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IS-455

Web Analysis

Since our project website is a neighborhood fitness gym, I selected a gym that would have different product offerings for comparison purposes. The website I selected for my web analysis is the FIT Athletic Club located in San Diego (URL: <http://fitathletic.com/sd/>).

Value Proposition:

The value proposition of the site is that FIT is a lifestyle brand of healthy living. FIT is marketing that they are much more than just a gym; instead FIT customers are joining an upscale lifestyle and a special fitness experience. FIT promises being committed to providing a supporting community to provide an environment for working out, having fun, and enjoying the camaraderie of the gym members.

The FIT website is a B2C site. FIT is trying to reach current members and new customers. FIT is trying to attract current members by providing fitness class schedules, membership benefits with associated retailers, and special events for current members. FIT is trying to reach new customers by providing general gym information including logistical information and directions to the gym, membership information, testimonies to why they believe that FIT is set apart from its competitors, and providing free trial access.

Competitors & Revenue Model:

Primary competitors for FIT would be similar general utility gyms but there has been a dramatic increase in niche market fitness gyms. There are one or two other similar competitors that are general utility gyms that offer many different fitness services. However, in the fitness market there has been increasing competition from specialty type gyms that offer specific niches for consumers. Examples of these include yoga studios, pilates studios, and cross-fit gyms. To combat this competition, general utility gyms, such as FIT, have tried to offer similar services and experiences as these niche gyms with also providing additional options and services that are not offered by these niche gyms.

The revenue model for FIT is a standard monthly fee model with up-selling for special fitness and beauty services. The majority of revenue for FIT and other fitness gyms are through the monthly membership dues. Supplemental to the standard monthly fees are additional charges for premium fitness or beauty services such as massages, tanning, personal training, and healthy food services.

Website Integration with Other Channels:

The FIT website integrates with another channel called FIT Natural Foods, which is a food service specializing in healthy foods. FIT Natural Foods provides many different food offerings and different price points to customers including different types of foods and meats. The FIT Natural Foods channel is

centrally located on the FIT fitness gym's main website page. It includes a picture of delicious looking food that draws you into the link for their supplemental food service.

Intended Customers for Website:

The intended customers for this website are high-end customers for the fitness market. Pictures on the site tend to focus on luxury and style, trying to build brand recognition as a luxury brand. The fitness pictures on the site include many different activities, which is trying to combat competition from the niche fitness markets described on the previous page.

Marketing and Advertising to Attract Consumer Interest:

Marketing and advertising on the site involves a very sleek look, stylish pictures, pictures of attractive people, and pictures of new equipment. The website has a very dark sleek look that is very appealing and draws attention to the photos and services offered by the website. The website includes stylish pictures to reinforce their projected brand image of luxury. The website also includes photos of attractive people working out to help sell the image that 'you can be this person'. In addition, the website includes pictures of new equipment to sell the image of the functionality that is available within the club.

Different Types of Customers:

Impulsive: The website attracts impulsive customers by offering customers the ability to sign up for a one day trial and the ability to submit a request for a tour of the fitness gym by a sales person. The images of attractive people also will help draw the impulsive people into the site.

Patient: The website attracts patient customers by allowing potential customers to join a mailing list of upcoming events and membership offers. In addition, fitness gym history information and publications in which FIT was included in over the years.

Analytical: The website attracts analytical customers by providing a lot of information available about the gym. The website offers a virtual tour where they can tour the gym online prior to signing up for a one day pass or arranging for an in person tour. In addition, the website offers information on all the gym amenities.

Tools and Features:

The FIT website includes tools and features that allow potential customers to reach out to customer service and sales representatives through sending them messages. In addition, the FIT website allows potential customers to sign up for a one day trial. In addition, the website allows people to apply for jobs at FIT. These tools and features are examples of the interaction and collaboration activities that are part of the Web 2.0 phase.

Process Order Placement and Payment:

The FIT website does not facilitate order placements or payments. It allows for arranging one day trials and appointments with sales representatives for membership signup. A link to the website for a related channel, FIT Natural Foods, allows for order placement for food orders and processing related payments. The site allows for credit card payments if you wish to create an account on the FIT Natural Foods website or payment can be made when picking up food orders at FIT gym locations.

Delivery, Shipping, and Returns:

The FIT website does not have delivery, shipping or returns type information/capabilities, however the related channel, FIT Natural Foods, allows for some of these capabilities. Food is only delivered to defined FIT gym locations and needs to be picked up there. The website dictates refunds will be given if food isn't up to standards, but since the food is perishable, returns process is not as established if it was for a retail company.

Customer Services and Support:

The FIT website does not specifically mention customer service or customer support. However, the website does include contact information, including phone number and address, of the gym to answer all questions and for customer support. The identified react capability defined on the site is that if you make a request for more information about the club, a sales representative will call you directly.

Special Interface and Arrangement of Content:

The FIT website features are useful for perspective customers wanting to try a one-day trial or to be contacted by a sales representative. For any activities outside of these, the website is not that useful. The only interaction for current gym members is the ability to access the schedule of fitness class and yoga class. This would be useful for current members to know when fitness or yoga classes they wish to attend are scheduled.

Utilitarian and Hedonic Shopping:

Utilitarian – The FIT website allows for a utilitarian experience by providing tools for potential customers to sign up for one-day trials and obtain more information from sales representatives. The FIT website allows for users to access information about how to eat healthy to improve user's fitness. The FIT website also provides information of gym amenities and features to attract new customers to the gym.

Hedonic – The FIT website allows for a pleasurable experience by the pictures, style, and wording of messages on the website. The pictures on the website include attractive and fit individuals working out and having fun that invoke the hedonic experience. The style of the website is very easy to look and makes it pleasurable to review the website. The wording on the messages on the website stresses a fun supportive community designed to invoke hedonic experiences.

Improvement and Enhancements:

The FIT website does a good job of catering to potential customers but it does not do a good job of attracting current gym members to build customer loyalty. The only functionality for current members is the fitness and yoga class schedules and healthy eating tips. An improvement to the website would be to include something to encourage current gym member to frequent the site. Examples might include allowing individuals to track their fitness progress or achievements directly on the website, allowing for sharing these results with gym trainers and gym fitness experts, and providing fun supportive competitions for members to compete with each other to develop the supportive community feel the gym is trying to achieve.