Health & Fitness App Onboarding: Statistical Analysis

Structural benchmarks observed across 23 health and fitness apps in 5 segments: Weight & Nutrition Coaching (6), Fitness Tracking & Logging (6), Medical Care & Access (5), Coached Training & Class Programs (4), Cycle & Reproductive Health (2). This is the reference layer behind the Health & Fitness App Onboarding Flow Evaluator.

1. Question Frequency by Category

Share of apps asking each question type, overall and by segment.

Canonical Label	Question Variants Observed	All	Cycle & Repro	Weight & Nutrition	Medical Care	Coached Training	Fitness Tracking
Age/DOB	"What year were you born?" / "When were you born?" / "Confirm your age" / "What's your date of birth?"	78%	100%	67%	100%	50%	83%
Name	"What is your name?" / "First, what can we call you?" / "Enter the name you would like to go by"	74%	100%	83%	60%	50%	83%
Sex/Gender	"Which sex best describes you?" / "How do you identify?" / inclusive multi-option list (Hers)	52%	0%	83%	60%	25%	50%
Goal/Motivation	"What's your main goal?" / "What is your goal?" / "What is your main reason for wanting to lose weight?"	48%	50%	83%	0%	75%	33%
Height	"How tall are you?" / "What's your height?"	30-35%	50%	67%	0%	0%	33%
Current Weight	"How much do you weigh?" / "What's your current weight?"	26%	50%	50%	0%	0%	33%

Canonical Label	Question Variants Observed	All	Cycle & Repro	Weight & Nutrition	Medical Care	Coached Training	Fitness Tracking
Medical History/Risk Factors	"Are you at risk of any of the following?" / "Do you have any of these health conditions?" / "Are you a smoker?"	22%	50%	17%	60%	0%	0%
Equipment Access	"What equipment do you have access to?" / "Where do you exercise?"	17%	0%	0%	0%	75%	17%
Location	"Where do you currently call home?" / "Where do you live?"	17%	0%	17%	40%	25%	0%
Feature/Habit Interest	"What's most important for you to track?" / "Which healthy habits are most important to you?"	17%	100%	33%	0%	0%	0%
Workout Duration Preference	"How long are your workouts?" / "On average how many minutes do you like to work out?"	13%	0%	0%	0%	75%	0%
Fitness/Activity Experience Level	"What's your current level of fitness?" / "Where are you in your fitness journey?"	13%	0%	0%	0%	25%	33%
Baseline/Current Activity Level	"What is your baseline activity level?" / "How active are you currently?"	13%	0%	33%	0%	25%	0%
Workout Type/Class Interest	"What types of activities do you like to do?" / "Which classes interest you?"	13%	0%	0%	0%	50%	17%
Goal Weight	"What is your ideal weight that you want to reach?" / "What is your goal weight?"	9-13 %	0%	33%	0%	0%	0%
Pregnancy Status	"Are you pregnant?"	9%	50%	0%	20%	0%	0%

Canonical Label	Question Variants Observed	All	Cycle & Repro	Weight & Nutrition	Medical Care	Coached Training	Fitness Tracking
Unit Preferences	"What's your units" / "Select Units"	9%	0%	17%	0%	0%	17%
Available Days	"Which days of the week are you free to run on?"	9%	0%	0%	0%	25%	17%
Workout Frequency Preference	"How many days per week would you like to run/workout?"	9%	0%	0%	0%	25%	17%
Habit Focus	"Select one healthy habit that we can help you build"	9%	0%	17%	0%	25%	0%

Ranged cells (Height, Goal Weight) span a borderline screen that can be classified either way.

2. Question Count Distribution

Core onboarding questions per app, by segment.

Segment	Median	Mean	Range	Apps
Cycle & Reproductive Health	10	10.0	9-11	2
Weight & Nutrition Coaching	6.5	7.2	2-12	6
Medical Care & Access	5	4.6	2-7	5
Coached Training & Class Programs	6.5	6.25	3-9	4
Fitness Tracking & Logging	4.5	5.0	2-11	6
All apps	6	6.1	2-12	23

Per-app counts:

App	Segment	Core Questions
MyFitnessPal	Weight & Nutrition	12
Flo	Cycle & Reproductive Health	11
Noom	Weight & Nutrition	11
Fitbod	Fitness Tracking	11
Clue	Cycle & Reproductive Health	9
Aaptiv	Coached Training	9
Yazio	Weight & Nutrition	8
Hers	Medical Care	7
Peloton	Coached Training	7
Hims	Medical Care	6
Runna	Coached Training	6
Strava	Fitness Tracking	6
Nike Run Club	Fitness Tracking	6
Ada	Medical Care	5
Lifesum	Weight & Nutrition	5
Zero	Weight & Nutrition	5
Zocdoc	Medical Care	3
Ladder	Coached Training	3
Gentler Streak	Fitness Tracking	3
GoodRx	Medical Care	2
Waterllama	Weight & Nutrition	2

App	Segment	Core Questions
Hevy	Fitness Tracking	2
Nike Training Club	Fitness Tracking	2

3. Opening Step by Segment

The first core question each app asks. Name is included when it's the first canonical label an app asks, whether standalone or bundled into its own account-creation form.

Segment	Dominant openings	Count
Medical Care & Access	Name (standalone or bundled with Age/DOB)	3 of 5
Medical Care & Access	Location	2 of 5
Fitness Tracking & Logging	Name (standalone or bundled with Age/DOB)	4 of 6
Weight & Nutrition Coaching	Goal/Motivation	3 of 6
Weight & Nutrition Coaching	Name	2 of 6
Coached Training & Class Programs	Name (bundled with account creation)	2 of 4
Coached Training & Class Programs	Age/DOB	1 of 4
Coached Training & Class Programs	Equipment/Duration/Coach preference (bundled filter)	1 of 4
Cycle & Reproductive Health	No shared opener (Clue: Self vs. Proxy Use; Flo: Name)	0 of 2

No segment in the dataset has a single, unanimous opening question. The closest any segment gets is a slim majority on a Name-involving screen: Medical Care & Access (3 of 5) and Fitness Tracking & Logging (4 of 6). Even there, the exact field it's bundled with differs app to app. Coached Training & Class Programs looks unanimous at the process level (every app places account creation first, see Section 4), but its actual opening canonical questions split three ways with no majority. The segment has a consistent registration pattern, not a consistent question sequence, and the two aren't the same claim.

4. Notification Placement and Registration Timing

Where notification permission falls relative to the app's own core questions. 14 of 23 apps ask for notification permission somewhere in the captured flow. For each, this checks position against that app's own question sequence: does the ask come after the app has already collected its core personalization questions, or does it interrupt that sequence?

Pattern	**Count**
Apps that ask after their core personalization questions are complete	10 of 14
Apps that ask before or in the middle of their core personalization questions	4 of 14
Apps with no notification screen in the captured flow	9 of 23

By segment, apps that ask after questions complete vs. apps that interrupt the sequence:

Segment	**After questions complete**	**Interrupts the sequence**
Weight & Nutrition Coaching	Yazio, Waterllama, Zero (3 of 3 with a screen)	None
Medical Care & Access	Hims, Hers, Zocdoc (3 of 3 with a screen)	None
Coached Training & Class Programs	Runna, Aaptiv (2 of 4)	Ladder, Peloton (2 of 4)
Fitness Tracking & Logging	Strava (1 of 2)	Fitbod (1 of 2)
Cycle & Reproductive Health	Clue (1 of 2)	Flo (1 of 2)

Weight & Nutrition Coaching and Medical Care & Access are the only two segments where every app with a notification screen places it after questions are done. Coached Training & Class Programs splits down the middle: Ladder asks before its equipment/duration/coach filter screen, and Peloton asks right after age confirmation, before any of its class-preference questions. Fitbod (step 6 of 8) and Flo (before Today's Symptoms, Height, and Weight, still to come) both interrupt mid-sequence rather than bookending it.

Account creation timing. Framed as what the pattern actually means: does the app gate on it before any personalization question, ask 1-2 questions first, or defer it until most or all personalization is done?

Pattern	**Count**
Coached Training & Class Programs apps that gate on account creation before any question	4 of 4
Fitness Tracking & Logging apps that gate on account creation before any question	4 of 6
Medical Care & Access apps that gate on account creation before any question	3 of 5
Weight & Nutrition Coaching apps that gate on account creation before any question	2 of 6
Medical Care & Access apps that ask 1-2 questions (Location, Age/DOB) before account creation	2 of 5
Weight & Nutrition Coaching apps that defer account creation until personalization is complete	3 of 6
Fitness Tracking & Logging apps that defer account creation until personalization is complete	1 of 6
Apps with no account-creation screen in the captured flow (an open capture gap, not a confirmed no-account design)	3 of 23

Coached Training & Class Programs is the only segment where every app gates on account creation with zero questions asked first. Weight & Nutrition Coaching is the opposite case: deferring account creation until personalization is complete is as common there (3 of 6) as gating on it immediately (2 of 6), so no single pattern dominates that segment. The 3 apps with no account-creation screen captured (Flo, Waterllama, Gentler Streak) are a gap in this specific screenshot set, not evidence those apps require no account at all. None of their raw logs rule out an account step existing later in the real app.

5. Cross-Segment Structural Patterns

No canonical label is universal across all 23 apps. Age/DOB, the closest candidate at 78%, is absent from Waterllama and Zero (Weight & Nutrition), Ladder and Runna (Coached Training), and Hevy (Fitness Tracking): 5 apps across 3 segments.

Gating on account creation before any canonical question is unanimous in exactly 1 of the 5 segments: Coached Training & Class Programs (4 of 4). Medical Care & Access is close but not unanimous: 3 of 5 gate immediately, while Hims and Hers each ask 2 questions (Location, Age/DOB) before account creation. Fitness Tracking & Logging gates in a majority (4 of 6), Cycle & Reproductive Health is directional only (n=2), and Weight & Nutrition Coaching inverts the pattern: deferring account creation until personalization is complete (3 of 6) is exactly as common there as gating on it immediately (2 of 6), so no single approach dominates that segment.

Coached Training & Class Programs personalizes on stated preferences before demographics; every other segment personalizes on demographics first. Equipment Access and Workout Duration Preference (both 75% within the segment) are Coached Training's top labels, while every other segment's top label is Age/DOB or Name.

A mid-flow or overlay paywall is a Fitness Tracking & Logging pattern specifically, not a cross-segment one. Strava, Hevy, and Gentler Streak (3 of that segment's 6 apps) all place the paywall before onboarding or first-session content finishes, rather than as the terminal screen. No app in any of the other 4 segments does this in the captured set.

Demographic bundling (Name/Age/Sex on one screen) appears in 3 of 5 segments at meaningfully different rates: 2 of 5 Medical Care & Access apps (GoodRx, Zocdoc), 3 of 6 Fitness Tracking & Logging apps (Nike Run Club, Nike Training Club, Gentler Streak), and 1 of 6 Weight & Nutrition Coaching apps (Zero). It doesn't appear at all in Cycle & Reproductive Health or Coached Training & Class Programs.

GoodRx and Zocdoc collect real personal data, legal name and date of birth, that produces no downstream personalization; it exists for pharmacy or provider record-matching, not to shape what the user sees next. This is a real split within Medical Care & Access itself: the segment's other 3 apps (Ada, Hims, Hers) collect comparable or lighter data and use it to drive a visibly tailored output.