yoga, hatha yoga, yin yoga, hot yoga, power yoga	11/11/2016 11:17 AM
3	SB Power (barre/HITT)	11/10/2016 5:59 PM
4	Bodypump	11/10/2016 1:59 PM
5	yoga, restorative and meditation, barre and pilates	11/10/2016 10:48 AM
6	Bodypump, Bodyjam	11/9/2016 4:39 PM
7	Kickboxing	11/9/2016 2:55 PM
8	Body Combat - mixed martial arts	11/9/2016 12:33 PM
9	Barre and Spin	11/8/2016 4:33 PM
10	Body Combat, Body Pump, CXWORX	11/8/2016 4:04 PM
11	Body Pump and CXWORX	11/8/2016 3:35 PM
12	SB Barre (athletic barre class), SB Power (HIIT barre class)	11/8/2016 2:12 PM
13	Pilates and Barre	11/8/2016 12:00 PM
14	Spin/RPM classes.	11/8/2016 8:38 AM
15	cycle, barre	11/8/2016 7:06 AM
16	Strength, cardio, and barre	11/7/2016 10:47 PM
17	SB Barre, and SB Power, a high intensity HIIT + Barre class	11/7/2016 8:47 PM
18	Les Mills Sprint Tribe Team Training - TribeFIT & TribeLIFE Core Essentials	11/7/2016 7:17 PM
19	Dance.	11/7/2016 6:29 PM
20	cycle (spin/maddogg)	11/7/2016 4:50 PM
21	All. BodyPump and jam. Cycle. Freestyle step. Freestyle barre. SB barre Unhitched. Freestyle weights. Drums alive. Aqua.	11/7/2016 4:41 PM
22	Bodyattack: cardio. Barre: soul body	11/7/2016 4:24 PM
23	Power, and vinyasa yoga. Sometimes other yoga but only rarely as a sub.	11/7/2016 3:58 PM
24	Barre	11/7/2016 3:10 PM
25	BodyCombat	11/7/2016 2:58 PM
26	Les Mills BodyFlow	11/7/2016 2:42 PM
27	Zumba and BodyFlow	11/7/2016 2:32 PM
28	Yoga, Pilates, Core	11/7/2016 2:05 PM
29	Barre and SB Power (HIIT Class)	11/7/2016 1:36 PM
30	Body Pump and Body Attack	11/7/2016 1:01 PM
31	body flow	11/7/2016 12:07 PM
32	Cardio	11/7/2016 11:58 AM
33	Yoga-- vinyasa, gentle, hot,	11/7/2016 11:36 AM
34	Barre, Body Barre	11/7/2016 11:22 AM
35	Yoga, Zumba	11/7/2016 11:10 AM

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

36	body pump and step	11/7/2016 11:04 AM
37	Boot camp and plyometric based training	11/7/2016 10:38 AM
38	Body pump and barre	11/7/2016 10:37 AM
39	bodypump and bodyjam	11/7/2016 10:25 AM
40	SB Body Barre & Power	11/7/2016 10:18 AM
41	Les Mills	11/7/2016 10:18 AM
42	mind and body, HIIT	11/7/2016 10:12 AM
43	Step	11/7/2016 10:08 AM
44	Les Mills CXWORX	11/7/2016 10:06 AM
45	Barre "unhitched" using props other than a fixed barre.	11/7/2016 10:01 AM
46	BodyAttack	11/7/2016 10:00 AM
47	core strengthening	11/7/2016 9:59 AM
48	Barre	11/7/2016 9:57 AM
49	Spin	11/7/2016 9:57 AM
50	RPM	11/7/2016 9:52 AM
51	Bikram Toddler & Me Hot Pilates	10/28/2016 4:03 PM
52	Bikram yoga	10/27/2016 6:54 PM
53	Vinyasa Rocket	10/27/2016 4:48 PM

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

Q6 Please describe your teaching style, from your POV. (i.e. encouraging, fun, tougher, high energy, etc)

Answered: 53 Skipped: 0

#	Responses	Date
1	I'd like to think that it's light-hearted and inclusive, so that people of all fitness levels can enjoy it. I hope that it's fun.	11/15/2016 3:27 PM
2	Supportive and accessible.	11/11/2016 11:17 AM
3	Thorough, kind, encouraging, structured.	11/10/2016 5:59 PM
4	high energy, encouraging, tough	11/10/2016 1:59 PM
5	fun	11/10/2016 10:48 AM
6	clear, motivating/encouraging, fun, sense of accomplishment and pride in the work	11/9/2016 4:39 PM
7	tough and high energy	11/9/2016 2:55 PM
8	Encouraging, fund, high energy	11/9/2016 12:33 PM
9	Encouraging, motivating, challenging, inspiring	11/8/2016 4:33 PM
10	High energy, intensity, motivating	11/8/2016 4:04 PM
11	high energy yet challenging	11/8/2016 3:35 PM
12	Encouraging, definitely high energy, technical (at times)	11/8/2016 2:12 PM
13	It depends on the class - barre is more high-energy, for Pilates I try to be a little more calm. I am very cautious to provide a safe workout;	11/8/2016 12:00 PM
14	Focusing on speed/accleration, climbs and power moves, and explosive movements.	11/8/2016 8:38 AM
15	Tougher, encouraging, good form	11/8/2016 7:06 AM
16	All the abovr	11/7/2016 10:47 PM
17	Encouraging, instructional with a focus on form, silly but still firm, pushing but not in your face yelling.	11/7/2016 8:47 PM
18	HIIT and High Intensity	11/7/2016 7:17 PM
19	All mentioned	11/7/2016 6:29 PM
20	motivational, high energy, loud, a journey, all-levels welcome, inclusive	11/7/2016 4:50 PM
21	Positive, focus on quality and technique, friendly yet demanding effort.	11/7/2016 4:41 PM
22	Motivating, high energy when needed, good technique	11/7/2016 4:24 PM
23	Encouraging, open, tougher, challenging	11/7/2016 3:58 PM
24	Fun, encouraging, joking, tough	11/7/2016 3:10 PM
25	High energy	11/7/2016 2:58 PM
26	informative & intellectual	11/7/2016 2:42 PM
27	encouraging, energetic, inclusive	11/7/2016 2:32 PM
28	High energy, motivational, fun	11/7/2016 2:05 PM
29	I try to be encouraging and high energy while providing tips and corrections throughout class	11/7/2016 1:36 PM
30	fun, focus on form, getting the most out of your workout	11/7/2016 1:01 PM
31	engaging, focused on alignment and form	11/7/2016 12:07 PM
32	Energetic, fun, and entertaining.	11/7/2016 11:58 AM

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

33	Tough/athletically challenging but always with options of modifications or taking breaks when you need to-- not pushing too hard.	11/7/2016 11:36 AM
34	high energy, challenging, encouraging, motivating	11/7/2016 11:22 AM
35	Encouraging, fun, powerful	11/7/2016 11:10 AM
36	Encouraging, fun	11/7/2016 11:04 AM
37	Higher energy with a focus on athleticism. I do try to have fun with it, but it is not my forte of Focus	11/7/2016 10:38 AM
38	Encouraging and consistent	11/7/2016 10:37 AM
39	encouraging, high energy, tougher but fun!	11/7/2016 10:25 AM
40	SB Body Barre - focus on form, encouraging, positive SB Power - focus on form, fun, tougher, high energy	11/7/2016 10:18 AM
41	Encouraging, Fun, Energetic	11/7/2016 10:18 AM
42	I would say that I am tough in that I push my class, but not by yelling, I try to keep things fun and high energy.	11/7/2016 10:12 AM
43	Tough, advanced but fun - offering different levels depending upon the class mix	11/7/2016 10:08 AM
44	Encouraging/Fun	11/7/2016 10:06 AM
45	I like to create an atmosphere of positivity and encouragement (lots of verbal cues to cheer people on and give them options with the moves) as my choreography is very challenging.	11/7/2016 10:01 AM
46	Motivating, high energy, fun, inclusive of all fitness levels	11/7/2016 10:00 AM
47	motivating	11/7/2016 9:59 AM
48	Encouraging and fun	11/7/2016 9:57 AM
49	Engaging, fun, high energy, encouraging	11/7/2016 9:57 AM
50	encouraging, competitive, high energy	11/7/2016 9:52 AM
51	encouraging informative/ educating "how" and "why" yoga works	10/28/2016 4:03 PM
52	Tougher, but I hope to give students the space to explore their practices for themselves.	10/27/2016 6:54 PM
53	A blend of encouraging/tough and mellow. I try to have really fun music playlists.	10/27/2016 4:48 PM

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

Q7 Currently, how do you receive feedback about your class/teaching style?

Answered: 53 Skipped: 0

#	Responses	Date
1	I only get feedback when I directly ask for it from members, and even then, rarely so.	11/15/2016 3:27 PM
2	From members directly	11/11/2016 11:17 AM
3	After class from participants, if they offer it.	11/10/2016 5:59 PM
4	The members are very vocal	11/10/2016 1:59 PM
5	from students and mgrs	11/10/2016 10:48 AM
6	from members as they leave class, from members if I see them outside of class or outside of the gym.	11/9/2016 4:39 PM
7	we do not receive feedback	11/9/2016 2:55 PM
8	only via member attendance	11/9/2016 12:33 PM
9	From my boss if he receives a complaint or from students who tell me if a certain something I did was really hard.	11/8/2016 4:33 PM
10	I have had other instructors come to my class solely to provide feedback.	11/8/2016 4:04 PM
11	Members will text me tracks they like/dislike. Chip emails feedback via email that he receives from Medallia.	11/8/2016 3:35 PM
12	Either verbally (from class attendees themselves) or by word of mouth (For example, "This class loved when you subbed for me, can you do it again?")	11/8/2016 2:12 PM
13	Speaking with students post-class	11/8/2016 12:00 PM
14	I am open to anyone giving me feedback after class, through email or over motionvibe. I do not recieve too much feedback other than through Chip (only once) or members after class.	11/8/2016 8:38 AM
15	if a member contacts me directly or if the GF director passes feedback on to me from a member. The GF director also comes to classes.	11/8/2016 7:06 AM
16	Member feedback at end of class	11/7/2016 10:47 PM
17	1 on 1 small talk, from friends or from Medallia survey from the gym	11/7/2016 8:47 PM
18	From members or our Group Fitness Directors/Regional	11/7/2016 7:17 PM
19	Medallion	11/7/2016 6:29 PM
20	in person from members, from members action (ex: leaving early or refusing a high five) If they file a complaint with manager or if they share a very positive experience, it is typically shared with us (I think)	11/7/2016 4:50 PM
21	When I seek it- and I will ask anyone I feel confident that can provide me feedback. I will not ask all instructors for feedback (new, no group ex cert).	11/7/2016 4:41 PM
22	Members or boss	11/7/2016 4:24 PM
23	In person mostly.	11/7/2016 3:58 PM
24	ask other instructors, Stacey/AnnMarie	11/7/2016 3:10 PM
25	Verbal feedback of Members and engagement	11/7/2016 2:58 PM
26	Usually post- class comments	11/7/2016 2:42 PM
27	Members... sometimes	11/7/2016 2:32 PM
28	feedback from participants directly	11/7/2016 2:05 PM
29	I ask my class to send me tracks they like/don't like and any thoughts/questions/concerns/suggestions through Motionvibe	11/7/2016 1:36 PM
30	occasionally will get feedback from members, or through manager	11/7/2016 1:01 PM
31	members' comments	11/7/2016 12:07 PM

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

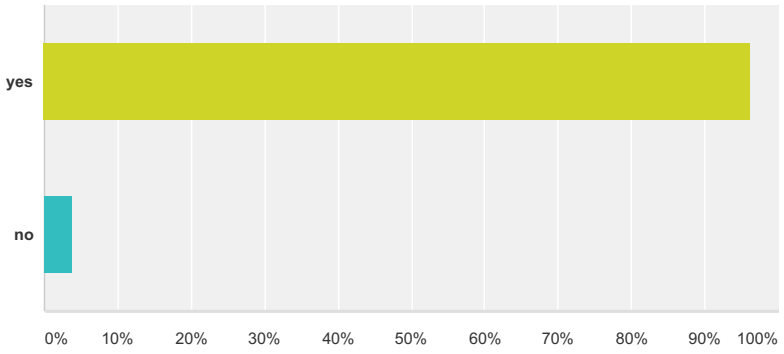
32	sometimes	11/7/2016 11:58 AM
33	I explicitly ask for it at the end of every class I teach, from the students. I also welcome it from my group fitness manager and other instructors.	11/7/2016 11:36 AM
34	Surveys sent out to members and I personally ask for feedback	11/7/2016 11:22 AM
35	Talking to members that come to my class.	11/7/2016 11:10 AM
36	I do not receive feedback	11/7/2016 11:04 AM
37	Either my manager forward me information he received or the participants directly communicate with me via email or text message or Facebook.	11/7/2016 10:38 AM
38	Verbal compliments from members after class	11/7/2016 10:37 AM
39	word of mouth	11/7/2016 10:25 AM
40	Yes, I aim to develop a personal relationship with the members. Making them more comfortable to ask questions or provide feedback.	11/7/2016 10:18 AM
41	I solicit it from members.	11/7/2016 10:18 AM
42	People who take my class, intsructors and members, typically give me feedback after class. (I specifically ask for feedback from those who are new to my class and offer after every class for anyone to give feedback to me.)	11/7/2016 10:12 AM
43	On occasion, verbally or via email	11/7/2016 10:08 AM
44	From the members. Unsolicited feedback, members returning week to week, etc.	11/7/2016 10:06 AM
45	From seeking out students after class and verbally asking for feedback.	11/7/2016 10:01 AM
46	Word of mouth from members.	11/7/2016 10:00 AM
47	members will speak to me in person before or after class	11/7/2016 9:59 AM
48	I don't receive much feedback	11/7/2016 9:57 AM
49	personal conversations with class members and e-mail	11/7/2016 9:57 AM
50	members; group fitness senior staff	11/7/2016 9:52 AM
51	from students, peers (but not anonymously)	10/28/2016 4:03 PM
52	Directly from Sarah	10/27/2016 6:54 PM
53	what students say as they are leaving class	10/27/2016 4:48 PM

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

Q8 Would you like to receive feedback from students/members taking your class(es)?

Answered: 53 Skipped: 0



Answer Choices	Responses	
yes	**96.23%**	51
no	**3.77%**	2
Total		**53**

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

Q9 Would you find it helpful to read comments/suggestions/constructive criticism of those participating in your classes?

Answered: 53 Skipped: 0

#	Responses	Date
1	yes	11/15/2016 3:27 PM
2	Yes! I would find it very helpful.	11/11/2016 11:17 AM
3	yes	11/10/2016 5:59 PM
4	yes	11/10/2016 1:59 PM
5	yes	11/10/2016 10:48 AM
6	Yes!	11/9/2016 4:39 PM
7	yes, I'd love to hear what people liked an didn't like	11/9/2016 2:55 PM
8	yes	11/9/2016 12:33 PM
9	sometimes- not necessary every time.	11/8/2016 4:33 PM
10	Yes	11/8/2016 4:04 PM
11	Meaningful feedback - whether positive or negative - is always helpful	11/8/2016 3:35 PM
12	Yes	11/8/2016 2:12 PM
13	I prefer to hear criticism to my face; I find that people are more likely to write negative comments than positive ones, and they are more polite in person	11/8/2016 12:00 PM
14	Yes, I appreciate constructive critsicm and would use to make my class the best it could be.	11/8/2016 8:38 AM
15	yes, but almost needs to be filtered. If one person makes a comment that is mean/nasty, that would not be constructive and would be discouraging to receive as an instructor.	11/8/2016 7:06 AM
16	Yes	11/7/2016 10:47 PM
17	Yes	11/7/2016 8:47 PM
18	Yes, especially if you find common themes and threads	11/7/2016 7:17 PM
19	Absolutely	11/7/2016 6:29 PM
20	yes, but it would be helpful to have the ability to respond or somehow help control the feedback from becoming skewed (positive or negative)... might also be helpful to provide regular followup (did you go back to that instructor, did anything change, etc) or even just ask permission for the instructor/manager to contact member to get additional feedback	11/7/2016 4:50 PM
21	Maybe. It depends. There is a lot of subjective information that may not be relevant. For example if someone is into workouts or moves that are dangerous I doubt I would entertain those. People either love or hate you. And there is potential for group think.	11/7/2016 4:41 PM
22	I think it would be beneficial	11/7/2016 4:24 PM
23	Yes	11/7/2016 3:58 PM
24	somewhat	11/7/2016 3:10 PM
25	Yes	11/7/2016 2:58 PM
26	Yes!	11/7/2016 2:42 PM
27	Yes	11/7/2016 2:32 PM
28	absolutely	11/7/2016 2:05 PM

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

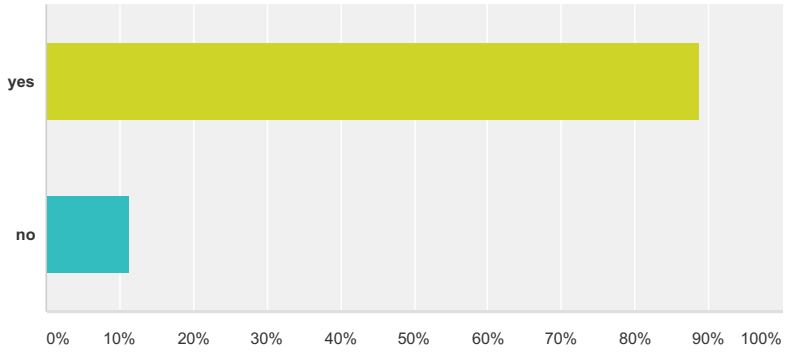
29	yes, very helpful!	11/7/2016 1:36 PM
30	yes	11/7/2016 1:01 PM
31	yes!	11/7/2016 12:07 PM
32	yes	11/7/2016 11:58 AM
33	Yes!	11/7/2016 11:36 AM
34	yes	11/7/2016 11:22 AM
35	Yes	11/7/2016 11:10 AM
36	Yes	11/7/2016 11:04 AM
37	It would definitely be helpful, and I definitely want to be better and better as I continue to teach. I do however think it should be done in a gentle way. Participant sometimes use harsh words to describe their dislike for certain instructors and that can be really upsetting when you put your time energy and passion into your classes.	11/7/2016 10:38 AM
38	Absolutely	11/7/2016 10:37 AM
39	yes	11/7/2016 10:25 AM
40	Yes, I would!	11/7/2016 10:18 AM
41	Yes. Very	11/7/2016 10:18 AM
42	yes, if done in a constructive way. It would be helpful if someone was required to give positive feedback if they were also going to give negative feedback.	11/7/2016 10:12 AM
43	Yes	11/7/2016 10:08 AM
44	Yes.	11/7/2016 10:06 AM
45	Yes!	11/7/2016 10:01 AM
46	Yes. I feel it would also be beneficial to get formal feedback from GF director or an assessor of the program.	11/7/2016 10:00 AM
47	yes	11/7/2016 9:59 AM
48	yes	11/7/2016 9:57 AM
49	100% yes, this would be amazing. I'm tempted to do a survey monkey to get more feedback from the class.	11/7/2016 9:57 AM
50	Yes	11/7/2016 9:52 AM
51	yes!	10/28/2016 4:03 PM
52	Not yet, I think that it is too soon in my teaching career.	10/27/2016 6:54 PM
53	yes	10/27/2016 4:48 PM

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

Q10 Do you take classes/practice regularly?

Answered: 53 Skipped: 0



Answer Choices	Responses	
yes	**88.68%**	47
no	**11.32%**	6
Total		**53**

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

Q11 What classes/styles do you regularly participate? (please list all)

Answered: 53 Skipped: 0

#	Responses	Date
1	barre, Body Pump, Body Attack, HIIT	11/15/2016 3:27 PM
2	Yoga	11/11/2016 11:17 AM
3	boot camp, cycle	11/10/2016 5:59 PM
4	Bodypump, CXwork	11/10/2016 1:59 PM
5	yoga and pilates	11/10/2016 10:48 AM
6	Bodyjam, Freestyle Step, BodyAttack	11/9/2016 4:39 PM
7	cardio, barre, strength	11/9/2016 2:55 PM
8	Body Attack	11/9/2016 12:33 PM
9	spin, soulcycle.	11/8/2016 4:33 PM
10	I take the same classes that I teach, and try to incorporate different formats such as cycle and yoga.	11/8/2016 4:04 PM
11	Body Attack / Body Flow	11/8/2016 3:35 PM
12	Barre, Yoga, Spin, HIIT classes, Boot camps	11/8/2016 2:12 PM
13	Pilates, barre, step, yoga	11/8/2016 12:00 PM
14	none	11/8/2016 8:38 AM
15	combat, pump, yoga	11/8/2016 7:06 AM
16	Strength, cardio	11/7/2016 10:47 PM
17	I currently practice my own classes; I used to do more BodyPump and spin, but had to tier back due to time crunches	11/7/2016 8:47 PM
18	Cycle - Sprint, RPM, Free Style Boot Camp Tribe Team Training - TribeFIT	11/7/2016 7:17 PM
19	Aerobic. HIIT.	11/7/2016 6:29 PM
20	when I can, cycle, pump, lifting	11/7/2016 4:50 PM
21	All. I will try anything.	11/7/2016 4:41 PM
22	Cardio	11/7/2016 4:24 PM
23	Yoga (power and vinyasa) body pump, body combat, and barre	11/7/2016 3:58 PM
24	yoga/HIIT	11/7/2016 3:10 PM
25	Body pump Sb Barre Body combat Body attack	11/7/2016 2:58 PM
26	BodyFlow, yoga, BodyPump, BodyJam, freestyle Step	11/7/2016 2:42 PM
27	yoga, spin/cycle	11/7/2016 2:32 PM
28	bodypump, spin/sprint, yoga, barre	11/7/2016 2:05 PM
29	Barre SB Power Spin Body Pump	11/7/2016 1:36 PM
30	Body Pump, Body Attack, yoga	11/7/2016 1:01 PM
31	body flow, body step, yoga, pilates	11/7/2016 12:07 PM
32	Dance classes	11/7/2016 11:58 AM
33	Body pump, yoga, RPM, body combat	11/7/2016 11:36 AM
34	spin, yoga	11/7/2016 11:22 AM

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

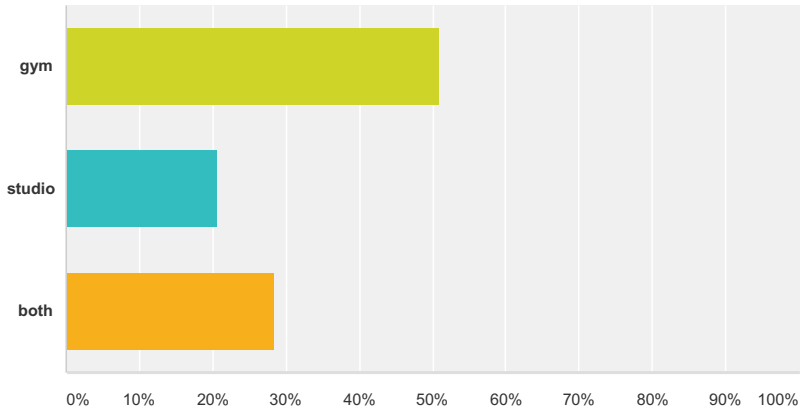
35	Body Pump, Barre, Yoga	11/7/2016 11:10 AM
36	Yoga	11/7/2016 11:04 AM
37	Cycle classes, Les Mills classes, yoga classes	11/7/2016 10:38 AM
38	Spin	11/7/2016 10:37 AM
39	strength training and dance	11/7/2016 10:25 AM
40	Not as often as I'd like.	11/7/2016 10:18 AM
41	Body Attack, Body Pump, Body Combat	11/7/2016 10:18 AM
42	Mind Body HIIT	11/7/2016 10:12 AM
43	Body Jam and occasionally Zumba, Body Attack, Body Pump and recently Yoga	11/7/2016 10:08 AM
44	Weightlifting, Core	11/7/2016 10:06 AM
45	Barre (all types!)	11/7/2016 10:01 AM
46	Body pump, cycle	11/7/2016 10:00 AM
47	cycle, body pump, sb power, cx worx, yoga	11/7/2016 9:59 AM
48	spin and barre	11/7/2016 9:57 AM
49	I watch spin classes/tips online and from a professional development website on spin	11/7/2016 9:57 AM
50	cycle, body pump, body attack, barre	11/7/2016 9:52 AM
51	same as I teach	10/28/2016 4:03 PM
52	Bikram Vinyasa	10/27/2016 6:54 PM
53	power, hot, acro, vinyasa	10/27/2016 4:48 PM

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

Q12 In what setting?

Answered: 53 Skipped: 0

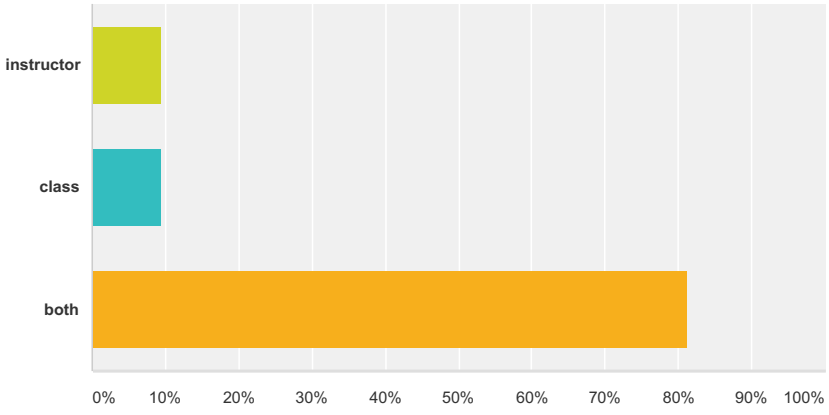


Answer Choices	Responses	
gym	**50.94%**	27
studio	**20.75%**	11
both	**28.30%**	15
Total		**53**

Instructor Survey SurveyMonkey

Q13 Do you tend to go to a specific class or instructor or both?

Answered: 53 Skipped: 0



Answer Choices	Responses	
instructor	**9.43%**	5
class	**9.43%**	5
both	**81.13%**	43

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

Q14 Do you ever provide feedback to those instructors or on the class? If so, how?

Answered: 53 Skipped: 0

#	Responses	Date
1	lol no. I just stop going to classes with instructors that don't fit my style, which I realize is hypocritical.	11/15/2016 3:27 PM
2	Not usually unless asked for feedback from the instructor themselves.	11/11/2016 11:17 AM
3	Not usually, sometimes say good class and thank you.	11/10/2016 5:59 PM
4	no	11/10/2016 1:59 PM
5	yes	11/10/2016 10:48 AM
6	Yes, after class I introduce myself to the instructor and let them know I enjoyed the workout.	11/9/2016 4:39 PM
7	no	11/9/2016 2:55 PM
8	no	11/9/2016 12:33 PM
9	no	11/8/2016 4:33 PM
10	Not unless asked. If asked, verbal feedback.	11/8/2016 4:04 PM
11	Sometimes we will chat after class	11/8/2016 3:35 PM
12	Usually verbally, yes	11/8/2016 2:12 PM
13	Only if it is positive	11/8/2016 12:00 PM
14	n/a	11/8/2016 8:38 AM
15	Only positive feedback unless they specifically ask	11/8/2016 7:06 AM
16	Yes, at end of class	11/7/2016 10:47 PM
17	I have not	11/7/2016 8:47 PM
18	Yes, but only if it is someone who I feel comfortable sharing feedback with (I teach the same class as them, they ask for feedback, or they are a friend).	11/7/2016 7:17 PM
19	Yes	11/7/2016 6:29 PM
20	The answer above is actually neither... Though I have my favorites, I have to be open since I can rarely go to busy/peak time classes myself (when I am actually available)	11/7/2016 4:50 PM
21	Only if asked and it's a double edge sword. I team taught with someone and I am the more senior instructor. And prvoided feedback. It was taken personally.	11/7/2016 4:41 PM
22	Yes	11/7/2016 4:24 PM
23	Sometimes in person	11/7/2016 3:58 PM
24	no	11/7/2016 3:10 PM
25	Not really	11/7/2016 2:58 PM
26	Yes, usually post- class comments	11/7/2016 2:42 PM
27	sometimes, usually verbally	11/7/2016 2:32 PM
28	always, directly.	11/7/2016 2:05 PM
29	I'll provide feedback on tracks I like or choreography I did not pick up right away.	11/7/2016 1:36 PM
30	usually will give compliments about the class if I really liked it directly to the instructor. I don't usually give negative feedback. If I don't like the instructor I just don't go back to his or her class again.	11/7/2016 1:01 PM
31	not formally, I know them all personally	11/7/2016 12:07 PM
32	Yes if they ask	11/7/2016 11:58 AM

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

33	Rarely anything critical but if I love the class, I try to say so immediately after class ends.	11/7/2016 11:36 AM
34	yes, social media	11/7/2016 11:22 AM
35	NO	11/7/2016 11:10 AM
36	Yes, I let them know personally and directly	11/7/2016 11:04 AM
37	I don't unless they ask for it. Unless it is positive feedback. I don't want to blindsight somebody with constructive criticism	11/7/2016 10:38 AM
38	Sometimes I'll tell them it was a great class afterward	11/7/2016 10:37 AM
39	yes, after class I'll take the instructor to the side and give some feedback	11/7/2016 10:25 AM
40	Recently, I haven't been able to go as often as I'd like. I would tell the instructor personally though.	11/7/2016 10:18 AM
41	I only provide feedback when I know the instructor well. Some don't appear to want feedback. It's especially awkward when the class doesn't go well...it's hard to tell your colleague that they had a bad class.	11/7/2016 10:18 AM
42	Yes. If I really enjoyed the class I tell them and tell other people about their class. If I dont like the class, I typically just dont go back.	11/7/2016 10:12 AM
43	I thank them and if they ask for feedback, I give it	11/7/2016 10:08 AM
44	Just saying "this was a good class!" or "Good workout".	11/7/2016 10:06 AM
45	Sometimes - I try to give as much feed back as I can!	11/7/2016 10:01 AM
46	Yes, in person after class or via email	11/7/2016 10:00 AM
47	no	11/7/2016 9:59 AM
48	no	11/7/2016 9:57 AM
49	no, I guess I should.	11/7/2016 9:57 AM
50	Rarely	11/7/2016 9:52 AM
51	yes (sometimes right away after class) other times more formally	10/28/2016 4:03 PM
52	No	10/27/2016 6:54 PM
53	yes, verbally.	10/27/2016 4:48 PM

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

Q15 Please provide any feedback you would find helpful or informative or questions you would like to have included in the rating forms.

Answered: 53 Skipped: 0

#	Responses	Date
1	Having a mix of questions (ie, likert scale for how hard the class is, how much you enjoy it, how easy it is to get the hang of, etc) mixed with free answer (what specific feedback would you provide) would be most informative. Also include just logistical questions, like is this class offered at a convenient time for you, etc., to fill out the whole picture.	11/15/2016 3:27 PM
2	I think offering a way for members to provide feedback to instructors in an online format where instructors could have access to the feedback would be helpful.	11/11/2016 11:17 AM
3	n/a	11/10/2016 5:59 PM
4	a rating system	11/10/2016 1:59 PM
5	what was your favorite part of the class and what was your least favorite part of the class	11/10/2016 10:48 AM
6	NA	11/9/2016 4:39 PM
7	n/a	11/9/2016 2:55 PM
8	-	11/9/2016 12:33 PM
9	NA	11/8/2016 4:33 PM
10	What members like/don't like.	11/8/2016 4:04 PM
11	What is your preferred method of feedback?	11/8/2016 3:35 PM
12	I think having a way to more frequently evaluate instructors would be helpful	11/8/2016 2:12 PM
13	N/A	11/8/2016 12:00 PM
14	I would appreciate an app or some tool to allow members easily give their feedback about various classes throughout the club	11/8/2016 8:38 AM
15	I think it's important that there is some sort of filtering on the messages so people aren't mean or nasty, maybe only allowing drop down options or scales and not free form.	11/8/2016 7:06 AM
16	?	11/7/2016 10:47 PM
17	Comments and questions on form, not feeling the music or specific moves, or more of different moves. Whether or not they enjoyed class. Were they present? Was I present? ETC	11/7/2016 8:47 PM
18	None	11/7/2016 7:17 PM
19	What time slot would you recommend this class be moved to effectively deliver prime time participation?	11/7/2016 6:29 PM
20	depends on the format... but "overall" rating / "would you rec to friends?" / "motivation level" / "energy level" / "engagement level" / "knowledge or skill level" / "music style" / open ended	11/7/2016 4:50 PM
21	There is a huge variability in instructor knowledge and certification that impacts feedback. Gyms would better themselves if they had a mentor program.	11/7/2016 4:41 PM
22	I think all instructors should receive continuous feedback. Does not happen often.	11/7/2016 4:24 PM
23	Level of toughness, thoughts on style, anything they'd like to try/have me add.	11/7/2016 3:58 PM
24	no	11/7/2016 3:10 PM
25	Member feedback	11/7/2016 2:58 PM
26	Did this workout meet your goal(s) for the day? What areas would you like to hear more about in future classes?	11/7/2016 2:42 PM
27	level/consistency/etc	11/7/2016 2:32 PM

Appendix A: Survey Questions and Results *(cont.)*

Instructor Survey SurveyMonkey

28	n/a	11/7/2016 2:05 PM
29	I would find it helpful if the club sent out surveys monthly or quarterly on instructors so we can see where we need to improve.	11/7/2016 1:36 PM
30	how long they've been taking the class, whether they've taken it with other instructors, specifics about what they like and don't like, whether it pertains to the class itself or to the instructor's style	11/7/2016 1:01 PM
31	n/a	11/7/2016 12:07 PM
32	n/a	11/7/2016 11:58 AM
33	I think the questions should be quite focused-- really try to illicit specific feedback. If students are given open questions, I think we might end up with broad or vague criticisms (or vague positives). I would be happy to think more about questions to suggest but that would take a bit more effort. Let me know if I can help!	11/7/2016 11:36 AM
34	I would love to get more feedback from members and other instructors. It is very helpful in becoming a better instructor to the members and giving them a better experience.	11/7/2016 11:22 AM
35	N/A	11/7/2016 11:10 AM
36	n/a	11/7/2016 11:04 AM
37	Unsure.	11/7/2016 10:38 AM
38	It would be great to have more feedback about my teaching style as we don't currently get much feedback	11/7/2016 10:37 AM
39	none	11/7/2016 10:25 AM
40	I would love feedback - good or bad, to be communicated to me. Thank you!	11/7/2016 10:18 AM
41	I think it would be helpful to have our managers provide periodic feedback while taking our classes as opposed to members or other instructors needing to give such feedback--but a combination of both would be tremendously helpful.	11/7/2016 10:18 AM
42	What are ways we can address this issue? --it can be easy to point out something that is wrong without knowing or having a way to fix it. So I think it's important to actually offer a solution rather then just say that something is wrong.	11/7/2016 10:12 AM
43	As long as the rating form is simple and easy to follow, that will be a plus.	11/7/2016 10:08 AM
44	I think having something that says "Easy to understand and follow" "challenging week to week" - Since we don't have control over the speed/music in a Les Mills class more on the delivery of instructions.	11/7/2016 10:06 AM
45	It would be good to omit "anonymous" feedback so that we as instructors could personally reach out to those giving feedback.	11/7/2016 10:01 AM
46	Not sure	11/7/2016 10:00 AM
47	if there is equipment used, did the instructor explain set-up? allow enough time for equipment change?	11/7/2016 9:59 AM
48	n/a	11/7/2016 9:57 AM
49	approved survey monkey questionaire that I can send out to my class via motionvibe would be ideal.	11/7/2016 9:57 AM
50	N/A	11/7/2016 9:52 AM
51	none come to mind	10/28/2016 4:03 PM
52	N/A	10/27/2016 6:54 PM
53	I'd listen to anything anyone had to say :-)	10/27/2016 4:48 PM

Appendix A: Survey Questions and Results *(cont.)*

Owner/Manager Survey SurveyMonkey

Q1 How many instructors do you oversee?

Answered: 25 Skipped: 0

#	Responses	Date
1	None, I am an instructor.	11/11/2016 11:14 AM
2	0	11/10/2016 5:56 PM
3	0	11/10/2016 11:19 AM
4	None	11/9/2016 12:31 PM
5	0	11/8/2016 3:30 PM
6	0	11/8/2016 2:10 PM
7	None	11/8/2016 8:34 AM
8	0	11/8/2016 7:02 AM
9	0	11/7/2016 7:11 PM
10	0	11/7/2016 6:26 PM
11	0	11/7/2016 4:41 PM
12	0	11/7/2016 4:21 PM
13	0	11/7/2016 3:41 PM
14	zero	11/7/2016 1:50 PM
15	0	11/7/2016 11:08 AM
16	None	11/7/2016 11:02 AM
17	None	11/7/2016 10:35 AM
18	none	11/7/2016 10:20 AM
19	Zero	11/7/2016 10:13 AM
20	0	11/7/2016 10:03 AM
21	0	11/7/2016 10:00 AM
22	0	11/7/2016 10:00 AM
23	None	11/7/2016 9:56 AM
24	0	11/7/2016 9:55 AM
25	11	10/27/2016 4:25 PM

Appendix A: Survey Questions and Results *(cont.)*

Owner/Manager Survey SurveyMonkey

Q2 Currently, how are the instructors evaluated?

Answered: 25 Skipped: 0

#	Responses	Date
1	Other instructors attending class and evaluating, as well as annual meetings with a manager.	11/11/2016 11:14 AM
2	N/A	11/10/2016 5:56 PM
3	not sure	11/10/2016 11:19 AM
4	by member numbers	11/9/2016 12:31 PM
5	If there is a need for evaluation Chip observes class and provides feedback.	11/8/2016 3:30 PM
6	Annual club evaluations with specific questions regarding instructors	11/8/2016 2:10 PM
7	End of the year evaluations by Chip	11/8/2016 8:34 AM
8	Class numbers, feedback, Group fitness director feedback	11/8/2016 7:02 AM
9	Through their program and through club designated evaluations.	11/7/2016 7:11 PM
10	Honestly, I don't know.	11/7/2016 6:26 PM
11	privately	11/7/2016 4:41 PM
12	Drop ins, member feedback. Numbers in classes	11/7/2016 4:21 PM
13	N/A	11/7/2016 3:41 PM
14	I believe instructors are evaluated on a live class presentation by the gym managers	11/7/2016 1:50 PM
15	Not sure	11/7/2016 11:08 AM
16	They are not evaluated and if they are, its on a per need basis	11/7/2016 11:02 AM
17	I honestly don't know. We had a yearly meeting but not sure how we're personally evaluated.	11/7/2016 10:35 AM
18	The group fitness director visit the classes	11/7/2016 10:20 AM
19	N/A	11/7/2016 10:13 AM
20	Class counts, drops ins, member surveys	11/7/2016 10:03 AM
21	Not sure of the process	11/7/2016 10:00 AM
22	n/a	11/7/2016 10:00 AM
23	Numbers in class, arriving on time to teach	11/7/2016 9:56 AM
24	Not sure.	11/7/2016 9:55 AM
25	No formal process, owner gives direct feedback based on students and from taking classes with the various teachers.	10/27/2016 4:25 PM

Appendix A: Survey Questions and Results *(cont.)*

Owner/Manager Survey SurveyMonkey

Q3 How many classes/styles do you offer?

Answered: 25 Skipped: 0

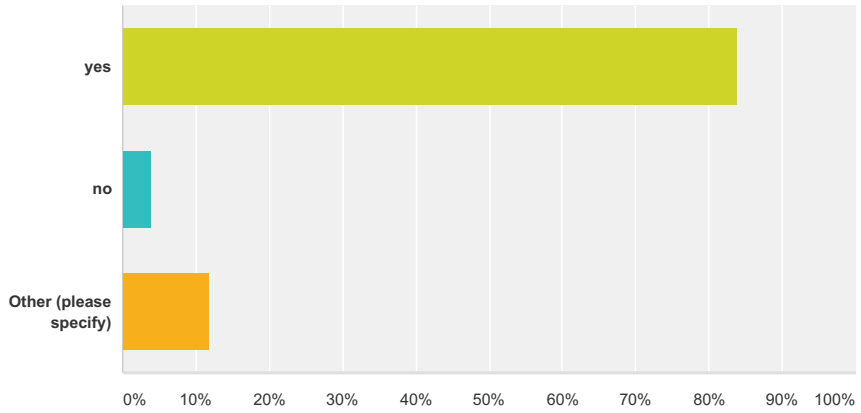
#	Responses	Date
1	Merritt offers 4 different styles of yoga, but I personally offer a mixture of two styles.	11/11/2016 11:14 AM
2	1	11/10/2016 5:56 PM
3	4	11/10/2016 11:19 AM
4	1	11/9/2016 12:31 PM
5	2	11/8/2016 3:30 PM
6	2	11/8/2016 2:10 PM
7	I teach only one class. But my style varies every month or two.	11/8/2016 8:34 AM
8	2	11/8/2016 7:02 AM
9	200+ between all locations both Group Fitness and Small Group Training	11/7/2016 7:11 PM
10	1	11/7/2016 6:26 PM
11	6-10	11/7/2016 4:41 PM
12	2	11/7/2016 4:21 PM
13	2	11/7/2016 3:41 PM
14	RPM Cycle HITT	11/7/2016 1:50 PM
15	1	11/7/2016 11:08 AM
16	2	11/7/2016 11:02 AM
17	Two styles	11/7/2016 10:35 AM
18	two	11/7/2016 10:20 AM
19	Two	11/7/2016 10:13 AM
20	one consistently and I sub for another class	11/7/2016 10:03 AM
21	1	11/7/2016 10:00 AM
22	n/a	11/7/2016 10:00 AM
23	1	11/7/2016 9:56 AM
24	I teach one class personally right now.	11/7/2016 9:55 AM
25	7 styles (Bikram, Vinyasa, Nidra, Yin, Kids, Pilates, Meditation) ~50 classes.	10/27/2016 4:25 PM

Appendix A: Survey Questions and Results *(cont.)*

Owner/Manager Survey SurveyMonkey

Q4 Would an app that allowed student/members to provide specific feedback about class and/or instructors be helpful in your evaluation process?

Answered: 25 Skipped: 0



Answer Choices	Responses	
yes	**84.00%**	21
no	**4.00%**	1
Other (please specify)	**12.00%**	3
Total		**25**

Appendix A: Survey Questions and Results *(cont.)*

Owner/Manager Survey SurveyMonkey

Q5 Currently, how do members/students provide any instructor or class feedback?

Answered: 25 Skipped: 0

#	Responses	Date
1	Either directly after class, directly to a manager or through a site we offer members to provide feedback.	11/11/2016 11:14 AM
2	After class, verbally.	11/10/2016 5:56 PM
3	directly to instructor in class or email manager	11/10/2016 11:19 AM
4	email the Group Fitness Director	11/9/2016 12:31 PM
5	Medallia	11/8/2016 3:30 PM
6	Usually, verbally (directly to me, or word of mouth) or in annual review	11/8/2016 2:10 PM
7	Any feedback from what the members give me individually, or what they take directly to Chip via email/ in person.	11/8/2016 8:34 AM
8	I don't know as I am not always given the feedback if it goes to a fitness director	11/8/2016 7:02 AM
9	Directly to the instructor, our group fitness directors, or through a survey program given by our club called Medallia	11/7/2016 7:11 PM
10	I don't know. Medallion perhaps	11/7/2016 6:26 PM
11	directly to management or to the instructor	11/7/2016 4:41 PM
12	Through medalia or email	11/7/2016 4:21 PM
13	Face to face/motion vibe	11/7/2016 3:41 PM
14	online via motionvibe	11/7/2016 1:50 PM
15	Email, surveys	11/7/2016 11:08 AM
16	They complain to management or send in emails	11/7/2016 11:02 AM
17	Usually a brief comment like "thanks for a great class". I've had a couple members come up to me and give me a compliment. Other than that they would have to email our director to give feedback.	11/7/2016 10:35 AM
18	word of mouth	11/7/2016 10:20 AM
19	In person or email.	11/7/2016 10:13 AM
20	Many times, I am given feedback after class, both good and suggestions for improvement.	11/7/2016 10:03 AM
21	Verbally and sometimes email after a roster messge	11/7/2016 10:00 AM
22	email or in person comments	11/7/2016 10:00 AM
23	Small talk after class, fill out generic form at front desk	11/7/2016 9:56 AM
24	I have students talk to me after class but mostly it's if I personally reach out to them.	11/7/2016 9:55 AM
25	Direct communication with instructor or with the owner.	10/27/2016 4:25 PM

Appendix A: Survey Questions and Results *(cont.)*

Owner/Manager Survey SurveyMonkey

Q6 What kind of feedback is typically given? Positive? Negative? Helpful?

Answered: 24 Skipped: 1

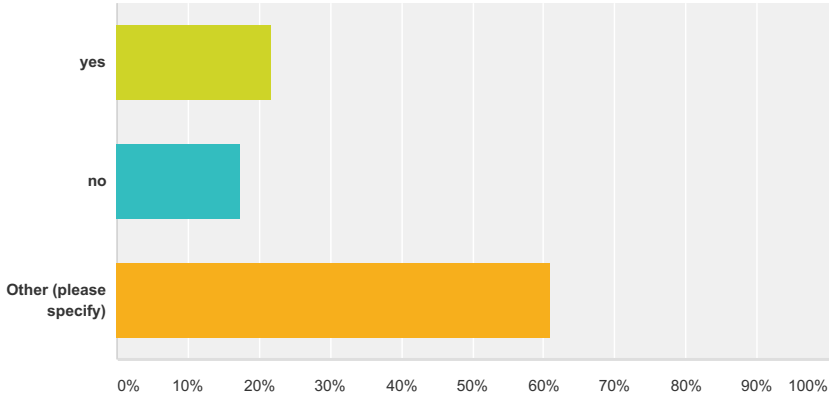
#	Responses	Date
1	Usually positive when it is directly given. At times negative if talking more generally about the yoga program. Helpful as well in terms of what things they like vs. don't like.	11/11/2016 11:14 AM
2	Positive, liked choreography or class.	11/10/2016 5:56 PM
3	both	11/10/2016 11:19 AM
4	both positive and negative, predominantly the latter	11/9/2016 12:31 PM
5	Chip shares instructor specific positive and negative feedback members from Medallia	11/8/2016 3:30 PM
6	I tend to get positive feedback, and also some helpful feedback (suggestions on class times, additional classes, etc from members)	11/8/2016 2:10 PM
7	I've had lots of positive, some helpful, and only one negative (that I know of)	11/8/2016 8:34 AM
8	I don't know	11/8/2016 7:02 AM
9	Both positive and negative.	11/7/2016 7:11 PM
10	I've gotten some positive.	11/7/2016 6:26 PM
11	privately: almost always negative face-to-face: typically positive and not helpful for growth, but nice to hear	11/7/2016 4:41 PM
12	Varies	11/7/2016 4:21 PM
13	Positive. Sometimes.	11/7/2016 3:41 PM
14	Positive	11/7/2016 1:50 PM
15	Not sure	11/7/2016 11:08 AM
16	Positive	11/7/2016 10:35 AM
17	positive	11/7/2016 10:20 AM
18	Mostly positive, beyond studio temperature.	11/7/2016 10:13 AM
19	Mostly positive feedback and helpful feedback.	11/7/2016 10:03 AM
20	Both and it's very helpful	11/7/2016 10:00 AM
21	positive	11/7/2016 10:00 AM
22	I would guess most feedback would be negative, although I've never gotten any positive, negative or otherwise (via forms). Informally, members will tell me they like my teaching style (in person or via social media)	11/7/2016 9:56 AM
23	Typically positive!	11/7/2016 9:55 AM
24	Generally positive with some useful negative feedback from members.	10/27/2016 4:25 PM

Appendix A: Survey Questions and Results *(cont.)*

Owner/Manager Survey SurveyMonkey

Q7 Do you use this feedback when evaluating instructors?

Answered: 23 Skipped: 2

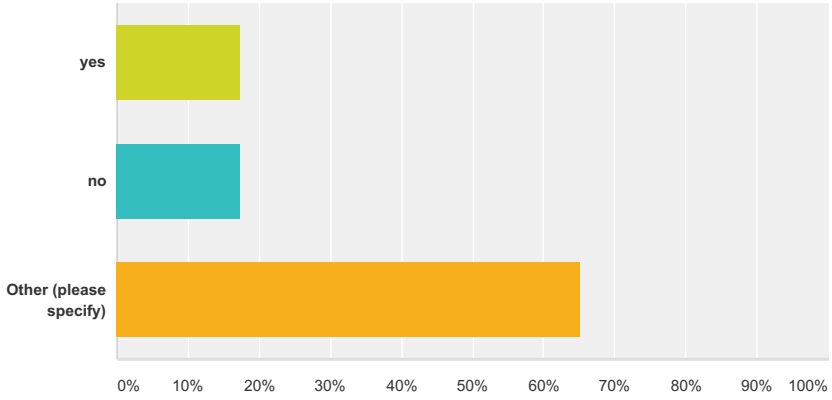


Answer Choices	Responses	
yes	**21.74%**	5
no	**17.39%**	4
Other (please specify)	**60.87%**	14
Total		**23**

Owner/Manager Survey SurveyMonkey

Q8 Do instructors have access to this feedback?

Answered: 23 Skipped: 2



Answer Choices	Responses	
yes	**17.39%**	4
no	**17.39%**	4
Other (please specify)	**65.22%**	15
Total		**23**

Appendix A: Survey Questions and Results *(cont.)*

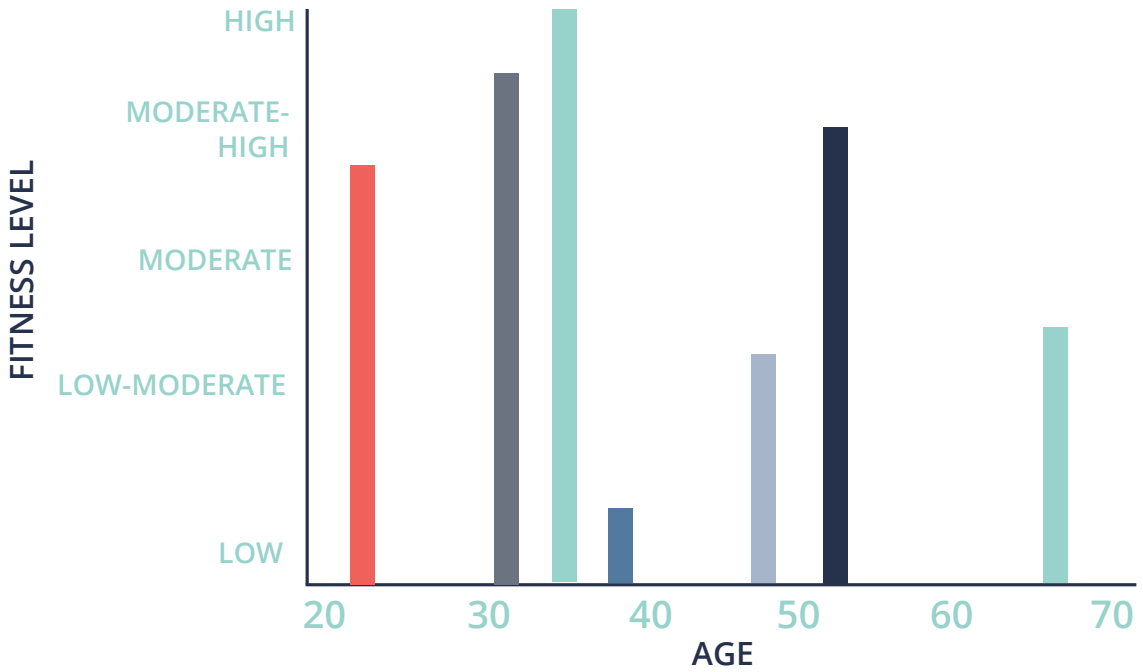
Owner/Manager Survey SurveyMonkey

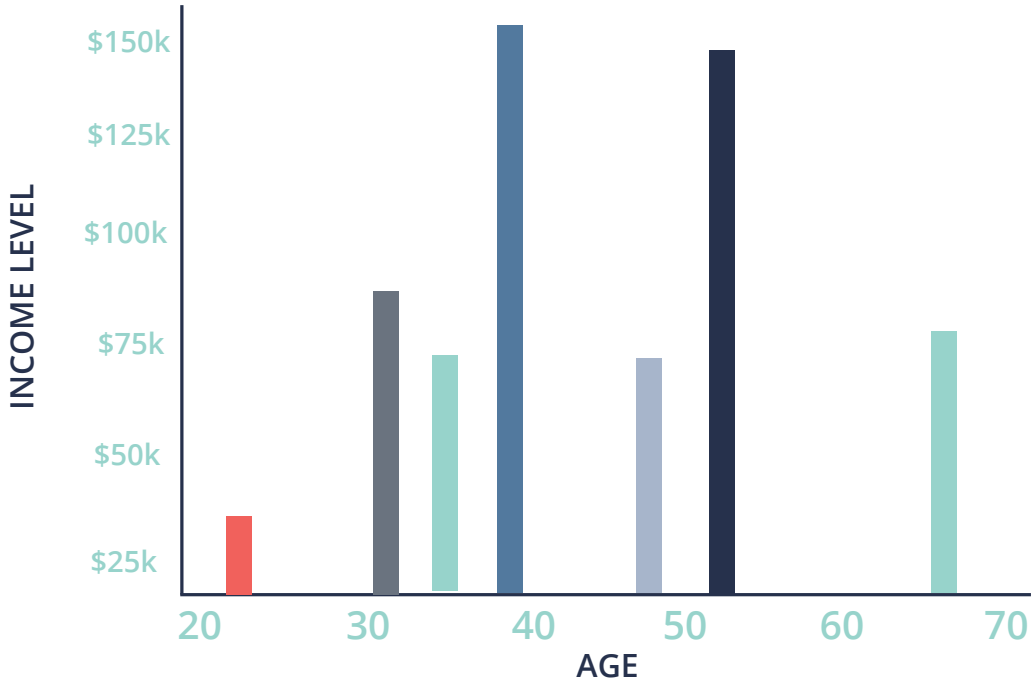
Q9 What is the approximate number of memberships currently?

Answered: 25 Skipped: 0

#	Responses	Date
1	Unsure.	11/11/2016 11:14 AM
2	?	11/10/2016 5:56 PM
3	no idea	11/10/2016 11:19 AM
4	?	11/9/2016 12:31 PM
5	more than 5000	11/8/2016 3:30 PM
6	Not sure	11/8/2016 2:10 PM
7	Our monthly membership varies depending on time of year	11/8/2016 8:34 AM
8	N/A	11/8/2016 7:02 AM
9	35,000	11/7/2016 7:11 PM
10	I don't know	11/7/2016 6:26 PM
11	unknown	11/7/2016 4:41 PM
12	500	11/7/2016 4:21 PM
13	in canton? 7000-7500 i belive	11/7/2016 3:41 PM
14	33,000+	11/7/2016 1:50 PM
15	Not sure	11/7/2016 11:08 AM
16	I don't know.	11/7/2016 11:02 AM
17	I don't know how many members are at my club	11/7/2016 10:35 AM
18	30000	11/7/2016 10:20 AM
19	Each class ranges from 6-15 members.	11/7/2016 10:13 AM
20	35,000?	11/7/2016 10:03 AM
21	5,000	11/7/2016 10:00 AM
22	n/a	11/7/2016 10:00 AM
23	Not sure	11/7/2016 9:56 AM
24	I know at the Canton location there are around 5500 members.	11/7/2016 9:55 AM
25	~180-200	10/27/2016 4:25 PM

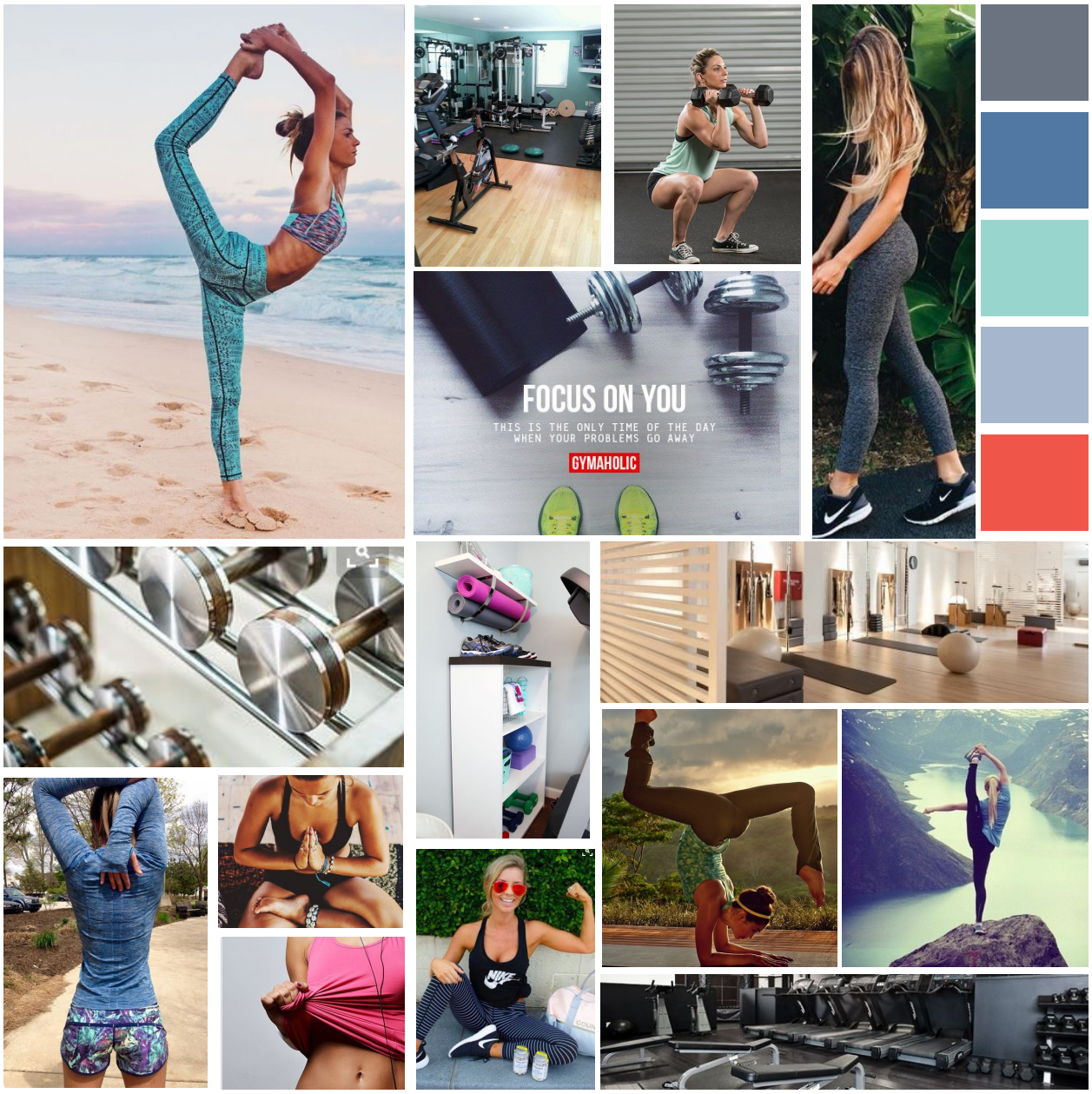
Appendix B: Demographics





Core audience is large and spans all fitness levels, age groups, and income levels. From 18 year old in college to 70 year old retirees. This is for anyone looking to A) increase their fitness level, B) Find classes or instructors, C) Begin a new fitness regime, or D) try a something new and different from the same.

Appendix C: Mood Board



Appendix D: Fonts, Colors, Icons, and Elements

Fonts

Open Sans

Open Sans Light & *Light Italic*

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Open Sans Regular & *Regular Italic*

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Open Sans Semibold & *Semibold Italic*

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Open Sans Bold & *Bold Italic*

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Open Sans Extrabold & Extra*bold Italic*

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Hello Beautiful

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

Alternatives

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

MARKER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Appendix D: Fonts, Colors, Icons, and Elements *(cont.)*

Colors

Primary

C	M	Y	K
88	78	44	41

R	G	B
40	50	76

Hex: 28324c

C	M	Y	K
40	1	23	0

R	G	B
151	210	203

Hex: 97d2cb

C	M	Y	K
0	77	60	0

R	G	B
241	98	93

Hex: f1625d

Functional

C	M	Y	K
34	22	10	0

R	G	B
168	182	204

Hex: a8b6cb

C	M	Y	K
73	48	22	2

R	G	B
83	120	157

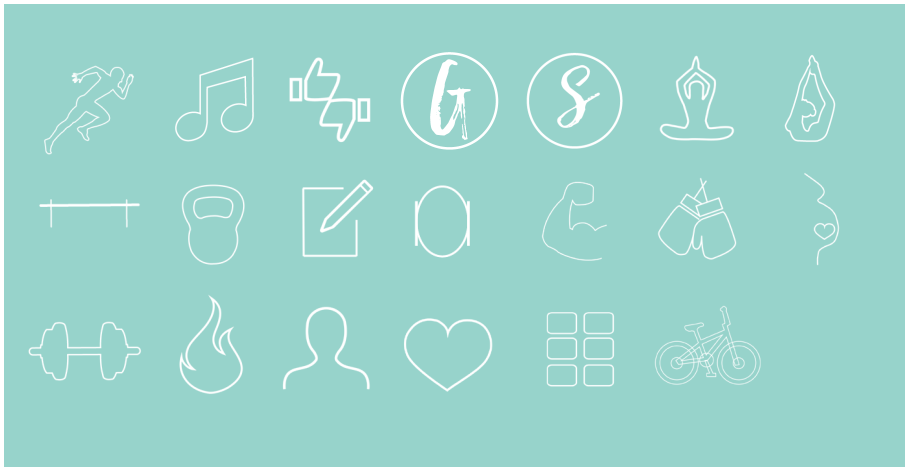
Hex: 53789d

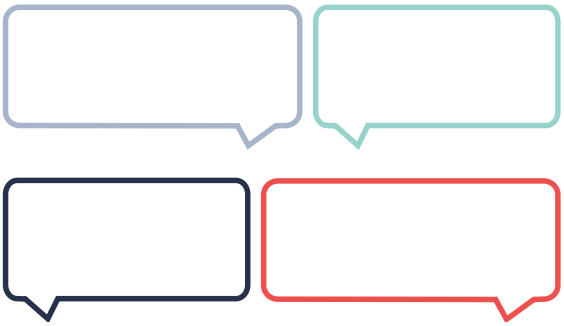
C	M	Y	K
62	49	39	10

R	G	B
106	115	128

Hex: 6A7380

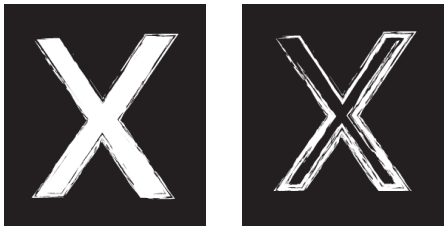
Icons and Elements





Appendix E: Logo

Symbol



Typography

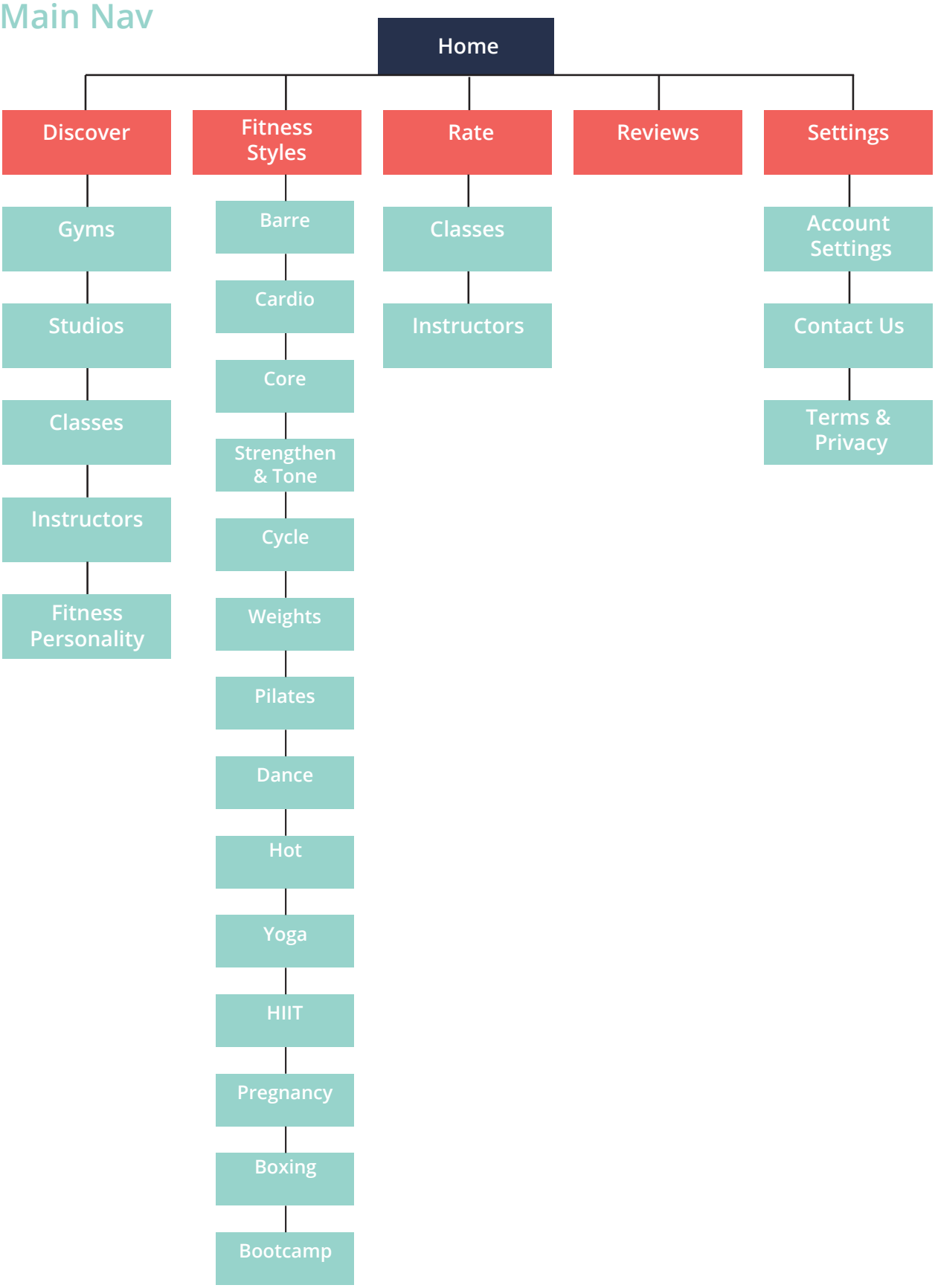
the Sweat Exchange

the Sweat Exchange

Full Logo

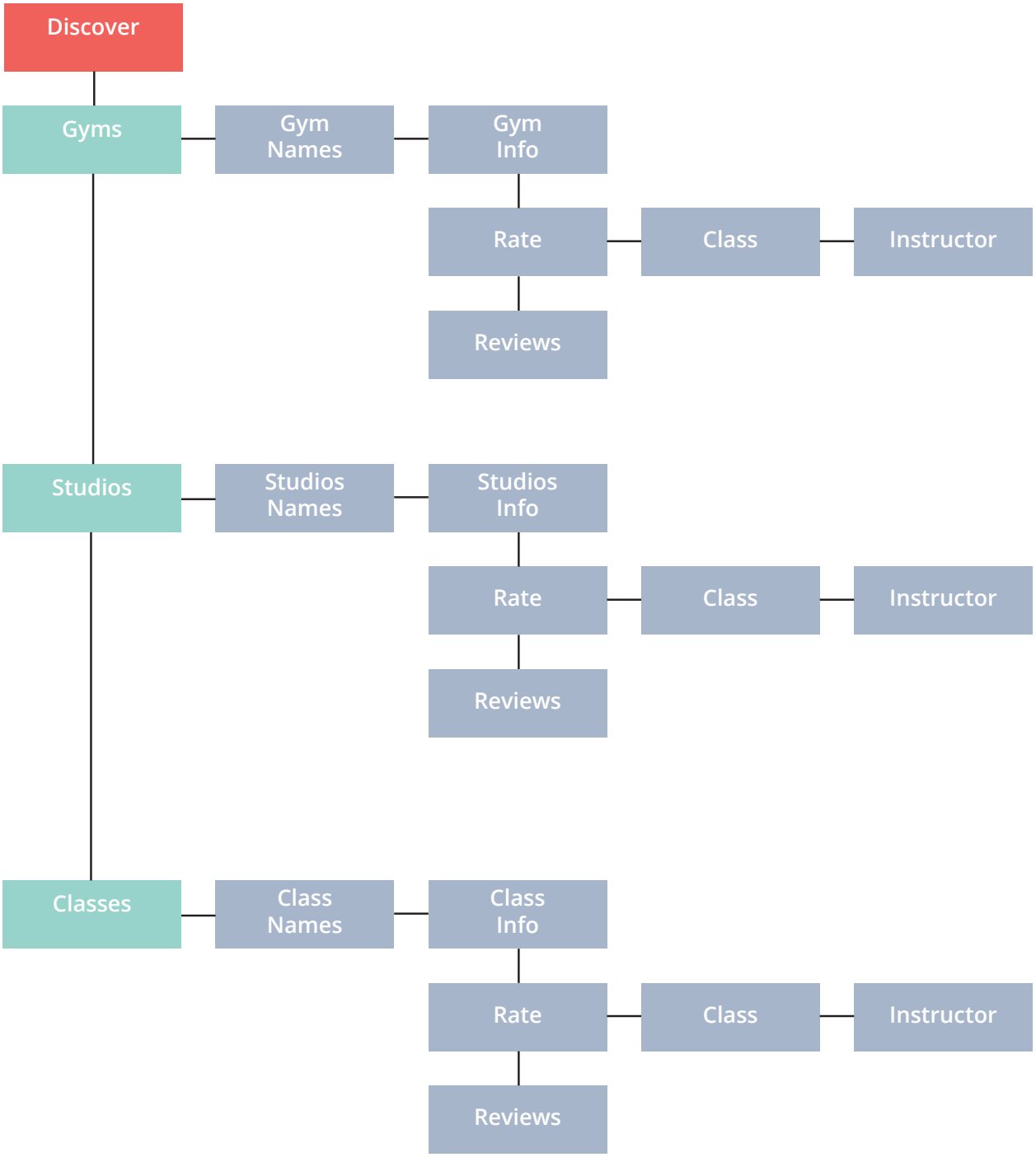
Appendix F: App Site Map

Main Nav



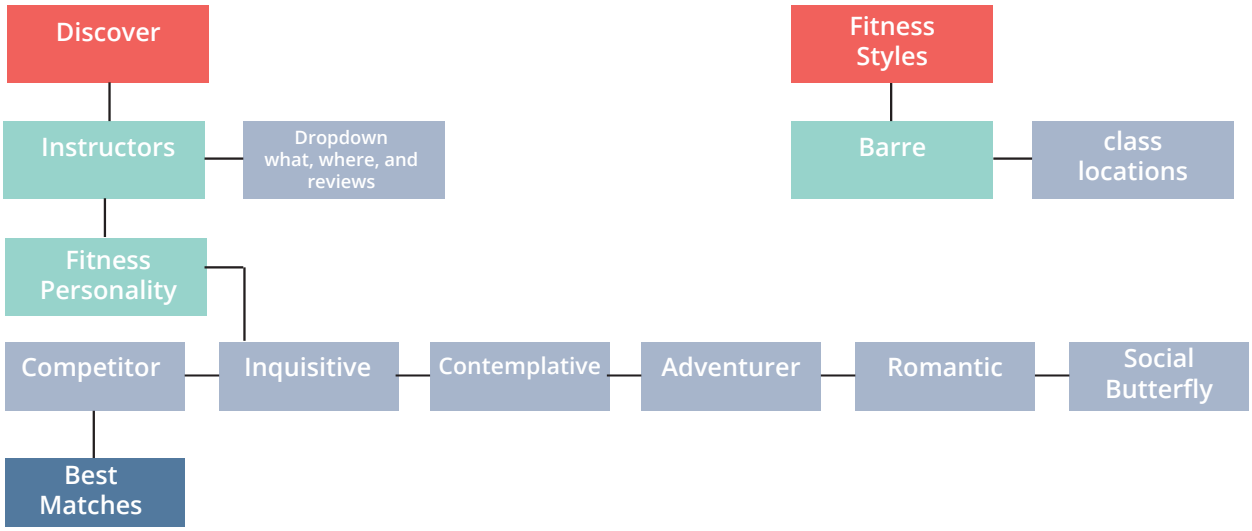
Appendix F: App Site Map *(cont.)*

Sub Screens

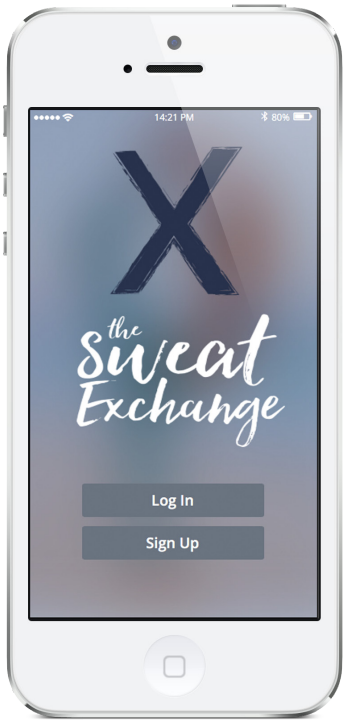


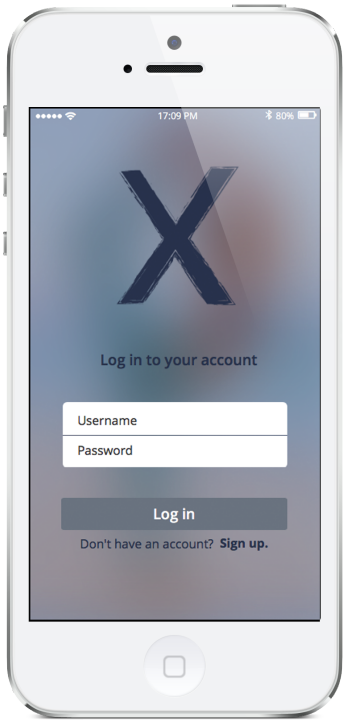
Appendix F: App Site Map *(cont.)*

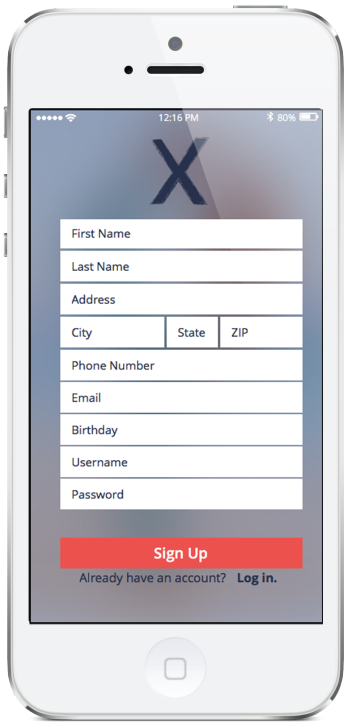
Sub Screens

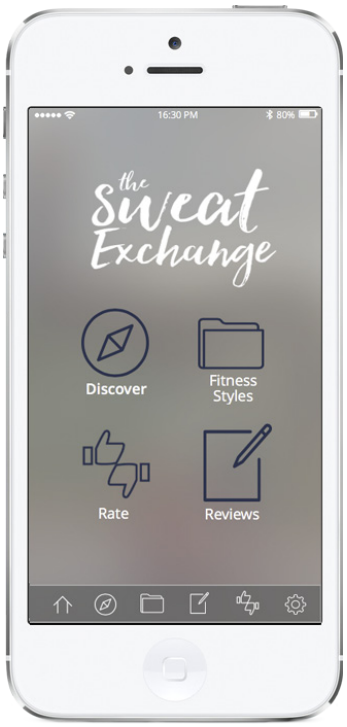


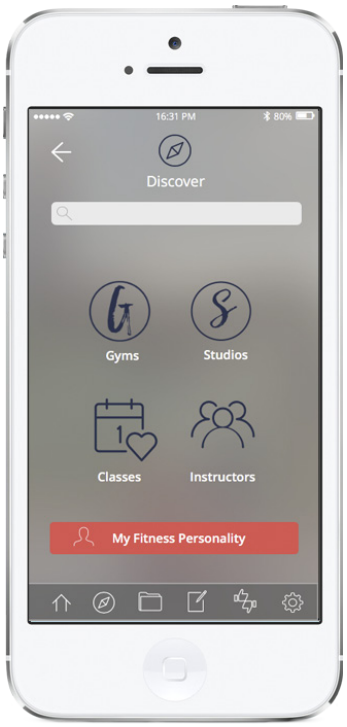
Appendix G: Prototype Screens



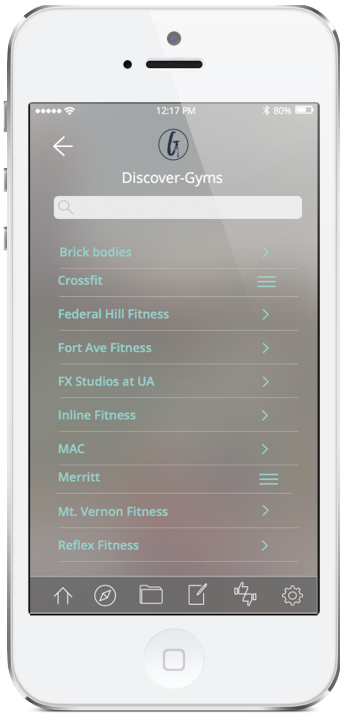


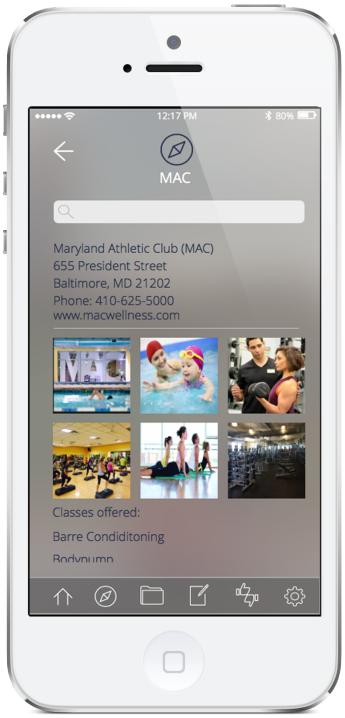


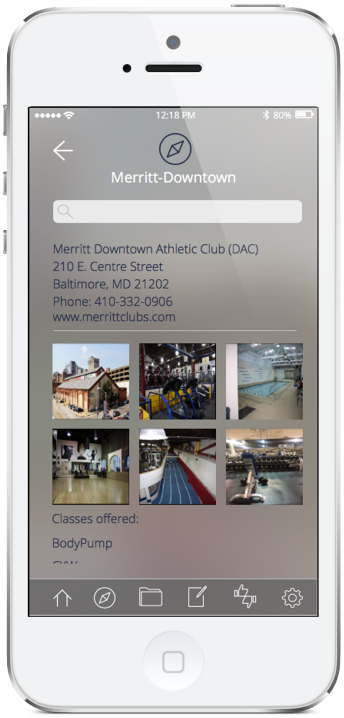


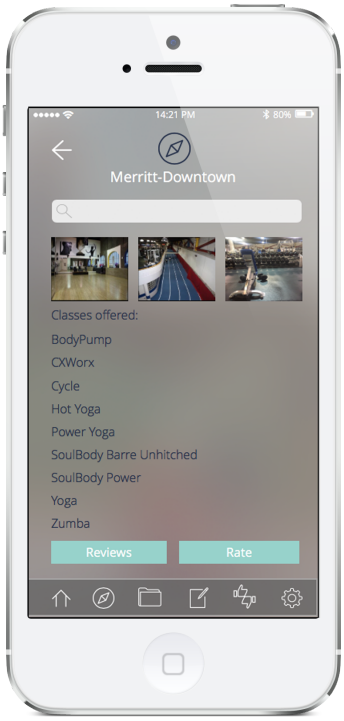


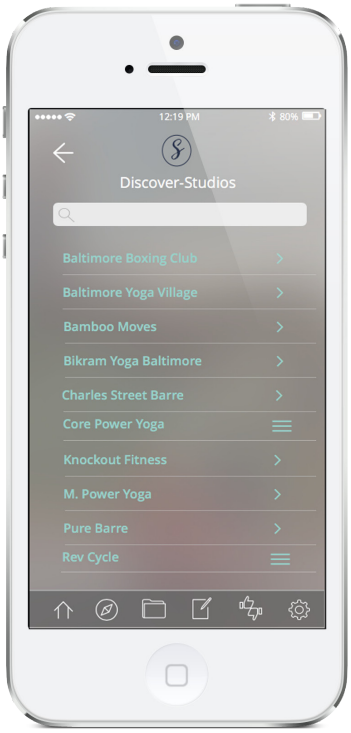
Appendix G: Prototype Screens *(cont.)*

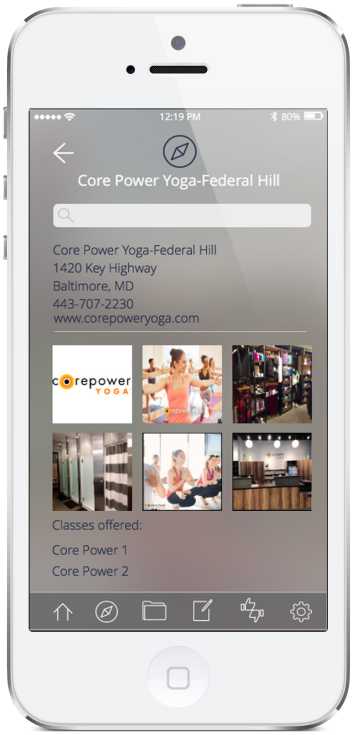




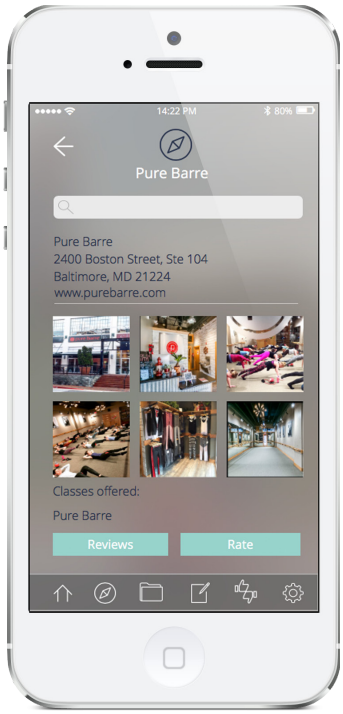


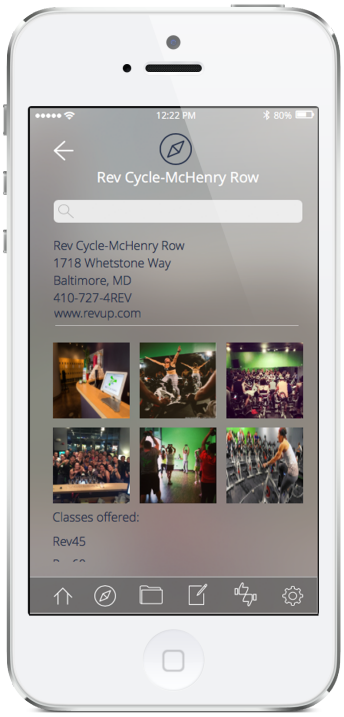


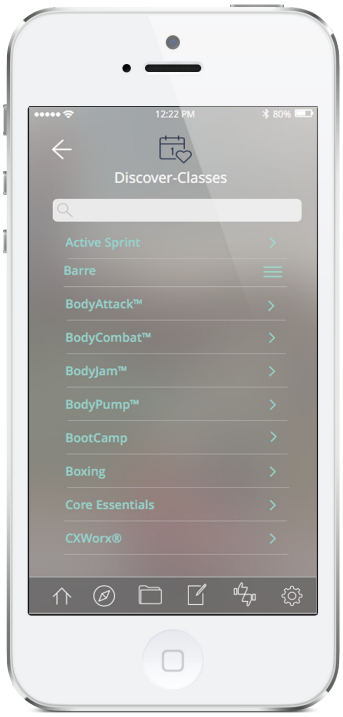


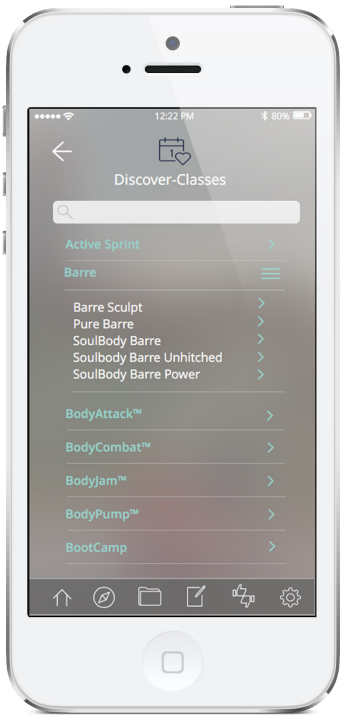


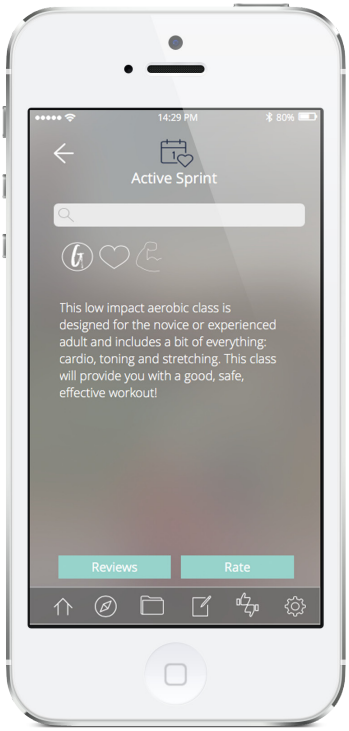
Appendix G: Prototype Screens *(cont.)*

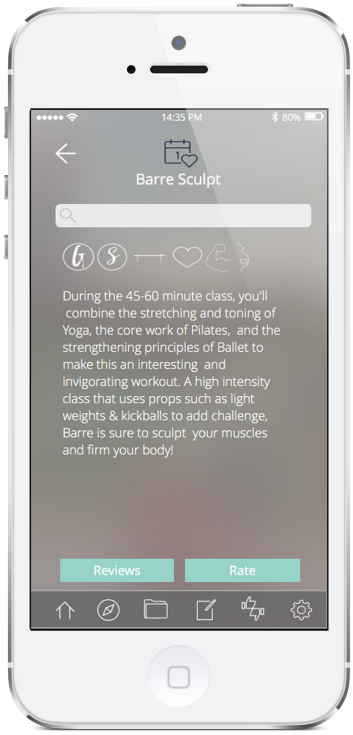




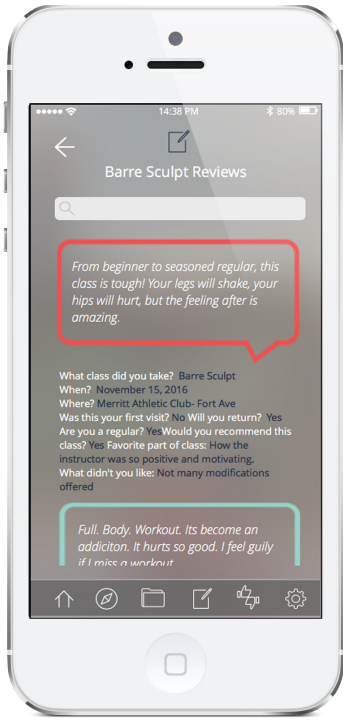


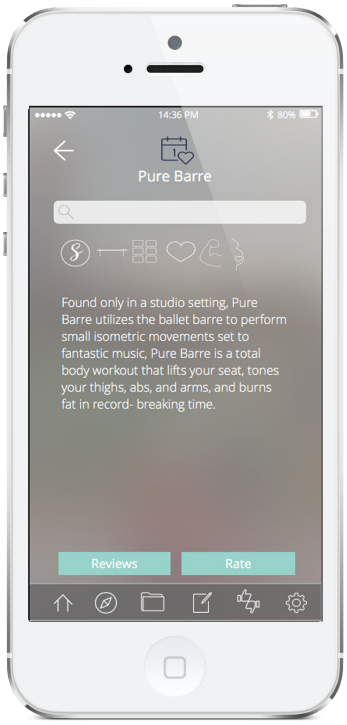


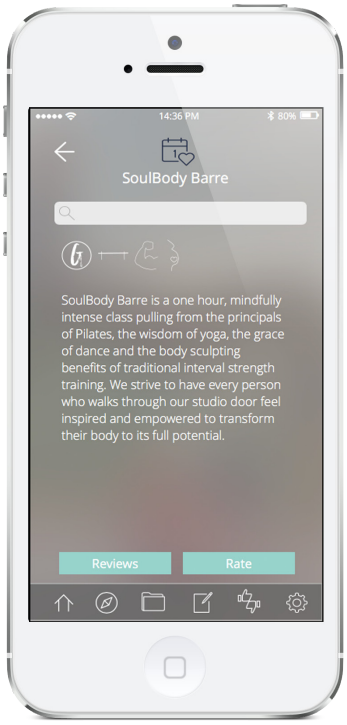


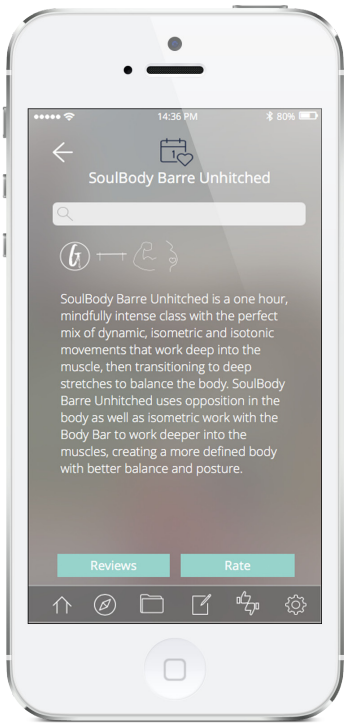


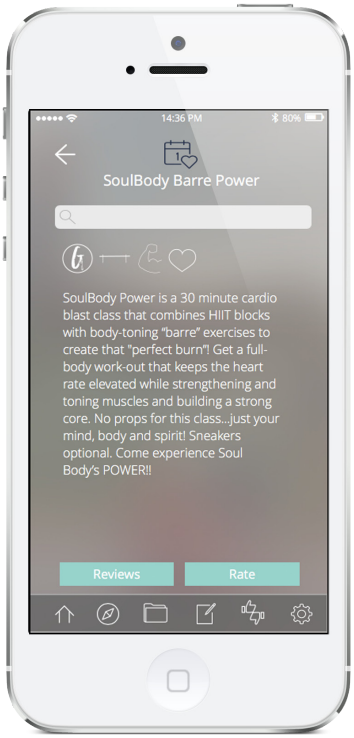
Appendix G: Prototype Screens *(cont.)*

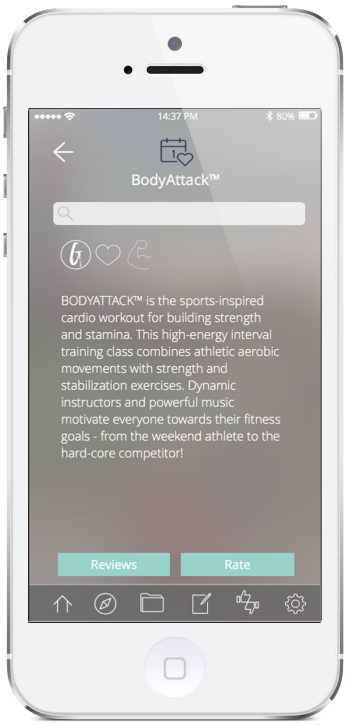




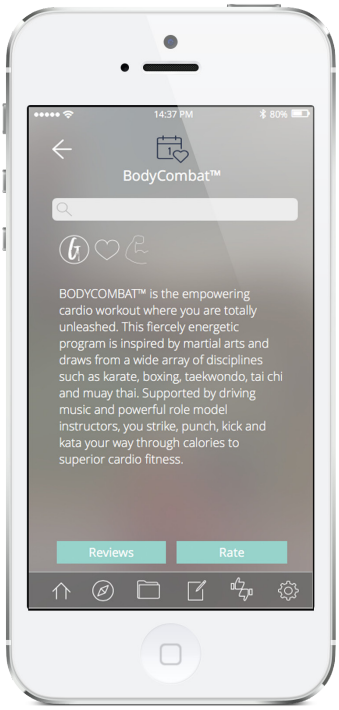


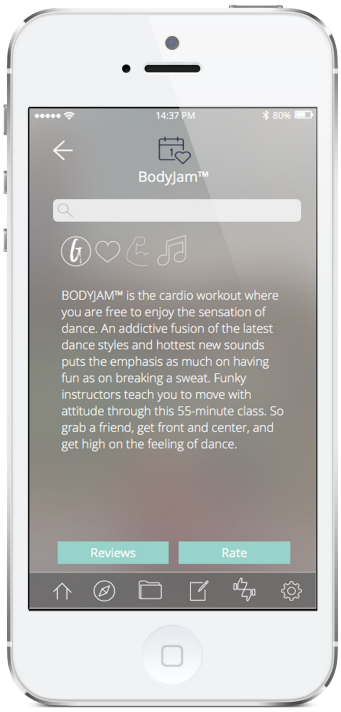


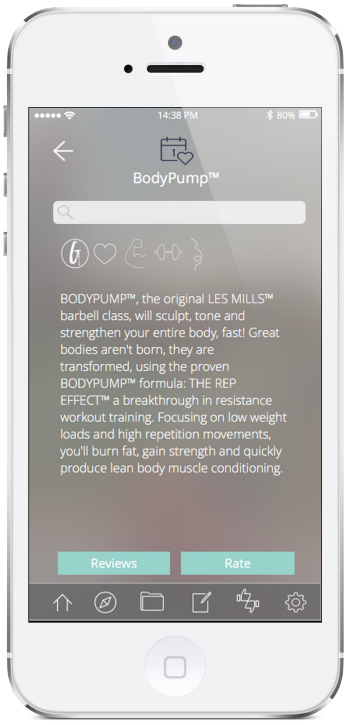


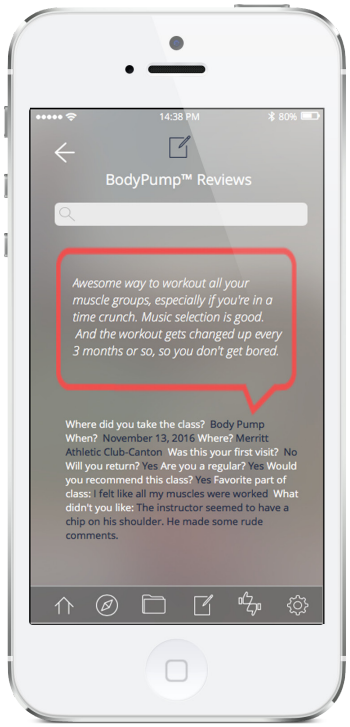


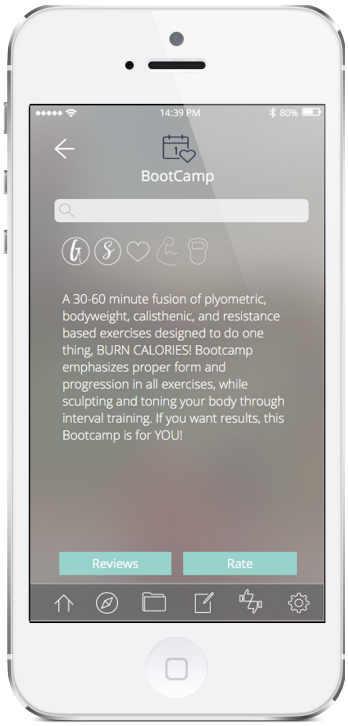
Appendix G: Prototype Screens *(cont.)*

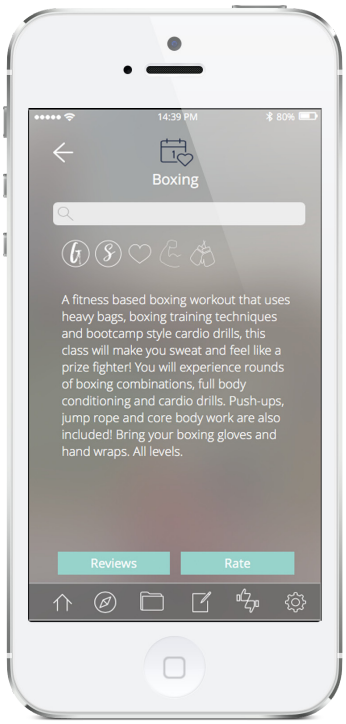




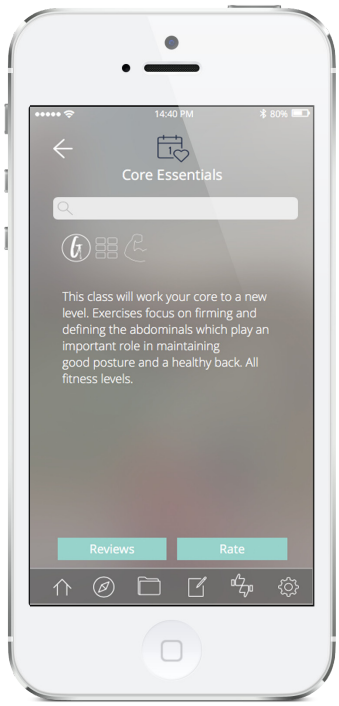


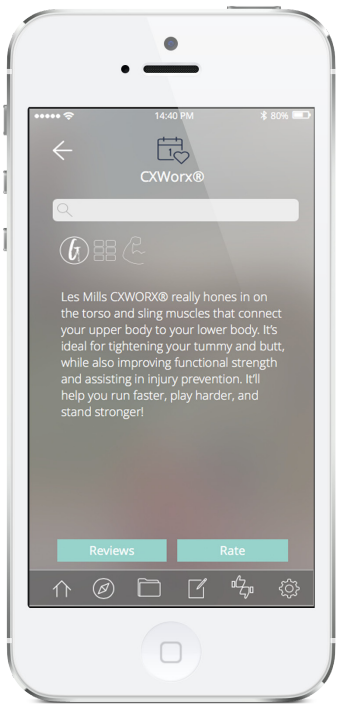


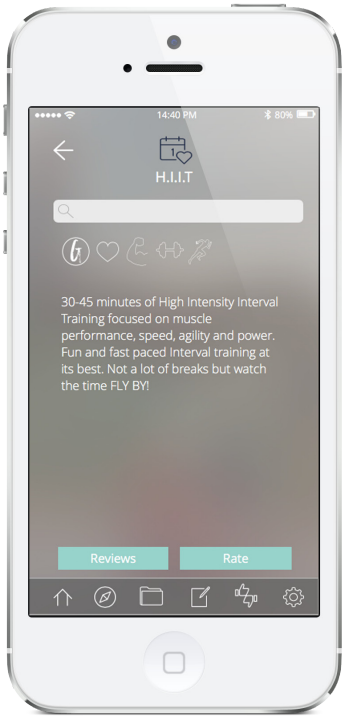


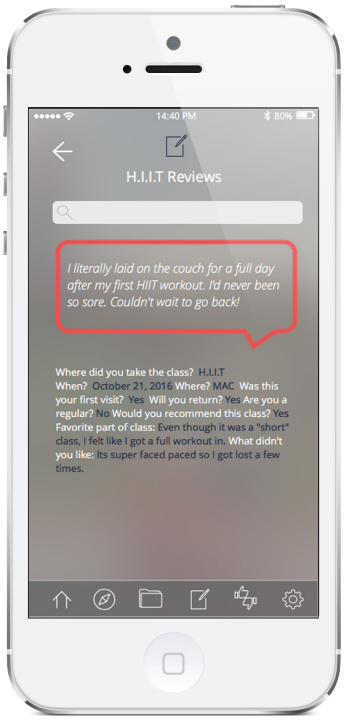


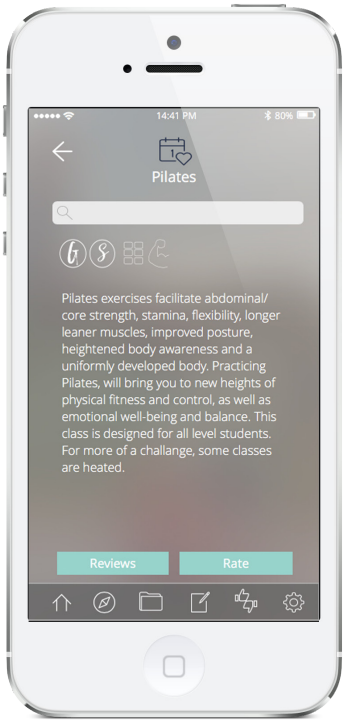
Appendix G: Prototype Screens *(cont.)*

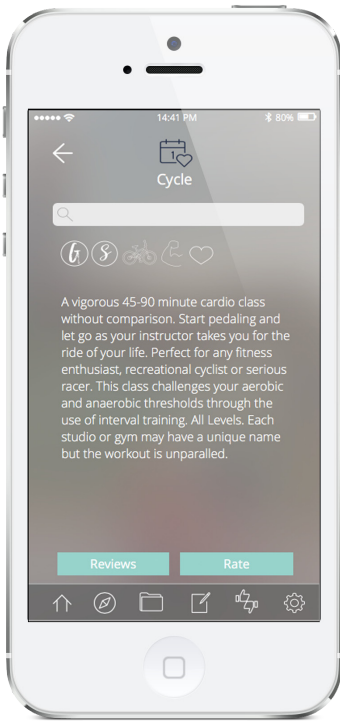




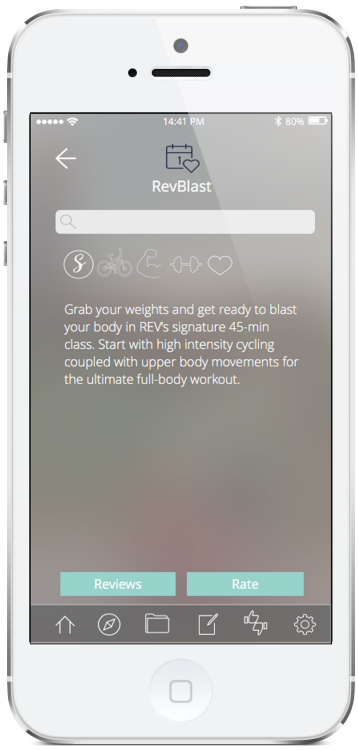


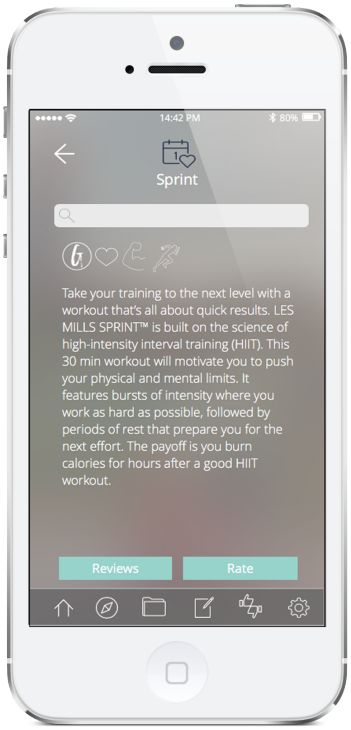


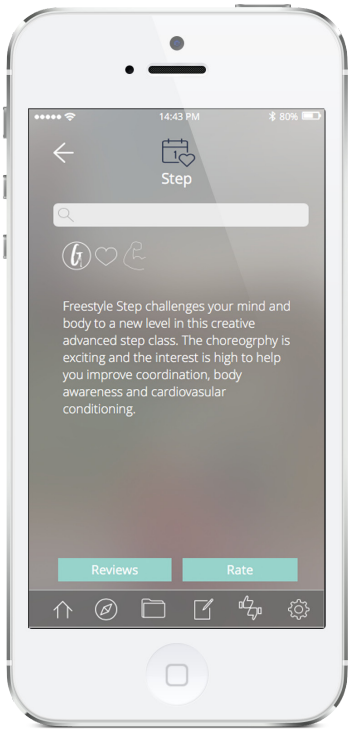


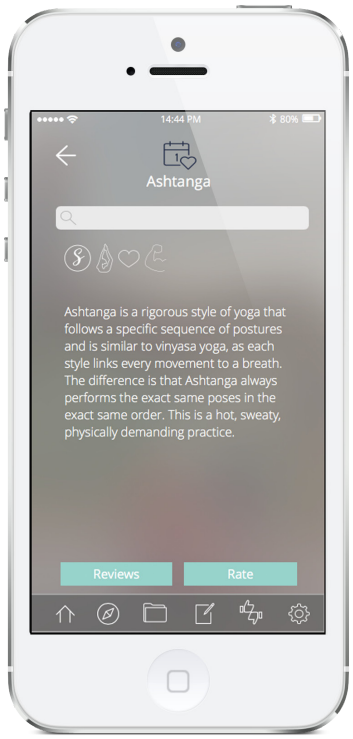


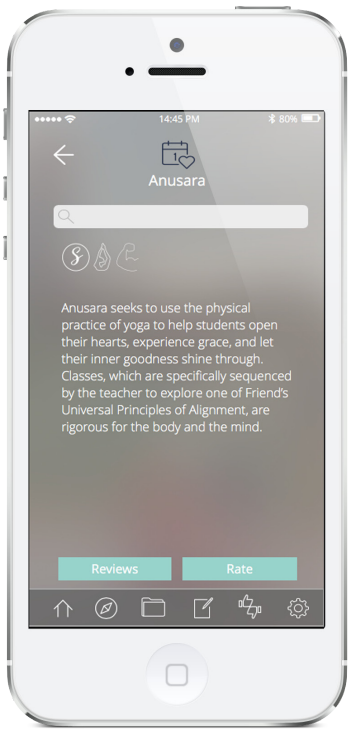
Appendix G: Prototype Screens *(cont.)*

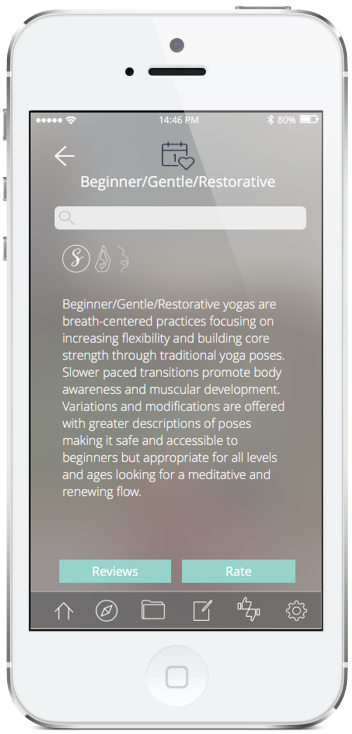




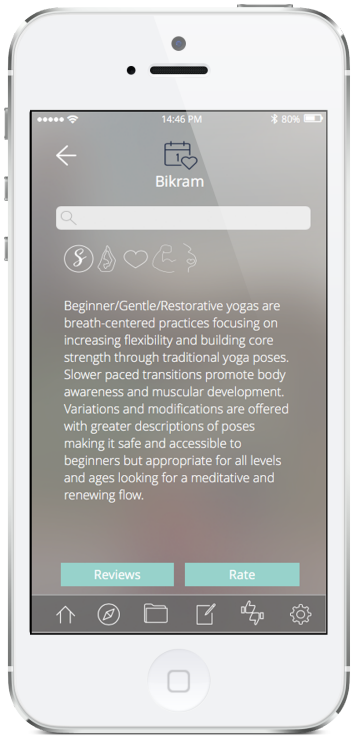


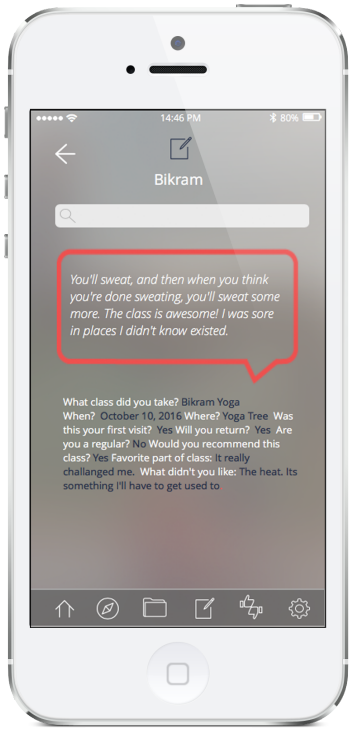


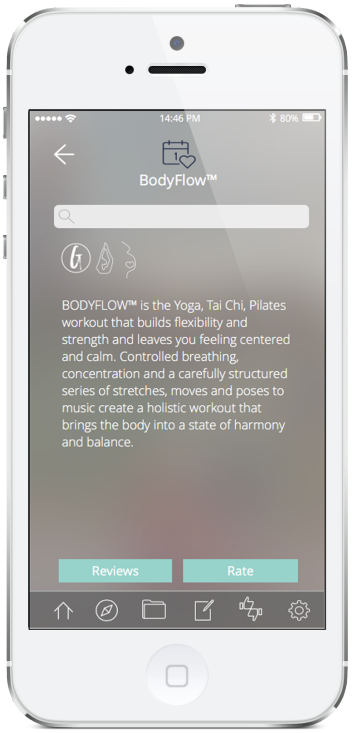


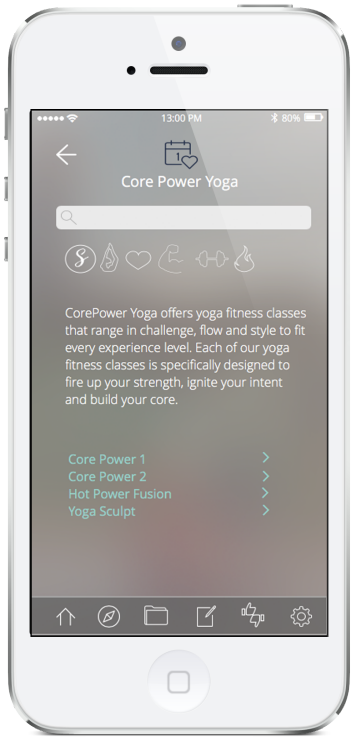


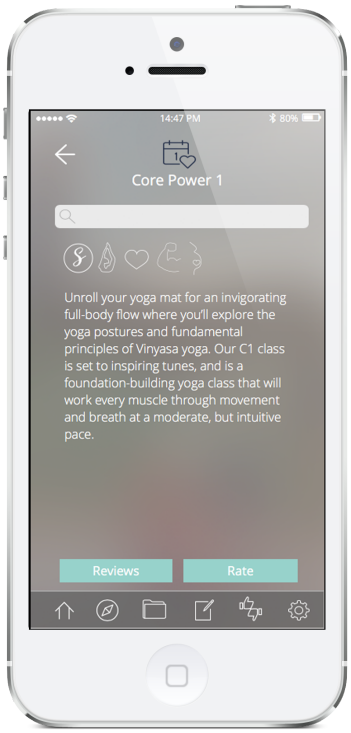
Appendix G: Prototype Screens *(cont.)*

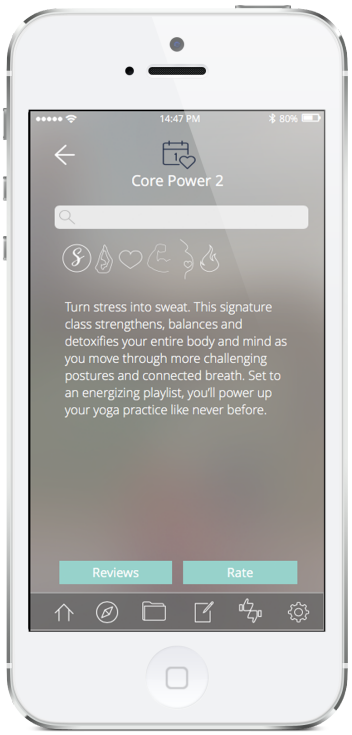




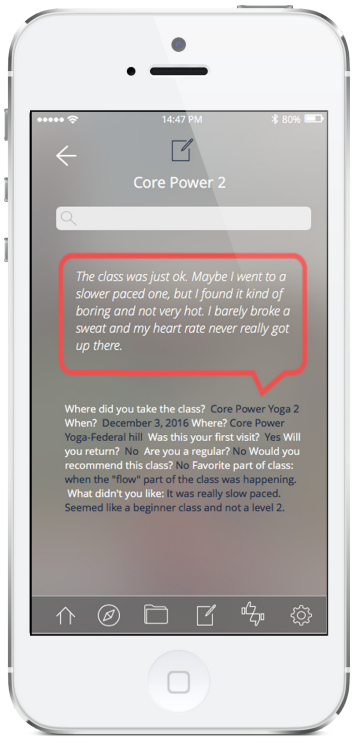


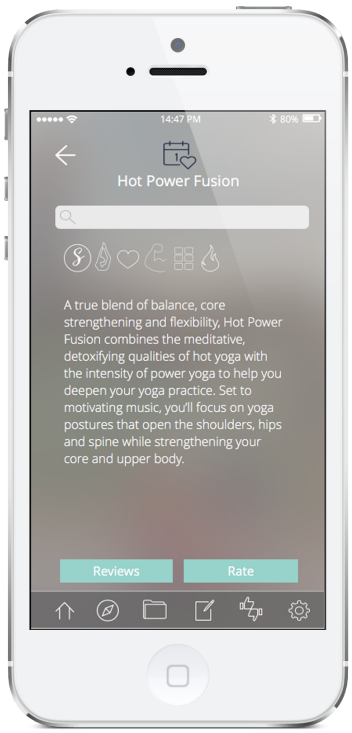


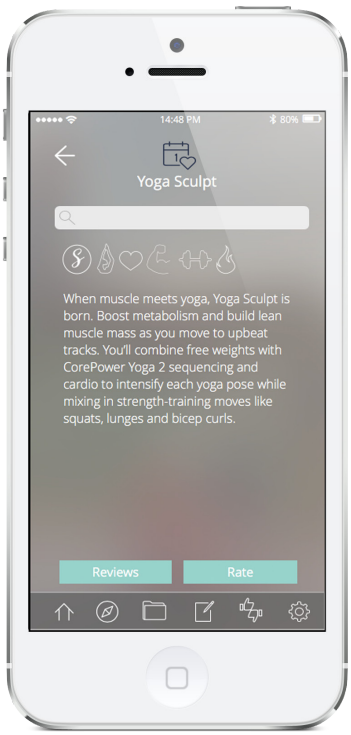


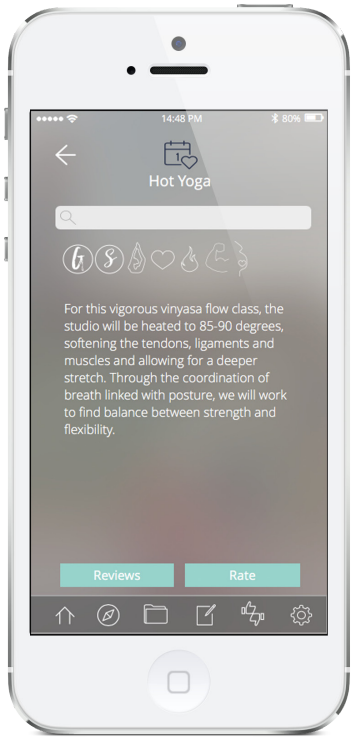


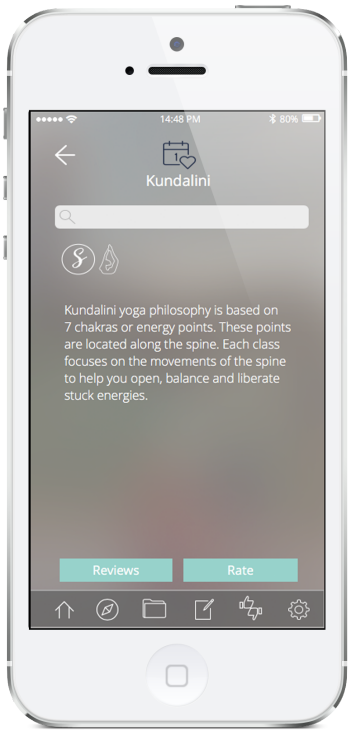
Appendix G: Prototype Screens *(cont.)*

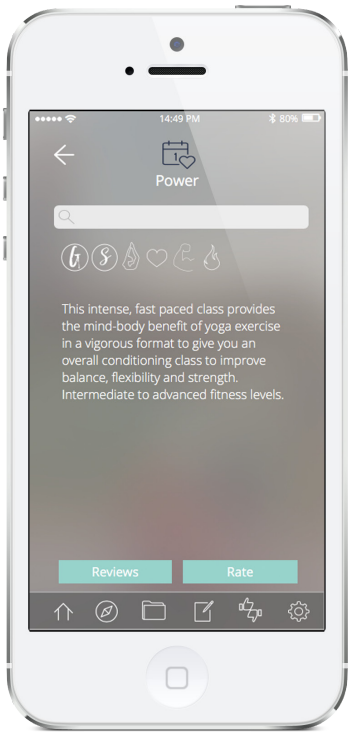




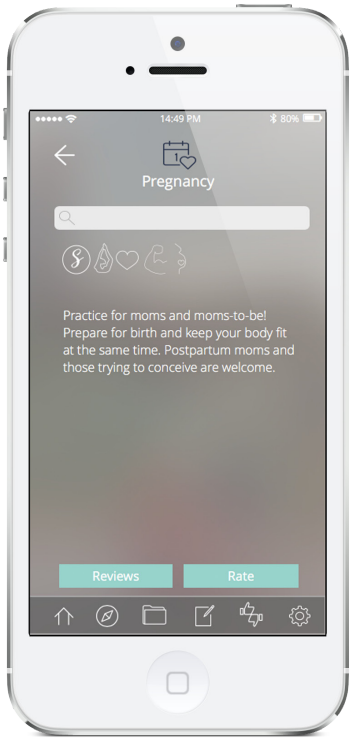


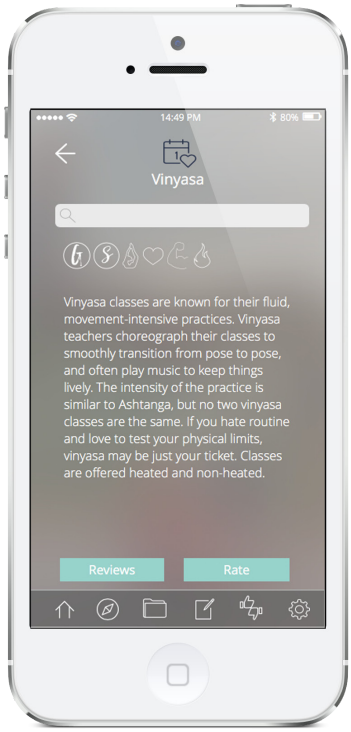


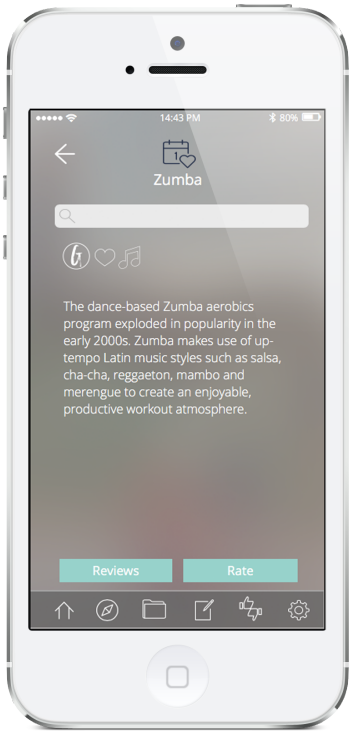


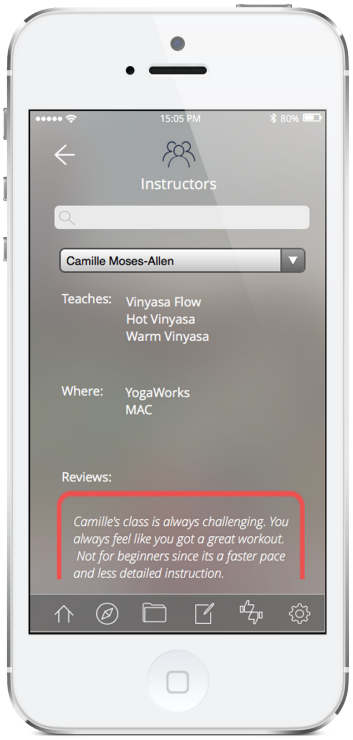


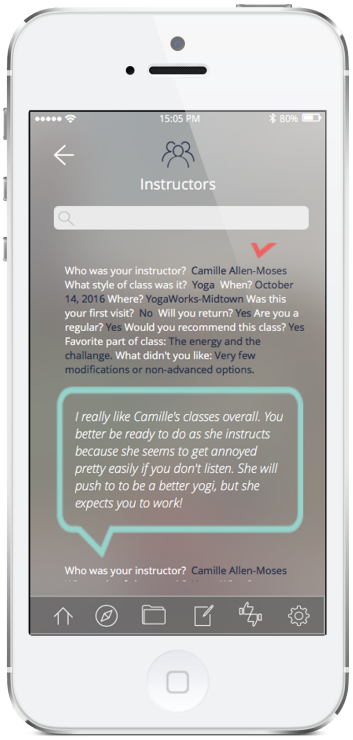
Appendix G: Prototype Screens *(cont.)*

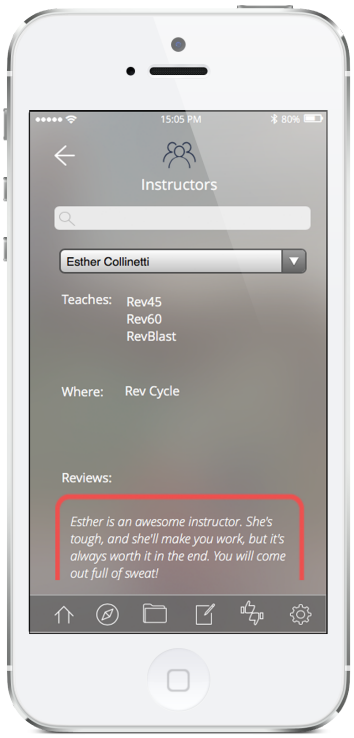




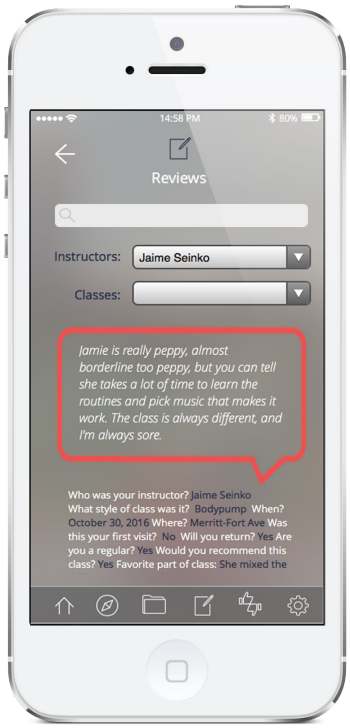


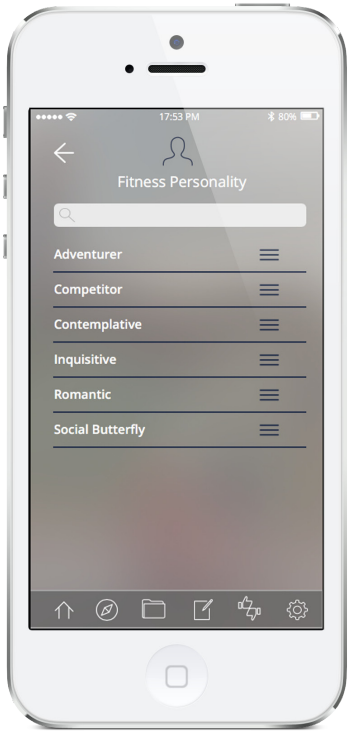


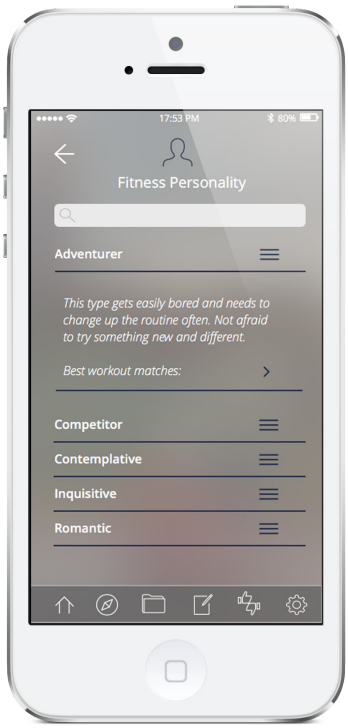


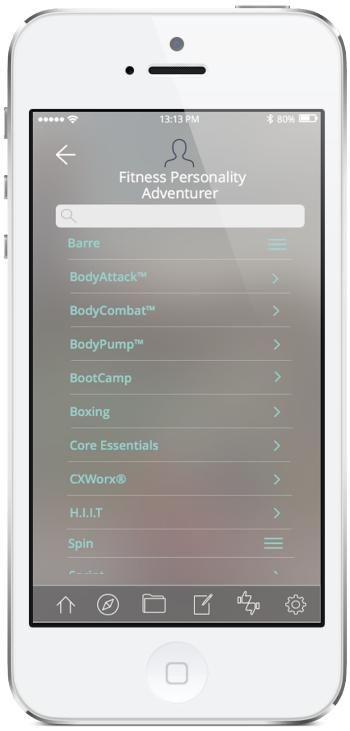


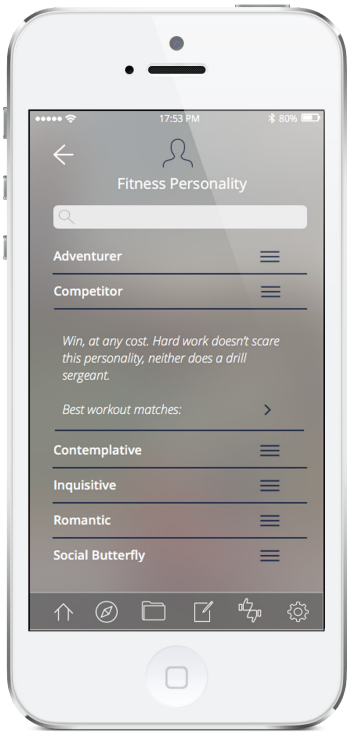
Appendix G: Prototype Screens *(cont.)*

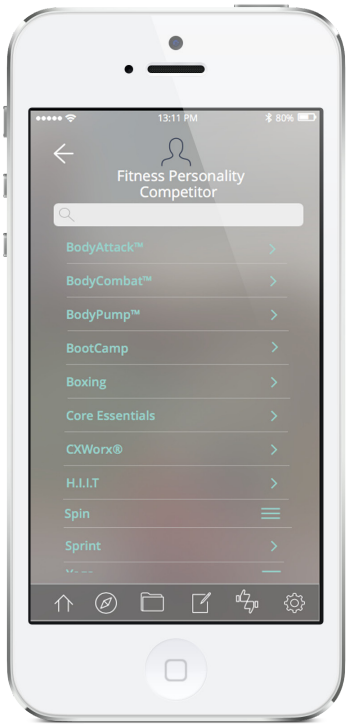




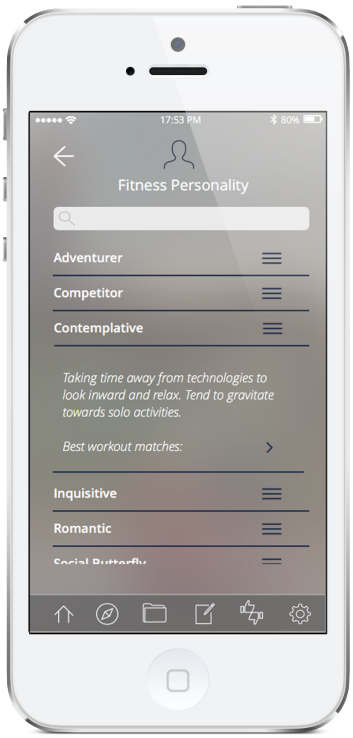


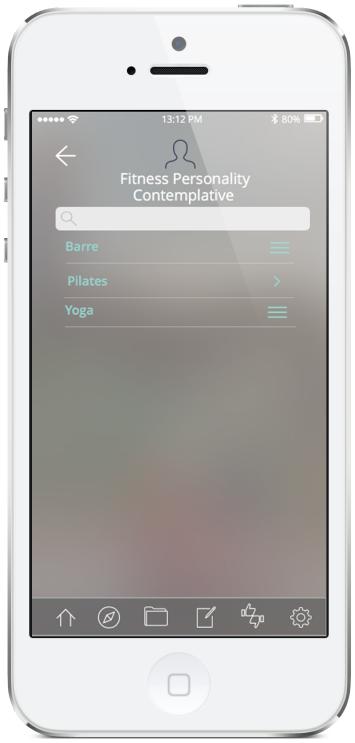


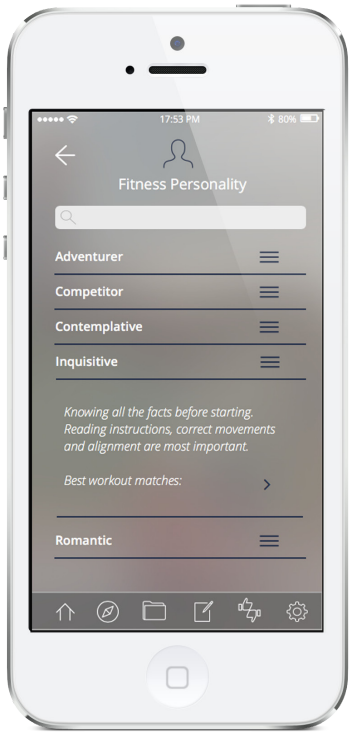


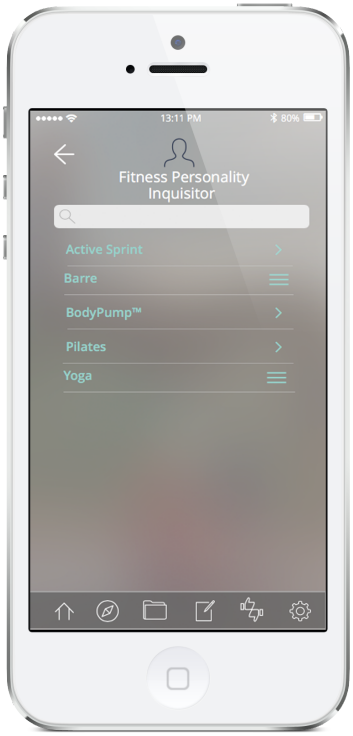


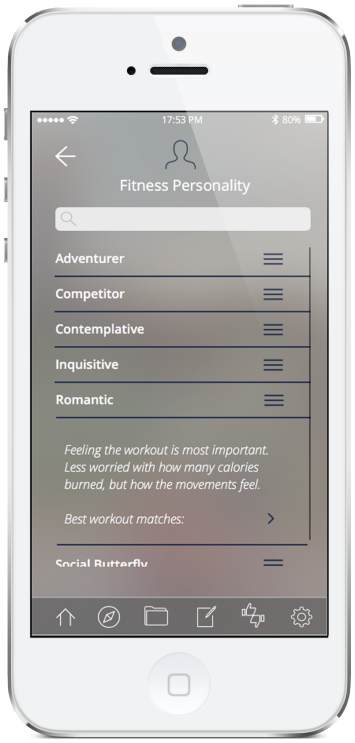
Appendix G: Prototype Screens *(cont.)*

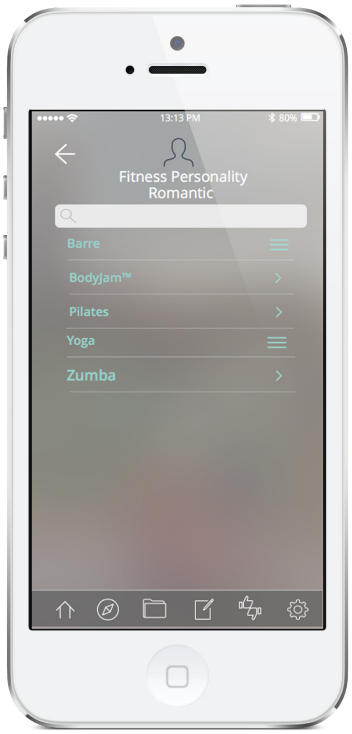




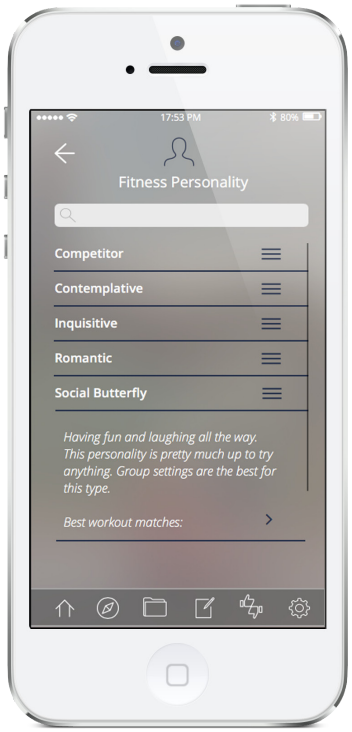


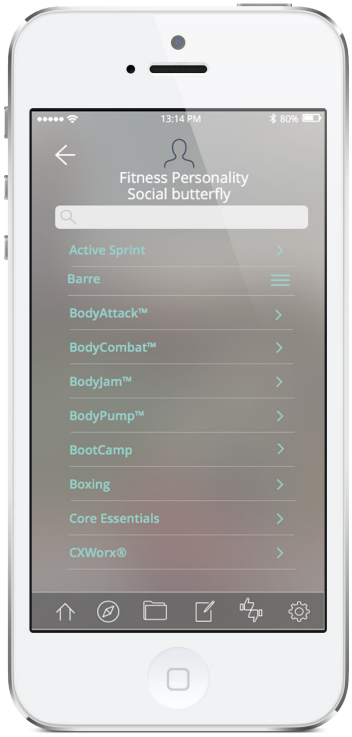


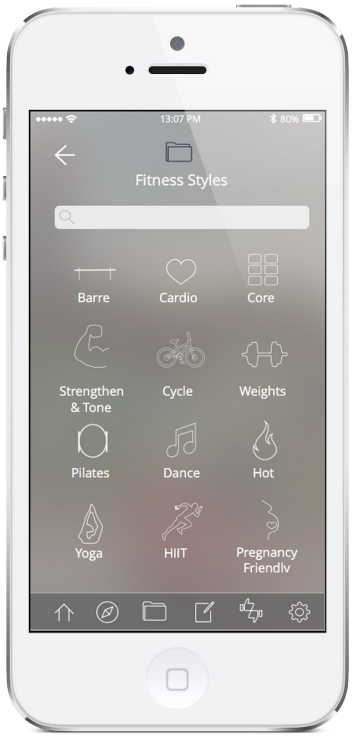


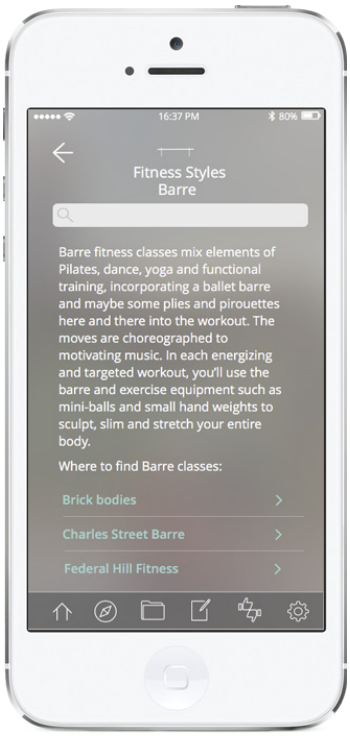


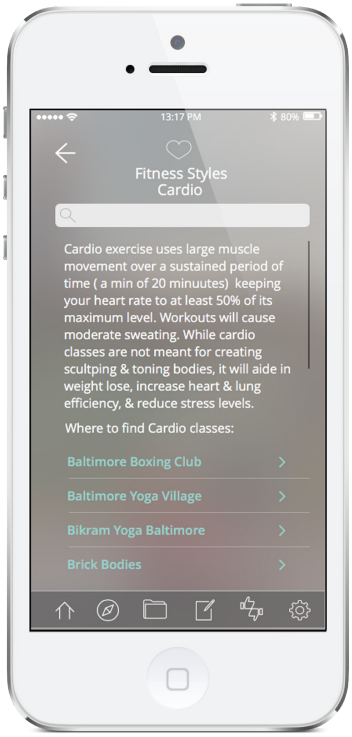
Appendix G: Prototype Screens *(cont.)*

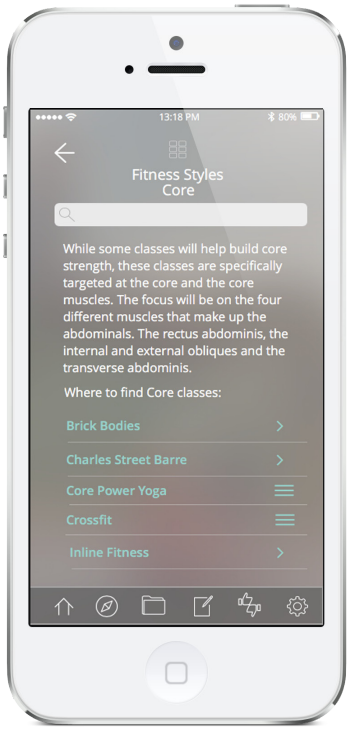




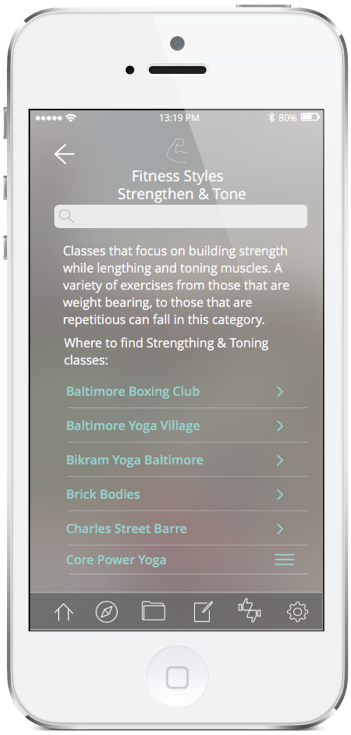


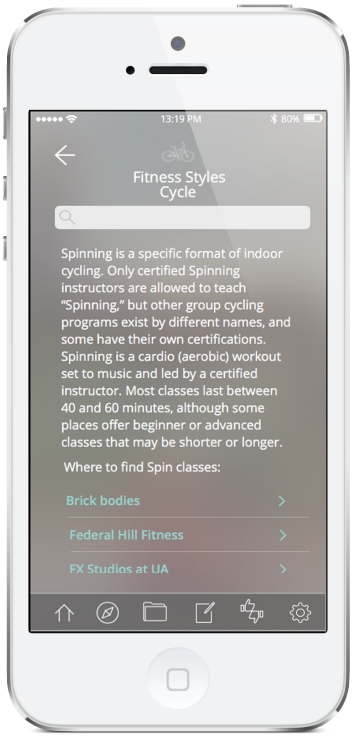


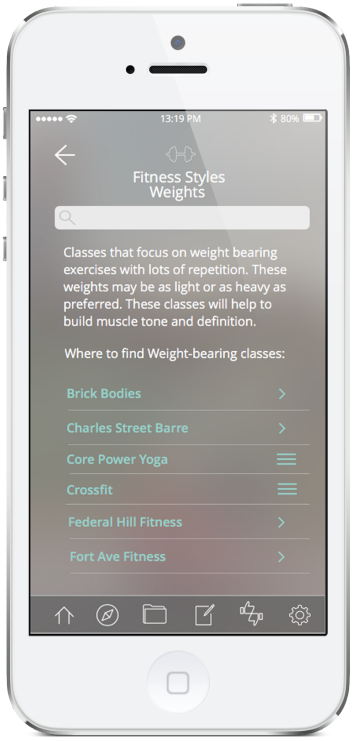


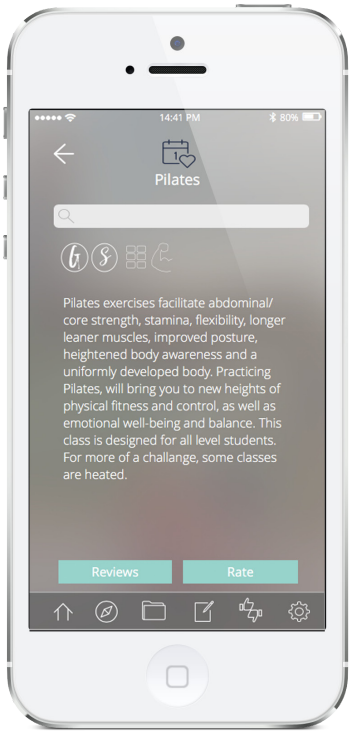


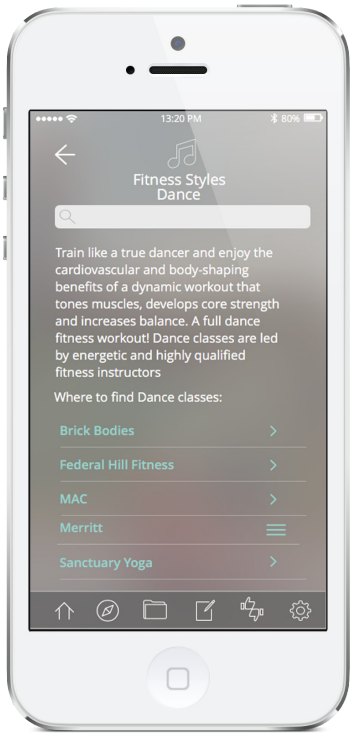
Appendix G: Prototype Screens *(cont.)*

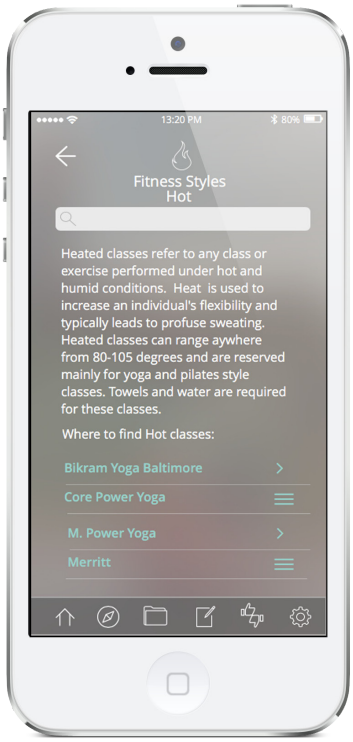




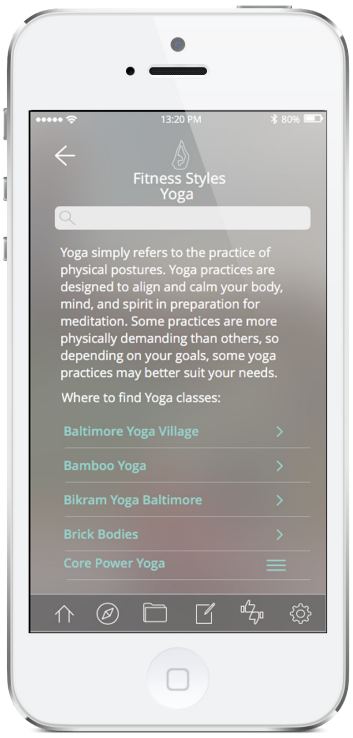


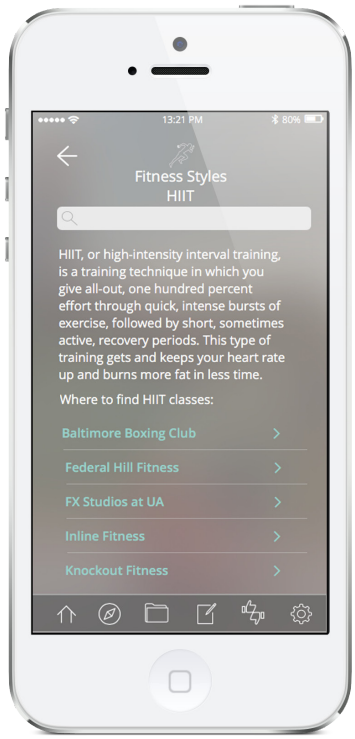


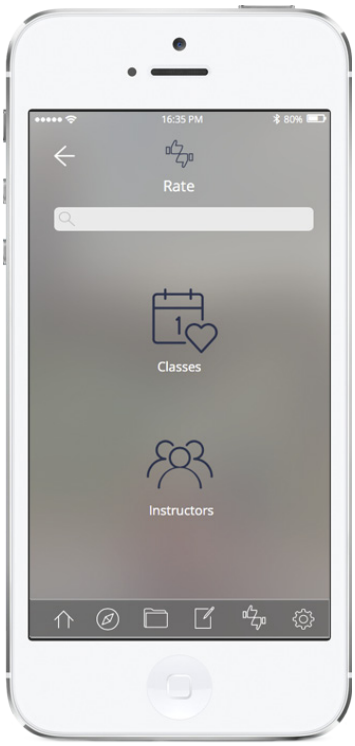


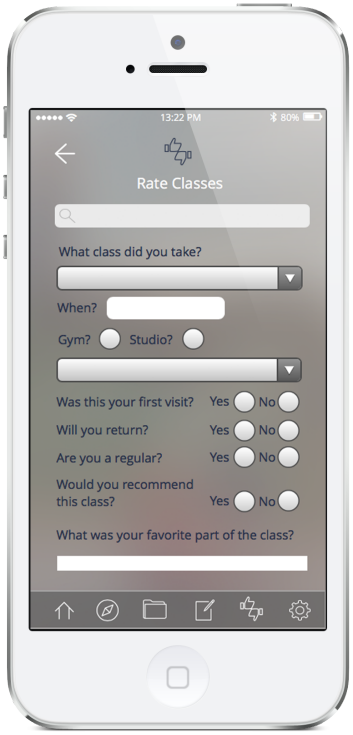


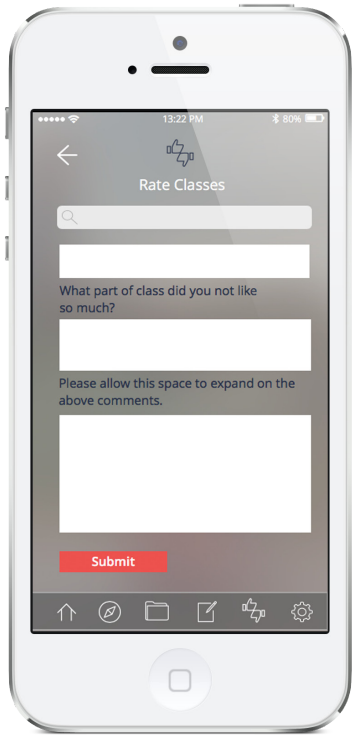
Appendix G: Prototype Screens *(cont.)*

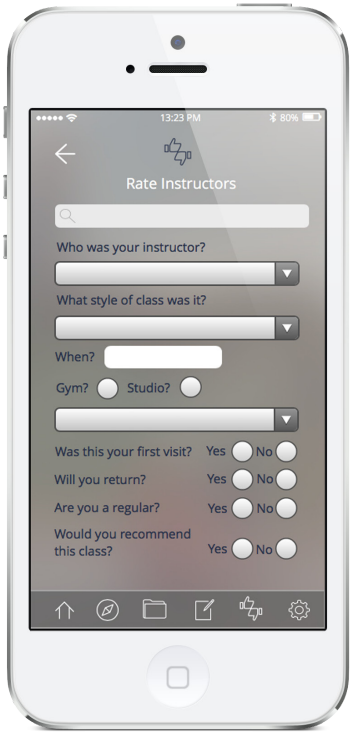




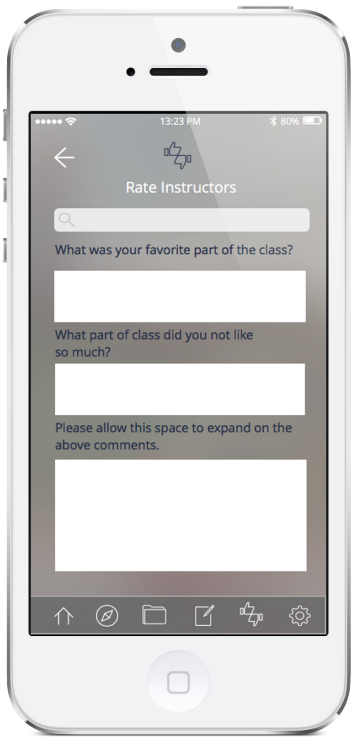


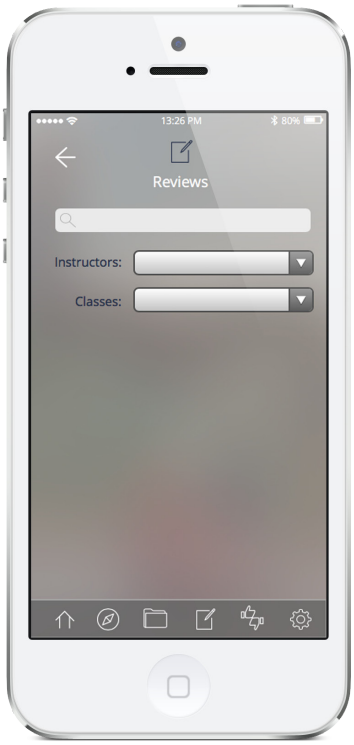


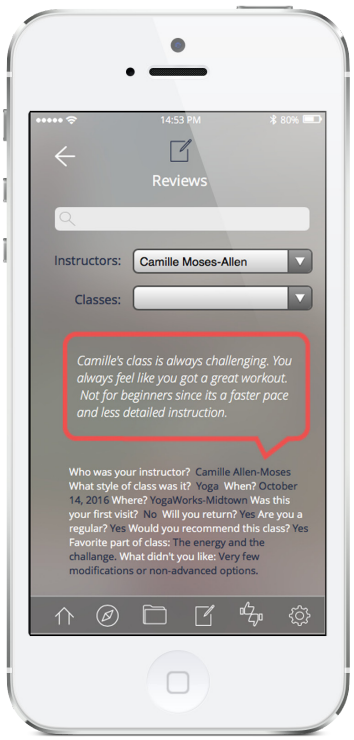


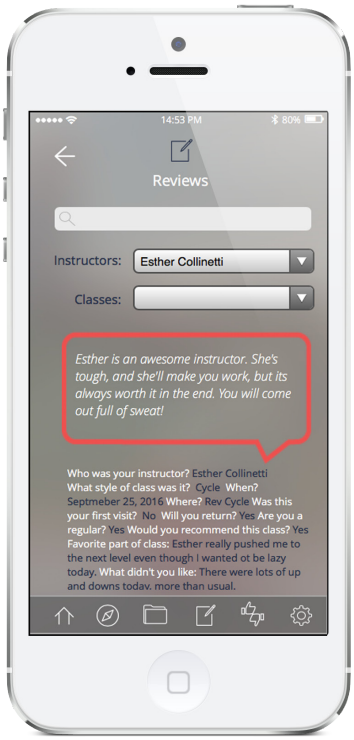


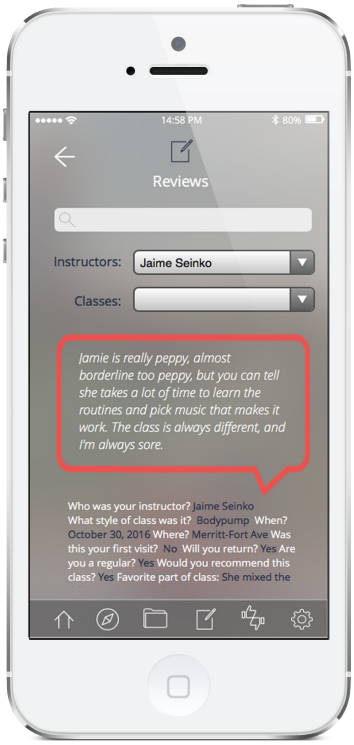
Appendix G: Prototype Screens *(cont.)*

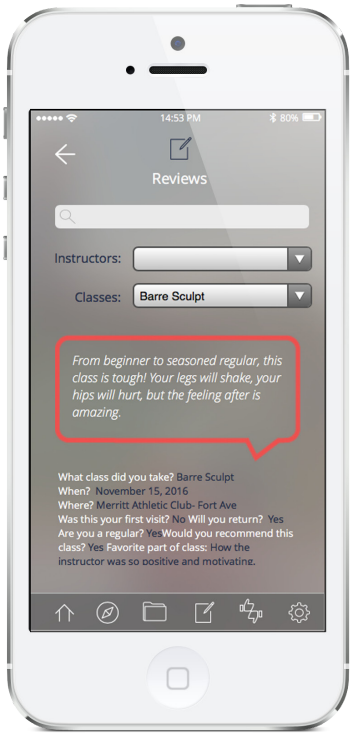




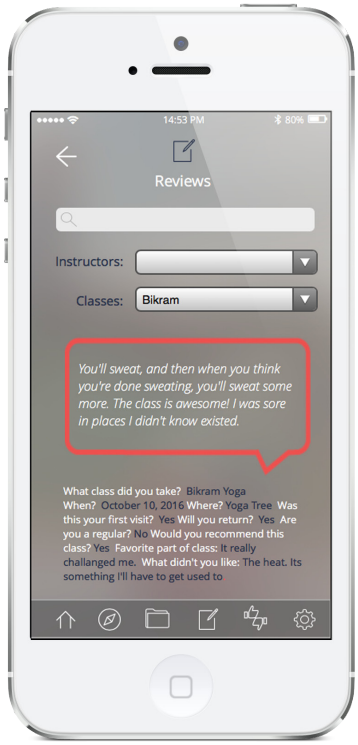


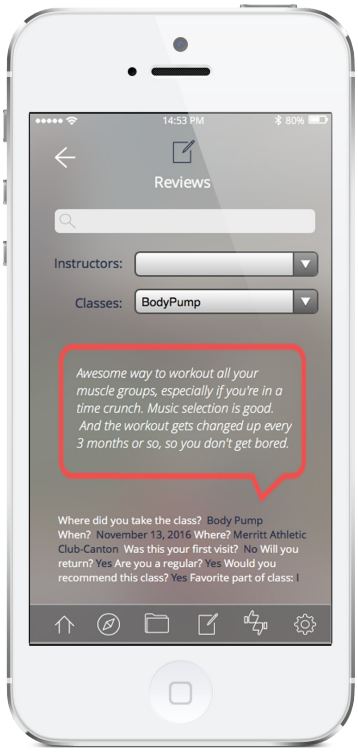


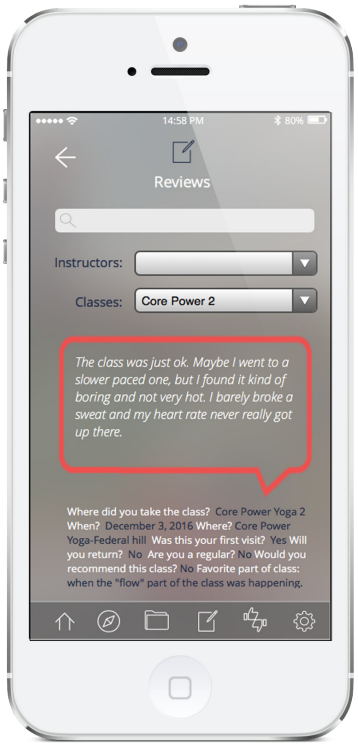


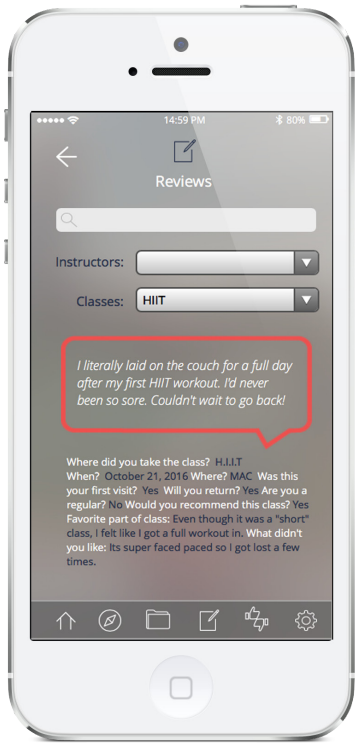


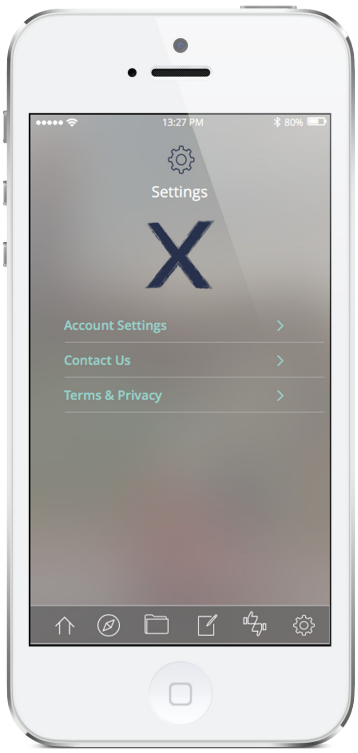
Appendix G: Prototype Screens *(cont.)*



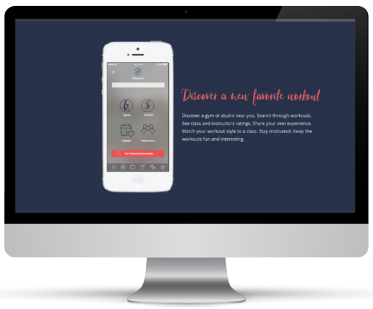


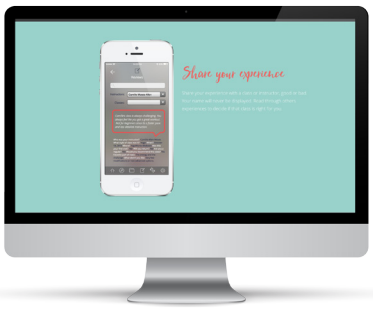


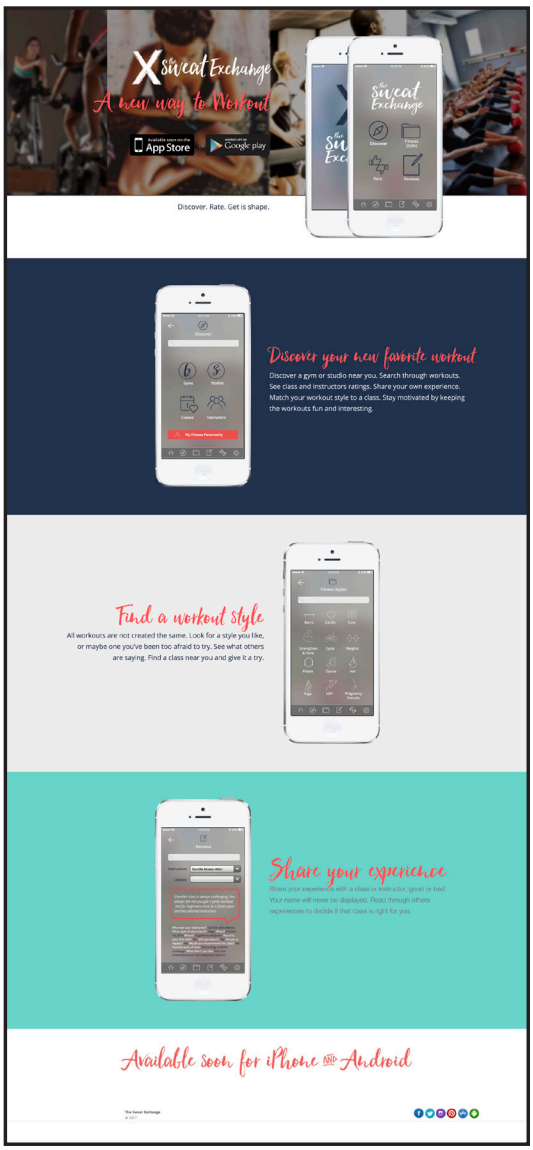




Appendix H: Website

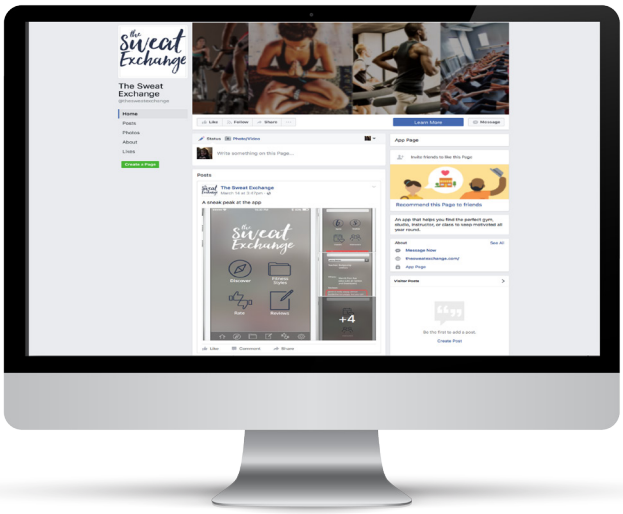




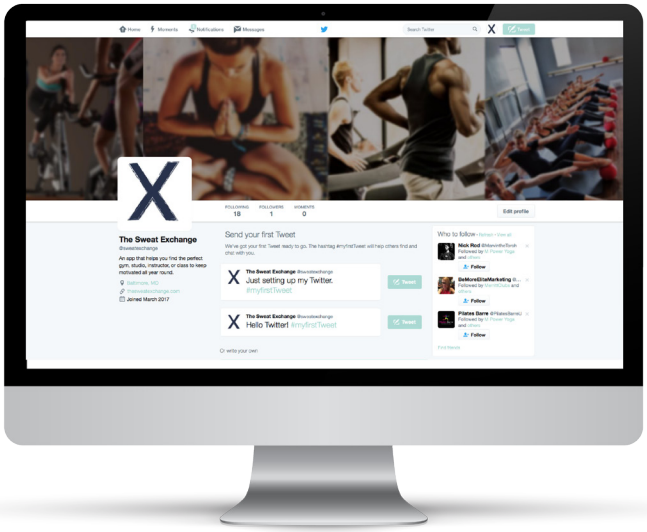


Appendix I: Social Media Presence

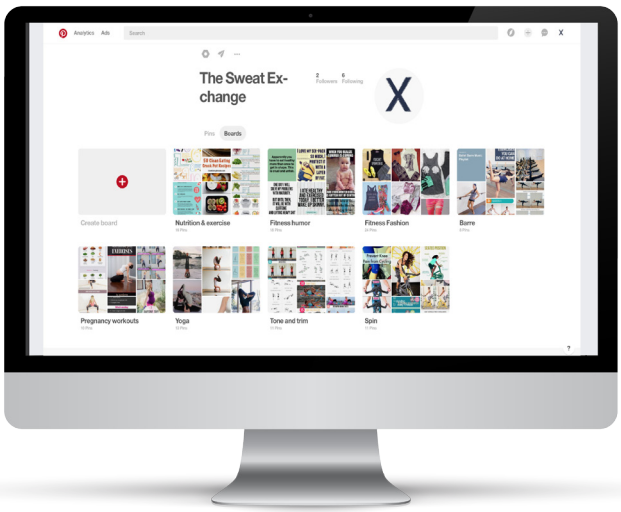
Facebook



Twitter

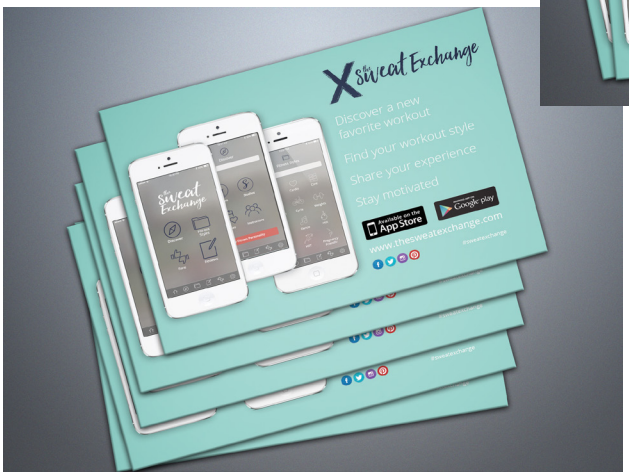


Pinterest



Appendix J: Promotional Pieces

Postcards



3x3 promo cards