

4. Market Analysis



When selecting my product, I had a specific user in mind, so I wanted to find a product where the data collected would be most beneficial to that user. I found that many of the hardware products related to social fitness are 'activity trackers' which use an accelerometer to measure the amount of steps you've taken and from that works out how many calories are burned. Whilst this is useful for many sports and activity throughout the day, it would not be suitable for my user as in pole fitness you travel a negligible distance compared to the work your arms and abs are doing.

I then began looking at heart rate monitors. There are many different models available on the market, ranging from £20.00 to well over £200.00 with varying features from only measuring heart rate, with a chest strap monitor and watch or app, up to multi-functional sports watches such as the Suunto Ambit. One HR monitor stood out to me in particular -- the Scosche Rhythm, which uses an armband rather than a chest strap to measure heart rate. I was interested in this however it retails for \$79.99 (Scosche.com) and I decided to buy a lower price product as, you would hope, that human factors played more of a role in the design of a higher priced product so there would be no issues for redesign.

5. User Group

- ♥ Pole Fitness
- ♥ Both Female and Male Participants
(Ratio of 4:1 respectively in my user group)
- ♥ Age ranging 17+ (19 - 23 in my user group)
- ♥ Fitness interest ranges from people who do it just for fun to intense training
- ♥ Cardio Workout



In a pole fitness studio, there are examples of social facilitation and social inhibition. Some people thrive on having to try moves within a group and they do better than they would on their own, whereas others feel discouraged by the fact they can't get a move straight away when others can. By using a heart rate monitor, those with social inhibition would still have an indicator that they're working hard and burning calories encouraging them to keep participating - even if they're not getting the moves first time.



Pole fitness users already have a strong presence on social media platforms such as Facebook, Instagram and Youtube. "Yes Facebook to share moves I've achieved or want to learn. Youtube for inspiration as well as sharing" "Facebook - keeping up with other people in the industry, finding more moves, getting advice"



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I believe social fitness is the next level up from this, being able to share fitness progress amongst others as well as progress with certain moves is an attractive prospect to pole fitness participants - especially for those at higher skill levels looking to improve their strength and overall fitness in order to achieve more complex moves.