

Geoff Brown

ECT 455

Website Analysis

HealthTrack Sports Wellness: <http://www.htsw.net/>

Value Proposition

HealthTrack Sports Wellness is a gym located in Glen Ellyn, IL. HTSW has many fitness options, claiming to have a wide array of state of the art fitness equipment, 100 group fitness classes a week, personal training, nutrition programs swim and tennis lessons. The facility also includes 4 indoor tennis courts, 2 pools, basketball courts, indoor track, day spa, childcare, Jacuzzis, steam room, a sauna and towel service.

HTSW is a B2C ecommerce website. While memberships cannot be purchased directly on the site, there is the option for current members to log in to an account and change billing options, view statements, contact info as well as purchased and remaining series sale packages. There is also a form on the website to sign up to meet with staff members and receive a 7 day trial membership.

Competitors

Ackerman Sports and Fitness Center (<http://ackermansportsandfitnesscenter.com/>) – A gym run by the Glen Ellyn Park District, this gym features fitness equipment (some of which have personal TVs), a basketball court, indoor soccer, a track and a climbing wall. Revenue model includes yearly/monthly memberships (\$260/\$21.66) with a discount for residents and loyal members (\$235/\$19.58). They also offer a 3 month pass for \$90.

Cardinal Fitness of Glen Ellyn (<http://www.cardinalfitness.com/>) – Offers fitness equipment, tanning and personal training. Their revenue model is \$0 to join and \$19.95/month for membership. They also offer a 5 day free trial.

Other Channels Integration

HTSW's primary channel is their brick and mortar fitness center. They want to get potential customers to visit their location and sign up onsite. They also offer an eBlast sign up, with only the fields name, phone and email as well as a radio button to indicate if they are currently a member. They have a very thorough social media presence, involved with all of the major sites like Facebook, Twitter, LinkedIn, Google+ and YouTube. They also feature a virtual tour via http://www.digitalsourcemediacom/hvts/health_track_sports_wellness/

Intended Customers

The intended customer base for HTSW are 18 to senior citizens interested in physical fitness, sports as well as relaxation, as indicated by the Day Spa, Jacuzzis, Sauna and WiFi enabled Internet Café on the

premises. While regular monthly pricing is not included on the website, with all of the options provided, it may be a pricier option amongst gyms. However, the website claims “no long term contracts or hidden fees”.

Marketing

On the htsw.net homepage, underneath the large rotating banner, there is a “Call to Action” graphical link on the subject of an April Enrollment Special in which the enrollment fee is that day’s temperature. Also advertised is a deal for 6 free guest passes for family and friends. While the April 15th deadline for the 6 guest passes is currently 2 days past due, there may be good a reason that it hasn’t been modified which will be explained in the next section. On the promotions page that the image link points to, there is also an offer for a \$50 HealthTrack gift card if the customer refers a new member. HTSW offers multiple membership types including Health Club, Tennis, Dependent (Offering fitness and activities for children of members 14 and under), Senior (62 and older), Junior (Adults 22-25 living in the same household as a member) and Corporate (for a company’s employees).

Customer Type Attractions

Impulsive – Impulsive customers will be attracted by the 7 day pass option. The April promotion for an enrollment fee based on temperature are also an attraction for Impulsive customers on one of the Chicagoland area’s often colder April days.

Patient – The 7 day free pass allows a patient customer a week’s time to get to be sold on HTSW onsite at their brick and mortar facility. One reason that they may have kept up the April 15th deadline for the 6 free passes even after the deadline has passed, is that a patient customer who sees the deal today may become an impulsive customer the next time the deal rolls around because they have friends and family they want to get on the bandwagon, and do not miss that offer again. Also, as far the April temperature based enrollment fee promo goes, they may have the patience to wait until 30 degree or less day in April and then become impulsive. If the patient customer signs up for the eBlast, every week, month or day, the email will keep HTSW fresh in their minds and they turn into an impulsive customer when they see that “great deal” email that hits a personal string with their sensibilities.

Analytical - The website offers a wide range of information about the facility to browse through and note including fitness equipment, classes and features. They have a large calendar of events page for planning. This information as well as the option to demo the gym first hand onsite for 7 days is a huge attraction to the Analytical customer.

The “no long term contracts or hidden fees” claim is something that can appeal to all customer types.

Tools/Features

They do have a blog on the website, but, no community interaction avenues like comments are available on it. As mentioned earlier, there is a customer login that allows for billing and other internal options. There is no testimonials page to speak of. The 7 day free trial signup page does however have a field

that asks potential customers what their fitness goals are. Videos, virtual tour and customer interaction are primarily done through external websites like Facebook and YouTube.

Order Placement and Payment

While only the 7 day free trial can be arranged through the website, as stated earlier customers can change billing options and purchase packages.

Delivery, Shipping, Returns

There are no physical products that can be shipped, delivered or returned at this website.

Customer Service and Support

The website does not have much in the realm of customer support besides a contact form, the phone number of the gym and the direct extension for HTSW's Director. There are membership suspension and change forms, but those must be printed out and then taken to the front desk.

Interface and Content

The website has two rows of navigation menus with dropdown submenus on appropriate menu items. There is also a link bar to various social media websites where they have a presence. Clicking on a menu item will take you to a page with either information or information with links to more specific information.

Utilitarian and Hedonistic Shopping

Utilitarian - htsw.net provides a lot of information on what the options available are for the consumer. The website has a thorough calendar of events as well as information on operating hours and days. The website also features a sign up form for 7 day free trial and a login to manage various aspects of the membership.

Hedonistic – While it is not the prettiest website in the world, it is by no means totally ugly. There are both well shot images from within the actual facility, and also what are most likely royalty free pictures with professional models. The April promo image is well designed.

Recommendations

I would bring the April promo image closer to the top of the home page by shortening the height of the images in the rotator, or perhaps even better, shortening the width of the images in the rotator and placing the Promo image to the right of it. On my 1366 x 768 screen, I had to scroll down to see the promo, when it would have caught my eye earlier and been more noticeable if it were closer to the top of the screen. Promos are a major factor to the Impulsive customer and we want to make sure that they notice it. I would also change the menu font as it looks like a basic Wordpress font and a little outdated at this point. I would add a 2nd submenu to some of the dropdowns for selected specific pages that just appear as links on a subpage. I would also add a few more optional fields to the eBlast sign up form, so

that if we do get the extra information, we can use it for analysis for targeting mailings. I would also change the email signup link name from “eBlast” to “Newsletter”, as eBlast would be an example of internal tech/marketing jargon and most people outside of the industry still refer to them as newsletters as indoctrinated from other websites. They may shy away from what they don’t understand with a weird name that they are not familiar with. I would also allow for clicking on an image in the rotational banner take the user to the appropriate page of the website.