

Interview Questions

Relationship with Exercise

Motivation, Goals, & Prioritization

1. What is your relationship with exercise and fitness?
2. What is motivating you to make fitness a part of your lifestyle?
3. How (will / do) you prioritize exercise as part of your routine?
4. What types of activities or exercises do you enjoy?
5. What obstacles or barriers are preventing you from achieving your fitness goals?
6. How (do / will) you hold yourself accountable to reach your goal?
7. How (do / will) you measure your progress?
8. Do you prefer working out alone at the gym, alone at home, or in a group setting? Why?
9. How do you correct issues with improper form or gain further insight on how to do certain exercises when you're alone?
10. How do you feel about sharing updates regarding your fitness on social media?

Fitness Apps

1. What is your experience with fitness apps or wearables?
2. Why did you choose to start using a fitness app? Why do you keep using the app?
3. What do you like the most about that [app name]? What do you like the least about [app name]?
4. How has technology helped with your fitness goals? / How do you hope technology will help you reach your fitness goals?
5. If you were to spend money for the app, what would it be for?

Challenges

1. Can you think of any fitness challenges that you have participated in? / What types of challenges would you be interested in participating in?
2. What motivated you to participate in the challenge? / Why would you participate in a challenge?
3. Do you feel more motivated when you challenge your friends and family or other individuals who are working towards the same goals?
4. How do you feel when you under or over perform during an exercise in front of family or friends vs strangers?
5. If you could set your own schedule and difficulty level, would you prefer to invite friends/family to challenge or an individual who meets the same stats as you, but you don't know?

Gamification

1. What are your feelings about video games that incorporate fitness into the gameplay?
2. If you were to play a fitness video game, what type of game would you be interested in playing?
3. What type of reward system would sustain your gameplay?
4. What could make a fitness game gimmicky vs motivating?
5. How do you feel about competition and ranking? Does it motivate or frustrate you?