

Key Findings from Solution Interviews & Usability Testing

1. Solution Interviews (Problem Validation)

We conducted 5 in-depth interviews with potential users (fitness beginners, casual exercisers, and former gym-goers) to validate NeuroCoach's core value proposition.

Key Insights:

✓ Strong Demand for Guidance

- 4/5 interviewees struggled with "not knowing if I'm doing exercises correctly" when training alone.
- 3/5 abandoned previous fitness apps due to generic plans that didn't adapt to their progress.

✓ AI Coach Appeal

- 4/5 said they'd prefer an AI trainer over human coaches for:
 - 24/7 availability ("I work night shifts, so trainers aren't awake when I am")
 - Lower cost ("Personal trainers charge \$50/session—this is unsustainable")
- But 2/5 doubted AI could correct form without video analysis (a future feature consideration).

✗ Concerns:

- 2/5 worried about "losing motivation without human accountability."
- 1/5 asked: "How does it differ from free YouTube workouts?"

Pivot:

- Emphasize adaptive plans and progress tracking as differentiators.
- Add "accountability reminders" (e.g., streak alerts) to address motivation drops.

2. Usability Tests (MVP Feedback)

We tested the prototype with 6 participants (ages 22–45) in 30-minute moderated sessions.

What Worked Well:

Onboarding Clarity

- All users completed the fitness-goal questionnaire in <2 minutes.
- "The questions made me feel like the app actually cares about my needs" (User 5).

Workout Flow

- The gamified path (leveling up after workouts) was universally liked.
- "Seeing my progress as a visual journey keeps me going" (User 2).

Pain Points:

AI Chat Confusion

- 4/6 didn't notice the chat button during workouts.
- 3/6 asked, "Can it answer questions about nutrition?" (Currently fitness-only).

Plan Regeneration

- 3/6 struggled to find how to request a new plan.
- "I thought the AI would auto-adjust based on my feedback" (User 6).

Critical Fixes Implemented:

- Added a pulsing chat icon during workouts.
- Simplified the "Change Plan" flow to 2 taps.
- Included a tooltip explaining the AI's scope ("Fitness-focused for now!").

3. Behavioral Trends from Testing

- Most-Used Features:
 - Workout checklist (87% interaction rate)

- Progress tracker (72%)
- AI chat (58%, but only after discovering it)
- Drop-off Points:
 - Day 3: Users expected more variety in exercises.
 - Day 7: Those who missed workouts felt "guilty" and avoided opening the app.

Actionable Improvements:

- Introduce "variety packs" for workouts after 3 sessions.
- Add encouraging messages after missed days ("Come back! Your streak isn't lost yet").

4. Quotes from Users

"I'd pay for this if it remembers my injuries and stops suggesting painful moves."

→ Added injury tags to user profiles.

"The AI should celebrate small wins like a human trainer would."

→ Added micro-celebrations ("Great job completing 5 workouts in a row!").

"Why can't I share my progress with friends?"

→ Roadmap: Social features in Q3.

Conclusion

The tests confirmed:

1. Users want personalized, adaptive fitness guidance.
2. The AI coach concept resonates, but discoverability needs work.
3. Gamification drives retention, but variety and "comeback" nudges are critical.

Next Steps:

- Run unmoderated tests with 50+ users to validate fixes.
- Interview fitness influencers for partnership potential.

Final Note:

These insights directly shaped NeuroCoach's post-MVP roadmap, prioritizing features that address real user frustrations over "nice-to-haves."