



Northeastern University



EnPhysion
Health

Pro-Social Marketing Plan: EnPhysion Health

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Marketing and Society

April 21, 2024

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1.0 Executive Summary

EnPhysion Health is a Boston-based health and fitness company that works one-on-one with patients providing them with personalized exercises, helping them heal from injury and optimizing their fitness program. The chief executive officer and founder, Joshua Kaplan, graduated from Boston University in 2016 with a doctorate in physical therapy. The EnPhysion team of three physical therapy trainers provide clients with care that focuses on whole body performance and movement tailored to each client's body and lifestyle. EnPhysion offers three different subscription plans priced at \$89 per month, \$99 per month, and \$1,099 per year. These plans include a full body evaluation performed by a professional physical therapist, a personalized exercise program for clients, remote or in person sessions with physical therapists, and 24/7 access to their custom programs through the EnPhysion app. EnPhysion empowers its clients by creating tailored fitness programs, providing comprehensive educational resources, and encouraging accountability. Through its offerings, EnPhysion guides its clients towards transformative fitness journeys and optimal well-being, all while maximizing their time and effort devoted to exercise.

EnPhysion's stakeholders include the employees at the company, current users of the service, the local community, regulators and authorities, supporters of the company, and suppliers used to source equipment and develop the app. One primary stakeholder is physical therapist and founder, Joshua Kaplan, who is passionate about movement and growing the reach of the EnPhysion service in Boston. As EnPhysion is a relatively new service, each employee plays a critical role in ensuring the smooth functionality and success of the company, highlighting the significance of every team member in driving its operations and growth.

Although EnPhysion does not have the capacity currently, Kaplan expresses desire for his brand to eventually have a formal marketing team to pursue higher visibility in the market.

Throughout this semester, we have done extensive research on how Kaplan can decrease the average age of his clientele and better target college students in the greater Boston area. A future stakeholder of EnPhysion will be the 70+ colleges, universities, and local world-class institutions. As well as the schools themselves, future stakeholders include the students that are attending these schools and their parents in the case that they are financially backed by their family. Outside of the college community, EnPhysion's stakeholders could include its investors, regulators and authorities, and advocates and supporters. In February of 2021, EnPhysion was founded and funded by many investors. The local community and peers of Joshua Kaplan also helped the company grow into what it has become today. The Federations of State Boards of Physical therapy is also considered one of EnPhysion's many stakeholders as physical therapy organizations must register with this board to become a legal practice.

EnPhysion's clientele can use the service remotely or in person. Clients have the option to use the Zoom communications platform where they can connect one-on-one with a personal trainer in the comfort of their own space. EnPhysion trainer's will also visit and assist clients with their movement and exercise programs in the comfort of their own home. EnPhysion provides clients with comprehensive educational materials including their customizable app, Instagram page, Facebook page, and brand Youtube page with informative movement video tutorials by Kaplan. EnPhysion's current social media presence lacks consistency in posts and fails to garner significant attention from potential consumers, particularly college-aged students. From our primary research, including 60 local student interviews and 68 Boston student survey

respondents, we uncovered that college students would be most likely to see EnPhysion marketed through Instagram, TikTok, or at T stations and MBTA bus stops.

According to our interview and survey data, EnPhysion's main target audience in the college market includes male college students aged 18-21 in Boston and surrounding cities. We discovered that men tend to be more physically active compared to women and non-binary students (Appendix A; Appendix B). From our interview data specifically, we found that students who spend \$300 or more per month (not including rent), or students whose parents financially supported them, would be a better fit for the EnPhysion service as they are the students with the disposable income and means to afford this type of subscription. EnPhysion's desired positioning is low cost with a high quality physical therapy focus to ensure success for their customer base (Figure 4).

For the past three and a half months, our team of five has been conducting comprehensive primary and secondary research to further help EnPhysion target the college market and reduce the average age of their clientele. Strategies to target college students include advertising on social media as well as physical advertisements around the city of Boston, specifically near college campuses. To get more interest from college students, EnPhysion should also collaborate with local colleges and universities by giving guest lectures on campus or consulting with collegiate athletic programs. As well as collaborating with local colleges, EnPhysion can also work with nano influencers to get more exposure in a younger market. College students tend to have more trust in nano influencers compared to people with millions of followers as they are regular people who engage personally with smaller audiences.

2.0 Background and Project Goals

One of Kaplan's long-term goals with EnPhysion is to use his love for helping everyday people improve upon their mobility struggles as a method to help fund the Global National Parks Project. He has an established investment-donation structure with EnPhysion to donate money to the Gorongosa National Park in Mozambique each quarter in accordance with the number of clients subscribed on the EnPhysion app. This positive impact has the opportunity to greatly multiply with the expansion of his clientele.

College-aged students, 18-22 and Generation Z, are known for being a very socially progressive generation, favoring brands that prioritize sustainability and pro-social causes (Wood, 2022). A study conducted by Students Organizing for Sustainability International found that the majority of their participants, around 75%, relayed that they are overall worried about climate change and the effects it could have on the planet in the coming years (Students Organizing for Sustainability International, 2021). However, our interview data found that students in surrounding Boston campuses did not value a company any more highly who contributes to a pro-social cause. 40% of interviewees rated it only slightly important (or a 2 out of 5) that their EnPhysion subscription fee contributes to a pro-social cause (Appendix B). Seeing as our primary and secondary research do not align on the perceived importance of environmental and social advocacy on consumer behavior, Kaplan and the EnPhysion team should focus their messaging strategy more on the convenience and personalization aspects of the EnPhysion service when attempting to gain the attention of college age students. Through more targeted messaging strategies, EnPhysion can gain the attention of students and showcase to them the impact and unmatched service they provide.

Overall, our goal as a team is to successfully develop a marketing strategy that addresses the identified barriers, competition, and motivations, with a clear focus on the college segment, in order to facilitate the growth and expansion of EnPhysion in the greater Boston area. By crafting messaging that aligns with their values and offering competitive pricing, we seek not only to enter but to flourish within Boston's college community. Our ultimate goal is to inspire college students to embrace healthier lifestyles through EnPhysion's innovative solutions, fostering a sense of empowerment and well-being.

3.0 Situation Analysis and Market Research

EnPhysion's main strength and point of differentiation is their unique approach to personal training through a physical therapy lens. EnPhysion offers a high level of personalization with tailored workouts created by expert trainers who also hold clients accountable. EnPhysion is also unique because of its commitment to philanthropy and corporate shared value (CSV) by helping to support the preservation of the Gorongosa National Park in Mozambique. However, there are some weaknesses in EnPhysion's current business model that might be affecting its performance in the market. EnPhysion is expensive compared to self-guided apps which are most commonly used by college students, which excludes it from the consideration set for the target market (Bardus et al. 2021). Its limited social media presence, lack of integration with popular smart devices like the Apple Watch, and absence of insurance coverage pose challenges.

Additionally, the fitness app segment is crowded and also highly dependent on trends (Breedon, 2023). Much like diet culture, exercise trends and fads rise and fall in popularity quickly. In order to transcend the issue of the market's volatility, EnPhysion must ensure that its value proposition and brand elements withstand the test of time. For all fitness and health apps

and services, privacy and liability are concerns especially when it comes to sharing personal medical information online. EnPhysion must assure users that their data is protected and convince them of their credibility as licensed personal trainers and physical therapists. In order to thrive in the market, EnPhysion can leverage several opportunities such as enhancing social media exposure, integrating with other apps and wearable devices, and forming collaborations with local businesses and colleges.

3.1 Literature Review

In our secondary research, we focused both on the exercise habits of the target market and their priorities and preferences when using fitness apps. We found that demographics such as age and gender were significant factors influencing the use of fitness apps and exercise in general. Younger people even within the college student demographic were more active on average (Buckworth & Nigg, 2004). Gender was important for examining differences in exercise motivations. Women tended to prioritize weight loss and stress management as fitness goals while men prioritized strength, competition, and social recognition (Jeffrey, 2013). These disparities are important for EnPhysion to consider when designing marketing campaigns and app personalization. The extent to which college students prioritize EnPhysion's unique points of differentiation like its physical therapy focus and personalized programs curated by experts is something that we wanted to gauge with our primary research to evaluate the viability and possible profitability of EnPhysion's expansion into the college student market.

3.2 Small Scale Research

To conduct our research, we created a Qualtrics survey and interviewed 60 students in the greater Boston area to gain insight into the needs and wants of the target audience. Both the survey and interview objectives focused on learning about current exercise habits, familiarity

with physical therapy and personal training, fitness-related spending habits, marketing platform suggestions and target market demographics. The survey consisted of multiple choice, likert scale, multiple selection, short answer, ranking and slider questions. The interview questions were multiple choice and short answer questions, allowing respondents to provide justification or context for their answers in a more conversational manner. It is important to note that we did not mention EnPhysion by name in the survey to prevent biases that could be caused by existing brand associations or if respondents perceived the survey to be an ad and answer less genuinely as a result of either of these factors. Interviewees were introduced to the company by name, website, and brand elements, and the interviewer could clarify or answer questions about our research purposes more easily in person to prevent these biases.

3.2.1 Survey and Interview Results

Our research was broken down into four major parts, each with their own objectives: current exercise habits, attitudes towards and experience with physical therapy based personal training, finances, and marketing strategies.

First, we polled respondents on their current levels of physical activity and exercise habits. By learning about what sports programs or forms of self-directed exercise respondents participated in both on and off campus, we hoped to identify submarkets that EnPhysion could cater its marketing to or adapt its offerings for. Among our respondents, 47% participated in a campus sport (Division 1, club, or intramural), and spent five to seven hours per week doing physical activity (Figure 1). The high participation rates in campus sports among our survey respondents (47%, Appendix A) and interviewees (33%, Appendix B), spanning Division 1, club, or intramural levels, suggest a strong interest and engagement in physical activity within the college demographic. This finding could skew our results positively for EnPhysion,

indicating a receptive audience likely to value and benefit from our mobility-focused services when this may not be the case with a larger, more random sample size.

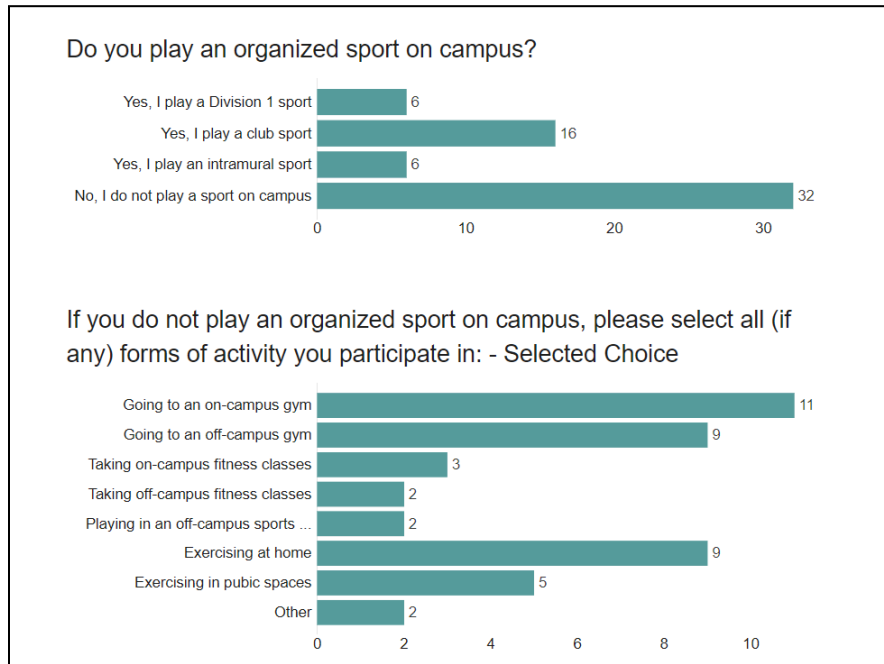


Figure 1: Survey Results Report

Survey responses to questions asking about involvement in on-campus sports and exercise routines outside of university athletics.

Similarly, one third of interviewees played a college sport and 74% reported exercising at least 3 times a week at an average of an hour and a half per session (Appendix B). Relating to the opportunities we identified in our SWOT analysis, EnPhysion could leverage the high interest of college athletes to host guest talks or offer free consultations at university athletics programs. The remaining percentage that did not participate in a college sport still participated in regular physical activity, the top forms of which being: going to a gym (either on or off campus), exercising at home, and taking fitness classes (Appendix A). The frequency of physical activity among non-student athletes demonstrates that there is opportunity for EnPhysion to expand to a broader college market, even outside of athletes.

Next, we asked participants about their attitudes towards and prior experience with physical therapy and personal training. In terms of familiarity and experience with physical therapy and personal training, we found that almost half of our respondents had participated in some form of physical therapy or personal training before and were open to trying an online version like EnPhysion offers (84% of survey respondents said they would be possibly or definitely interested and 53% of interviewees said they were likely to participate) (Figure 2). In terms of attitudes towards a program like EnPhysion’s as well the extent to which our target market’s values align with EnPhysions, we found that overall, respondents agreed with statements used to describe EnPhysion users. For example, 60% agreed that it would be important to incorporate physical therapy driven training into their exercise routines and 85% said that they like to have personalized exercise routines, which are the two main points of differentiation that EnPhysion offers (Appendix A). An overwhelming 90% of interviewees indicated that the EnPhysion program would have benefits for stress management and physical well-being (Appendix B).

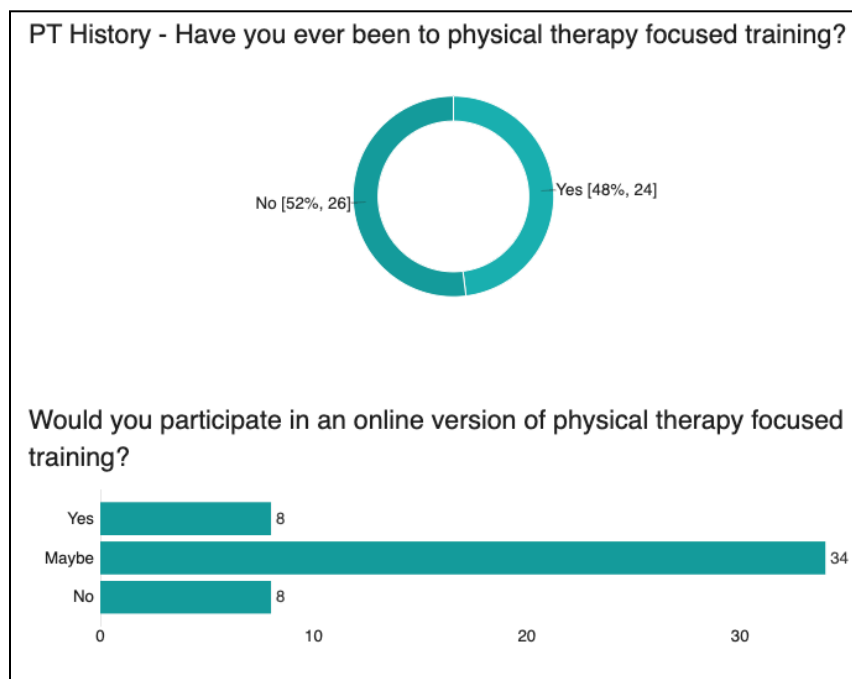


Figure 2: EnPhysion Survey Results

The above figure shares survey respondent insights into their history with physical therapy (above) as well as likelihood to participate in an online version of physical therapy focused training (below).

In order to address the issue of pricing that we identified in our competitive analysis, we asked respondents how much they would be willing to pay for a service like EnPhysion's. On average, our survey respondents spent \$938 per month with 11% of that spending going towards fitness and health-related costs (Appendix A). Our interviewees spent \$1759 and 5.5% respectively (the disparity in average spending can be explained by some respondents including rent in their estimates while others did not)(Appendix B). We found that on average, respondents were willing to spend around \$50 per month, while interviewees indicated they would only spend \$40 per month, which is significantly less than EnPhysion's current pricing model (Appendices A,B). This is consistent with the weaknesses aspect of our SWOT analysis and so to appeal to the college student demographic, EnPhysion must re-evaluate its pricing structure and consider offering freemium features or student discounts to lower the barrier of entry.

When asked about where they would be most likely to see advertisements or content about physical therapy based personal training, the most common social media platforms listed by survey respondents and interviewees were Instagram, TikTok, and Twitter (X)(Appendices A,B). This emphasizes how crucial it is for EnPhysion to increase its social media presence to gain exposure among the college student demographic. Additionally, we found that in the Boston area, advertisements in public transportation centers such as T-stations would be effective given that college students frequently use public transport to access different areas of the greater Boston area.

4.0 Target Audience

EnPhysion Health is looking to target the college market to bring down the average age of their clientele. From primary and secondary research, we have found the group that we believe would be best for EnPhysion to target.

4.1 Demographics, Geographics, and Psychographics

We believe EnPhysion should target male college students aged 18-21. The average age of 20 years old was consistent with secondary research that indicated younger college students were more active in Boston and surrounding cities and towns. From our secondary research, we found that in college, men tend to be more active compared to women and students are also more likely to be physically active in their first few years of college compared to their senior year (Calestine et al., 2017). For this reason, we think targeting the younger college audience would be a better choice for EnPhysion. EnPhysion can also choose to target these students' parents as a number of college students receive financial aid from their families (Appendix B). They can host events and lectures during friends and family weekend at schools as well as during move-in and move-out periods when there are more parents and families around campus.

By conducting 60 in person interviews with students around Boston, we determined that EnPhysion should target students who spend \$300+ per month or students whose parents financially support them. These students have more disposable funds and would be more willing to pay for the EnPhysion service overall. We also believe that EnPhysion should try and target students who are already spending 10% or more of their monthly budget on healthcare products or services. These products and services can include physical therapy, doctors appointments, prescription medications, vitamins and supplements, fitness trackers, and gym memberships. The

reason EnPhysion should target students who already have this purchasing pattern is because they are already spending a significant amount of their budget on prioritizing their health.

EnPhysion wants to target students who value the incorporation of physical therapy into their exercise routine as reflected throughout our survey data. Out of our 60 interviewees, 22% rated that physical therapy was extremely important to incorporate into their exercise routine and 42% rated that this was very important (Appendix B). Furthermore, EnPhysion should aim to target students who are currently using mobile apps for movement purposes as EnPhysion offers an in-depth app which is already included in their subscription fee. Many people are already paying to use an app that assists them with their exercise routine in addition to paying expensive co-pays to see a physical therapist. As of 2019, there were 68.7 million users of fitness apps on smart phones in the United States (Ceci, 2022). The EnPhysion service would combine these two fees and help students save their money. Finally, EnPhysion should target students who do not currently exercise but want to start soon in the future as the EnPhysion service can motivate them to do so. One of our interview subjects from Northeastern mentioned that EnPhysion can help her manage her stress levels and overall well being as she does not currently exercise regularly but believes that motivation from an outside source would help her improve her mental health and get into a consistent exercise routine (Appendix B). Students like these are ready to change their behavior but may need an outside force to assist them in becoming more physically active in their overall lives.

4.2 Segmentation

EnPhysion should prioritize the largest and most accessible market in the Boston area, college students. With over 70 colleges and universities in the greater Boston area, EnPhysion has a very large market to target with a wide variety of potential new customers (User, n.d.).

Working with college students, both undergraduate and graduate, gives EnPhysion many opportunities to get more exposure with a younger age group. EnPhysion can collaborate with different universities and host events, speeches, or guest lectures for relevant courses such as physical therapy classes, biology classes, health education classes, and physics classes. With such a vast pool of potential clients, collaborating with universities and organizing events offers EnPhysion a strategic way to reach out to a younger demographic.

5.0 Competitive Analysis

We identified three companies that are direct competitors to EnPhysion: Future, Luna, and Flexit (Figure 3). These competitors are all apps and subscription services that match clients with real-life experts to improve their fitness and vary in their levels of emphasis on physical therapy versus personal training as well as vary in their pricing. We want to note that EnPhysion is relatively inexpensive compared to these companies, but none of these companies are trying to break into the college student segment—where EnPhysion is actually more expensive than other apps that students might consider which are generally more self-guided and do not match users with a trained professional. In order to better understand the consideration set of our target market, it is important to acknowledge the indirect competitors to EnPhysion like Nike Training Club, Strava, and Sweat. These apps can be downloaded for free from the app store and are stand-alone services that ask questions during the onboarding process to personalize plans for the user rather than require a face-to-face consultation with a professional (Pasche, 2024). Freemium models with no-cost base features could be a viable option for college students who would have to weigh the cost factor against a lower level of personalization and expertise.

The results of our survey also indicated the importance of cost for the target market. When asked to select possible barriers to using a service like EnPhysion, 62% of survey

respondents said that cost concerns would be a deciding factor in their decision to use EnPhysion or not (Appendix A). While cost was the most frequently mentioned barrier, 10% people responded lack of time, 7-8% said lack of interest, and preference for self-directed exercise were also prevalent barriers for survey respondents. Similarly, among interviewees, the most frequently mentioned deterrents to using EnPhysion's services were cost concerns as well as lack of time and interest (Appendix B).

Additionally, the survey recorded a few opportunities as to why clients would be inclined to onboard EnPhysion. Additionally, more than 85% of the survey respondents wanted to personalize their exercise routines in order to fulfill their goals (Appendix A). According to the interview results these opportunities included 30-35% people wanting to improve their performance in sports or physical activities as well as preventing injuries and addressing physical limitations or pain (Appendix B). The survey and interview participants were also inclined to use EnPhysion as a tool to learn more about optimizing their exercise routine. The consistency between the survey and interview responses is important to acknowledge as both sample pools indicated that price was an issue which emphasizes the need for EnPhysion to adjust its subscription tiers to appeal more towards the college student demographic. Similarly, EnPhysion could center promotional materials and campaigns around the opportunity to meet with trainers on Zoom to leverage the convenience aspect that respondents and interviewees listed as a top motivator for using EnPhysion. On the perceptual map, compared to its competitors, EnPhysion is highly focused on physical therapy and personal training. Differently, EnPhysions competitors either focused less on therapy overall or only provided physical therapy services without the inclusion of personal training (Figure 4).

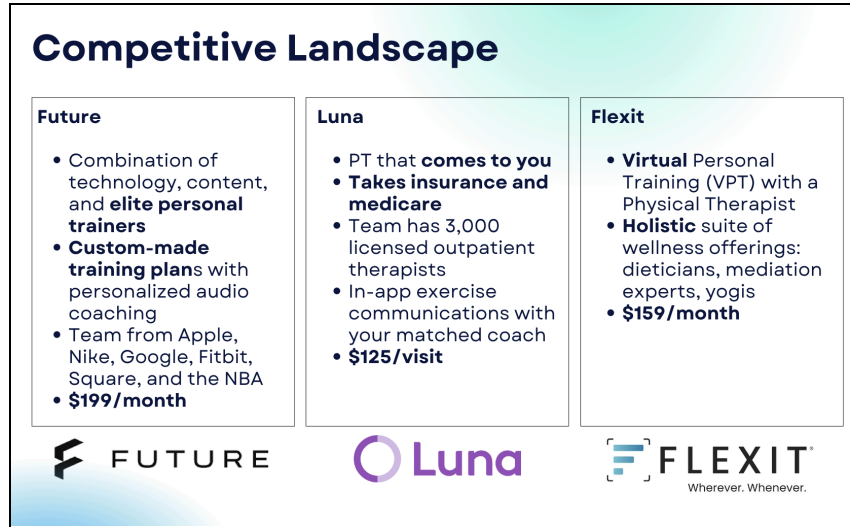


Figure 3: Competitive Landscape
 Chart showing three direct competitors to EnPhysion.

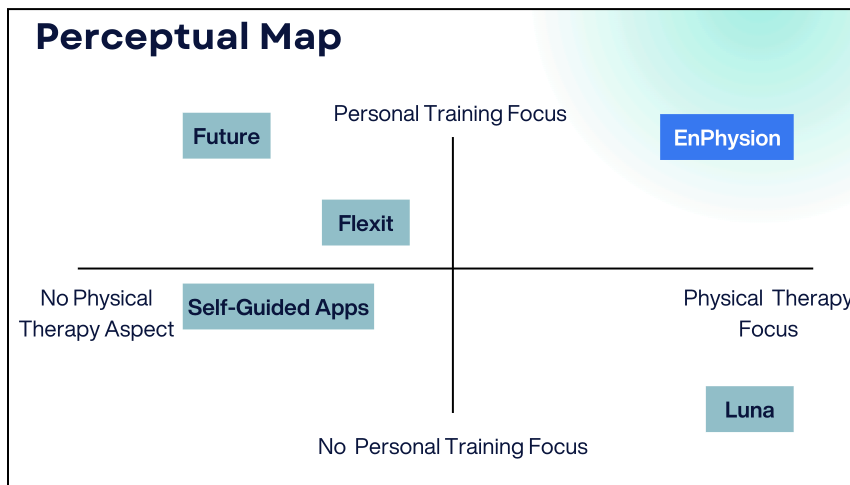


Figure 4: Perceptual Map
 Perceptual map demonstrating EnPhysion’s point of differentiation as both personal training and physical therapy focused.

6.0 Marketing Strategy and Positioning Statement

In order to penetrate the college age market and gain a competitive edge, EnPhysion should leverage targeted advertising. EnPhysion could focus on the college age target segment and focus on educating college students on the services provided by EnPhysion. They should also encourage them to take free consultation and focus on solving the problem faced by them,

which could attract their target audience and work in their favor as a good word of mouth strategy. Collaborating with local colleges and nano-influencers to run campaigns would be attractive to our target market (Maumelat, 2023). And according to our survey, students were more likely to view our advertisements on T stations and bus stop shelters, therefore showing the importance of utilizing these types of advertisements for EnPhysion. Furthermore, 88% of survey respondents said that they view fitness content on Instagram and Facebook so increasing our digital presence on social media sites such as Instagram and Facebook could help us gain new potential customers (Appendix A).

Therefore, based on our findings, our positioning statement for EnPhysion is: “For college students seeking personalized training programs, EnPhysion offers tailored programs designed to meet individual needs and lifestyle demands. With a focus on preventive care and holistic wellness, EnPhysion provides comprehensive health assessments, educational materials, and fitness routines because by combining our physical therapy background with compassionate care, we empower college students to prioritize their health and well-being, enabling them to thrive.” Using this positioning strategy as the basis of EnPhysion’s campaign will allow them to more successfully turn Boston’s college students into EnPhysion clients.

7.0 Marketing Objectives and Goals

The marketing objectives and goals that we identified throughout the project can be shown through the SMART framework. The SMART framework stands for specific, measurable, achievable, relevant, and timely, all of which are essential aspects to identify when creating a marketing plan for EnPhysion (Figure 5). Developing a marketing strategy that we outlined above would aid in breaking into the college segment to facilitate growth in the greater Boston area was identified through the ‘specific’ aspect of the framework. Specifically, a social media

campaign on Instagram, Tiktok, and Twitter (X), advertising in T stations in MBTA bus stops, guest speaking events on local campuses, and collaborations with Boston nano-influencers. Further, it was important to measure the success of the marketing strategy through key performance indicators such as subscription sign-ups, engagement metrics, survey feedback, partnership impact, retention rates, and return on investment (ROI).

In terms of more ‘achievable’ goals for this campaign to target college students, EnPhyson should aim to gain a total of 10 new college age clients and 1,000 new social media followers—on Instagram, Tiktok, and Twitter (X)—, all while maintaining a consistent posting schedule. As for our ‘relevant’ aspect, as previously mentioned, we targeted college age students on campuses around Boston which will allow EnPhyson to break into a new demographic and expand their customer base overall. Finally, in terms of the time span of this plan, or ‘timely’ aspect, EnPhyson should begin to implement this marketing plan in the Fall of 2024, September 1st through December 31st 2024, when the school year is starting and college students are back on campus. Overall, this framework acts as a guide for the marketing intervention for Enphyson and provides the client and our group with a framework and plan in order to implement marketing efforts for Enphyson.

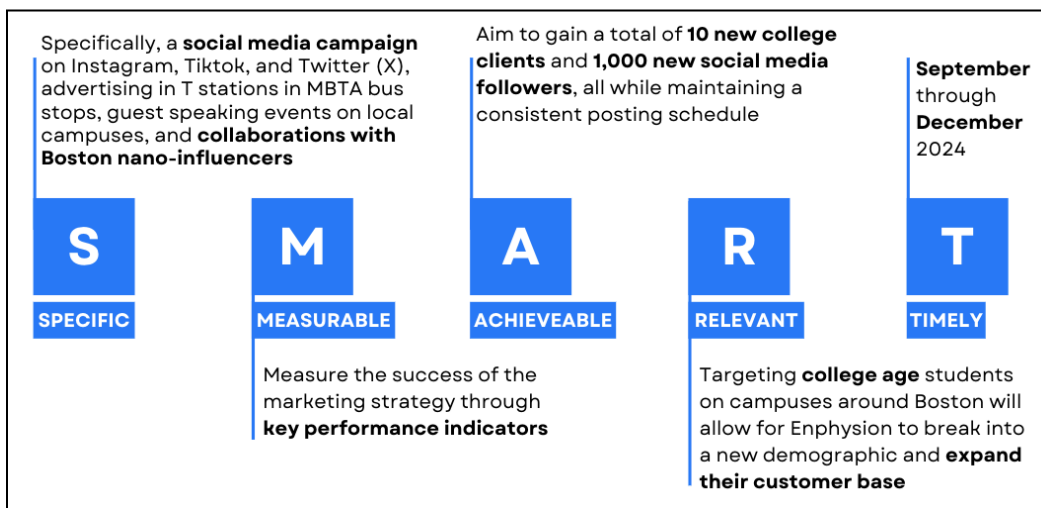


Figure 5: SMART Goals for EnPhysion Campaign

The above figure displays the aforementioned SMART goals for EnPhysion when beginning their campaign to target college students in the greater Boston area.

8.0 Marketing Mix

EnPhysion's wellness programs offer a myriad of benefits, including improved physical health and fitness, enhanced mental well-being, and personalized movement programs curated by experienced professionals. In the realm of marketing, the concept of the marketing mix encompasses the array of tools and strategies utilized to create, communicate, and deliver this value to consumers. For EnPhysion, a Boston-based health service targeting college-aged individuals, leveraging the “4Ps”—Product, Price, Place, and Promotion—is imperative in effectively reaching and engaging with this specific demographic.

Understanding and optimizing each element of the marketing mix is essential for EnPhysion to successfully penetrate the college-aged market and encourage adoption of its wellness programs. Product entails goods or services, involving decisions on features, design, branding, and quality. Price reflects customer willingness to pay, involving pricing strategy, discounts, and competitive factors. Place, or distribution, ensures availability at the right time and location through channels and logistics. Promotion encompasses all activities to communicate value and drive purchases, including advertising, public relations, and social media. Together, these components form a framework for managing offerings, pricing, distribution, and promotion to meet marketing objectives and customer needs.

8.1 Product

EnPhysion's product offering centers around a user-friendly mobile application and remote coaching sessions tailored to the needs of college students. The EnPhysion app serves as a comprehensive platform where users can access personalized movement programs, receive

remote coaching, and track their progress conveniently. By emphasizing features like accountability, support, and flexibility, EnPhysion positions itself as a valuable resource for college students seeking to improve their physical health and wellness.

8.2 Price

EnPhysion employs a flexible pricing strategy to accommodate the diverse financial circumstances of college students. With three subscription tiers—Actualization, Optimization, and Annual memberships—EnPhysion offers varying levels of access and benefits at different price points. The Actualization membership, priced at \$99 per month, includes a full body evaluation, customized movement program, and two monthly sessions. In contrast, the Annual membership, priced at \$1,099 per year, offers additional benefits such as a comprehensive evaluation and 24/7 app access. By providing options that cater to different budgets and needs, EnPhysion aims to make its wellness programs accessible and inclusive for college students. According to our primary research, an EnPhysion subscription plan priced at \$45 per month and including the initial full body evaluation, one training visit per month, and 24/7 app access would be most appealing for college students in Boston (Appendix A; Appendix B).

8.3 Place

EnPhysion prioritizes accessibility and convenience by offering its services through multiple channels, including its mobile app and remote coaching sessions. The EnPhysion app serves as a centralized platform where users can access personalized programs and engage with coaches from anywhere with an internet connection. Additionally, partnerships with college campuses facilitate access to EnPhysion's services, leveraging existing networks and resources to reach the target demographic. By making its offerings available in various settings, primarily

Zoom and in person, but including home, gym, or outdoor spaces, EnPhysion ensures flexibility to accommodate the busy lifestyles of college students.

8.4 Promotion

EnPhysion's promotional strategies are designed to effectively communicate the value proposition of its wellness programs to college-aged individuals. The company emphasizes the physical and mental benefits of its offerings, highlighting improved health, fitness, and overall well-being. Partnerships with college campuses enhance accessibility and promote awareness of EnPhysion's services among the target demographic. Testimonials and success stories from satisfied users serve as powerful social proof, building trust and credibility among the target audience. Collaborations with student influencers and campus organizations help amplify EnPhysion's messaging and reach a wider audience. Similarly, clear communication of pricing options and incentives further incentivizes college students to engage with EnPhysion's programs, emphasizing the convenience and flexibility of remote access. Through these promotional efforts, EnPhysion aims to position itself as a trusted partner in promoting health and wellness among college students.

Going forward, advertising efforts should feature two key messaging strategies that, firstly, highlight the physical and mental benefits of EnPhysion's wellness programs, such as improved fitness, stress relief, and enhanced well-being. The goal of this message is to convince the audience that regular exercise and personalized coaching can contribute to overall health and vitality, resonating with college students' desire for holistic wellness discovered in our aforementioned secondary research. Secondly, a key focus of these new marketing materials would be to emphasize the convenience and flexibility of EnPhysion's services, underscoring the ability to access personalized programs and coaching remotely via the mobile app. These media

vehicles would aim to illustrate how EnPhysion fits seamlessly into busy college lifestyles and allows students to engage in workouts anytime, anywhere.

Although our primary and secondary research conflict on the importance of EnPhysion's pro-social causes in motivating college students to become EnPhysion subscribers, EnPhysion should consider testing the effectiveness of incorporating its investment in the Gorongosa National Park in Mozambique into its social media marketing strategy. Despite the findings that students in surrounding Boston campuses did not highly value a company's contribution to a pro-social cause, given the socially progressive nature of Generation Z and the increasing concern about climate change among college-aged students, there is still potential for this approach to resonate with certain segments of the target audience. By conducting A/B testing or targeted social media campaigns, EnPhysion can gauge the response of college students to messaging that highlights its positive impact on environmental conservation while also emphasizing the convenience and personalization aspects of its service. This approach would allow EnPhysion to refine its messaging strategy and better tailor its marketing efforts to the preferences and motivations of college-age consumers, ultimately facilitating its growth and expansion in the greater Boston area.

As discovered through our previously discussed primary data collection, the most optimal channels for EnPhysion to target this new demographic is through Instagram, Tiktok, Twitter (X) and T station or MBTA bus stop advertisements. This campaign would involve EnPhysion creating and populating brand Tiktok and Twitter (X) profiles on a consistent weekly posting schedule. Depending on EnPhysion's budget for marketing to the college aged demographic, EnPhysion could take advantage of the free posting capabilities of Instagram and Tiktok, posting consistently on the account feed and stories. However, if EnPhysion has a larger budget to invest

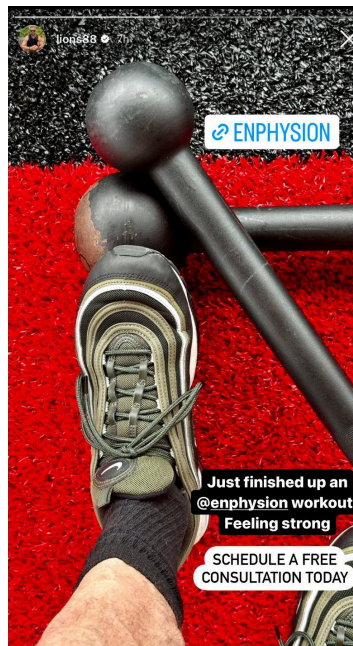
in digital marketing, it would be advantageous for their team to consider utilizing nano-influencers, perhaps students, local to the Boston area to appeal to college students. nano-influencers, defined by public accounts with 1,000-14,999 followers, “cultivate strong personal bonds with followers, engage more, and have close ties with brand partners, making them ideal for closing deals” (Manager, 2024). A nano-influencer story post would cost EnPhysion an average of ~\$43 per story, ~\$100 per feed post, or ~\$114 per video depending on the creator and their respective content creation rate (Dogtiev, 2023). There are three student nano-influencers in the Boston area that would be a seamless partnership fit for EnPhysion: Boston nutrition coach, Rachel Artus (@eats_by_rach); Boston University student lifestyle influencer, Kin Yang (@kindaking); and local fitness influencer, Steven Lionberger (@lions88).

Additionally if EnPhysion has more of a budget to invest in this target market campaign, it would be beneficial for their brand to pursue subway or bus advertising opportunities. The cost of a transit advertisement in Boston varies depending on the size, location, placement, and duration of placement. However, on average in Boston, T station advertisements would cost EnPhysion ~\$1,200-23,000 per month and MBTA bus stop shelter advertisements would cost ~\$1,000-3,000 per month (Transit Ads, n.d.; Boston Metro, n.d.). The EnPhysion team should be strategic about the placement of these advertisements, focusing their efforts on T stations and MBTA bus stops that are highly trafficked near major Boston universities i.e. the Symphony green line station, the Harvard or Kendall/MIT red line stations, the Brookline Ave-Newbury Street Route 60 or 65 bus stop, and the Washington St.-Brock St. Route 57 bus stop. Three examples of these three media vehicles—Instagram, Tiktok, and subway or bus advertisements—advertising marketing materials are as follows:



Marketing Material 1: Feed Post

An example of free digital marketing content for EnPhysion. The post highlights the four main pillars that differentiate EnPhysion for its competitors. This post was designed for Instagram but it can be modified to post on Facebook, X, etc.



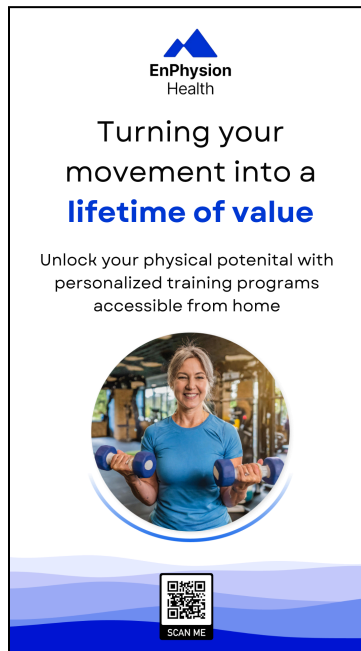
Marketing Material 2: Influencer Marketing Story Post

An example of a story post a local nano-influencer could post on Instagram, Tiktok, Facebook, etc. to promote EnPhysion. The post shows nano-influencer, Steven Lionberger (@lions88), after completing an EnPhysion programmed workout in his local gym.



Marketing Material 3: Influencer Marketing Instagram Reel or Tiktok

An example of a video a local nano-influencer could post on Instagram, Tiktok, Youtube, etc. to promote EnPhysion programming. The video would be the influencer and Boston Nutrition Coach, Rachel Artus (@eats_by_rach), 's 'day in the life' where she shows her morning routine along with herself completing an EnPhysion workout through the app. She describes the kinds of health benefits her personalized program has granted her since starting working with them and encourages her followers to book a free consultation today.



Marketing Material 4: T Station or MBTA Bus Shelter Advertisement

An example of the kind of graphic EnPhysion could use as a T Station or MBTA Bus Shelter advertisement. The graphic features the EnPhysion catchphrase along with a tagline that describes the utility of the company in college

student's daily lives. The advertisement also features a QR code that will bring the user to the EnPhysion home page to schedule their free consultation.

9.0 RCT

This hypothetical randomized control trial (RCT) will study whether accountability has an influence on college students' commitment to movement and strength training. All participants will give written consent for this experiment and have the ability to withdraw at any time.

9.1 Hypothesis

Participants who are held accountable to movement and strength training will be more physically active compared to participants who are not held accountable by EnPhysion.

9.2 Comparable Conditions

Participants will be randomly assigned a conditional group:

Experimental Group: College student participants are assigned to follow a tailored EnPhysion program, training on a regular basis (3-7 times per week).

Control Group: College student participants do not take part in EnPhysion programming and do not have a personal trainer nor physical therapist.

9.3 Target Audience and Sample Size

Those recruited for this study will be college students ages 18-25 from campuses in the Boston area through random selection. Recruitment will be done through techniques like advertisements, both in person and online, along with word-of-mouth communications.

Additionally, prior to the trial participation, participants will need to provide documentation detailing no prior pre-existing or physically restricting conditions. The RCT would aim for a sample size of 100 college students total split between the two trial groups (50 college students per condition).

9.4 Procedure and Setting

Experimental group participants will receive a consultation from an EnPhysion trainer and assigned a fitness program through the EnPhysion app to complete on their own time 3-7 times per week. The programmed training can be completed in the setting of the participants choice (i.e. at home, at the gym, outside, etc.). The frequency of experimental participant training sessions per week will be tracked and documented within the EnPhysion app. The control group will also meet with a health trainer to understand the health benefits of weekly exercise. This group will also self-report any physical activity they complete for the three month period on a similarly designed app to EnPhysion. The data collected will be kept confidential. The experimental participants can set up sessions to meet with the EnPhysion trainers for assistance as needed. Control group participants will continue business as usual, working out without the aid of a personal trainer or physical therapist. The trial will be conducted over a 12-week period to observe results.

9.5 Measurable Outcomes

Before the start of the RCT, each of the 100 participants will meet with a primary care provider and sports performance professional to receive a baseline physical profile including measurements of height, weight, resting heart rate, blood pressure, mobility, flexibility, VO_2 max, a complete blood panel, etc. These measurements will be re-conducted at the end of the 12-week trial for analysis and conclusion. The 100 participants will also be asked to complete a survey before and after the trial consisting of key qualitative questions regarding satisfaction, happiness levels, mental clarity, physical pain levels, mobility, flexibility, stress levels, etc. In addition to these data points collected pre-and post-trial, the experimental group's workout frequency and duration will be collected and synthesized from within the EnPhysion app.

9.6 Challenges RCT May Face

Throughout the 12 week trial period, the RCT may face challenges with maintaining accuracy and precision. This can be attributed to the assumed executory error present in human trial experiments. More specifically, it is possible that the experimental and control group participants lie about their training program through the EnPhysion and similar app interface, self-reporting workouts inaccurately. This will be counteracted through the app as the participants will be required to track their heart rate as they each complete their 3-7 weekly sessions to observe for any misreporting. It is important to note that this trial will be conducted with college-aged participants in the greater Boston area and can not be extrapolated to reflect other age ranges or regions of the globe.

9.7 Conclusion

This experimental trail aims to gain insights on the link between the presence of accountability and commitment to fitness in college age students. This hypothetical RCT will bring light to the range of effects that the EnPhysion program and workout tracking and responsibility has on college age students in the Boston area specifically regarding physical therapy-based training.

10.0 Plan for Monitoring and Evaluation

Health and wellness companies like EnPhysion are increasingly recognizing the importance of targeting college-aged demographics to promote their services. To assess the effectiveness of EnPhysion's campaign in reaching and engaging college students, several key performance indicators (KPIs) will be monitored and evaluated quarterly.

Firstly, subscription sign-ups serve as a crucial metric in measuring campaign success. By tracking the number of college students who sign up for EnPhysion's services before and after

the campaign, insights into the campaign's ability to generate interest and convert leads can be obtained. Higher sign-up rates post-campaign indicate effective targeting and messaging strategies that resonate with the college-aged audience.

In addition to subscription sign-ups, engagement metrics provide valuable insights into campaign effectiveness. Metrics such as app downloads, website visits, and social media interactions (reach, impressions, likes, comments, shares) among college-aged individuals can indicate the level of interest and interaction generated by the campaign. Increased engagement suggests that the campaign successfully captured the attention of college students and encouraged them to explore EnPhysion's offerings further.

Furthermore, gathering feedback through surveys and direct communication with college students is essential in understanding their perceptions and attitudes towards EnPhysion's campaign. By soliciting feedback on messaging, content, and overall campaign experience, EnPhysion can gain valuable insights into areas of strength and areas for improvement. Additionally, assessing students' likelihood of using EnPhysion's services based on the campaign can help refine future marketing strategies to better meet their needs and preferences.

Retention rates among college students who subscribed to EnPhysion's services post-campaign provide another important measure of effectiveness. High retention rates indicate that students perceive value in EnPhysion's offerings and are satisfied with their experience. Conversely, low retention rates may indicate areas where EnPhysion's services fall short or fail to meet students' expectations, prompting the need for adjustments in messaging or service delivery.

Moreover, behavioral changes among college students regarding their fitness habits, exercise frequency, and attitudes towards health and wellness following exposure to the campaign are crucial indicators of its impact. By tracking observable changes in behavior,

EnPhysion can assess the campaign's ability to influence attitudes and motivate students to adopt healthier lifestyle choices. Additionally, assessing the impact of partnerships or collaborations with college organizations, clubs, or influencers on campaign reach and effectiveness is essential. Partnerships can significantly extend the campaign's reach and credibility among college students, amplifying its impact and engagement levels.

Finally, conducting a comprehensive ROI analysis is imperative to determine the campaign's cost-effectiveness and overall success. By comparing the costs incurred with the outcomes achieved, such as increased subscriptions and revenue generated from the college-aged demographic, EnPhysion can assess the campaign's return on investment and make informed decisions for future marketing strategies.

In conclusion, evaluating the effectiveness of EnPhysion's campaign targeting college students involves a multifaceted approach encompassing subscription sign-ups, engagement metrics, feedback gathering, retention rates, behavioral changes, partnership impact, and ROI analysis. By carefully analyzing these key performance indicators, EnPhysion can gain valuable insights into the campaign's effectiveness and make data-driven decisions to optimize future marketing efforts aimed at the college-aged demographic.

11.0 Conclusion

EnPhysion Health epitomizes a holistic approach to wellness, offering personalized fitness programs and educational resources tailored to each client's needs. With a team of dedicated physical therapy trainers, EnPhysion empowers individuals to optimize their fitness routines, prioritize well-being, and embark on transformative fitness journeys. Recognizing the untapped potential of the college market, our proposed marketing strategy focuses on leveraging social media platforms like Instagram and TikTok, strategic advertisement placement in T station

and MBTA stops, and partnerships with local colleges and nano-influencers, to increase brand visibility and engage with the target demographic. Through targeted advertising campaigns, educational initiatives, and community outreach efforts, EnPhysion aims to inspire college students to prioritize their health and embrace personalized wellness programs. By monitoring key performance indicators and refining strategies based on data-driven insights, we are confident in EnPhysion's ability to make a profound impact on the college-aged demographic, fostering growth, and expansion in the greater Boston area and beyond.

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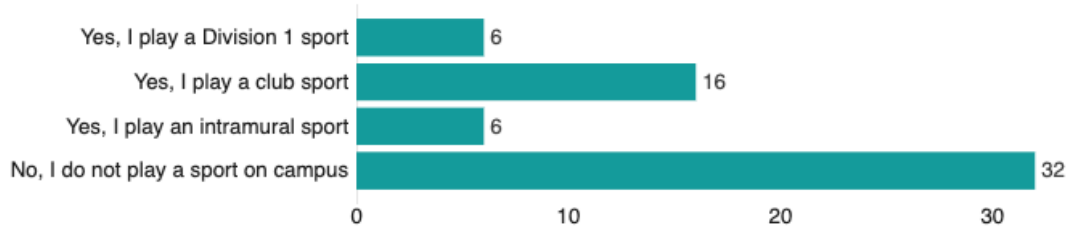
Appendix A: Survey Link & Questions

Qualtrics Report:

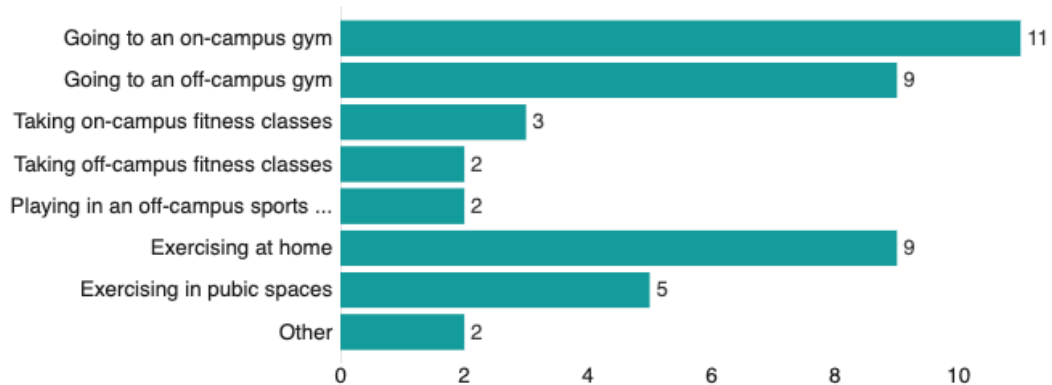
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Qualtrics Report Summary:

Do you play an organized sport on campus?



If you do not play an organized sport on campus, please select all (if any) forms of activity you participate in: - Selected Choice



What Division 1 sport do you participate in?

What Division 1 sport do you participate in?

Field hockey

Baseball

Hockey

Rowing

swim

W Rowing

What club sport do you participate in?

What club sport do you participate in?

Soccer

Water polo

Swimming

basketball

wapo

Water Polo

Waterpolo

Water Polo

Water Polo

Waterpolo and swim

Water polo

Water Polo

Water Polo, Squash

What intramural sport do you participate in?

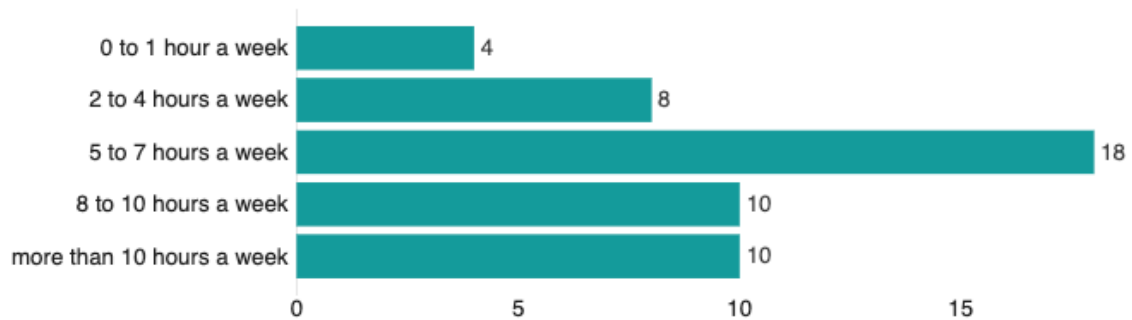
What intramural sport do you participate in?

Ultimate frisbee

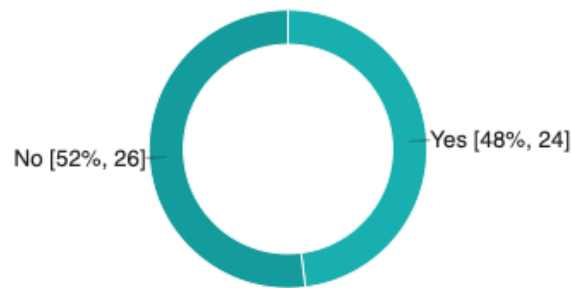
Revolve Dance Crew

Soccer

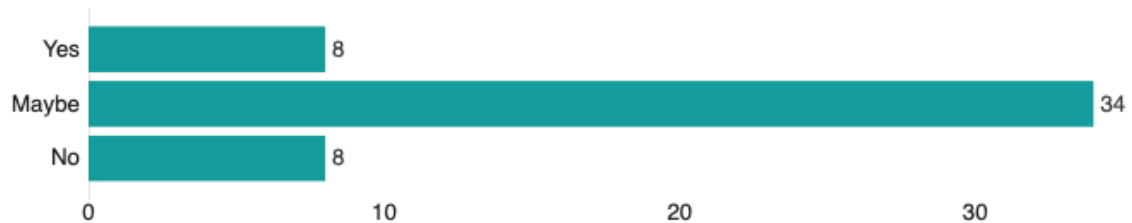
On average, how many hours per week do you spend doing a form of physical activity?



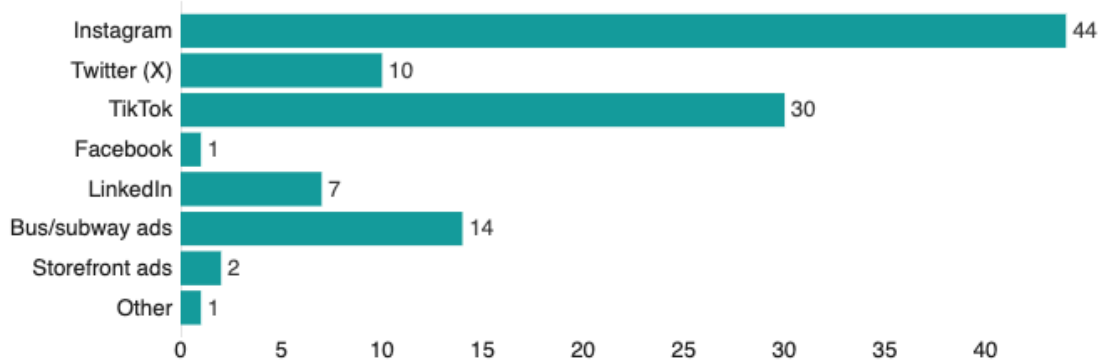
PT History - Have you ever been to physical therapy focused training?



Would you participate in an online version of physical therapy focused training?



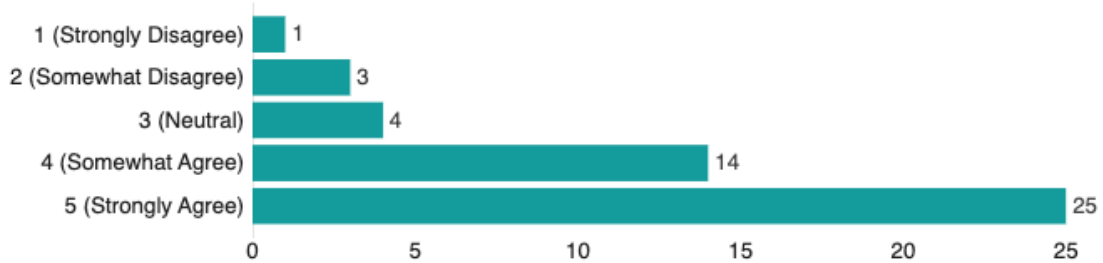
What advertising platform(s) would you be most likely to see content about health and fitness programs? Select all that apply - Selected Choice



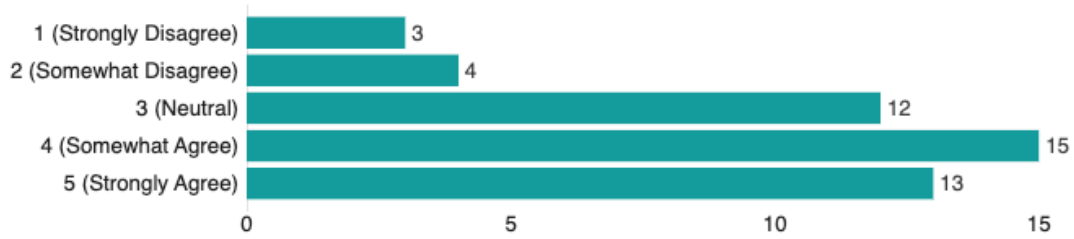
Attitudes_1 - I have an active lifestyle



Attitudes_2 - I am health-conscious



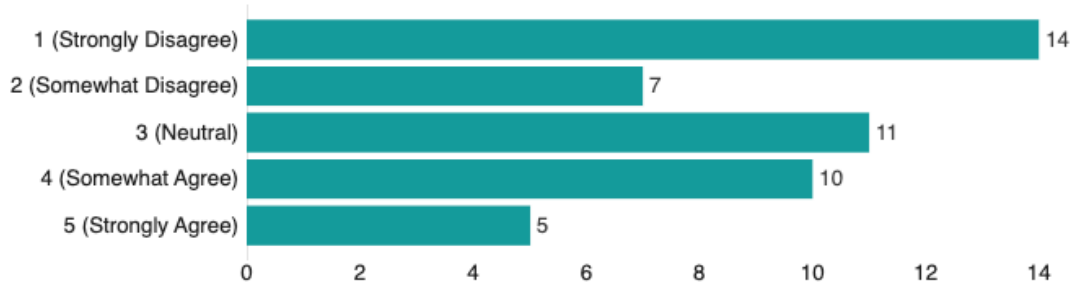
Attitudes_3 - It is important to incorporate physical therapy driven training into my exercise routine



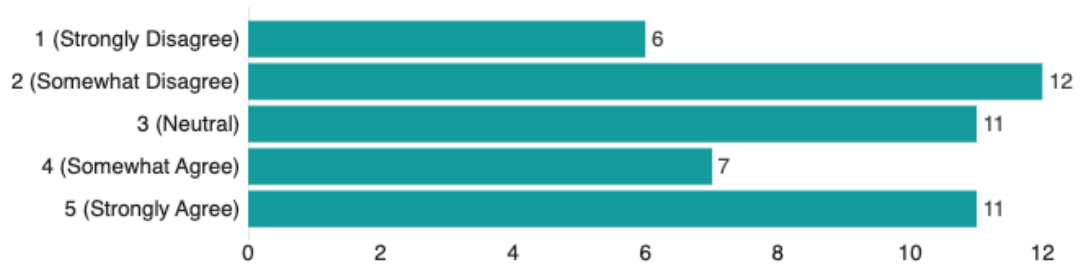
Attitudes_4 - I like to personalize my exercise routines to match my goals



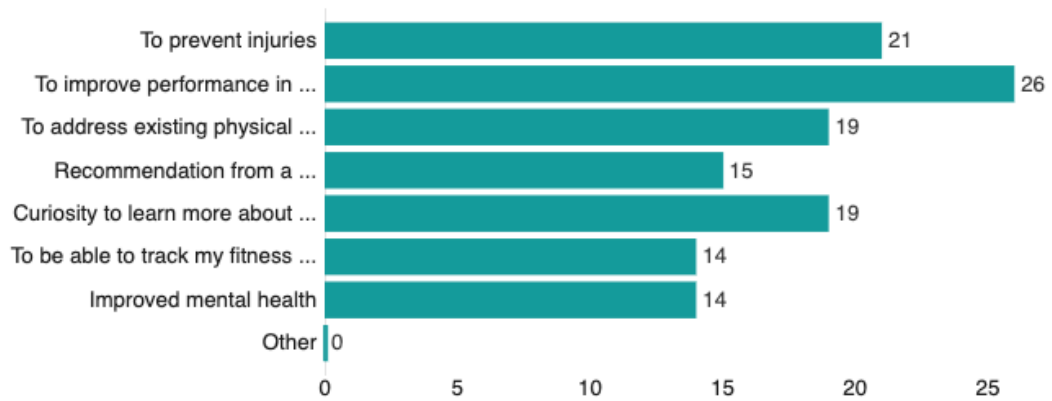
Attitudes_5 - I like to post about fitness on social media



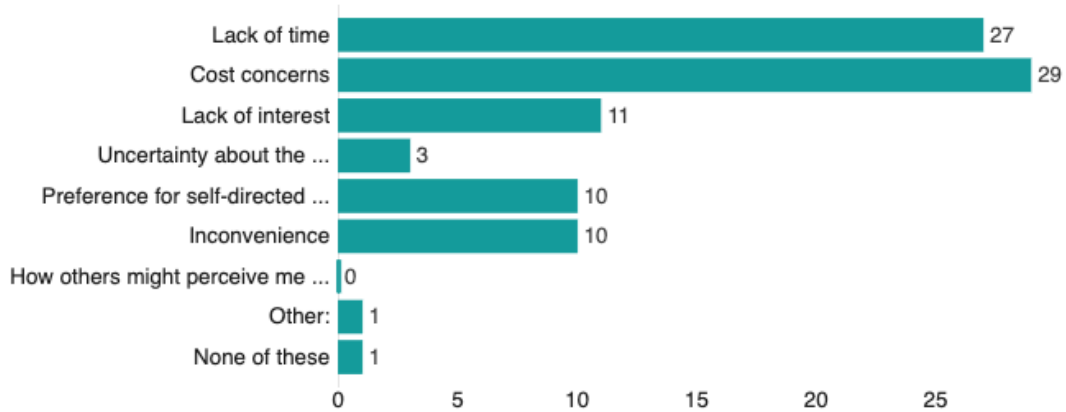
Attitudes_6 - I have a hard time staying accountable with my workout regimen:



PT Motivators - What would motivate you to participate in a physical therapy centered training program focused on optimizing your exercise habits? (Check all that apply) - Selected Choice



Barriers to PT - What factors are you concerned about regarding participating in physical therapy focused training? Select all that apply. - Selected Choice



Features - List 3 features you would want to see on a personal training app.



Monthly Spending_4 - Monthly Spending (USD)

Field	Min	Max	Mean	Standard Deviation	Variance	Responses	Sum
Monthly Spending (USD)	0.00	5000.00	1759.72	1010.16	1020418.03	47	82707.00

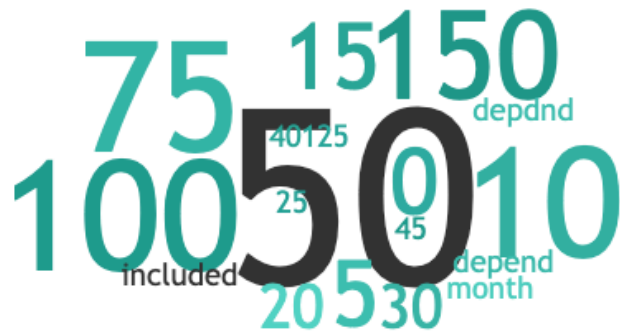
Money towards Health_1 - % of spending

Field	Min	Max	Mean	Standard Deviation	Variance	Responses	Sum
% of spending	0.00	61.00	11.80	12.75	162.68	46	543.00

Exercise Expenses - Please rank these exercise related expenses from most to least important in...

Field	Min	Max	Mean	Standard Deviation	Variance	Responses	Sum
Nutritional supplements (ex: protein powder, energy bars)	1.00	7.00	2.79	1.99	3.95	47	131.00
Digital health apps (ex: Nike Run Club, Apple Fitness)	1.00	7.00	3.91	1.70	2.89	47	184.00
Fitness classes (ex: pilates, yoga, spin)	1.00	7.00	3.94	1.56	2.44	47	185.00
Physical therapy	1.00	7.00	5.21	1.46	2.12	47	245.00
Exercise equipment	1.00	7.00	4.87	1.86	3.47	47	229.00
Digital fitness accessories (ex: Fitbit, Apple Watch, Oura Ring)	1.00	7.00	3.62	1.90	3.60	47	170.00
Gym membership	1.00	7.00	3.66	2.35	5.54	47	172.00

Cost - How much would you be willing to pay per month for an online physical therapy focused service?



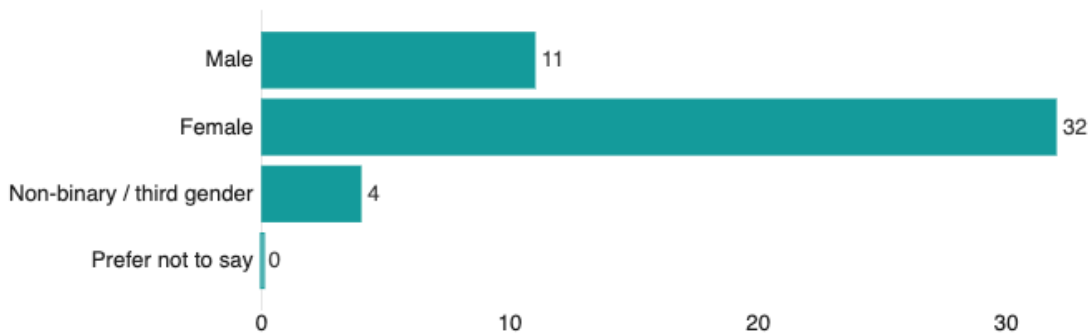
Age - How old are you?



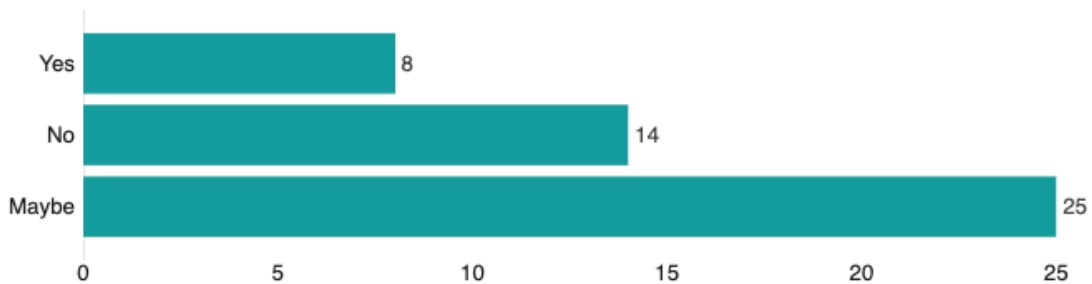
Major - What is your major?



Gender ID - How do you identify?



Q21 - Would you be interested in trying a physical therapy based personal training app?



Appendix B: Interview Data & Results

EnPhysion x NEU: Interviews Summary & Full Results

Overall Group Interviews Summary:

- **Total # of Interviews:** 60
- **School & Location:** Babson College, Boston College, Boston University, and Northeastern University
- **Were the interviews incentivized (food, etc.)?** 33.3% of the interviews were incentivized with cookies.
- **Gender Breakdown:**
 - 43% Women
 - 51% Men

- 6% Non-binary
 - 0% Other
 - 0% Prefer not to say
- **Average Age: 20.6**
- **Year in School:**
 - 8% First-year students
 - 26% Second-year students
 - 17% Third-year students
 - 37% Fourth-year students
 - 12% Fifth-year students
- **Most Popular Majors:**
 - 1. Biology, Business (tied)
 - 2. Finance
 - 3. Communications
- **# who had played a sport in college: 20**
- **Percent breakdown of perceived importance of incorporation of physical therapy into exercise routine:**
 - 0% rated “1 - Not important at all”
 - 10% rated “2 - Slightly important”
 - 26% rated “3 - Moderately important”
 - 42% rated “4 - Very important”
 - 22% rated “5 - Extremely important”
- **Exercise Frequency:**
 - 74% answered “Yes, I exercise regularly (at least 3 times per week).”
 - 10% answered “No, I do not exercise regularly.”
 - 16% answered “I used to exercise regularly but have stopped.”
- **Average Exercise Duration:**
 - Average # of exercise sessions per week: 4
 - Average duration of session (hours): 1.5
- **Percent likeliness to participate in a physical therapy program tailored to their exercise habits:**
 - 18% answered “Very likely”
 - 35% answered “Likely”
 - 34% answered “Neutral”
 - 10% answered “Unlikely”
 - 3% answered “Very unlikely”
- **Percent breakdown of perception of benefit of EnPhysion program participant for stress management and physical well-being:**
 - 90% answered “Yes”
 - 10% answered “No”

- **Preference for personal training session frequency:**
 - 57% answered “1x/week”
 - 37% answered “2x/week”
 - 6% answered “3x/week”
- **PT Session setting preference:**
 - 74% answered “Zoom”
 - 26% answered “In-person”
- **Top three named factors preventing participation in a program like EnPhysion:**
 - 1. Cost concerns
 - 2. Lack of time
 - 3. Lack of interest
- **Top three named factors motivating participation in a program like EnPhysion:**
 - 1. To prevent injuries
 - 2. Curiosity to learn more about optimizing my exercise routine
 - 3. Convenience
- **Average \$ spent per month & percentage attributed to fitness/health related purchases (e.g., gym membership, equipment, fitness classes, supplements, physical therapy):** \$983.08 and 5.5%
- **Average amount of money willing to spend per month on the EnPhysion service:** \$40.70/mo
- **Percent breakdown of person paying for EnPhysion:**
 - 64% answered “Self”
 - 36% answered “Parents”
 - 0% answered “Other”
- **Percent breakdown of decision-making significance of knowing that part of your EnPhysion subscription fee contributes to a pro-social cause:**
 - 6% rated “1 - Not important at all”
 - 40% rated “2 - Slightly important”
 - 25% rated “3 - Moderately important”
 - 19% rated “4 - Very important”
 - 10% rated “5 - Extremely important”
- **Percent breakdown of interest in using a mobile app to track workouts and progress:**
 - 0% rated “1 - Not interested at all”
 - 26% rated “2 - Slightly interested”
 - 24% rated “3 - Moderately interested”
 - 32% rated “4 - Very interested”
 - 18% rated “5 - Extremely interested”
- **Top advertising platforms for this target market:**
 - 1. Instagram

- 2. Tiktok
 - 3. Twitter (X)
 - 4. Subway/bus advertising
 - **Percent likeliness to utilize EnPhyision exercises after viewing them on social media:**
 - 17% answered “Very likely”
 - 16% answered “Likely”
 - 40% answered “Neutral”
 - 23% answered “Unlikely”
 - 4% answered “Very unlikely”
-

Hannah Interviews Summary:

- **Total # of Interviews:** 20
- **School & Location:**
 - 5 BC: Outside of Gasson Hall
 - 5 BC: Outside of Campus Gym (Margot Connell Recreation Center)
 - 5 NEU: Outside of Campus Gym (Marino Recreation Center)
 - 5 NEU: Inside our Varsity Sports Complex, Cabot Center, outside of their Sports Medicine Department
- **Were the interviews incentivized (food, etc.)?** Yes, with cookies.
- **Gender Breakdown:**
 - 35% Women
 - 55% Men
 - 10% Non-binary
 - 0% Other
 - 0% Prefer not to say
- **Average Age:** 19.7
- **Year in School:**
 - 10% First-year students
 - 40% Second-year students
 - 5% Third-year students
 - 35% Fourth-year students
 - 10% Fifth-year students
- **Most Popular Majors:**
 - 1. Biology
 - 2. Finance, Nursing, Communications (tied at 2)
- **# who had played a sport in college:** 11

- **Percent breakdown of perceived importance of incorporation of physical therapy into exercise routine:**
 - 0% rated “1 - Not important at all”
 - 10% rated “2 - Slightly important”
 - 30% rated “3 - Moderately important”
 - 40% rated “4 - Very important”
 - 20% rated “5 - Extremely important”
- **Exercise Frequency:**
 - 80% answered “Yes, I exercise regularly (at least 3 times per week).”
 - 10% answered “No, I do not exercise regularly.”
 - 10% answered “I used to exercise regularly but have stopped.”
- **Average Exercise Duration:**
 - Average # of exercise sessions per week: 6.9
 - Average duration of session (hours): 1.8
- **Percent likeliness to participate in a physical therapy program tailored to their exercise habits:**
 - 10% answered “Very likely”
 - 35% answered “Likely”
 - 40% answered “Neutral”
 - 10% answered “Unlikely”
 - 5% answered “Very unlikely”
- **Percent breakdown of perception of benefit of EnPhysion program participant for stress management and physical well-being:**
 - 100% answered “Yes”
 - 0% answered “No”
- **Preference for personal training session frequency:**
 - 55% answered “1x/week”
 - 35% answered “2x/week”
 - 10% answered “3x/week”
- **PT Session setting preference:**
 - 60% answered “Zoom”
 - 40% answered “In-person”
- **Top three named factors preventing participation in a program like EnPhysion:**
 - 1. Lack of time
 - 2. Preference for self-directed exercise routines
 - 3. Cost concerns
- **Top three named factors motivating participation in a program like EnPhysion:**
 - 1. To prevent injuries
 - 2. To improve performance in sports or physical activities
 - 3. To address existing physical limitations or pain

- **Average \$ spent per month & percentage attributed to fitness/health related purchases (e.g., gym membership, equipment, fitness classes, supplements, physical therapy):** \$1,877.50 and 4.5%
- **Average amount of money willing to spend per month on the EnPhysion service:** \$77.50/mo
- **Percent breakdown of person paying for EnPhysion:**
 - 50% answered “Self”
 - 50% answered “Parents”
 - 0% answered “Other”
- **Percent breakdown of decision-making significance of knowing that part of your EnPhysion subscription fee contributes to a pro-social cause:**
 - 0% rated “1 - Not important at all”
 - 30% rated “2 - Slightly important”
 - 15% rated “3 - Moderately important”
 - 35% rated “4 - Very important”
 - 20% rated “5 - Extremely important”
- **Percent breakdown of interest in using a mobile app to track workouts and progress:**
 - 0% rated “1 - Not interested at all”
 - 20% rated “2 - Slightly interested”
 - 20% rated “3 - Moderately interested”
 - 40% rated “4 - Very interested”
 - 20% rated “5 - Extremely interested”
- **Top advertising platforms for this target market:**
 - 1. Instagram
 - 2. Tiktok
 - 3. Twitter (X)
 - 4. Subway/bus advertising
- **Percent likeliness to utilize EnPhysion exercises after viewing them on social media:**
 - 35% answered “Very likely”
 - 10% answered “Likely”
 - 20% answered “Neutral”
 - 35% answered “Unlikely”
 - 0% answered “Very unlikely”

Carolyn Interviews Summary:

- **Total # of Interviews:** 10

- **School & Location:** Northeastern University outside of ISEC
- **Were the interviews incentivized (food, etc.)?** No
- **Gender Breakdown:**
 - 50% Women
 - 40% Men
 - 10% Non-binary
 - 0% Other
 - 0% Prefer not to say
- **Average Age:** 21
- **Year in School:**
 - 0% First-year students
 - 10% Second-year students
 - 20% Third-year students
 - 30% Fourth-year students
 - 40% Fifth-year students
- **Most Popular Majors:**
 - 1. Biology
 - 2. International affairs/international business
 - 3. Computer engineering/computer science
- **# who had played a sport in college:** 1
- **Percent breakdown of perceived importance of incorporation of physical therapy into exercise routine:**
 - 0% rated “1 - Not important at all”
 - 0% rated “2 - Slightly important”
 - 20% rated “3 - Moderately important”
 - 50% rated “4 - Very important”
 - 30% rated “5 - Extremely important”
- **Exercise Frequency:**
 - 60% answered “Yes, I exercise regularly (at least 3 times per week).”
 - 10% answered “No, I do not exercise regularly.”
 - 30% answered “I used to exercise regularly but have stopped.”
- **Average Exercise Duration:**
 - Average # of exercise sessions per week: 2.95
 - Average duration of session (hours): 1.4
- **Percent likeliness to participate in a physical therapy program tailored to their exercise habits:**
 - 40% answered “Very likely”
 - 20% answered “Likely”
 - 20% answered “Neutral”
 - 20% answered “Unlikely”

- 0% answered “Very unlikely”
- **Percent breakdown of perception of benefit of EnPhysion program participant for stress management and physical well-being:**
 - 80% answered “Yes”
 - 20% answered “No”
- **Preference for personal training session frequency:**
 - 60% answered “1x/week”
 - 40% answered “2x/week”
 - 0% answered “3x/week”
- **PT Session setting preference:**
 - 50% answered “Zoom”
 - 50% answered “In-person”
- **Top three named factors preventing participation in a program like EnPhysion:**
 - 1. Cost concerns
 - 2. Lack of time
 - 3. Lack of interest
- **Top three named factors motivating participation in a program like EnPhysion:**
 - 1. Curiosity into learning more about how to optimize their exercise routine
 - 2. Personalized program
 - 3. To address existing physical limitations or pain
- **Average \$ spent per month & percentage attributed to fitness/health related purchases (e.g., gym membership, equipment, fitness classes, supplements, physical therapy): \$845 and 2.5%**
- **Average amount of money willing to spend per month on the EnPhysion service: \$26.50/mo**
- **Percent breakdown of person paying for EnPhysion:**
 - 80% answered “Self”
 - 20% answered “Parents”
 - 0% answered “Other”
- **Percent breakdown of decision-making significance of knowing that part of your EnPhysion subscription fee contributes to a pro-social cause:**
 - 20% rated “1 - Not important at all”
 - 50% rated “2 - Slightly important”
 - 20% rated “3 - Moderately important”
 - 10% rated “4 - Very important”
 - 0% rated “5 - Extremely important”
- **Percent breakdown of interest in using a mobile app to track workouts and progress:**
 - 0% rated “1 - Not interested at all”
 - 10% rated “2 - Slightly interested”

- 50% rated “3 - Moderately interested”
 - 20% rated “4 - Very interested”
 - 20% rated “5 - Extremely interested”
 - **Top advertising platforms for this target market:**
 - 1. TikTok
 - 2. LinkedIn
 - 3. Instagram
 - 4. Facebook
 - **Percent likeliness to utilize EnPhyision exercises after viewing them on social media:**
 - 10% answered “Very likely”
 - 30% answered “Likely”
 - 20% answered “Neutral”
 - 30% answered “Unlikely”
 - 10% answered “Very unlikely”
-

Emily Interviews Summary:

- **Total # of Interviews:** 10
- **School & Location:** BU and Northeastern
- **Were the interviews incentivized (food, etc.)?** No
- **Gender Breakdown:**
 - 50% Women
 - 50% Men
 - 0% Non-binary
 - 0% Other
 - 0% Prefer not to say
- **Average Age:** 20
- **Year in School:**
 - 20% First-year students
 - 10% Second-year students
 - 50% Third-year students
 - 20% Fourth-year students
 - 0% Fifth-year students
- **Most Popular Majors:**
 - 1. Business
 - 2. Communications
 - 3. Marketing
- **# who had played a sport in college:** 1

- **Percent breakdown of perceived importance of incorporation of physical therapy into exercise routine:**
 - 0% rated “1 - Not important at all”
 - 20% rated “2 - Slightly important”
 - 10% rated “3 - Moderately important”
 - 50% rated “4 - Very important”
 - 20% rated “5 - Extremely important”
- **Exercise Frequency:**
 - 80% answered “Yes, I exercise regularly (at least 3 times per week).”
 - 0% answered “No, I do not exercise regularly.”
 - 20% answered “I used to exercise regularly but have stopped.”
- **Average Exercise Duration:**
 - Average # of exercise sessions per week: 3-4 times per week
 - Average duration of session (hours): 1.25 hours
- **Percent likeliness to participate in a physical therapy program tailored to their exercise habits:**
 - 0% answered “Very likely”
 - 30% answered “Likely”
 - 40% answered “Neutral”
 - 20% answered “Unlikely”
 - 10% answered “Very unlikely”
- **Percent breakdown of perception of benefit of EnPhysion program participant for stress management and physical well-being:**
 - 70% answered “Yes” (factored in the “maybe” and “possibly”)
 - 30% answered “No”
- **Preference for personal training session frequency:**
 - 60% answered “1x/week”
 - 40% answered “2x/week”
 - 0% answered “3x/week”
- **PT Session setting preference:**
 - 100% answered “Zoom”
 - 0% answered “In-person”
- **Top three named factors preventing participation in a program like EnPhysion:**
 - 1. Uncertainty about the effectiveness of physical therapy
 - 2. Lack of time
 - 3. Preference for self-directed exercise routines
- **Top three named factors motivating participation in a program like EnPhysion:**
 - 1. Curiosity to learn more about optimizing my exercise routine
 - 2. Personalized program
 - 3. To improve performance in sports or physical activities

- **Average \$ spent per month & percentage attributed to fitness/health related purchases (e.g., gym membership, equipment, fitness classes, supplements, physical therapy):** \$1,050 and 9.5%
- **Average amount of money willing to spend per month on the EnPhysion service:** \$34.50/mo
- **Percent breakdown of person paying for EnPhysion:**
 - 50% answered “Self”
 - 50% answered “Parents”
 - 0% answered “Other”
- **Percent breakdown of decision-making significance of knowing that part of your EnPhysion subscription fee contributes to a pro-social cause:**
 - 0% rated “1 - Not important at all”
 - 30% rated “2 - Slightly important”
 - 50% rated “3 - Moderately important”
 - 10% rated “4 - Very important”
 - 10% rated “5 - Extremely important”
- **Percent breakdown of interest in using a mobile app to track workouts and progress:**
 - 0% rated “1 - Not interested at all”
 - 90% rated “2 - Slightly interested”
 - 10% rated “3 - Moderately interested”
 - 0% rated “4 - Very interested”
 - 0% rated “5 - Extremely interested”
- **Top advertising platforms for this target market:**
 - 1. Instagram
 - 2. Tik Tok
 - 3. Bus/subway ads
 - 4. LinkedIn
- **Percent likeliness to utilize EnPhysion exercises after viewing them on social media:**
 - 0% answered “Very likely”
 - 10% answered “Likely”
 - 70% answered “Neutral”
 - 20% answered “Unlikely”
 - 0% answered “Very unlikely”

Lily Interviews Summary:

- **Total # of Interviews:** 10

- **School & Location:** Northeastern University, Babson College
- **Were the interviews incentivized (food, etc.)?** No
- **Gender Breakdown:**
 - 70% Women
 - 20% Men
 - 10% Non-binary
 - 0% Other
 - 0% Prefer not to say
- **Average Age:** 21.2
- **Year in School:**
 - 0% First-year students
 - 50% Second-year students
 - 10% Third-year students
 - 30% Fourth-year students
 - 10% Fifth-year students
- **Most Popular Majors:**
 - 1. Business
 - 2. Psychology
- **# who had played a sport in college:** 5
- **Percent breakdown of perceived importance of incorporation of physical therapy into exercise routine:**
 - 0% rated “1 - Not important at all”
 - 10% rated “2 - Slightly important”
 - 40% rated “3 - Moderately important”
 - 50% rated “4 - Very important”
 - 0% rated “5 - Extremely important”
- **Exercise Frequency:**
 - 70% answered “Yes, I exercise regularly (at least 3 times per week).”
 - 20% answered “No, I do not exercise regularly.”
 - 10% answered “I used to exercise regularly but have stopped.”
- **Average Exercise Duration:**
 - Average # of exercise sessions per week: 2.9
 - Average duration of session (hours): 1.5
- **Percent likeliness to participate in a physical therapy program tailored to their exercise habits:**
 - 10% answered “Very likely”
 - 50% answered “Likely”
 - 40% answered “Neutral”
 - 0% answered “Unlikely”
 - 0% answered “Very unlikely”

- **Percent breakdown of perception of benefit of EnPhysion program participant for stress management and physical well-being:**
 - 100% answered “Yes”
 - 0% answered “No”
- **Preference for personal training session frequency:**
 - 50% answered “1x/week”
 - 30% answered “2x/week”
 - 20% answered “3x/week”
- **PT Session setting preference:**
 - 70% answered “Zoom”
 - 30% answered “In-person”
- **Top three named factors preventing participation in a program like EnPhysion:**
 - 1. Cost Concerns
 - 2. Lack of Time
 - 3. Lack of Interest
- **Top three named factors motivating participation in a program like EnPhysion:**
 - 1. Convenience
 - 2. Curiosity to learn more about optimizing my exercise routine
 - 3. To improve performance in sports or physical activities
- **Average \$ spent per month & percentage attributed to fitness/health related purchases (e.g., gym membership, equipment, fitness classes, supplements, physical therapy):** \$1375 and 7.7%
- **Average amount of money willing to spend per month on the EnPhysion service:** \$35/mo
- **Percent breakdown of person paying for EnPhysion:**
 - 100% answered “Self”
 - 0% answered “Parents”
 - 0% answered “Other”
- **Percent breakdown of decision-making significance of knowing that part of your EnPhysion subscription fee contributes to a pro-social cause:**
 - 0% rated “1 - Not important at all”
 - 40% rated “2 - Slightly important”
 - 0% rated “3 - Moderately important”
 - 40% rated “4 - Very important”
 - 20% rated “5 - Extremely important”
- **Percent breakdown of interest in using a mobile app to track workouts and progress:**
 - 0% rated “1 - Not interested at all”
 - 10% rated “2 - Slightly interested”
 - 40% rated “3 - Moderately interested”

- 30% rated “4 - Very interested”
 - 20% rated “5 - Extremely interested”
 - **Top advertising platforms for this target market:**
 - 1. Instagram
 - 2. TikTok
 - 3. Twitter (X)
 - 4. Bus/subway ads
 - **Percent likeliness to utilize EnPhyision exercises after viewing them on social media:**
 - 30% answered “Very likely”
 - 10% answered “Likely”
 - 50% answered “Neutral”
 - 10% answered “Unlikely”
 - 0% answered “Very unlikely”
-

Akul Interviews Summary:

- **Total # of Interviews:** 10
- **School & Location:** Northeastern & BU
- **Were the interviews incentivized (food, etc.)?** No
- **Gender Breakdown:**
 - 10% Women
 - 90% Men
 - 0% Non-binary
 - 0% Other
 - 0% Prefer not to say
- **Average Age:** 21
- **Year in School:**
 - 10% First-year students
 - 20% Second-year students
 - 0% Third-year students
 - 70% Fourth-year students
 - 0% Fifth-year students
- **Most Popular Majors:**
 - 1. Finance
 - 2. Entrepreneurship
 - 3. Data Science
- **# who had played a sport in college:** 2
- **Percent breakdown of perceived importance of incorporation of physical therapy into exercise routine:**

- 0% rated “1 - Not important at all”
- 10% rated “2 - Slightly important”
- 30% rated “3 - Moderately important”
- 20% rated “4 - Very important”
- 40% rated “5 - Extremely important”
- **Exercise Frequency:**
 - 80% answered “Yes, I exercise regularly (at least 3 times per week).”
 - 10% answered “No, I do not exercise regularly.”
 - 10% answered “I used to exercise regularly but have stopped.”
- **Average Exercise Duration:**
 - Average # of exercise sessions per week: 3-4
 - Average duration of session (hours): 1-2
- **Percent likeliness to participate in a physical therapy program tailored to their exercise habits:**
 - 30% answered “Very likely”
 - 40% answered “Likely”
 - 30% answered “Neutral”
 - 0% answered “Unlikely”
 - 0% answered “Very unlikely”
- **Percent breakdown of perception of benefit of EnPhysion program participant for stress management and physical well-being:**
 - 100% answered “Yes”
 - 0% answered “No”
- **Preference for personal training session frequency:**
 - 60% answered “1x/week”
 - 40% answered “2x/week”
 - 0% answered “3x/week”
- **PT Session setting preference:**
 - 90% answered “Zoom”
 - 10% answered “In-person”
- **Top three named factors preventing participation in a program like EnPhysion:**
 - 1. Cost Concerns
 - 2. Lack of time
 - 3. Lack of interest
- **Top three named factors motivating participation in a program like EnPhysion:**
 - 1. To prevent injuries
 - 2. Convenience
 - 3. Improve performance in sports or physical activities

- **Average \$ spent per month & percentage attributed to fitness/health related purchases (e.g., gym membership, equipment, fitness classes, supplements, physical therapy):** \$1500-2000 and 2-3%
 - **Average amount of money willing to spend per month on the EnPhysion service:** \$20-\$30/mo
 - **Percent breakdown of person paying for EnPhysion:**
 - 40% answered “Self”
 - 60% answered “Parents”
 - 0% answered “Other”
 - **Percent breakdown of decision-making significance of knowing that part of your EnPhysion subscription fee contributes to a pro-social cause:**
 - 10% rated “1 - Not important at all”
 - 50% rated “2 - Slightly important”
 - 40% rated “3 - Moderately important”
 - 0% rated “4 - Very important”
 - 0% rated “5 - Extremely important”
 - **Percent breakdown of interest in using a mobile app to track workouts and progress:**
 - 0% rated “1 - Not interested at all”
 - 0% rated “2 - Slightly interested”
 - 0% rated “3 - Moderately interested”
 - 70% rated “4 - Very interested”
 - 30% rated “5 - Extremely interested”
 - **Top advertising platforms for this target market:**
 - 1. Tik Tok
 - 2. Instagram
 - 3. Facebook
 - 4. Bus/ Subway ads
 - **Percent likeliness to utilize EnPhysion exercises after viewing them on social media:**
 - 10% answered “Very likely”
 - 20% answered “Likely”
 - 40% answered “Neutral”
 - 20% answered “Unlikely”
 - 10% answered “Very unlikely”
-

Individual Interviews Full Results

Hannah Interviews Full Results

Boston College Student Interview #1:

(3/19/24, 2-3:30pm, outside of Gasson Hall, participation incentivized with cookies)

- **How old are you?** 20
- **What gender do you identify as?** Man
- **Do you go to Northeastern?** No, Boston College
- **What year are you in school?** Sophomore
- **What's your major?** Biology
- **Did/do you play a sport in college?** No just lift now, used to play lacrosse in middle and high school
- **On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)** 4 - Very important
- **Do you currently engage in regular exercise?** Yes, I exercise regularly (at least 3 times per week). Get about 5 lifts a week at the campus gym.
- **How often do you exercise and how many hours do you spend exercising when you do go?** Sessions per week: 5; Hours per session: 1.5
- **How likely would you be to participate in a physical therapy program tailored to your exercise habits?** Neutral
- **Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being?** He thinks it's likely especially as he gets older
- **How often would you be inclined to schedule a personal training session?** 1x/week
- **Would you prefer a Zoom call or an in-home session with EnPhysion?** First three sessions in-person and then the rest from home
- **What factors might prevent you from participating in such a program?** Some examples of reasons would be: Thinks he's doing fine as is, would only seek help or add something else to his schedule if he was having a specific concern
- **What would motivate you to participate in a program like EnPhysion?** Some factors could include: To prevent injuries & Curiosity to learn more about optimizing my exercise routine
- **How much do you typically spend in a month as an estimate?** ~ \$2000 including rent
- **What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy)** 5% of that monthly (\$100) on protein powder, creatine, pre workout, and vitamins, doesn't need to buy it every month
- **How much would you be willing to pay monthly for the EnPhysion service?** Up to \$55/mo
- **And who would likely be paying for this kind of a service?** Self

- On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making) **2 - Slightly important**
 - On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested) **5 - Extremely interested**
 - What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include: **Twitter (X), Instagram, and Bus/subway ads**
 - How likely would you be to utilize exercises if you saw them on social media? **Very likely, where he's learned how to lift thus far (and from friends)**
-

Boston College Student Interview #2:

(3/19/24, 2-3:30pm, outside of Gasson Hall, participation incentivized with cookies)

- How old are you? **22**
- What gender do you identify as? **Man**
- Do you go to Northeastern? **No, Boston College**
- What year are you in school? **Senior**
- What's your major? **Education**
- Did/do you play a sport in college? **No**
- On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important) **2 - Slightly important**
- Do you currently engage in regular exercise? **No, I do not exercise regularly.**
- How often do you exercise and how many hours do you spend exercising when you do go? **He hasn't been one to go to the gym, will occasionally (few times a year in the summer) go for a run for 1-3 miles**
- How likely would you be to participate in a physical therapy program tailored to your exercise habits? **Neutral**
- Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **Likely**
- How often would you be inclined to schedule a personal training session? **1-3x/week**
- Would you prefer a Zoom call or an in-home session with EnPhysion? **Zoom**
- What factors might prevent you from participating in such a program? Some examples of reasons would be: **Lack of time**

- What would motivate you to participate in a program like EnPhysion? Some factors could include: **Curiosity to learn more about optimizing my exercise routine**
 - How much do you typically spend in a month as an estimate? **\$2200 (including rent)**
 - What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **0% and \$0**
 - How much would you be willing to pay monthly for the EnPhysion service? **Up to \$75/month**
 - And who would likely be paying for this kind of a service? **Self**
 - On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making) **3.5 - Moderately/very important**
 - On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested) **3 - Moderately interested**
 - What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include: **Twitter (X), LinkedIn, Bus/subway ads, and Storefront ads**
 - How likely would you be to utilize exercises if you saw them on social media? **Unlikely**
-

Boston College Student Interview #3:

(3/19/24, 2-3:30pm, outside of Gasson Hall, participation incentivized with cookies)

- How old are you? **21**
- What gender do you identify as? **Woman**
- Do you go to Northeastern? **No, Boston College**
- What year are you in school? **Junior**
- What's your major? **Psychology**
- Did/do you play a sport in college? **Yes, currently on the women's field hockey team**
- On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important) **5 - Extremely important**
- Do you currently engage in regular exercise? **Yes, I exercise regularly (at least 3 times per week). We practice ~20 hrs/week**
- How often do you exercise and how many hours do you spend exercising when you do go? **Sessions per week: 10; Hours per session: 2**

- **How likely would you be to participate in a physical therapy program tailored to your exercise habits?** Likely once I finish the team, now get free sports med access as a varsity athlete
 - **Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being?** Yes definitely, like the injury prevention aspect as someone who wants to stay active rest of life
 - **How often would you be inclined to schedule a personal training session?** 2x/week
 - **Would you prefer a Zoom call or an in-home session with EnPhysion?** In-person
 - **What factors might prevent you from participating in such a program?** Some examples of reasons would be: Lack of time & Cost concerns
 - **What would motivate you to participate in a program like EnPhysion?** Some factors could include: To prevent injuries & To improve performance in sports or physical activities
 - **How much do you typically spend in a month as an estimate?** \$1000 (excluding rent, scholarship)
 - **What percentage of that spending would you say is devoted to health products and services?** (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) 5% (\$50), supplements on average, run out and repurchase every ~3 months
 - **How much would you be willing to pay monthly for the EnPhysion service?** \$60-100/mo
 - **And who would likely be paying for this kind of a service?** Parents, depending on timing, maybe her post-grad
 - **On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion?** (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making) 4 - Very important
 - **On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress?** (1 being not interested at all and 5 being extremely interested) 5 - Extremely interested
 - **What advertising platform would you be most likely to see EnPhysion advertisements on?** Some likely platforms include: Instagram and TikTok
 - **How likely would you be to utilize exercises if you saw them on social media?** Very likely
-

Boston College Student Interview #4:

(3/19/24, 2-3:30pm, outside of Gasson Hall, participation incentivized with cookies)

- **How old are you?** 19

- What gender do you identify as? **Man**
- Do you go to Northeastern? **No, Boston College**
- What year are you in school? **Freshmen**
- What's your major? **Entrepreneurship & Finance**
- Did/do you play a sport in college? **Yes, I'm on the BC football team.**
- On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important) **5 - Extremely important**
- Do you currently engage in regular exercise? **Yes, I exercise regularly (at least 3 times per week). I practice 1-2x day with the football team.**
- How often do you exercise and how many hours do you spend exercising when you do go? **Sessions per week: 10; Hours per session: 2**
- How likely would you be to participate in a physical therapy program tailored to your exercise habits? **Unlikely**
- Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **Most likely if I was consistent with it**
- How often would you be inclined to schedule a personal training session? **1x/week**
- Would you prefer a Zoom call or an in-home session with EnPhysion? **Zoom**
- What factors might prevent you from participating in such a program? **Some examples of reasons would be: Lack of time & Preference for self-directed exercise routines (team also offers sports med services for free)**
- What would motivate you to participate in a program like EnPhysion? **Some factors could include: To improve performance in sports or physical activities, To address existing physical limitations or pain, & Personalized program**
- How much do you typically spend in a month as an estimate? **\$850 (excluding rent, scholarship)**
- What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **5-6% (~\$50), protein powder, creatine, pre workout, don't purchase each month**
- How much would you be willing to pay monthly for the EnPhysion service? **Up to \$50/mo**
- And who would likely be paying for this kind of a service? **Self**
- On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making) **2 - Slightly important**
- On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested) **4 - Very interested**

- What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include: **Twitter (X), Instagram, TikTok, Storefront ads**
 - How likely would you be to utilize exercises if you saw them on social media? **Unlikely**
-

Boston College Student Interview #5:

(3/19/24, 2-3:30pm, outside of Gasson Hall, participation incentivized with cookies)

- How old are you? **20**
- What gender do you identify as? **Non-binary**
- Do you go to Northeastern? **No, Boston College**
- What year are you in school? **Sophomore**
- What's your major? **English**
- Did/do you play a sport in college? **No**
- On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important) **3 - Moderately important**
- Do you currently engage in regular exercise? **No, I do not exercise regularly.**
- How often do you exercise and how many hours do you spend exercising when you do go? **N/a**
- How likely would you be to participate in a physical therapy program tailored to your exercise habits? **Very unlikely**
- Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **Potentially, not sure**
- How often would you be inclined to schedule a personal training session? **1x/week**
- Would you prefer a Zoom call or an in-home session with EnPhysion? **Zoom**
- What factors might prevent you from participating in such a program? Some examples of reasons would be: **Cost concerns & Lack of interest**
- What would motivate you to participate in a program like EnPhysion? Some factors could include: **To improve performance in sports or physical activities & To address existing physical limitations or pain**
- How much do you typically spend in a month as an estimate? **\$1750 (including rent)**
- What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **0% or \$0**
- How much would you be willing to pay monthly for the EnPhysion service? **Up to \$40/mo**

- And who would likely be paying for this kind of a service? **Self**
 - On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making) **5 - Extremely important**
 - On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested) **2 - Slightly interested**
 - What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include: **Instagram, TikTok, and Bus/subway ads**
 - How likely would you be to utilize exercises if you saw them on social media? **Unlikely**
-

Boston College Student Interview #6:

(3/19/24, 4-6pm, outside of campus gym "Margot Connell Recreation Center", participation incentivized with cookies)

- How old are you? **19**
- What gender do you identify as? **Woman**
- Do you go to Northeastern? **No, Boston College**
- What year are you in school? **Freshmen**
- What's your major? **Nursing**
- Did/do you play a sport in college? **No**
- On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important) **5 - Extremely important**
- Do you currently engage in regular exercise? **I used to exercise regularly but have stopped.**
- How often do you exercise and how many hours do you spend exercising when you do go? **Current sessions per week: 1 Hours per session: 1**
- How likely would you be to participate in a physical therapy program tailored to your exercise habits? **Very likely**
- Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **Yes! (enthusiastic yes)**
- How often would you be inclined to schedule a personal training session? **3x/week**
- Would you prefer a Zoom call or an in-home session with EnPhysion? **In-home**

- What factors might prevent you from participating in such a program? Some examples of reasons would be: **Cost concerns**
 - What would motivate you to participate in a program like EnPhysion? Some factors could include: **Curiosity to learn more about optimizing my exercise routine & Personalized program**
 - How much do you typically spend in a month as an estimate? **\$3000 (including rent)**
 - What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **2% (\$60) (vitamins)**
 - How much would you be willing to pay monthly for the EnPhysion service? **\$60-100/mo**
 - And who would likely be paying for this kind of a service? **Self**
 - On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making) **4 - Very important**
 - On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested) **4 - Very interested**
 - What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include: **Instagram, TikTok, and LinkedIn**
 - How likely would you be to utilize exercises if you saw them on social media? **Very likely**
-

Boston College Student Interview #7:

(3/19/24, 4-6pm, outside of campus gym "Margot Connell Recreation Center", participation incentivized with cookies)

- How old are you? **21**
- What gender do you identify as? **Man**
- Do you go to Northeastern? **No, Boston College**
- What year are you in school? **Junior**
- What's your major? **Economics**
- Did/do you play a sport in college? **No**
- On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important) **4 - Very important**

- Do you currently engage in regular exercise? **Yes, I exercise regularly (at least 3 times per week). Runner**
 - How often do you exercise and how many hours do you spend exercising when you do go? **Sessions per week: 5; Hours per session: 1-3**
 - How likely would you be to participate in a physical therapy program tailored to your exercise habits? **Likely**
 - Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **Yes**
 - How often would you be inclined to schedule a personal training session? **2x/week**
 - Would you prefer a Zoom call or an in-home session with EnPhysion? **Zoom**
 - What factors might prevent you from participating in such a program? Some examples of reasons would be: **Cost concerns**
 - What would motivate you to participate in a program like EnPhysion? Some factors could include: **To prevent injuries & To improve performance in sports or physical activities**
 - How much do you typically spend in a month as an estimate? **\$1500 (excluding rent, parents pay for it)**
 - What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **5% (\$75), supplements, occasional yoga classes**
 - How much would you be willing to pay monthly for the EnPhysion service? **Up to \$75/mo**
 - And who would likely be paying for this kind of a service? **Parents**
 - On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making) **3 - Moderately important**
 - On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested) **5 - Extremely interested**
 - What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include: **Twitter (X), TikTok, and LinkedIn**
 - How likely would you be to utilize exercises if you saw them on social media? **Very likely**
-

Boston College Student Interview #8:

(3/19/24, 4-6pm, outside of campus gym "Margot Connell Recreation Center", participation incentivized with cookies)

- How old are you? 22
- What gender do you identify as? Woman
- Do you go to Northeastern? No, Boston College
- What year are you in school? Senior
- What's your major? Nursing
- Did/do you play a sport in college? Yes, rowing
- On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important) 4 - Very important
- Do you currently engage in regular exercise? Yes, I exercise regularly (at least 3 times per week). (20+hrs/wk with team, year round sport)
- How often do you exercise and how many hours do you spend exercising when you do go? Sessions per week: 10; Hours per session: 2
- How likely would you be to participate in a physical therapy program tailored to your exercise habits? Likely
- Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? Yes
- How often would you be inclined to schedule a personal training session? 2x/week
- Would you prefer a Zoom call or an in-home session with EnPhysion? In-home
- What factors might prevent you from participating in such a program? Some examples of reasons would be: Lack of time & Preference for self-directed exercise routines
- What would motivate you to participate in a program like EnPhysion? Some factors could include: To improve performance in sports or physical activities & To address existing physical limitations or pain
- How much do you typically spend in a month as an estimate? \$1500 (excluding rent, scholarship)
- What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) 5% (\$75), supplements and spin/yoga classes
- How much would you be willing to pay monthly for the EnPhysion service? \$60-100/mo
- And who would likely be paying for this kind of a service? Parents
- On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making) 4 - Very important

- On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested) **4 - Very interested**
 - What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include: **Instagram and TikTok**
 - How likely would you be to utilize exercises if you saw them on social media? **Neutral**
-

Boston College Student Interview #9:

(3/19/24, 4-6pm, outside of campus gym “Margot Connell Recreation Center”, participation incentivized with cookies)

- How old are you? **21**
- What gender do you identify as? **Woman**
- Do you go to Northeastern? **No, Boston College**
- What year are you in school? **Sophomore**
- What’s your major? **Biology**
- Did/do you play a sport in college? **No**
- On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important) **3 - Moderately important**
- Do you currently engage in regular exercise? **Yes, I exercise regularly (at least 3 times per week). Group fitness classes (spin and yoga)**
- How often do you exercise and how many hours do you spend exercising when you do go? **Sessions per week: 4; Hours per session: 1**
- How likely would you be to participate in a physical therapy program tailored to your exercise habits? **Neutral**
- Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **Yes**
- How often would you be inclined to schedule a personal training session? **1x/week**
- Would you prefer a Zoom call or an in-home session with EnPhysion? **Zoom**
- What factors might prevent you from participating in such a program? Some examples of reasons would be: **Lack of time**
- What would motivate you to participate in a program like EnPhysion? Some factors could include: **Convenience & Personalized program**
- How much do you typically spend in a month as an estimate? **\$2500 (including rent)**
- What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **10% (\$250) fitness classes, supplements**

- How much would you be willing to pay monthly for the EnPhysion service? **\$60-100/mo**
 - And who would likely be paying for this kind of a service? **Self**
 - On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making) **5 - Extremely important**
 - On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested) **4 - Very interested**
 - What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include: **Instagram, TikTok, and Bus/subway ads**
 - How likely would you be to utilize exercises if you saw them on social media? **Likely**
-

Boston College Student Interview #10:

(3/19/24, 4-6pm, outside of campus gym "Margot Connell Recreation Center", participation incentivized with cookies)

- How old are you? **20**
- What gender do you identify as? **Man**
- Do you go to Northeastern? **No, Boston College**
- What year are you in school? **Sophomore**
- What's your major? **Communications**
- Did/do you play a sport in college? **Yes, on the club hockey team**
- On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important) **3 - Moderately important**
- Do you currently engage in regular exercise? **Yes, I exercise regularly (at least 3 times per week).**
- How often do you exercise and how many hours do you spend exercising when you do go? **Sessions per week: 6; Hours per session: 2**
- How likely would you be to participate in a physical therapy program tailored to your exercise habits? **Neutral**
- Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **Yes**
- How often would you be inclined to schedule a personal training session? **1x/week**
- Would you prefer a Zoom call or an in-home session with EnPhysion? **Zoom**

- What factors might prevent you from participating in such a program? Some examples of reasons would be: **Uncertainty about the effectiveness of physical therapy & Preference for self-directed exercise routines**
 - What would motivate you to participate in a program like EnPhysion? Some factors could include: **To improve performance in sports or physical activities & To address existing physical limitations or pain**
 - How much do you typically spend in a month as an estimate? **\$3000 (including rent)**
 - What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **5% (\$150) supplements**
 - How much would you be willing to pay monthly for the EnPhysion service? **Up to \$100/mo**
 - And who would likely be paying for this kind of a service? **Parents**
 - On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making) **2 - Slightly important**
 - On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested) **3 - Moderately interested**
 - What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include: **Twitter (X), TikTok, and LinkedIn**
 - How likely would you be to utilize exercises if you saw them on social media? **Unlikely**
-

Northeastern Student Interview #1:

(3/20/24, 9-11am, outside of campus gym "Marino Recreation Center", participation incentivized with cookies)

- How old are you? **20**
- What gender do you identify as? **Man**
- Do you go to Northeastern? **Yes**
- What year are you in school? **Second-year**
- What's your major? **Computer Science**
- Did/do you play a sport in college? **No**
- On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important) **3 - Moderately important**

- Do you currently engage in regular exercise? **Yes, I exercise regularly (at least 3 times per week).**
- How often do you exercise and how many hours do you spend exercising when you do go? **Sessions per week: 3; Hours per session: 2**
- How likely would you be to participate in a physical therapy program tailored to your exercise habits? **Neutral**
- Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **Yes**
- How often would you be inclined to schedule a personal training session? **1x/week**
- Would you prefer a Zoom call or an in-home session with EnPhysion? **Zoom**
- What factors might prevent you from participating in such a program? Some examples of reasons would be: **Lack of time & Preference for self-directed exercise routines**
- What would motivate you to participate in a program like EnPhysion? Some factors could include: **To improve performance in sports or physical activities & Personalized program**
- How much do you typically spend in a month as an estimate? **\$1000 (excluding rent, parents pay for it)**
- What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **1.5% (\$15), protein powder**
- How much would you be willing to pay monthly for the EnPhysion service? **Up to \$100/mo**
- And who would likely be paying for this kind of a service? **Parents**
- On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making) **3 - Moderately important**
- On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested) **4 - Very interested**
- What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include: **Twitter (X), Instagram, TikTok, and LinkedIn**
- How likely would you be to utilize exercises if you saw them on social media? **Likely**

(3/20/24, 9-11am, outside of campus gym “Marino Recreation Center”, participation incentivized with cookies)

- **How old are you?** 21
- **What gender do you identify as?** Non-binary
- **Do you go to Northeastern?** Yes
- **What year are you in school?** Fourth-year
- **What’s your major?** Physics
- **Did/do you play a sport in college?** No
- **On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)** 4 - Very important
- **Do you currently engage in regular exercise?** I used to exercise regularly but have stopped.
- **How often do you exercise and how many hours do you spend exercising when you do go?** Sessions per week: 0; Hours per session: 0
- **How likely would you be to participate in a physical therapy program tailored to your exercise habits?** Likely
- **Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being?** Yes
- **How often would you be inclined to schedule a personal training session?** 2x/week
- **Would you prefer a Zoom call or an in-home session with EnPhysion?** Zoom
- **What factors might prevent you from participating in such a program? Some examples of reasons would be:** Lack of time & Cost concerns
- **What would motivate you to participate in a program like EnPhysion? Some factors could include:** Convenience & Personalized program
- **How much do you typically spend in a month as an estimate?** \$2000 (including rent)
- **What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy)** 0% (\$0)
- **How much would you be willing to pay monthly for the EnPhysion service?** Up to \$50/mo
- **And who would likely be paying for this kind of a service?** Self
- **On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn’t influence my decision at all and 5 being extremely important to my decision making)** 5 - Extremely important
- **On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)** 3 - Moderately interested

- What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include: **Instagram, TikTok, and Bus/subway ads**
 - How likely would you be to utilize exercises if you saw them on social media? **Unlikely currently**
-

Northeastern Student Interview #3:

(3/20/24, 9-11am, outside of campus gym “Marino Recreation Center”, participation incentivized with cookies)

- How old are you? **23**
- What gender do you identify as? **Man**
- Do you go to Northeastern? **Yes**
- What year are you in school? **Fifth-year**
- What’s your major? **Mechanical Engineering**
- Did/do you play a sport in college? **No**
- On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important) **4 - Very important**
- Do you currently engage in regular exercise? **Yes, I exercise regularly (at least 3 times per week).**
- How often do you exercise and how many hours do you spend exercising when you do go? **Sessions per week: 5; Hours per session: 2**
- How likely would you be to participate in a physical therapy program tailored to your exercise habits? **Likely**
- Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **Yes**
- How often would you be inclined to schedule a personal training session? **1x/week**
- Would you prefer a Zoom call or an in-home session with EnPhysion? **In-home**
- What factors might prevent you from participating in such a program? Some examples of reasons would be: **Lack of time**
- What would motivate you to participate in a program like EnPhysion? Some factors could include: **Convenience & To improve performance in sports or physical activities**
- How much do you typically spend in a month as an estimate? **\$2500 (including rent)**
- What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **2% (\$50), supplements**

- How much would you be willing to pay monthly for the EnPhysion service? \$60-100/mo
 - And who would likely be paying for this kind of a service? Self
 - On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making) 4 - Very important
 - On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested) 5 - Extremely interested
 - What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include: Instagram, LinkedIn, and Bus/subway ads
 - How likely would you be to utilize exercises if you saw them on social media? Very likely
-

Northeastern Student Interview #4:

(3/20/24, 9-11am, outside of campus gym "Marino Recreation Center", participation incentivized with cookies)

- How old are you? 19
- What gender do you identify as? Man
- Do you go to Northeastern? Yes
- What year are you in school? First-year
- What's your major? Finance
- Did/do you play a sport in college? Yes, club hockey
- On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important) 3 - Moderately important
- Do you currently engage in regular exercise? Yes, I exercise regularly (at least 3 times per week). Club practices in season, Marino out of
- How often do you exercise and how many hours do you spend exercising when you do go? Sessions per week: 5; Hours per session: 2
- How likely would you be to participate in a physical therapy program tailored to your exercise habits? Neutral
- Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? Yes
- How often would you be inclined to schedule a personal training session? 2x/week

- Would you prefer a Zoom call or an in-home session with EnPhysion? **In-home**
 - What factors might prevent you from participating in such a program? Some examples of reasons would be: **Lack of time**
 - What would motivate you to participate in a program like EnPhysion? Some factors could include: **To prevent injuries & To improve performance in sports or physical activities**
 - How much do you typically spend in a month as an estimate? **\$3000 (including rent)**
 - What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **2.5% (\$75), club dues, supplements**
 - How much would you be willing to pay monthly for the EnPhysion service? **Up to \$75/mo**
 - And who would likely be paying for this kind of a service? **Parents**
 - On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making) **2 - Slightly important**
 - On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested) **4 - Very interested**
 - What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include: **Instagram**
 - How likely would you be to utilize exercises if you saw them on social media? **Neutral**
-

Northeastern Student Interview #5:

(3/20/24, 12-1:30pm, inside our Varsity Sports Complex, Cabot Center, outside of their Sports Medicine Department, participation incentivized with cookies)

- How old are you? **21**
- What gender do you identify as? **Woman**
- Do you go to Northeastern? **Yes**
- What year are you in school? **Fourth-year**
- What's your major? **Sustainability Science**
- Did/do you play a sport in college? **Yes, women's rowing**
- On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important) **4 - Very important**

- Do you currently engage in regular exercise? **Yes, I exercise regularly (at least 3 times per week). 20hrs/wk two major seasons (spring and fall)**
- How often do you exercise and how many hours do you spend exercising when you do go? **Sessions per week: 10; Hours per session: 2**
- How likely would you be to participate in a physical therapy program tailored to your exercise habits? **Likely**
- Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **Yes**
- How often would you be inclined to schedule a personal training session? **2x/week**
- Would you prefer a Zoom call or an in-home session with EnPhysion? **In-home**
- What factors might prevent you from participating in such a program? Some examples of reasons would be: **Lack of time & Preference for self-directed exercise routines**
- What would motivate you to participate in a program like EnPhysion? Some factors could include: **To prevent injuries & To improve performance in sports or physical activities**
- How much do you typically spend in a month as an estimate? **\$1000 (excluding rent, scholarship)**
- What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **3% (\$30), supplements**
- How much would you be willing to pay monthly for the EnPhysion service? **Up to \$75/mo**
- And who would likely be paying for this kind of a service? **Parents**
- On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making) **5 - Extremely important**
- On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested) **4 - Very interested**
- What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include: **Instagram & TikTok**
- How likely would you be to utilize exercises if you saw them on social media? **Very likely**

(3/20/24, 12-1:30pm, inside our Varsity Sports Complex, Cabot Center, outside of their Sports Medicine Department, participation incentivized with cookies)

- **How old are you?** 20
- **What gender do you identify as?** Woman
- **Do you go to Northeastern?** Yes
- **What year are you in school?** Second-year
- **What's your major?** Biology
- **Did/do you play a sport in college?** Yes, women's soccer
- **On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)** 3 - Moderately important
- **Do you currently engage in regular exercise?** Yes, I exercise regularly (at least 3 times per week). For the team.
- **How often do you exercise and how many hours do you spend exercising when you do go?** Sessions per week: 10; Hours per session: 2
- **How likely would you be to participate in a physical therapy program tailored to your exercise habits?** Likely
- **Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being?** Yes
- **How often would you be inclined to schedule a personal training session?** 2x/week
- **Would you prefer a Zoom call or an in-home session with EnPhysion?** Zoom
- **What factors might prevent you from participating in such a program? Some examples of reasons would be:** Lack of time
- **What would motivate you to participate in a program like EnPhysion? Some factors could include:** To prevent injuries & To improve performance in sports or physical activities
- **How much do you typically spend in a month as an estimate?** \$750 (excluding rent, scholarship)
- **What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy)** 6% (\$45), supplements
- **How much would you be willing to pay monthly for the EnPhysion service?** Up to \$75/mo
- **And who would likely be paying for this kind of a service?** Parents
- **On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)** 3 - Moderately important

- On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested) **4 - Very interested**
 - What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include: **Instagram and TikTok**
 - How likely would you be to utilize exercises if you saw them on social media? **Neutral**
-

Northeastern Student Interview #7:

(3/20/24, 12-1:30pm, inside our Varsity Sports Complex, Cabot Center, outside of their Sports Medicine Department, participation incentivized with cookies)

- How old are you? **22**
- What gender do you identify as? **Man**
- Do you go to Northeastern? **Yes**
- What year are you in school? **Fourth-year**
- What's your major? **Software Engineering**
- Did/do you play a sport in college? **Yes, varsity ESports**
- On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important) **2 - Slightly important**
- Do you currently engage in regular exercise? **Yes, I exercise regularly (at least 3 times per week).**
- How often do you exercise and how many hours do you spend exercising when you do go? **Sessions per week: 3; Hours per session: 1**
- How likely would you be to participate in a physical therapy program tailored to your exercise habits? **Unlikely**
- Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **Yes**
- How often would you be inclined to schedule a personal training session? **1x/week**
- Would you prefer a Zoom call or an in-home session with EnPhysion? **Zoom**
- What factors might prevent you from participating in such a program? Some examples of reasons would be: **Lack of time**
- What would motivate you to participate in a program like EnPhysion? Some factors could include: **Personalized program**
- How much do you typically spend in a month as an estimate? **\$2000 (including rent)**
- What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **0% (\$0)**

- How much would you be willing to pay monthly for the EnPhysion service?
\$20-30/mo
 - And who would likely be paying for this kind of a service? Self
 - On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making) 2 - Slightly important
 - On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested) 3 - Moderately interested
 - What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include: Twitter (X) and Bus/subway ads
 - How likely would you be to utilize exercises if you saw them on social media?
Unlikely
-

Northeastern Student Interview #8:

(3/20/24, 12-1:30pm, inside our Varsity Sports Complex, Cabot Center, outside of their Sports Medicine Department, participation incentivized with cookies)

- How old are you? 23
- What gender do you identify as? Man
- Do you go to Northeastern? Yes
- What year are you in school? Fifth-year
- What's your major? Accounting
- Did/do you play a sport in college? Yes, men's hockey
- On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important) 4 - Very important
- Do you currently engage in regular exercise? Yes, I exercise regularly (at least 3 times per week). With the team
- How often do you exercise and how many hours do you spend exercising when you do go? Sessions per week: 10; Hours per session: 2
- How likely would you be to participate in a physical therapy program tailored to your exercise habits? Neutral
- Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? Yes
- How often would you be inclined to schedule a personal training session? Probably none unless injured

- Would you prefer a Zoom call or an in-home session with EnPhysion? **Zoom**
 - What factors might prevent you from participating in such a program? Some examples of reasons would be: **Lack of time**
 - What would motivate you to participate in a program like EnPhysion? Some factors could include: **To address existing physical limitations or pain**
 - How much do you typically spend in a month as an estimate? **\$2000 (excluding rent, scholarship)**
 - What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **5% (\$100), supplements**
 - How much would you be willing to pay monthly for the EnPhysion service? **Up to \$50/mo**
 - And who would likely be paying for this kind of a service? **Parents**
 - On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making) **2 - Slightly important**
 - On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested) **2 - Slightly interested**
 - What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include: **Instagram**
 - How likely would you be to utilize exercises if you saw them on social media? **Neutral**
-

Northeastern Student Interview #9:

(3/20/24, 12-1:30pm, inside our Varsity Sports Complex, Cabot Center, outside of their Sports Medicine Department, participation incentivized with cookies)

- How old are you? **20**
- What gender do you identify as? **Woman**
- Do you go to Northeastern? **Yes**
- What year are you in school? **Second-year**
- What's your major? **Communications**
- Did/do you play a sport in college? **Yes, Women's basketball**
- On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important) **4 - Very important**

- Do you currently engage in regular exercise? **Yes, I exercise regularly (at least 3 times per week). With the team**
 - How often do you exercise and how many hours do you spend exercising when you do go? **Sessions per week: 10; Hours per session: 2**
 - How likely would you be to participate in a physical therapy program tailored to your exercise habits? **Likely**
 - Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **Yes**
 - How often would you be inclined to schedule a personal training session? **1x/week**
 - Would you prefer a Zoom call or an in-home session with EnPhysion? **Zoom**
 - What factors might prevent you from participating in such a program? Some examples of reasons would be: **Lack of time & Cost concerns**
 - What would motivate you to participate in a program like EnPhysion? Some factors could include: **To prevent injuries**
 - How much do you typically spend in a month as an estimate? **\$1500 (excluding rent, parents)**
 - What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **0% (\$0)**
 - How much would you be willing to pay monthly for the EnPhysion service? **Up to \$50/mo**
 - And who would likely be paying for this kind of a service? **Parents, if I needed it**
 - On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making) **4 - Very important**
 - On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested) **2 - Slightly interested**
 - What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include: **Instagram, TikTok, and Bus/subway ads**
 - How likely would you be to utilize exercises if you saw them on social media? **Unlikely**
-

Northeastern Student Interview #10:

(3/20/24, 12-1:30pm, inside our Varsity Sports Complex, Cabot Center, outside of their Sports Medicine Department, participation incentivized with cookies)

- How old are you? 22
- What gender do you identify as? Man
- Do you go to Northeastern? Yes
- What year are you in school? Fourth-year
- What's your major? Electrical Engineering
- Did/do you play a sport in college? Yes, Men's rowing
- On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important) 5 - Extremely important
- Do you currently engage in regular exercise? Yes, I exercise regularly (at least 3 times per week). On the team
- How often do you exercise and how many hours do you spend exercising when you do go? Sessions per week: 10; Hours per session: 2
- How likely would you be to participate in a physical therapy program tailored to your exercise habits? Very likely
- Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? Yes
- How often would you be inclined to schedule a personal training session? 3x/week
- Would you prefer a Zoom call or an in-home session with EnPhysion? In-home
- What factors might prevent you from participating in such a program? Some examples of reasons would be: Lack of time
- What would motivate you to participate in a program like EnPhysion? Some factors could include: To improve performance in sports or physical activities & To address existing physical limitations or pain
- How much do you typically spend in a month as an estimate? \$2500 (including rent)
- What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) 5% (\$125), supplements, already pay for physical therapy for shoulder
- How much would you be willing to pay monthly for the EnPhysion service? Up to \$150/mo
- And who would likely be paying for this kind of a service? Self
- On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making) 4 - Very important
- On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested) 5 - Extremely interested

- **What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include: Instagram and LinkedIn**
 - **How likely would you be to utilize exercises if you saw them on social media? Very likely**
-

Carolyn Interviews Full Results

Interview 1:

- 1) How old are you?
 - 22
- 2) What gender do you identify as?
 - Non-binary
- 3) Do you go to Northeastern?
 - Yes
- 4) What year are you in school?
 - 5
- 5) What's your major?
 - Computer Engineering
- 6) Did/do you play a sport in college?
 - Yes, weightlifting
- 7) On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
 - 5 – extremely important
- 8) Do you currently engage in regular exercise?
 - Yes, I exercise regularly (at least 3 times per week).
- 9) How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: 3; Hours per session: 3]
- 10) How likely would you be to participate in a physical therapy program tailored to your exercise habits?
 - Very likely
- 11) Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being?
 - Not much. Recently injured their back and has been doing physical therapy exercises while at weightlifting practice. Has a physical therapist and would not be interested in paying for another service. Their physical therapy is covered by insurance.
- 12) How often would you be inclined to schedule a personal training session?
 - 2x/week

- 13) Would you prefer a Zoom call or an in-home session with EnPhysion?
- In home session. Does not know if the therapist would be able to do an in depth consultation over zoom.
- 14) What factors might prevent you from participating in such a program? Some examples of reasons would be:
- Cost concerns
- 15) What would motivate you to participate in a program like EnPhysion? Some factors could include:
- To prevent injuries
 - To address existing physical limitations or pain
 - Curiosity to learn more about optimizing my exercise routine
- 16) How much do you typically spend in a month as an estimate?
- \$1,500 including rent.
- 17) What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy)
- About \$50 a month to be on the weightlifting team
- 18) How much would you be willing to pay monthly for the EnPhysion service?
- \$25/month
- 19) And who would likely be paying for this kind of a service?
- Self
- 20) On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)
- 2 - Slightly important
- 21) On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)
- 3 - Moderately interested
- 22) What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:
- TikTok
 - LinkedIn
- 23) How likely would you be to utilize exercises if you saw them on social media?
- Neutral
-

Interview 2:

- 1) How old are you?

- 19
- 2) What gender do you identify as?
 - Woman
- 3) Do you go to Northeastern?
 - yes
- 4) What year are you in school?
 - 2
- 5) What's your major?
 - Media and screen studies
- 6) Did/do you play a sport in college?
 - No
- 7) On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
 - 3 - Moderately important
- 8) Do you currently engage in regular exercise?
 - No, I do not exercise regularly.
- 9) How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: 0; Hours per session: 0]
 - Considers her walk to class exercise. The walk is 10 minutes each way.
- 10) How likely would you be to participate in a physical therapy program tailored to your exercise habits?
 - Unlikely
- 11) Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being?
 - Yes. As she does not exercise regularly now she thinks getting into it with motivation from an outside party would improve her mental health.
- 12) How often would you be inclined to schedule a personal training session?
 - 1x/week
- 13) Would you prefer a Zoom call or an in-home session with EnPhysion?
 - Zoom call to take up less time
- 14) What factors might prevent you from participating in such a program? Some examples of reasons would be:
 - Lack of time
 - Lack of interest
 - Preference for self-directed exercise routines
- 15) What would motivate you to participate in a program like EnPhysion? Some factors could include:
 - Convenience
- 16) How much do you typically spend in a month as an estimate?
 - \$700 not including rent

- 17) What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy)
- \$0
- 18) How much would you be willing to pay monthly for the EnPhysion service?
- \$20-30/month
- 19) And who would likely be paying for this kind of a service?
- Parents
- 20) On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)
- 3 - Moderately important
- 21) On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)
- 3 - Moderately interested
- 22) What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:
- Instagram
 - TikTok
 - Bus/subway ads
- 23) How likely would you be to utilize exercises if you saw them on social media?
- Likely
-

Interview 3:

- 1) How old are you?
 - 21
- 2) What gender do you identify as?
 - Woman
- 3) Do you go to Northeastern?
 - Yes
- 4) What year are you in school?
 - 4
- 5) What's your major?
 - Computer science
- 6) Did/do you play a sport in college?
 - No

- 7) On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
 - 4 - Very important
- 8) Do you currently engage in regular exercise?
 - Yes, I exercise regularly (at least 3 times per week).
- 9) How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: 3 to 4; Hours per session: 1]
- 10) How likely would you be to participate in a physical therapy program tailored to your exercise habits?
 - Neutral
- 11) Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being?
 - She believes EnPhysion would benefit her physical well-being as she would be instructed on what to do to target certain muscles in her body but she thinks her current exercise routine is already helping her stress management along with mental health.
- 12) How often would you be inclined to schedule a personal training session?
 - 2x/week
- 13) Would you prefer a Zoom call or an in-home session with EnPhysion?
 - Zoom call so she would not have to travel. Has a gym in her apartment building so can do most exercises at home.
- 14) What factors might prevent you from participating in such a program? Some examples of reasons would be:
 - Lack of time
 - Cost concerns
- 15) What would motivate you to participate in a program like EnPhysion? Some factors could include:
 - To improve performance in sports or physical activities
 - Curiosity to learn more about optimizing my exercise routine
- 16) How much do you typically spend in a month as an estimate?
 - \$500 not including rent.
- 17) What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy)
 - \$0
- 18) How much would you be willing to pay monthly for the EnPhysion service?
 - \$15/month
- 19) And who would likely be paying for this kind of a service?
 - Self
- 20) On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion?

(1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)

- 2 - Slightly important

21) On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)

- 5 - Extremely interested

22) What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:

- Twitter (X)
- Instagram
- TikTok

23) How likely would you be to utilize exercises if you saw them on social media?

- Very likely – would definitely try them, does not know if she would stick with them
-

Interview 4:

1) How old are you?

- 23

2) What gender do you identify as?

- Woman

3) Do you go to Northeastern?

- Northeastern graduate program

4) What year are you in school?

- 5

5) What's your major?

- Communications

6) Did/do you play a sport in college?

- No

7) On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)

- 4 - Very important

8) Do you currently engage in regular exercise?

- Yes, I exercise regularly (at least 3 times per week).

9) How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: 5; Hours per session: 2]

10) How likely would you be to participate in a physical therapy program tailored to your exercise habits?

- Very likely

- 11) Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being?
- Yes. She has PCOS and has been seeing a nutritionist and started daily exercise to cope with symptoms two years ago.
- 12) How often would you be inclined to schedule a personal training session?
- 1x/week
- 13) Would you prefer a Zoom call or an in-home session with EnPhysion?
- Zoom call
- 14) What factors might prevent you from participating in such a program? Some examples of reasons would be:
- Cost concerns
 - Most of her exercising consists of long walks where she does not need instruction.
- 15) What would motivate you to participate in a program like EnPhysion? Some factors could include:
- To address existing physical limitations or pain
 - Curiosity to learn more about optimizing my exercise routine
 - Personalized program
- 16) How much do you typically spend in a month as an estimate?
- \$2000 including rent.
- 17) What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy)
- \$100/month for regular doctor checkups and prescription medications
- 18) How much would you be willing to pay monthly for the EnPhysion service?
- \$20/month
- 19) And who would likely be paying for this kind of a service?
- Self
- 20) On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)
- 4 - Very important
- 21) On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)
- 4 - Very interested
- 22) What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:
- Facebook
 - LinkedIn
- 23) How likely would you be to utilize exercises if you saw them on social media?
- Unlikely

Interview 5:

- 1) How old are you?
 - 22
- 2) What gender do you identify as?
 - Man
- 3) Do you go to Northeastern?
 - Yes
- 4) What year are you in school?
 - 5
- 5) What's your major?
 - International Business
- 6) Did/do you play a sport in college?
 - No
- 7) On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
 - 5 - Extremely important
- 8) Do you currently engage in regular exercise?
 - Yes, I exercise regularly (at least 3 times per week).
- 9) How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: 3; Hours per session: 1]
- 10) How likely would you be to participate in a physical therapy program tailored to your exercise habits?
 - Very likely
- 11) Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being?
 - Yes he thinks it could benefit his stress management in relation to classes and also help his physical well-being as he doesn't really know what he is doing in the gym and is not confident in his workout routine.
- 12) How often would you be inclined to schedule a personal training session?
 - 1x/week
- 13) Would you prefer a Zoom call or an in-home session with EnPhysion?
 - In home session because he thinks he would get more out of it and it would be more personal. Does not like zoom because he often gets distracted.
- 14) What factors might prevent you from participating in such a program? Some examples of reasons would be:

- He could not think of anything that would prevent him from participating in a program like EnPhysion
- 15) What would motivate you to participate in a program like EnPhysion? Some factors could include:
- To improve performance in sports or physical activities
 - Curiosity to learn more about optimizing my exercise routine
 - Personalized program
- 16) How much do you typically spend in a month as an estimate?
- \$1000 not including rent.
- 17) What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy)
- \$20 for protein supplements and vitamins
- 18) How much would you be willing to pay monthly for the EnPhysion service?
- Depends on if the therapist is doing a zoom call or at home visit. Would pay \$15 per zoom call but \$40-50 for an at home visit.
- 19) And who would likely be paying for this kind of a service?
- Parents
- 20) On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)
- 1 - Not important at all
- 21) On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)
- 3 - Moderately interested
- 22) What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:
- Instagram
 - TikTok
 - LinkedIn
- 23) How likely would you be to utilize exercises if you saw them on social media?
- Likely
-

Interview 6:

- 1) How old are you?
 - 21
- 2) What gender do you identify as?

- Woman
- 3) Do you go to Northeastern?
 - Yes
 - 4) What year are you in school?
 - 4
 - 5) What's your major?
 - Biology
 - 6) Did/do you play a sport in college?
 - No
 - 7) On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
 - 4 - Very important
 - 8) Do you currently engage in regular exercise?
 - I used to exercise regularly but have stopped.
 - 9) How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: 1; Hours per session: 1]
 - 10) How likely would you be to participate in a physical therapy program tailored to your exercise habits?
 - Neutral
 - 11) Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being?
 - She thinks it would benefit her physical well-being but would take away time from things that could better help her mental well-being such as spending time with friends.
 - 12) How often would you be inclined to schedule a personal training session?
 - 1x/week
 - 13) Would you prefer a Zoom call or an in-home session with EnPhysion?
 - Zoom, does not want someone coming to her apartment as she has many roommates.
 - 14) What factors might prevent you from participating in such a program? Some examples of reasons would be:
 - Lack of time
 - Lack of interest
 - 15) What would motivate you to participate in a program like EnPhysion? Some factors could include:
 - To start regularly exercising again
 - 16) How much do you typically spend in a month as an estimate?
 - \$500 not including rent.
 - 17) What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy)
 - \$0
 - 18) How much would you be willing to pay monthly for the EnPhysion service?

- \$10/month
- 19) And who would likely be paying for this kind of a service?
- Self
- 20) On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)
- 2 - Slightly important
- 21) On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)
- 2 - Slightly interested
- 22) What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:
- TikTok
 - Bus/subway ads
- 23) How likely would you be to utilize exercises if you saw them on social media?
- Unlikely
-

Interview 7:

- 1) How old are you?
 - 20
- 2) What gender do you identify as?
 - Man
- 3) Do you go to Northeastern?
 - Yes
- 4) What year are you in school?
 - 3
- 5) What's your major?
 - American sign language
- 6) Did/do you play a sport in college?
 - No
- 7) On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
 - 4 - Very important
- 8) Do you currently engage in regular exercise?
 - I used to exercise regularly but have stopped.

- 9) How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: 2; Hours per session: 2]
- 10) How likely would you be to participate in a physical therapy program tailored to your exercise habits?
- Likely
- 11) Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being?
- Yes he believes it would benefit his physical and emotional well-being
- 12) How often would you be inclined to schedule a personal training session?
- 2x/week
- 13) Would you prefer a Zoom call or an in-home session with EnPhysion?
- In home session. Feels like he can get exercise guidance from his computer without the help of EnPhysion
- 14) What factors might prevent you from participating in such a program? Some examples of reasons would be:
- Cost concerns
- 15) What would motivate you to participate in a program like EnPhysion? Some factors could include:
- Personalized program
- 16) How much do you typically spend in a month as an estimate?
- \$1200 not including rent.
- 17) What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy)
- \$0
- 18) How much would you be willing to pay monthly for the EnPhysion service?
- \$50/month
- 19) And who would likely be paying for this kind of a service?
- Self
- 20) On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)
- 2 - Slightly important
- 21) On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)
- 3 - Moderately interested
- 22) What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:
- Bus/subway ads
 - LinkedIn

- 23) How likely would you be to utilize exercises if you saw them on social media?
- Very unlikely
-

Interview 8:

- 1) How old are you?
 - 22
- 2) What gender do you identify as?
 - Woman
- 3) Do you go to Northeastern?
 - Yes
- 4) What year are you in school?
 - 5
- 5) What's your major?
 - International affairs
- 6) Did/do you play a sport in college?
 - No
- 7) On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
 - 5 - Extremely important
- 8) Do you currently engage in regular exercise?
 - Yes, I exercise regularly (at least 3 times per week).
- 9) How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: 4; Hours per session: 1.5]
- 10) How likely would you be to participate in a physical therapy program tailored to your exercise habits?
 - Very likely
- 11) Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being?
 - Yes. She mentioned she is anxious when it comes time for midterms and finals and could use something like EnPhysion to keep her motivated during those times.
- 12) How often would you be inclined to schedule a personal training session?
 - 2x/week
- 13) Would you prefer a Zoom call or an in-home session with EnPhysion?
 - Zoom call
- 14) What factors might prevent you from participating in such a program? Some examples of reasons would be:
 - Cost concerns

- 15) What would motivate you to participate in a program like EnPhysion? Some factors could include:
- To have someone to hold her accountable when she is feeling lazy.
- 16) How much do you typically spend in a month as an estimate?
- \$200
- 17) What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy)
- \$30 on fitness classes
- 18) How much would you be willing to pay monthly for the EnPhysion service?
- \$30. Would replace her monthly fitness class with the EnPhysion program
- 19) And who would likely be paying for this kind of a service?
- Self
- 20) On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)
- 1 - Not important at all
- 21) On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)
- 5 - Extremely interested
- 22) What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:
- TikTok
 - Facebook
- 23) How likely would you be to utilize exercises if you saw them on social media?
- Neutral
-

Interview 9:

- 1) How old are you?
 - 20
- 2) What gender do you identify as?
 - Man
- 3) Do you go to Northeastern?
 - Yes
- 4) What year are you in school?
 - 3
- 5) What's your major?

- Criminal justice
- 6) Did/do you play a sport in college?
- No
- 7) On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
- 3 - Moderately important
- 8) Do you currently engage in regular exercise?
- I used to exercise regularly but have stopped.
- 9) How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: 5; Hours per session: 1]
- 10) How likely would you be to participate in a physical therapy program tailored to your exercise habits?
- Unlikely
- 11) Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being?
- No. He thinks exercising on his own time is better so there is no real time commitment.
- 12) How often would you be inclined to schedule a personal training session?
- 1x/week
- 13) Would you prefer a Zoom call or an in-home session with EnPhysion?
- In home session because it is more personal
- 14) What factors might prevent you from participating in such a program? Some examples of reasons would be:
- Lack of time
 - Preference for self-directed exercise routines
- 15) What would motivate you to participate in a program like EnPhysion? Some factors could include:
- Curiosity to learn more about optimizing my exercise routine
 - Personalized program
- 16) How much do you typically spend in a month as an estimate?
- \$600
- 17) What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy)
- \$20
- 18) How much would you be willing to pay monthly for the EnPhysion service?
- \$40/month
- 19) And who would likely be paying for this kind of a service?
- Self
- 20) On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion?

(1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)

- 2 - Slightly important

21) On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)

- 3 - Moderately interested

22) What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:

- Instagram
- TikTok
- Facebook
- LinkedIn

23) How likely would you be to utilize exercises if you saw them on social media?

- Unlikely

Interview 10:

1) How old are you?

- 21

2) What gender do you identify as?

- Man

3) Do you go to Northeastern?

- Yes

4) What year are you in school?

- 4

5) What's your major?

- Biology

6) Did/do you play a sport in college?

- No

7) On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)

- 4 - Very important

8) Do you currently engage in regular exercise?

- Yes, I exercise regularly (at least 3 times per week).

9) How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: 3; Hours per session: 1.5]

10) How likely would you be to participate in a physical therapy program tailored to your exercise habits?

- Likely
- 11) Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being?
- Yes. He uses physical exercise as a way to cope with stress already so EnPhysion can maybe further that.
- 12) How often would you be inclined to schedule a personal training session?
- 1x/week
- 13) Would you prefer a Zoom call or an in-home session with EnPhysion?
- In-home session if they are the same price
- 14) What factors might prevent you from participating in such a program? Some examples of reasons would be:
- Cost concerns
- 15) What would motivate you to participate in a program like EnPhysion? Some factors could include:
- To improve performance in sports or physical activities
 - To cope with stressors
- 16) How much do you typically spend in a month as an estimate?
- \$250
- 17) What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy)
- 0%
- 18) How much would you be willing to pay monthly for the EnPhysion service?
- \$20
- 19) And who would likely be paying for this kind of a service?
- Self
- 20) On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)
- 3 - Moderately important
- 21) On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)
- 4 - Very interested
- 22) What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:
- Twitter (X)
 - Instagram
- 23) How likely would you be to utilize exercises if you saw them on social media?
- Likely

Emily Interviews Full Results

Interview 1

How old are you? 21

1. **What gender do you identify as?**
 - a. Man
 - a. **Woman**
 - a. Non-binary
 - a. Other
 - a. Prefer not to say
2. **Do you go to Northeastern? Yes**
3. **What year are you in school? Junior**
4. **What's your major? Communications**
5. **Did/do you play a sport in college? No**
6. **On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)**
 - a. 1 - Not important at all
 - a. 2 - Slightly important
 - a. 3 - Moderately important
 - a. **4 - Very important**
 - a. 5 - Extremely important
2. **Do you currently engage in regular exercise?**
 - a. **Yes, I exercise regularly (at least 3 times per week).**
 - a. No, I do not exercise regularly.
 - a. I used to exercise regularly but have stopped.
2. **How often do you exercise and how many hours do you spend exercising when you do go? 3-4 times a week**
3. **How likely would you be to participate in a physical therapy program tailored to your exercise habits?**
 - a. Very likely
 - a. Likely
 - a. **Neutral**
 - a. Unlikely
 - a. Very unlikely
2. **Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? Possibly**
3. **How often would you be inclined to schedule a personal training session?**

- a. 1x/week
 - a. **2x/week**
 - a. 3x/week
2. **Would you prefer a Zoom call or an in-home session with EnPhysion? **Zoom****
 3. **What factors might prevent you from participating in such a program? Some examples of reasons would be:**
 - a. Lack of time
 - a. Cost concerns
 - a. **Lack of interest**
 - a. Uncertainty about the effectiveness of physical therapy
 - a. **Preference for self-directed exercise routines**
 - a. Other?
 2. **What would motivate you to participate in a program like EnPhysion? Some factors could include:**
 - a. Convenience
 - a. To prevent injuries
 - a. To improve performance in sports or physical activities
 - a. To address existing physical limitations or pain
 - a. **Curiosity to learn more about optimizing my exercise routine**
 - a. Personalized program
 - a. Reputation of the program
 - a. Other reason?
 2. **How much do you typically spend in a month as an estimate? **\$1000****
 3. **What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **20%****
 4. **How much would you be willing to pay monthly for the EnPhysion service?**
 - a. Have them share their own rate
 - a. \$20-30/mo
 - a. **\$35-55/mo**
 - a. 60-100/mo
 2. **And who would likely be paying for this kind of a service?**
 - a. Self
 - a. **Parents**
 - a. Other
 2. **On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)**
 - a. 1 - Not important at all

- a. 2 - Slightly important
 - a. **3 - Moderately important**
 - a. 4 - Very important
 - a. 5 - Extremely important
2. **On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)**
- a. 1 - Not interested at all
 - a. **2 - Slightly interested**
 - a. 3 - Moderately interested
 - a. 4 - Very interested
 - a. 5 - Extremely interested
2. **What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:**
- a. Twitter (X)
 - a. **Instagram**
 - a. **TikTok**
 - a. Facebook
 - a. LinkedIn
 - a. Bus/subway ads
 - a. Storefront ads
2. **How likely would you be to utilize exercises if you saw them on social media?**
- a. Very likely
 - a. Likely
 - a. **Neutral**
 - a. Unlikely
 - a. Very unlikely
-

Interview 2

How old are you? 19

2. **What gender do you identify as?**
- a. **Man**
 - a. Woman
 - a. Non-binary
 - a. Other
 - a. Prefer not to say
7. **Do you go to Northeastern? No, BU**

8. What year are you in school? **Freshman**
9. What's your major? **Business**
10. Did/do you play a sport in college? **Yes, lacrosse**
11. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
 - a. 1 - Not important at all
 - a. 2 - Slightly important
 - a. 3 - Moderately important
 - a. 4 - Very important
 - a. **5 - Extremely important**
3. Do you currently engage in regular exercise?
 - a. **Yes, I exercise regularly (at least 3 times per week).**
 - a. No, I do not exercise regularly.
 - a. I used to exercise regularly but have stopped.
4. How often do you exercise and how many hours do you spend exercising when you do go? **5-6 times per week for 2 hours**
5. How likely would you be to participate in a physical therapy program tailored to your exercise habits?
 - a. Very likely
 - a. **Likely**
 - a. Neutral
 - a. Unlikely
 - a. Very unlikely
4. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **Possibly**
5. How often would you be inclined to schedule a personal training session?
 - a. 1x/week
 - a. **2x/week**
 - a. 3x/week
4. Would you prefer a Zoom call or an in-home session with EnPhysion? **Zoom**
5. What factors might prevent you from participating in such a program? Some examples of reasons would be:
 - a. **Lack of time**
 - a. Cost concerns
 - a. Lack of interest
 - a. Uncertainty about the effectiveness of physical therapy
 - a. **Preference for self-directed exercise routines**
 - a. Other?

3. **What would motivate you to participate in a program like EnPhyosion? Some factors could include:**
 - a. Convenience
 - a. **To prevent injuries**
 - a. **To improve performance in sports or physical activities**
 - a. To address existing physical limitations or pain
 - a. Curiosity to learn more about optimizing my exercise routine
 - a. Personalized program
 - a. Reputation of the program
 - a. Other reason?
5. **How much do you typically spend in a month as an estimate? \$1000**
6. **What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) 10-20%**
7. **How much would you be willing to pay monthly for the EnPhyosion service?**
 - a. Have them share their own rate
 - a. \$20-30/mo
 - a. \$35-55/mo
 - a. **60-100/mo**
3. **And who would likely be paying for this kind of a service?**
 - a. Self
 - a. **Parents**
 - a. Other
3. **On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhyosion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)**
 - a. 1 - Not important at all
 - a. **2 - Slightly important**
 - a. 3 - Moderately important
 - a. 4 - Very important
 - a. 5 - Extremely important
3. **On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)**
 - a. 1 - Not interested at all
 - a. 2 - Slightly interested
 - a. **3 - Moderately interested**
 - a. 4 - Very interested
 - a. 5 - Extremely interested

3. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:
 - a. Twitter (X)
 - a. **Instagram**
 - a. TikTok
 - a. Facebook
 - a. LinkedIn
 - a. Bus/subway ads
 - a. Storefront ads
 3. How likely would you be to utilize exercises if you saw them on social media?
 - a. Very likely
 - a. Likely
 - a. **Neutral**
 - a. Unlikely
 - a. Very unlikely
-

Interview 3

How old are you? **22**

3. What gender do you identify as?
 - b. **Man**
 - b. Woman
 - b. Non-binary
 - b. Other
 - a. Prefer not to say
12. Do you go to Northeastern? **No, BU**
13. What year are you in school? **Senior**
14. What's your major? **Computer science**
15. Did/do you play a sport in college? **No**
16. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
 - b. 1 - Not important at all
 - b. **2 - Slightly important**
 - b. 3 - Moderately important
 - b. 4 - Very important
 - a. 5 - Extremely important
4. Do you currently engage in regular exercise?

- b. Yes, I exercise regularly (at least 3 times per week).
 - b. No, I do not exercise regularly.
 - a. I used to exercise regularly but have stopped.
- 6. **How often do you exercise and how many hours do you spend exercising when you do go? Maybe 1 time a week**
- 7. **How likely would you be to participate in a physical therapy program tailored to your exercise habits?**
 - b. Very likely
 - b. Likely
 - b. Neutral
 - b. Unlikely
 - a. Very unlikely
- 6. **Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? No**
- 7. **How often would you be inclined to schedule a personal training session?**
 - b. 1x/week
 - b. 2x/week
 - a. 3x/week
- 6. **Would you prefer a Zoom call or an in-home session with EnPhysion? Zoom**
- 7. **What factors might prevent you from participating in such a program? Some examples of reasons would be:**
 - b. Lack of time
 - b. Cost concerns
 - b. Lack of interest
 - b. Uncertainty about the effectiveness of physical therapy
 - b. Preference for self-directed exercise routines
 - a. Other?
- 4. **What would motivate you to participate in a program like EnPhysion? Some factors could include:**
 - b. Convenience
 - b. To prevent injuries
 - b. To improve performance in sports or physical activities
 - b. To address existing physical limitations or pain
 - b. Curiosity to learn more about optimizing my exercise routine
 - b. Personalized program
 - b. Reputation of the program
 - a. Other reason?
- 8. **How much do you typically spend in a month as an estimate? \$500**

9. **What percentage of that spending would you say is devoted to health products and services?** (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **0%**
10. **How much would you be willing to pay monthly for the EnPhysion service?**
- b. Have them share their own rate
 - b. \$20-30/mo**
 - b. \$35-55/mo
 - a. 60-100/mo
4. **And who would likely be paying for this kind of a service?**
- b. Self**
 - b. Parents
 - a. Other
4. **On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)**
- b. 1 - Not important at all
 - b. 2 - Slightly important
 - b. 3 - Moderately important
 - b. 4 - Very important**
 - a. 5 - Extremely important
4. **On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)**
- b. 1 - Not interested at all
 - b. 2 - Slightly interested**
 - b. 3 - Moderately interested
 - b. 4 - Very interested
 - a. 5 - Extremely interested
4. **What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:**
- b. Twitter (X)
 - b. Instagram**
 - b. TikTok
 - b. Facebook
 - b. LinkedIn
 - b. Bus/subway ads**
 - a. Storefront ads
4. **How likely would you be to utilize exercises if you saw them on social media?**
- b. Very likely

- b. Likely
 - b. Neutral
 - b. **Unlikely**
 - b. Very unlikely
-

Interview 4

How old are you? 21

4. What gender do you identify as?

- c. Man
- c. **Woman**
- c. Non-binary
- c. Other
- a. Prefer not to say

17. Do you go to Northeastern? Yes

18. What year are you in school? Junior

19. What's your major? Business and Comm

20. Did/do you play a sport in college? No, played sports all growing up not now

21. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)

- c. 1 - Not important at all
- c. 2 - Slightly important
- c. 3 - Moderately important
- c. **4 - Very important**
- a. 5 - Extremely important

5. Do you currently engage in regular exercise?

- c. **Yes, I exercise regularly (at least 3 times per week).**
- c. No, I do not exercise regularly.
- a. I used to exercise regularly but have stopped.

8. How often do you exercise and how many hours do you spend exercising when you do go? 3-4 times a week at the gym for an hour

9. How likely would you be to participate in a physical therapy program tailored to your exercise habits?

- c. Very likely
- c. Likely
- c. Neutral
- c. **Unlikely**

- a. Very unlikely
- 8. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **Maybe**
- 9. How often would you be inclined to schedule a personal training session?
 - c. 1x/week
 - c. 2x/week
 - a. 3x/week
- 8. Would you prefer a Zoom call or an in-home session with EnPhysion? **Zoom**
- 9. What factors might prevent you from participating in such a program? Some examples of reasons would be:
 - c. Lack of time
 - c. Cost concerns
 - c. **Lack of interest**
 - c. Uncertainty about the effectiveness of physical therapy
 - c. Preference for self-directed exercise routines
 - a. **Other? Only would really be inclined to use if there was an injury**
- 5. What would motivate you to participate in a program like EnPhysion? Some factors could include:
 - c. Convenience
 - c. To prevent injuries
 - c. To improve performance in sports or physical activities
 - c. To address existing physical limitations or pain
 - c. **Curiosity to learn more about optimizing my exercise routine**
 - c. **Personalized program**
 - c. Reputation of the program
 - a. Other reason?
- 11. How much do you typically spend in a month as an estimate? **\$1500**
- 12. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **10%**
- 13. How much would you be willing to pay monthly for the EnPhysion service?
 - c. Have them share their own rate
 - c. **\$20-30/mo**
 - c. \$35-55/mo
 - a. 60-100/mo
- 5. And who would likely be paying for this kind of a service?
 - c. Self
 - c. **Parents**
 - a. Other

5. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)
- c. 1 - Not important at all
 - c. 2 - Slightly important
 - c. 3 - Moderately important**
 - c. 4 - Very important
 - a. 5 - Extremely important
5. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)
- c. 1 - Not interested at all
 - c. 2 - Slightly interested**
 - c. 3 - Moderately interested
 - c. 4 - Very interested
 - a. 5 - Extremely interested
5. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:
- c. Twitter (X)
 - c. Instagram**
 - c. TikTok
 - c. Facebook
 - c. LinkedIn**
 - c. Bus/subway ads
 - a. Storefront ads
5. How likely would you be to utilize exercises if you saw them on social media?
- c. Very likely
 - c. Likely
 - c. Neutral**
 - c. Unlikely
 - c. Very unlikely
-

Interview 5

How old are you? **20**

5. What gender do you identify as?
- d. Man**

- d. Woman
 - d. Non-binary
 - d. Other
 - a. Prefer not to say
- 22. Do you go to Northeastern? Yes**
- 23. What year are you in school? Sophomore**
- 24. What's your major? Business (Econ)**
- 25. Did/do you play a sport in college? No**
- 26. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)**
- d. 1 - Not important at all
 - d. 2 - Slightly important
 - d. 3 - Moderately important
 - d. 4 - Very important**
 - a. 5 - Extremely important
- 6. Do you currently engage in regular exercise?**
- d. Yes, I exercise regularly (at least 3 times per week).**
 - d. No, I do not exercise regularly.
 - a. I used to exercise regularly but have stopped.
- 10. How often do you exercise and how many hours do you spend exercising when you do go? 3-4 times per week, 1.5 hours each**
- 11. How likely would you be to participate in a physical therapy program tailored to your exercise habits?**
- d. Very likely
 - d. Likely
 - d. Neutral**
 - d. Unlikely
 - a. Very unlikely
- 10. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? Yes**
- 11. How often would you be inclined to schedule a personal training session?**
- d. 1x/week**
 - d. 2x/week
 - a. 3x/week
- 10. Would you prefer a Zoom call or an in-home session with EnPhysion? Zoom**
- 11. What factors might prevent you from participating in such a program? Some examples of reasons would be:**
- d. Lack of time
 - d. Cost concerns

- d. Lack of interest
 - d. Uncertainty about the effectiveness of physical therapy
 - d. Preference for self-directed exercise routines
 - a. Other?
6. What would motivate you to participate in a program like EnPhysion? Some factors could include:
- d. Convenience
 - d. To prevent injuries
 - d. To improve performance in sports or physical activities
 - d. To address existing physical limitations or pain
 - d. Curiosity to learn more about optimizing my exercise routine
 - d. Personalized program
 - d. Reputation of the program
 - a. Other reason?
14. How much do you typically spend in a month as an estimate? **\$1000**
15. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **10%- gym membership**
16. How much would you be willing to pay monthly for the EnPhysion service?
- d. Have them share their own rate
 - d. **\$20-30/mo**
 - d. \$35-55/mo
 - a. 60-100/mo
6. And who would likely be paying for this kind of a service?
- d. **Self**
 - d. Parents
 - a. Other
6. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)
- d. 1 - Not important at all
 - d. **2 - Slightly important**
 - d. 3 - Moderately important
 - d. 4 - Very important
 - a. 5 - Extremely important
6. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)
- d. 1 - Not interested at all

- d. 2 - Slightly interested
 - d. 3 - Moderately interested
 - d. 4 - Very interested
 - a. 5 - Extremely interested
6. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:
- d. Twitter (X)
 - d. Instagram
 - d. TikTok
 - d. Facebook
 - d. LinkedIn
 - d. Bus/subway ads
 - a. Storefront ads
6. How likely would you be to utilize exercises if you saw them on social media?
- d. Very likely
 - d. Likely
 - d. Neutral
 - d. Unlikely
 - d. Very unlikely
-

Interview 6

How old are you? **22**

6. What gender do you identify as?
- e. Man
 - e. Woman
 - e. Non-binary
 - e. Other
 - a. Prefer not to say
27. Do you go to Northeastern? **Yes**
28. What year are you in school? **Senior**
29. What's your major? **Finance**
30. Did/do you play a sport in college? **No**
31. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
- e. 1 - Not important at all
 - e. 2 - Slightly important

- e. 3 - Moderately important
 - e. 4 - Very important
 - a. 5 - Extremely important
7. Do you currently engage in regular exercise?
- e. Yes, I exercise regularly (at least 3 times per week).
 - e. No, I do not exercise regularly.
 - a. I used to exercise regularly but have stopped.
12. How often do you exercise and how many hours do you spend exercising when you do go? 3-4 times per week, 1 hour each
13. How likely would you be to participate in a physical therapy program tailored to your exercise habits?
- e. Very likely
 - e. Likely
 - e. Neutral
 - e. Unlikely
 - a. Very unlikely
12. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? Yes
13. How often would you be inclined to schedule a personal training session?
- e. 1x/week
 - e. 2x/week
 - a. 3x/week
12. Would you prefer a Zoom call or an in-home session with EnPhysion? Zoom
13. What factors might prevent you from participating in such a program? Some examples of reasons would be:
- e. Lack of time
 - e. Cost concerns
 - e. Lack of interest
 - e. Uncertainty about the effectiveness of physical therapy
 - e. Preference for self-directed exercise routines
 - a. Other?
7. What would motivate you to participate in a program like EnPhysion? Some factors could include:
- e. Convenience
 - e. To prevent injuries
 - e. To improve performance in sports or physical activities
 - e. To address existing physical limitations or pain
 - e. Curiosity to learn more about optimizing my exercise routine
 - e. Personalized program
 - e. Reputation of the program

- a. Other reason?
- 17. How much do you typically spend in a month as an estimate? \$1500**
- 18. What percentage of that spending would you say is devoted to health products and services?** (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **10%**
- 19. How much would you be willing to pay monthly for the EnPhysion service?**
 - e. Have them share their own rate
 - e. \$20-30/mo
 - e. \$35-55/mo**
 - a. 60-100/mo
- 7. And who would likely be paying for this kind of a service?**
 - e. Self
 - e. Parents**
 - a. Other
- 7. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)**
 - e. 1 - Not important at all
 - e. 2 - Slightly important
 - e. 3 - Moderately important**
 - e. 4 - Very important
 - a. 5 - Extremely important
- 7. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)**
 - e. 1 - Not interested at all
 - e. 2 - Slightly interested**
 - e. 3 - Moderately interested
 - e. 4 - Very interested
 - a. 5 - Extremely interested
- 7. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:**
 - e. Twitter (X)
 - e. Instagram**
 - e. TikTok
 - e. Facebook
 - e. LinkedIn
 - e. Bus/subway ads**
 - a. Storefront ads

7. How likely would you be to utilize exercises if you saw them on social media?
- e. Very likely
 - e. Likely
 - e. Neutral
 - e. **Unlikely**
 - e. Very unlikely
-

Interview 7

How old are you? **19**

7. What gender do you identify as?
- f. Man
 - f. **Woman**
 - f. Non-binary
 - f. Other
 - a. Prefer not to say
32. Do you go to Northeastern? **No, BU**
33. What year are you in school? **Freshman**
34. What's your major? **Psychology**
35. Did/do you play a sport in college? **No**
36. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
- f. 1 - Not important at all
 - f. 2 - Slightly important
 - f. 3 - Moderately important
 - f. 4 - Very important
 - a. **5 - Extremely important**
8. Do you currently engage in regular exercise?
- f. **Yes, I exercise regularly (at least 3 times per week).**
 - f. No, I do not exercise regularly.
 - a. I used to exercise regularly but have stopped.
14. How often do you exercise and how many hours do you spend exercising when you do go? **5-6 times per week, 3 at the gym, others outside (running/walks)**
15. How likely would you be to participate in a physical therapy program tailored to your exercise habits?
- f. Very likely
 - f. **Likely**

- f. Neutral
 - f. Unlikely
 - a. Very unlikely
- 14. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? Possibly**
- 15. How often would you be inclined to schedule a personal training session?**
- f. 1x/week
 - f. 2x/week
 - a. 3x/week
- 14. Would you prefer a Zoom call or an in-home session with EnPhysion? Zoom**
- 15. What factors might prevent you from participating in such a program? Some examples of reasons would be:**
- f. Lack of time
 - f. Cost concerns
 - f. Lack of interest
 - f. Uncertainty about the effectiveness of physical therapy
 - f. Preference for self-directed exercise routines
 - a. Other?
- 8. What would motivate you to participate in a program like EnPhysion? Some factors could include:**
- f. Convenience
 - f. To prevent injuries
 - f. To improve performance in sports or physical activities
 - f. To address existing physical limitations or pain
 - f. Curiosity to learn more about optimizing my exercise routine
 - f. Personalized program
 - f. Reputation of the program
 - a. Other reason?
- 20. How much do you typically spend in a month as an estimate? \$500**
- 21. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) 10%**
- 22. How much would you be willing to pay monthly for the EnPhysion service?**
- f. Have them share their own rate
 - f. \$20-30/mo
 - f. \$35-55/mo
 - a. 60-100/mo
- 8. And who would likely be paying for this kind of a service?**
- f. Self
 - f. Parents

- a. Other
 - 8. **On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)**
 - f. 1 - Not important at all
 - f. 2 - Slightly important
 - f. **3 - Moderately important**
 - f. 4 - Very important
 - a. 5 - Extremely important
 - 8. **On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)**
 - f. 1 - Not interested at all
 - f. **2 - Slightly interested**
 - f. 3 - Moderately interested
 - f. 4 - Very interested
 - a. 5 - Extremely interested
 - 8. **What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:**
 - f. Twitter (X)
 - f. **Instagram**
 - f. **TikTok**
 - f. Facebook
 - f. LinkedIn
 - f. Bus/subway ads
 - a. Storefront ads
 - 8. **How likely would you be to utilize exercises if you saw them on social media?**
 - f. Very likely
 - f. **Likely**
 - f. Neutral
 - f. Unlikely
 - f. Very unlikely
-

Interview 8

How old are you? **21**

8. What gender do you identify as?

- g. **Man**
 - g. Woman
 - g. Non-binary
 - g. Other
 - a. Prefer not to say
- 37. Do you go to Northeastern? **Yes****
- 38. What year are you in school? **Junior****
- 39. What's your major? **Business (Finance/Marketing)****
- 40. Did/do you play a sport in college? **No****
- 41. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)**
- g. 1 - Not important at all
 - g. 2 - Slightly important
 - g. **3 - Moderately important**
 - g. 4 - Very important
 - a. 5 - Extremely important
- 9. Do you currently engage in regular exercise?**
- g. **Yes, I exercise regularly (at least 3 times per week).**
 - g. No, I do not exercise regularly.
 - a. I used to exercise regularly but have stopped.
- 16. How often do you exercise and how many hours do you spend exercising when you do go? **3-4 times per week, 1 hours each****
- 17. How likely would you be to participate in a physical therapy program tailored to your exercise habits?**
- g. Very likely
 - g. Likely
 - g. **Neutral**
 - g. Unlikely
 - a. Very unlikely
- 16. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **Maybe****
- 17. How often would you be inclined to schedule a personal training session?**
- g. **1x/week**
 - g. 2x/week
 - a. 3x/week
- 16. Would you prefer a Zoom call or an in-home session with EnPhysion? **Zoom****
- 17. What factors might prevent you from participating in such a program? Some examples of reasons would be:**
- g. Lack of time

- g. Cost concerns
 - g. Lack of interest
 - g. Uncertainty about the effectiveness of physical therapy
 - g. Preference for self-directed exercise routines
 - a. Other?
9. What would motivate you to participate in a program like EnPhysion? Some factors could include:
- g. Convenience
 - g. To prevent injuries
 - g. To improve performance in sports or physical activities
 - g. To address existing physical limitations or pain
 - g. Curiosity to learn more about optimizing my exercise routine
 - g. Personalized program
 - g. Reputation of the program
 - a. Other reason?
23. How much do you typically spend in a month as an estimate? **\$1000**
24. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **10%- gym membership**
25. How much would you be willing to pay monthly for the EnPhysion service?
- g. Have them share their own rate
 - g. \$20-30/mo
 - g. \$35-55/mo
 - a. 60-100/mo
9. And who would likely be paying for this kind of a service?
- g. Self
 - g. Parents
 - a. Other
9. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)
- g. 1 - Not important at all
 - g. 2 - Slightly important
 - g. 3 - Moderately important
 - g. 4 - Very important
 - a. 5 - Extremely important
9. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)

- g. 1 - Not interested at all
 - g. **2 - Slightly interested**
 - g. 3 - Moderately interested
 - g. 4 - Very interested
 - a. 5 - Extremely interested
- 9. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:**
- g. Twitter (X)
 - g. **Instagram**
 - g. TikTok
 - g. Facebook
 - g. LinkedIn
 - g. **Bus/subway ads**
 - a. Storefront ads
- 9. How likely would you be to utilize exercises if you saw them on social media?**
- g. Very likely
 - g. Likely
 - g. **Neutral**
 - g. Unlikely
 - g. Very unlikely
-

Interview 9

How old are you? 21

- 9. What gender do you identify as?**
- h. **Man**
 - h. Woman
 - h. Non-binary
 - h. Other
 - a. Prefer not to say
- 42. Do you go to Northeastern? No, BU**
- 43. What year are you in school? Junior**
- 44. What's your major? Engineering**
- 45. Did/do you play a sport in college? No**
- 46. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)**
- h. 1 - Not important at all

- h. 2 - Slightly important
 - h. 3 - Moderately important
 - h. 4 - Very important
 - a. 5 - Extremely important
- 10. Do you currently engage in regular exercise?**
- h. Yes, I exercise regularly (at least 3 times per week).
 - h. No, I do not exercise regularly.
 - a. I used to exercise regularly but have stopped.
- 18. How often do you exercise and how many hours do you spend exercising when you do go? 1-2 times per week on occasion**
- 19. How likely would you be to participate in a physical therapy program tailored to your exercise habits?**
- h. Very likely
 - h. Likely
 - h. Neutral
 - h. Unlikely
 - a. Very unlikely
- 18. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? No**
- 19. How often would you be inclined to schedule a personal training session?**
- h. 1x/week
 - h. 2x/week
 - a. 3x/week
- 18. Would you prefer a Zoom call or an in-home session with EnPhysion? Zoom**
- 19. What factors might prevent you from participating in such a program? Some examples of reasons would be:**
- h. Lack of time
 - h. Cost concerns
 - h. Lack of interest
 - h. Uncertainty about the effectiveness of physical therapy
 - h. Preference for self-directed exercise routines
 - a. Other?
- 10. What would motivate you to participate in a program like EnPhysion? Some factors could include:**
- h. Convenience
 - h. To prevent injuries
 - h. To improve performance in sports or physical activities
 - h. To address existing physical limitations or pain
 - h. Curiosity to learn more about optimizing my exercise routine
 - h. Personalized program

- h. Reputation of the program
 - a. Other reason?
- 26. How much do you typically spend in a month as an estimate? \$1000**
- 27. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) 0%**
- 28. How much would you be willing to pay monthly for the EnPhysion service?**
- h. Have them share their own rate
 - h. \$20-30/mo
 - h. \$35-55/mo
 - a. 60-100/mo
- 10. And who would likely be paying for this kind of a service?**
- h. Self
 - h. Parents
 - a. Other
- 10. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)**
- h. 1 - Not important at all
 - h. 2 - Slightly important
 - h. 3 - Moderately important
 - h. 4 - Very important
 - a. 5 - Extremely important
- 10. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)**
- h. 1 - Not interested at all
 - h. 2 - Slightly interested
 - h. 3 - Moderately interested
 - h. 4 - Very interested
 - a. 5 - Extremely interested
- 10. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:**
- h. Twitter (X)
 - h. Instagram
 - h. TikTok
 - h. Facebook
 - h. LinkedIn
 - h. Bus/subway ads

- a. Storefront ads
- 10. How likely would you be to utilize exercises if you saw them on social media?**
- h. Very likely
 - h. Likely
 - h. Neutral**
 - h. Unlikely
 - h. Very unlikely

Interview 10

How old are you? 21

10. What gender do you identify as?

- i. Man
 - i. Woman**
 - i. Non-binary
 - i. Other
 - a. Prefer not to say
- 47. Do you go to Northeastern? Yes**
- 48. What year are you in school? Junior**
- 49. What's your major? Business (Marketing)**
- 50. Did/do you play a sport in college? No**
- 51. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)**
- i. 1 - Not important at all
 - i. 2 - Slightly important
 - i. 3 - Moderately important
 - i. 4 - Very important**
 - a. 5 - Extremely important
- 11. Do you currently engage in regular exercise?**
- i. Yes, I exercise regularly (at least 3 times per week).**
 - i. No, I do not exercise regularly.
 - a. I used to exercise regularly but have stopped.
- 20. How often do you exercise and how many hours do you spend exercising when you do go? 3-4 times per week, 1 hour each**
- 21. How likely would you be to participate in a physical therapy program tailored to your exercise habits?**
- i. Very likely
 - i. Likely
 - i. Neutral**

- i. Unlikely
 - a. Very unlikely
- 20. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? Yes**
- 21. How often would you be inclined to schedule a personal training session?**
- i. 1x/week
 - i. **2x/week**
 - a. 3x/week
- 20. Would you prefer a Zoom call or an in-home session with EnPhysion? Zoom**
- 21. What factors might prevent you from participating in such a program? Some examples of reasons would be:**
- i. Lack of time
 - i. Cost concerns
 - i. **Lack of interest**
 - i. Uncertainty about the effectiveness of physical therapy
 - i. Preference for self-directed exercise routines
 - a. Other?
- 11. What would motivate you to participate in a program like EnPhysion? Some factors could include:**
- i. Convenience
 - i. To prevent injuries
 - i. To improve performance in sports or physical activities
 - i. To address existing physical limitations or pain
 - i. **Curiosity to learn more about optimizing my exercise routine**
 - i. Personalized program
 - i. Reputation of the program
 - a. Other reason?
- 29. How much do you typically spend in a month as an estimate? \$1500**
- 30. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) 10%- gym membership**
- 31. How much would you be willing to pay monthly for the EnPhysion service?**
- i. Have them share their own rate
 - i. **\$20-30/mo**
 - i. \$35-55/mo
 - a. 60-100/mo
- 11. And who would likely be paying for this kind of a service?**
- i. Self
 - i. **Parents**
 - a. Other

11. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)

- i. 1 - Not important at all
- i. 2 - Slightly important
- i. 3 - Moderately important
- i. 4 - Very important
- a. 5 - Extremely important

11. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)

- i. 1 - Not interested at all
- i. 2 - Slightly interested
- i. 3 - Moderately interested
- i. 4 - Very interested
- a. 5 - Extremely interested

11. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:

- i. Twitter (X)
- i. Instagram
- i. TikTok
- i. Facebook
- i. LinkedIn
- i. Bus/subway ads
- a. Storefront ads

11. How likely would you be to utilize exercises if you saw them on social media?

- i. Very likely
- i. Likely
- i. Neutral
- i. Unlikely
- i. Very unlikely

Lily Interviews Full Results

1. How old are you? 20
2. What gender do you identify as?
 - a. Man

- b. Woman
 - c. Non-binary
 - d. Other
 - e. Prefer not to say
3. Do you go to Northeastern? No, I go to Babson
4. What year are you in school? Sophomore
5. What's your major? Kinesiology with a minor in Marketing.
6. Did/do you play a sport in college? Yes, Lacrosse
7. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
- a. 1 - Not important at all
 - b. 2 - Slightly important
 - c. 3 - Moderately important
 - d. 4 - Very important
 - e. 5 - Extremely important
8. Do you currently engage in regular exercise?
- a. Yes, I exercise regularly (at least 3 times per week).
 - b. No, I do not exercise regularly.
 - c. I used to exercise regularly but have stopped.
9. How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: ____; Hours per session: ____] 4, 1.5
10. How likely would you be to participate in a physical therapy program tailored to your exercise habits?
- a. Very likely
 - b. Likely
 - c. Neutral
 - d. Unlikely
 - e. Very unlikely
11. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being?
- Yes, I think it would benefit both
12. How often would you be inclined to schedule a personal training session?
- a. 1x/week
 - b. 2x/week
 - c. 3x/week
13. Would you prefer a Zoom call or an in-home session with EnPhysion? zoom
14. What factors might prevent you from participating in such a program? Some examples of reasons would be:
- a. Lack of time

- b. Cost concerns
 - c. Lack of interest
 - d. Uncertainty about the effectiveness of physical therapy
 - e. Preference for self-directed exercise routines
 - f. Other?
- 15. What would motivate you to participate in a program like EnPhysion? Some factors could include:**
- a. Convenience
 - b. To prevent injuries
 - c. To improve performance in sports or physical activities
 - d. To address existing physical limitations or pain
 - e. Curiosity to learn more about optimizing my exercise routine
 - f. Personalized program
 - g. Reputation of the program
 - h. Other reason?
- 16. How much do you typically spend in a month as an estimate? 2,000**
- 17. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) Maybe like 20%**
- 18. How much would you be willing to pay monthly for the EnPhysion service?**
- a. Have them share their own rate
 - b. \$20-30/mo
 - c. \$35-55/mo
 - d. 60-100/mo
- 19. And who would likely be paying for this kind of a service?**
- a. Self
 - b. Parents
 - c. Other
- 20. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)**
- a. 1 - Not important at all
 - b. 2 - Slightly important
 - c. 3 - Moderately important
 - d. 4 - Very important
 - e. 5 - Extremely important
- 21. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)**

- a. 1 - Not interested at all
 - b. 2 - Slightly interested
 - c. 3 - Moderately interested
 - d. 4 - Very interested
 - e. 5 - Extremely interested
- 22. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:**
- a. Twitter (X)
 - b. Instagram
 - c. TikTok
 - d. Facebook
 - e. LinkedIn
 - f. Bus/subway ads
 - g. Storefront ads
- 23. How likely would you be to utilize exercises if you saw them on social media?**
- a. Very likely
 - b. Likely
 - c. Neutral
 - d. Unlikely
 - e. Very unlikely
-

- 1. How old are you? 24**
- 2. What gender do you identify as?**
 - a. Man
 - b. Woman
 - c. Non-binary
 - d. Other
 - e. Prefer not to say
- 3. Do you go to Northeastern? Yes**
- 4. What year are you in school? Second-year grad student**
- 5. What's your major? Physics**
- 6. Did/do you play a sport in college? No**
- 7. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)**
 - a. 1 - Not important at all
 - b. 2 - Slightly important
 - c. 3 - Moderately important

- d. 4 - Very important
 - e. 5 - Extremely important
8. **Do you currently engage in regular exercise?**
- a. Yes, I exercise regularly (at least 3 times per week).
 - b. No, I do not exercise regularly.
 - c. I used to exercise regularly but have stopped.
9. **How often do you exercise and how many hours do you spend exercising when you do go?** [Exercises per week: ____; Hours per session: ____] **Currently 2, 1**
10. **How likely would you be to participate in a physical therapy program tailored to your exercise habits?**
- a. Very likely
 - b. Likely
 - c. Neutral
 - d. Unlikely
 - e. Very unlikely
11. **Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being?** **Yes especially for stress**
12. **How often would you be inclined to schedule a personal training session?**
- a. 1x/week
 - b. 2x/week
 - c. 3x/week
13. **Would you prefer a Zoom call or an in-home session with EnPhysion?** **zoom**
14. **What factors might prevent you from participating in such a program? Some examples of reasons would be:**
- a. Lack of time
 - b. Cost concerns
 - c. Lack of interest
 - d. Uncertainty about the effectiveness of physical therapy
 - e. Preference for self-directed exercise routines
 - f. Other?
15. **What would motivate you to participate in a program like EnPhysion? Some factors could include:**
- a. Convenience
 - b. To prevent injuries
 - c. To improve performance in sports or physical activities
 - d. To address existing physical limitations or pain
 - e. Curiosity to learn more about optimizing my exercise routine
 - f. Personalized program
 - g. Reputation of the program
 - h. Other reason?

16. How much do you typically spend in a month as an estimate? **1,300**
17. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **5%**
18. How much would you be willing to pay monthly for the EnPhysion service?
- Have them share their own rate
 - \$20-30/mo**
 - \$35-55/mo
 - 60-100/mo
19. And who would likely be paying for this kind of a service?
- Self**
 - Parents
 - Other
20. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)
- 1 - Not important at all
 - 2 - Slightly important**
 - 3 - Moderately important
 - 4 - Very important
 - 5 - Extremely important
21. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)
- 1 - Not interested at all
 - 2 - Slightly interested
 - 3 - Moderately interested**
 - 4 - Very interested
 - 5 - Extremely interested
22. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:
- Twitter (X)**
 - Instagram**
 - TikTok**
 - Facebook
 - LinkedIn
 - Bus/subway ads
 - Storefront ads
23. How likely would you be to utilize exercises if you saw them on social media?

- a. Very likely
 - b. Likely
 - c. Neutral
 - d. Unlikely
 - e. Very unlikely
-

1. How old are you? 19
2. What gender do you identify as?
 - a. Man
 - b. Woman
 - c. Non-binary
 - d. Other
 - e. Prefer not to say
3. Do you go to Northeastern? Yes
4. What year are you in school? Second-year
5. What's your major? Business and Psych
6. Did/do you play a sport in college? Yes- Club Volleyball
7. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
 - a. 1 - Not important at all
 - b. 2 - Slightly important
 - c. 3 - Moderately important
 - d. 4 - Very important
 - e. 5 - Extremely important
8. Do you currently engage in regular exercise?
 - a. Yes, I exercise regularly (at least 3 times per week).
 - b. No, I do not exercise regularly.
 - c. I used to exercise regularly but have stopped.
9. How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: ___; Hours per session: ___] 4, 1-2 hours
10. How likely would you be to participate in a physical therapy program tailored to your exercise habits?
 - a. Very likely
 - b. Likely
 - c. Neutral
 - d. Unlikely
 - e. Very unlikely

- 11. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **yes****
- 12. How often would you be inclined to schedule a personal training session?**
- a. 1x/week
 - b. 2x/week**
 - c. 3x/week
- 13. Would you prefer a Zoom call or an in-home session with EnPhysion? **zoom****
- 14. What factors might prevent you from participating in such a program? Some examples of reasons would be:**
- a. Lack of time**
 - b. Cost concerns**
 - c. Lack of interest
 - d. Uncertainty about the effectiveness of physical therapy
 - e. Preference for self-directed exercise routines
 - f. Other?
- 15. What would motivate you to participate in a program like EnPhysion? Some factors could include:**
- a. Convenience
 - b. To prevent injuries**
 - c. To improve performance in sports or physical activities**
 - d. To address existing physical limitations or pain**
 - e. Curiosity to learn more about optimizing my exercise routine

- f. Personalized program
 - g. Reputation of the program
 - h. Other reason?
- 16. How much do you typically spend in a month as an estimate? \$500**
- 17. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) 5%**
- 18. How much would you be willing to pay monthly for the EnPhysion service?**
- a. Have them share their own rate- 5-10
 - b. \$20-30/mo
 - c. \$35-55/mo
 - d. 60-100/mo
- 19. And who would likely be paying for this kind of a service?**
- a. Self
 - b. Parents
 - c. Other
- 20. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)**
- a. 1 - Not important at all
 - b. 2 - Slightly important
 - c. 3 - Moderately important
 - d. 4 - Very important
 - e. 5 - Extremely important
- 21. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)**
- a. 1 - Not interested at all
 - b. 2 - Slightly interested
 - c. 3 - Moderately interested
 - d. 4 - Very interested
 - e. 5 - Extremely interested
- 22. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:**
- a. Twitter (X)
 - b. Instagram
 - c. TikTok
 - d. Facebook
 - e. LinkedIn

- f. Bus/subway ads
- g. Storefront ads

23. How likely would you be to utilize exercises if you saw them on social media?

- a. Very likely
 - b. Likely
 - c. Neutral
 - d. Unlikely
 - e. Very unlikely
-

1. How old are you? 21

2. What gender do you identify as?

- a. Man
- b. Woman
- c. Non-binary
- d. Other
- e. Prefer not to say

3. Do you go to Northeastern? Yes

4. What year are you in school? 4th year

5. What's your major? Business and Design

6. Did/do you play a sport in college? Club water polo

7. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)

- a. 1 - Not important at all
- b. 2 - Slightly important
- c. 3 - Moderately important
- d. 4 - Very important
- e. 5 - Extremely important

8. Do you currently engage in regular exercise?

- a. Yes, I exercise regularly (at least 3 times per week).
- b. No, I do not exercise regularly.
- c. I used to exercise regularly but have stopped.

9. How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: ___; Hours per session: ___] 3x, 2 hours

10. How likely would you be to participate in a physical therapy program tailored to your exercise habits?

- a. Very likely
- b. Likely

- c. Neutral
 - d. Unlikely
 - e. Very unlikely
- 11. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? maybe**
- 12. How often would you be inclined to schedule a personal training session?**
- a. 1x/week
 - b. 2x/week
 - c. 3x/week
- 13. Would you prefer a Zoom call or an in-home session with EnPhysion? zoom**
- 14. What factors might prevent you from participating in such a program? Some examples of reasons would be:**
- a. Lack of time
 - b. Cost concerns
 - c. Lack of interest
 - d. Uncertainty about the effectiveness of physical therapy
 - e. Preference for self-directed exercise routines
 - f. Other?
- 15. What would motivate you to participate in a program like EnPhysion? Some factors could include:**
- a. Convenience
 - b. To prevent injuries
 - c. To improve performance in sports or physical activities
 - d. To address existing physical limitations or pain
 - e. Curiosity to learn more about optimizing my exercise routine

- f. Personalized program
 - g. Reputation of the program
 - h. Other reason?
16. How much do you typically spend in a month as an estimate? **1,000**
17. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **\$0**
18. How much would you be willing to pay monthly for the EnPhysion service?
- a. Have them share their own rate
 - b. **\$20-30/mo**
 - c. \$35-55/mo
 - d. 60-100/mo
19. And who would likely be paying for this kind of a service?
- a. **Self**
 - b. Parents
 - c. Other
20. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)
- a. 1 - Not important at all
 - b. **2 - Slightly important**
 - c. 3 - Moderately important
 - d. 4 - Very important
 - e. 5 - Extremely important
21. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)
- a. 1 - Not interested at all
 - b. 2 - Slightly interested
 - c. **3 - Moderately interested**
 - d. 4 - Very interested
 - e. 5 - Extremely interested
22. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:
- a. Twitter (X)
 - b. **Instagram**
 - c. TikTok
 - d. Facebook
 - e. LinkedIn

- f. Bus/subway ads
 - g. Storefront ads
- 23. How likely would you be to utilize exercises if you saw them on social media?**
- a. Very likely
 - b. Likely
 - c. Neutral
 - d. Unlikely
 - e. Very unlikely
-

1. How old are you? 21
2. What gender do you identify as?
 - a. Man
 - b. Woman
 - c. Non-binary
 - d. Other
 - e. Prefer not to say
3. Do you go to Northeastern? Yes
4. What year are you in school? 3rd Year
5. What's your major? Business and Data Science
6. Did/do you play a sport in college? Club and intramural basketball
7. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
 - a. 1 - Not important at all
 - b. 2 - Slightly important
 - c. 3 - Moderately important
 - d. 4 - Very important
 - e. 5 - Extremely important
8. Do you currently engage in regular exercise?
 - a. Yes, I exercise regularly (at least 3 times per week).
 - b. No, I do not exercise regularly.
 - c. I used to exercise regularly but have stopped.
9. How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: ___; Hours per session: ___] 4x, 1.5 hours
10. How likely would you be to participate in a physical therapy program tailored to your exercise habits?
 - a. Very likely
 - b. Likely

- c. Neutral
 - d. Unlikely
 - e. Very unlikely
- 11. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? yes**
- 12. How often would you be inclined to schedule a personal training session?**
- a. 1x/week
 - b. 2x/week
 - c. 3x/week
- 13. Would you prefer a Zoom call or an in-home session with EnPhysion?**
- 14. What factors might prevent you from participating in such a program? Some examples of reasons would be:**
- a. Lack of time
 - b. Cost concerns
 - c. Lack of interest
 - d. Uncertainty about the effectiveness of physical therapy
 - e. Preference for self-directed exercise routines
 - f. Other?
- 15. What would motivate you to participate in a program like EnPhysion? Some factors could include:**
- a. Convenience
 - b. To prevent injuries
 - c. To improve performance in sports or physical activities
 - d. To address existing physical limitations or pain
 - e. Curiosity to learn more about optimizing my exercise routine

- f. Personalized program
 - g. Reputation of the program
 - h. Other reason?
- 16. How much do you typically spend in a month as an estimate? \$1,500**
- 17. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) 10%**
- 18. How much would you be willing to pay monthly for the EnPhysion service?**
- a. Have them share their own rate
 - b. \$20-30/mo**
 - c. \$35-55/mo
 - d. 60-100/mo
- 19. And who would likely be paying for this kind of a service?**
- a. Self**
 - b. Parents
 - c. Other
- 20. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)**
- a. 1 - Not important at all
 - b. 2 - Slightly important**
 - c. 3 - Moderately important
 - d. 4 - Very important
 - e. 5 - Extremely important
- 21. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)**
- a. 1 - Not interested at all
 - b. 2 - Slightly interested
 - c. 3 - Moderately interested
 - d. 4 - Very interested**
 - e. 5 - Extremely interested
- 22. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:**
- a. Twitter (X)
 - b. Instagram**
 - c. TikTok**
 - d. Facebook
 - e. LinkedIn

- f. Bus/subway ads
 - g. Storefront ads
- 23. How likely would you be to utilize exercises if you saw them on social media?**
- a. Very likely
 - b. Likely
 - c. Neutral
 - d. Unlikely
 - e. Very unlikely
-

1. How old are you? 20
2. What gender do you identify as?
 - a. Man
 - b. Woman
 - c. Non-binary
 - d. Other
 - e. Prefer not to say
3. Do you go to Northeastern? Yes
4. What year are you in school? Second year
5. What's your major? Bio
6. Did/do you play a sport in college? No
7. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
 - a. 1 - Not important at all
 - b. 2 - Slightly important
 - c. 3 - Moderately important
 - d. 4 - Very important
 - e. 5 - Extremely important
8. Do you currently engage in regular exercise?
 - a. Yes, I exercise regularly (at least 3 times per week).
 - b. No, I do not exercise regularly.
 - c. I used to exercise regularly but have stopped.
9. How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: ___; Hours per session: ___] 3x, 30 min-1 hour
10. How likely would you be to participate in a physical therapy program tailored to your exercise habits?
 - a. Very likely
 - b. Likely

- c. Neutral
 - d. Unlikely
 - e. Very unlikely
- 11. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? Yes**
- 12. How often would you be inclined to schedule a personal training session?**
- a. 1x/week
 - b. 2x/week
 - c. 3x/week
- 13. Would you prefer a Zoom call or an in-home session with EnPhysion? On campus?**
- 14. What factors might prevent you from participating in such a program? Some examples of reasons would be:**
- a. Lack of time
 - b. Cost concerns
 - c. Lack of interest
 - d. Uncertainty about the effectiveness of physical therapy
 - e. Preference for self-directed exercise routines
 - f. Other?
- 15. What would motivate you to participate in a program like EnPhysion? Some factors could include:**
- a. Convenience
 - b. To prevent injuries
 - c. To improve performance in sports or physical activities
 - d. To address existing physical limitations or pain
 - e. Curiosity to learn more about optimizing my exercise routine

- f. Personalized program
 - g. Reputation of the program
 - h. Other reason?
16. How much do you typically spend in a month as an estimate? 3000
17. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) 15%
18. How much would you be willing to pay monthly for the EnPhysion service?
- a. Have them share their own rate
 - b. \$20-30/mo
 - c. \$35-55/mo
 - d. 60-100/mo
19. And who would likely be paying for this kind of a service?
- a. Self
 - b. Parents
 - c. Other
20. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)
- a. 1 - Not important at all
 - b. 2 - Slightly important
 - c. 3 - Moderately important
 - d. 4 - Very important
 - e. 5 - Extremely important
21. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)
- a. 1 - Not interested at all
 - b. 2 - Slightly interested
 - c. 3 - Moderately interested
 - d. 4 - Very interested
 - e. 5 - Extremely interested
22. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:
- a. Twitter (X)
 - b. Instagram
 - c. TikTok
 - d. Facebook
 - e. LinkedIn

- f. Bus/subway ads
- g. Storefront ads

23. How likely would you be to utilize exercises if you saw them on social media?

- a. Very likely
 - b. Likely
 - c. Neutral
 - d. Unlikely
 - e. Very unlikely
-

1. How old are you? 22

2. What gender do you identify as?

- a. Man
- b. Woman
- c. Non-binary
- d. Other
- e. Prefer not to say

3. Do you go to Northeastern? Yes

4. What year are you in school? Senior

5. What's your major? Biochem

6. Did/do you play a sport in college? No

7. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)

- a. 1 - Not important at all
- b. 2 - Slightly important
- c. 3 - Moderately important
- d. 4 - Very important
- e. 5 - Extremely important

8. Do you currently engage in regular exercise?

- a. Yes, I exercise regularly (at least 3 times per week).
- b. No, I do not exercise regularly.
- c. I used to exercise regularly but have stopped.

9. How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: ___; Hours per session: ___] 1x, 1-2 hours

10. How likely would you be to participate in a physical therapy program tailored to your exercise habits?

- a. Very likely
- b. Likely

- c. Neutral
 - d. Unlikely
 - e. Very unlikely
- 11. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? Yes**
- 12. How often would you be inclined to schedule a personal training session?**
- a. 1x/week
 - b. 2x/week
 - c. 3x/week
- 13. Would you prefer a Zoom call or an in-home session with EnPhysion? zoom**
- 14. What factors might prevent you from participating in such a program? Some examples of reasons would be:**
- a. Lack of time
 - b. Cost concerns
 - c. Lack of interest
 - d. Uncertainty about the effectiveness of physical therapy
 - e. Preference for self-directed exercise routines
 - f. Other?
- 15. What would motivate you to participate in a program like EnPhysion? Some factors could include:**
- a. Convenience
 - b. To prevent injuries
 - c. To improve performance in sports or physical activities
 - d. To address existing physical limitations or pain
 - e. Curiosity to learn more about optimizing my exercise routine

- f. Personalized program
 - g. Reputation of the program
 - h. Other reason?
16. How much do you typically spend in a month as an estimate? 700
17. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) 0%
18. How much would you be willing to pay monthly for the EnPhysion service?
- a. Have them share their own rate
 - b. \$20-30/mo
 - c. \$35-55/mo
 - d. 60-100/mo
19. And who would likely be paying for this kind of a service?
- a. Self
 - b. Parents
 - c. Other
20. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)
- a. 1 - Not important at all
 - b. 2 - Slightly important
 - c. 3 - Moderately important
 - d. 4 - Very important
 - e. 5 - Extremely important
21. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)
- a. 1 - Not interested at all
 - b. 2 - Slightly interested
 - c. 3 - Moderately interested
 - d. 4 - Very interested
 - e. 5 - Extremely interested
22. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:
- a. Twitter (X)
 - b. Instagram
 - c. TikTok
 - d. Facebook
 - e. LinkedIn

- f. Bus/subway ads
 - g. Storefront ads
- 23. How likely would you be to utilize exercises if you saw them on social media?**
- a. Very likely
 - b. Likely
 - c. Neutral
 - d. Unlikely
 - e. Very unlikely
-

1. How old are you? 24
2. What gender do you identify as?
 - a. Man
 - b. Woman
 - c. Non-binary
 - d. Other
 - e. Prefer not to say
3. Do you go to Northeastern? Yes
4. What year are you in school? Graduated
5. What's your major? Electrical Engineering and Compsci
6. Did/do you play a sport in college? Club and intramural basketball
7. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
 - a. 1 - Not important at all
 - b. 2 - Slightly important
 - c. 3 - Moderately important
 - d. 4 - Very important
 - e. 5 - Extremely important
8. Do you currently engage in regular exercise?
 - a. Yes, I exercise regularly (at least 3 times per week).
 - b. No, I do not exercise regularly.
 - c. I used to exercise regularly but have stopped.
9. How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: ___; Hours per session: ___] 1-3x, 2 hours
10. How likely would you be to participate in a physical therapy program tailored to your exercise habits?
 - a. Very likely
 - b. Likely

- c. Neutral
 - d. Unlikely
 - e. Very unlikely
11. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **Maybe**
12. How often would you be inclined to schedule a personal training session?
- a. 1x/week
 - b. 2x/week
 - c. 3x/week
13. Would you prefer a Zoom call or an in-home session with EnPhysion? **zoom**
14. What factors might prevent you from participating in such a program? Some examples of reasons would be:
- a. Lack of time
 - b. Cost concerns
 - c. Lack of interest
 - d. Uncertainty about the effectiveness of physical therapy
 - e. Preference for self-directed exercise routines
 - f. Other?
15. What would motivate you to participate in a program like EnPhysion? Some factors could include:
- a. Convenience
 - b. To prevent injuries
 - c. To improve performance in sports or physical activities
 - d. To address existing physical limitations or pain
 - e. Curiosity to learn more about optimizing my exercise routine

- f. Personalized program
 - g. Reputation of the program
 - h. Other reason?
- 16. How much do you typically spend in a month as an estimate? \$500**
- 17. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) \$30 so around 5%?**
- 18. How much would you be willing to pay monthly for the EnPhysion service?**
- a. Have them share their own rate \$5
 - b. \$20-30/mo
 - c. \$35-55/mo
 - d. 60-100/mo
- 19. And who would likely be paying for this kind of a service?**
- a. Self
 - b. Parents
 - c. Other
- 20. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)**
- a. 1 - Not important at all
 - b. 2 - Slightly important
 - c. 3 - Moderately important
 - d. 4 - Very important
 - e. 5 - Extremely important
- 21. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)**
- a. 1 - Not interested at all
 - b. 2 - Slightly interested
 - c. 3 - Moderately interested
 - d. 4 - Very interested
 - e. 5 - Extremely interested
- 22. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:**
- a. Twitter (X)
 - b. Instagram
 - c. TikTok
 - d. Facebook
 - e. LinkedIn

- f. Bus/subway ads
- g. Storefront ads

23. How likely would you be to utilize exercises if you saw them on social media?

- a. Very likely
 - b. Likely
 - c. Neutral
 - d. Unlikely
 - e. Very unlikely
-

1. How old are you? 20

2. What gender do you identify as?

- a. Man
- b. Woman
- c. Non-binary
- d. Other
- e. Prefer not to say

3. Do you go to Northeastern? Yes

4. What year are you in school? Second year

5. What's your major? Econ and Psych

6. Did/do you play a sport in college? No

7. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)

- a. 1 - Not important at all
- b. 2 - Slightly important
- c. 3 - Moderately important
- d. 4 - Very important
- e. 5 - Extremely important

8. Do you currently engage in regular exercise?

- a. Yes, I exercise regularly (at least 3 times per week).
- b. No, I do not exercise regularly.
- c. I used to exercise regularly but have stopped.

9. How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: ___; Hours per session: ___] 5x, 1 hour

10. How likely would you be to participate in a physical therapy program tailored to your exercise habits?

- a. Very likely
- b. Likely

- c. Neutral
 - d. Unlikely
 - e. Very unlikely
- 11. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? Yes**
- 12. How often would you be inclined to schedule a personal training session?**
- a. 1x/week
 - b. 2x/week**
 - c. 3x/week
- 13. Would you prefer a Zoom call or an in-home session with EnPhysion? in-home**
- 14. What factors might prevent you from participating in such a program? Some examples of reasons would be:**
- a. Lack of time**
 - b. Cost concerns
 - c. Lack of interest
 - d. Uncertainty about the effectiveness of physical therapy
 - e. Preference for self-directed exercise routines
 - f. Other?
- 15. What would motivate you to participate in a program like EnPhysion? Some factors could include:**
- a. Convenience
 - b. To prevent injuries
 - c. To improve performance in sports or physical activities
 - d. To address existing physical limitations or pain
 - e. Curiosity to learn more about optimizing my exercise routine**

- f. Personalized program
 - g. Reputation of the program
 - h. Other reason?
16. How much do you typically spend in a month as an estimate? **\$2,500**
17. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **15%**
18. How much would you be willing to pay monthly for the EnPhysion service?
- a. Have them share their own rate
 - b. \$20-30/mo
 - c. **\$35-55/mo**
 - d. 60-100/mo
19. And who would likely be paying for this kind of a service?
- a. **Self**
 - b. **Parents**
 - c. Other
20. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)
- a. 1 - Not important at all
 - b. 2 - Slightly important
 - c. 3 - Moderately important
 - d. **4 - Very important**
 - e. 5 - Extremely important
21. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)
- a. 1 - Not interested at all
 - b. 2 - Slightly interested
 - c. 3 - Moderately interested
 - d. 4 - Very interested
 - e. **5 - Extremely interested**
22. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:
- a. Twitter (X)
 - b. Instagram
 - c. **TikTok**
 - d. Facebook
 - e. LinkedIn

- f. Bus/subway ads
- g. Storefront ads

23. How likely would you be to utilize exercises if you saw them on social media?

- a. Very likely
 - b. Likely
 - c. Neutral
 - d. Unlikely
 - e. Very unlikely
-

1. How old are you? 21

2. What gender do you identify as?

- a. Man
- b. Woman
- c. Non-binary
- d. Other
- e. Prefer not to say

3. Do you go to Northeastern? No

4. What year are you in school? Senior

5. What's your major? Psychology

6. Did/do you play a sport in college? No

7. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)

- a. 1 - Not important at all
- b. 2 - Slightly important
- c. 3 - Moderately important
- d. 4 - Very important
- e. 5 - Extremely important

8. Do you currently engage in regular exercise?

- a. Yes, I exercise regularly (at least 3 times per week).
- b. No, I do not exercise regularly.
- c. I used to exercise regularly but have stopped.

9. How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: ___; Hours per session: ___] 1x, 2 hours

10. How likely would you be to participate in a physical therapy program tailored to your exercise habits?

- a. Very likely
- b. Likely

- c. Neutral
 - d. Unlikely
 - e. Very unlikely
- 11. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? Yes**
- 12. How often would you be inclined to schedule a personal training session?**
- a. 1x/week
 - b. 2x/week
 - c. 3x/week
- 13. Would you prefer a Zoom call or an in-home session with EnPhysion? zoom**
- 14. What factors might prevent you from participating in such a program? Some examples of reasons would be:**
- a. Lack of time
 - b. Cost concerns
 - c. Lack of interest
 - d. Uncertainty about the effectiveness of physical therapy
 - e. Preference for self-directed exercise routines
 - f. Other?
- 15. What would motivate you to participate in a program like EnPhysion? Some factors could include:**
- a. Convenience
 - b. To prevent injuries
 - c. To improve performance in sports or physical activities
 - d. To address existing physical limitations or pain
 - e. Curiosity to learn more about optimizing my exercise routine

- f. Personalized program
 - g. Reputation of the program
 - h. Other reason?
- 16. How much do you typically spend in a month as an estimate? \$750**
- 17. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) 2%**
- 18. How much would you be willing to pay monthly for the EnPhysion service?**
- a. Have them share their own rate
 - b. \$20-30/mo**
 - c. \$35-55/mo
 - d. 60-100/mo
- 19. And who would likely be paying for this kind of a service?**
- a. Self**
 - b. Parents
 - c. Other
- 20. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)**
- a. 1 - Not important at all
 - b. 2 - Slightly important
 - c. 3 - Moderately important
 - d. 4 - Very important
 - e. 5 - Extremely important**
- 21. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)**
- a. 1 - Not interested at all
 - b. 2 - Slightly interested
 - c. 3 - Moderately interested**
 - d. 4 - Very interested
 - e. 5 - Extremely interested
- 22. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:**
- a. Twitter (X)
 - b. Instagram**
 - c. TikTok**
 - d. Facebook
 - e. LinkedIn

- f. Bus/subway ads
 - g. Storefront ads
- 23. How likely would you be to utilize exercises if you saw them on social media?**
- a. Very likely
 - b. Likely
 - c. Neutral
 - d. Unlikely**
 - e. Very unlikely
-

Akul Interviews Full Results

- 1. How old are you? 20**
- 2. What gender do you identify as?**
 - a. Man**
 - a. Woman
 - a. Non-binary
 - a. Other
 - a. Prefer not to say
- 2. Do you go to Northeastern? No**
- 3. What year are you in school? Sophomore**
- 4. What's your major? Data Science**
- 5. Did/do you play a sport in college? No**
- 6. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)**
 - a. 1 - Not important at all
 - a. 2 - Slightly important
 - a. 3 - Moderately important
 - a. 4 - Very important**
 - a. 5 - Extremely important
- 2. Do you currently engage in regular exercise?**
 - a. Yes, I exercise regularly (at least 3 times per week).**
 - a. No, I do not exercise regularly.
 - a. I used to exercise regularly but have stopped.
- 2. How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: 4; Hours per session: 1-2]**
- 3. How likely would you be to participate in a physical therapy program tailored to your exercise habits?**

- a. Very likely
 - a. Likely
 - a. Neutral
 - a. Unlikely
 - a. Very unlikely
- 2. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? Yes**
- 3. How often would you be inclined to schedule a personal training session?**
- a. 1x/week
 - a. 2x/week
 - a. 3x/week
- 2. Would you prefer a Zoom call or an in-home session with EnPhysion? In home session**
- 3. What factors might prevent you from participating in such a program? Some examples of reasons would be:**
- a. Lack of time
 - a. Cost concerns
 - a. Lack of interest
 - a. Uncertainty about the effectiveness of physical therapy
 - a. Preference for self-directed exercise routines
 - a. Other?
- 2. What would motivate you to participate in a program like EnPhysion? Some factors could include:**
- a. Convenience
 - a. To prevent injuries
 - a. To improve performance in sports or physical activities
 - a. To address existing physical limitations or pain
 - a. Curiosity to learn more about optimizing my exercise routine
 - a. Personalized program
 - a. Reputation of the program
 - a. Other reason?
- 2. How much do you typically spend in a month as an estimate? \$1500-\$2000**
- 3. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) 5%**
- 4. How much would you be willing to pay monthly for the EnPhysion service?**
- a. Have them share their own rate
 - a. \$20-30/mo
 - a. \$35-55/mo
 - a. 60-100/mo

2. **And who would likely be paying for this kind of a service?**
 - a. **Self**
 - a. Parents
 - a. Other
 2. **On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)**
 - a. 1 - Not important at all
 - a. 2 - Slightly important
 - a. **3 - Moderately important**
 - a. 4 - Very important
 - a. 5 - Extremely important
 2. **On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)**
 - a. 1 - Not interested at all
 - a. 2 - Slightly interested
 - a. 3 - Moderately interested
 - a. **4 - Very interested**
 - a. 5 - Extremely interested
 2. **What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:**
 - a. Twitter (X)
 - a. **Instagram**
 - a. **TikTok**
 - a. Facebook
 - a. LinkedIn
 - a. Bus/subway ads
 - a. Storefront ads
 2. **How likely would you be to utilize exercises if you saw them on social media?**
 - a. Very likely
 - a. Likely
 - a. **Neutral**
 - a. Unlikely
 - a. Very unlikely
-

1. How old are you?- 21

2. What gender do you identify as?
 - a. Man
 - a. Woman
 - a. Non-binary
 - a. Other
 - a. Prefer not to say
2. Do you go to Northeastern? No
3. What year are you in school? Senior
4. What's your major? Marketing
5. Did/do you play a sport in college? No
6. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
 - a. 1 - Not important at all
 - a. 2 - Slightly important
 - a. 3 - Moderately important
 - a. 4 - Very important
 - a. 5 - Extremely important
2. Do you currently engage in regular exercise?
 - a. Yes, I exercise regularly (at least 3 times per week).
 - a. No, I do not exercise regularly.
 - a. I used to exercise regularly but have stopped.
2. How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: 4-5; Hours per session: 1-2]
3. How likely would you be to participate in a physical therapy program tailored to your exercise habits?
 - a. Very likely
 - a. Likely
 - a. Neutral
 - a. Unlikely
 - a. Very unlikely
2. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? Yes
3. How often would you be inclined to schedule a personal training session?
 - a. 1x/week
 - a. 2x/week
 - a. 3x/week
2. Would you prefer a Zoom call or an in-home session with EnPhysion? Zoom
3. What factors might prevent you from participating in such a program? Some examples of reasons would be:

- a. Lack of time
 - a. Cost concerns
 - a. Lack of interest
 - a. Uncertainty about the effectiveness of physical therapy
 - a. Preference for self-directed exercise routines
 - a. Other?
- 2. What would motivate you to participate in a program like EnPhysion? Some factors could include:**
- a. Convenience
 - a. To prevent injuries
 - a. To improve performance in sports or physical activities
 - a. To address existing physical limitations or pain
 - a. Curiosity to learn more about optimizing my exercise routine
 - a. Personalized program
 - a. Reputation of the program
 - a. Other reason?
- 2. How much do you typically spend in a month as an estimate? 2000-2500**
- 3. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) 2-3%**
- 4. How much would you be willing to pay monthly for the EnPhysion service?**
- a. Have them share their own rate
 - a. \$20-30/mo
 - a. \$35-55/mo
 - a. 60-100/mo
- 2. And who would likely be paying for this kind of a service?**
- a. Self
 - a. Parents
 - a. Other
- 2. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)**
- a. 1 - Not important at all
 - a. 2 - Slightly important
 - a. 3 - Moderately important
 - a. 4 - Very important
 - a. 5 - Extremely important

2. **On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)**
 - a. 1 - Not interested at all
 - a. 2 - Slightly interested
 - a. 3 - Moderately interested
 - a. 4 - Very interested
 - a. 5 - Extremely interested
 2. **What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:**
 - a. Twitter (X)
 - a. Instagram
 - a. TikTok
 - a. Facebook
 - a. LinkedIn
 - a. Bus/subway ads
 - a. Storefront ads
 2. **How likely would you be to utilize exercises if you saw them on social media?**
 - a. Very likely
 - a. Likely
 - a. Neutral
 - a. Unlikely
 - a. Very unlikely
-

1. **How old are you?** 22
2. **What gender do you identify as?**
 - a. Man
 - a. Woman
 - a. Non-binary
 - a. Other
 - a. Prefer not to say
2. **Do you go to Northeastern?** No
3. **What year are you in school?** Senior
4. **What's your major?** Finance
5. **Did/do you play a sport in college?** No
6. **On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)**

- a. 1 - Not important at all
 - a. 2 - Slightly important
 - a. 3 - Moderately important
 - a. 4 - Very important
 - a. 5 - Extremely important
2. Do you currently engage in regular exercise?
- a. Yes, I exercise regularly (at least 3 times per week).
 - a. No, I do not exercise regularly.
 - a. I used to exercise regularly but have stopped.
2. How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: 5-6 days___; Hours per session: 1-2__]
3. How likely would you be to participate in a physical therapy program tailored to your exercise habits?
- a. Very likely
 - a. Likely
 - a. Neutral
 - a. Unlikely
 - a. Very unlikely
2. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? Yes
3. How often would you be inclined to schedule a personal training session?
- a. 1x/week
 - a. 2x/week
 - a. 3x/week
2. Would you prefer a Zoom call or an in-home session with EnPhysion? Zoom Call
3. What factors might prevent you from participating in such a program? Some examples of reasons would be:
- a. Lack of time
 - a. Cost concerns
 - a. Lack of interest
 - a. Uncertainty about the effectiveness of physical therapy
 - a. Preference for self-directed exercise routines
 - a. Other?
2. What would motivate you to participate in a program like EnPhysion? Some factors could include:
- a. Convenience
 - a. To prevent injuries
 - a. To improve performance in sports or physical activities
 - a. To address existing physical limitations or pain
 - a. Curiosity to learn more about optimizing my exercise routine

- a. Personalized program
 - a. Reputation of the program
 - a. Other reason?
- 2. How much do you typically spend in a month as an estimate? \$2000-\$2500**
- 3. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) 2-3%**
- 4. How much would you be willing to pay monthly for the EnPhysion service?**
- a. Have them share their own rate
 - a. \$20-30/mo
 - a. \$35-55/mo
 - a. 60-100/mo
- 2. And who would likely be paying for this kind of a service?**
- a. Self
 - a. Parents
 - a. Other
- 2. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)**
- a. 1 - Not important at all
 - a. 2 - Slightly important
 - a. 3 - Moderately important
 - a. 4 - Very important
 - a. 5 - Extremely important
- 2. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)**
- a. 1 - Not interested at all
 - a. 2 - Slightly interested
 - a. 3 - Moderately interested
 - a. 4 - Very interested
 - a. 5 - Extremely interested
- 2. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:**
- a. Twitter (X)
 - a. Instagram
 - a. TikTok
 - a. Facebook
 - a. LinkedIn

- a. Bus/subway ads
 - a. Storefront ads
 2. **How likely would you be to utilize exercises if you saw them on social media?**
 - a. Very likely
 - a. Likely
 - a. Neutral
 - a. Unlikely
 - a. **Very unlikely**
-

1. **How old are you?** 19
2. **What gender do you identify as?**
 - a. **Man**
 - a. Woman
 - a. Non-binary
 - a. Other
 - a. Prefer not to say
2. **Do you go to Northeastern?** **No**
3. **What year are you in school?** **Freshman**
4. **What's your major?** **Economics**
5. **Did/do you play a sport in college?** **Yes**
6. **On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)**
 - a. 1 - Not important at all
 - a. 2 - Slightly important
 - a. 3 - Moderately important
 - a. **4 - Very important**
 - a. 5 - Extremely important
2. **Do you currently engage in regular exercise?**
 - a. **Yes, I exercise regularly (at least 3 times per week).**
 - a. No, I do not exercise regularly.
 - a. I used to exercise regularly but have stopped.
2. **How often do you exercise and how many hours do you spend exercising when you do go?** [Exercises per week: **4-5**; Hours per session: **1-2**]
3. **How likely would you be to participate in a physical therapy program tailored to your exercise habits?**
 - a. **Very likely**
 - a. Likely

- a. Neutral
 - a. Unlikely
 - a. Very unlikely
- 2. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? Yes**
- 3. How often would you be inclined to schedule a personal training session?**
- a. 1x/week
 - a. 2x/week
 - a. 3x/week
- 2. Would you prefer a Zoom call or an in-home session with EnPhysion?**
- 3. What factors might prevent you from participating in such a program? Some examples of reasons would be:**
- a. Lack of time
 - a. Cost concerns
 - a. Lack of interest
 - a. Uncertainty about the effectiveness of physical therapy
 - a. Preference for self-directed exercise routines
 - a. Other?
- 2. What would motivate you to participate in a program like EnPhysion? Some factors could include:**
- a. Convenience
 - a. To prevent injuries
 - a. To improve performance in sports or physical activities
 - a. To address existing physical limitations or pain
 - a. Curiosity to learn more about optimizing my exercise routine
 - a. Personalized program
 - a. Reputation of the program
 - a. Other reason?
- 2. How much do you typically spend in a month as an estimate? \$1500-\$2000**
- 3. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) 2-3%**
- 4. How much would you be willing to pay monthly for the EnPhysion service?**
- a. Have them share their own rate
 - a. \$20-30/mo
 - a. \$35-55/mo
 - a. 60-100/mo
- 2. And who would likely be paying for this kind of a service?**
- a. Self
 - a. Parents

- a. Other
 - 2. **On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)**
 - a. 1 - Not important at all
 - a. 2 - Slightly important
 - a. 3 - Moderately important
 - a. 4 - Very important
 - a. 5 - Extremely important
 - 2. **On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)**
 - a. 1 - Not interested at all
 - a. 2 - Slightly interested
 - a. 3 - Moderately interested
 - a. 4 - Very interested
 - a. 5 - Extremely interested
 - 2. **What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:**
 - a. Twitter (X)
 - a. Instagram
 - a. TikTok
 - a. Facebook
 - a. LinkedIn
 - a. Bus/subway ads
 - a. Storefront ads
 - 2. **How likely would you be to utilize exercises if you saw them on social media?**
 - a. Very likely
 - a. Likely
 - a. Neutral
 - a. Unlikely
 - a. Very unlikely
-

- 1. **How old are you?** 21
- 2. **What gender do you identify as?**
 - a. Man
 - a. Woman

- a. Non-binary
 - a. Other
 - a. Prefer not to say
2. Do you go to Northeastern? **No**
3. What year are you in school? **Senior**
4. What's your major? **Entrepreneurship**
5. Did/do you play a sport in college? **Yes**
6. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
 - a. 1 - Not important at all
 - a. 2 - Slightly important
 - a. 3 - Moderately important
 - a. 4 - Very important
 - a. **5 - Extremely important**
2. Do you currently engage in regular exercise?
 - a. **Yes, I exercise regularly (at least 3 times per week).**
 - a. No, I do not exercise regularly.
 - a. I used to exercise regularly but have stopped.
2. How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: **6-7**; Hours per session: **1-2**]
3. How likely would you be to participate in a physical therapy program tailored to your exercise habits?
 - a. Very likely
 - a. Likely
 - a. **Neutral**
 - a. Unlikely
 - a. Very unlikely
2. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **Yes**
3. How often would you be inclined to schedule a personal training session?
 - a. 1x/week
 - a. **2x/week**
 - a. 3x/week
2. Would you prefer a Zoom call or an in-home session with EnPhysion? **Zoom Call**
3. What factors might prevent you from participating in such a program? Some examples of reasons would be:
 - a. **Lack of time**
 - a. **Cost concerns**
 - a. Lack of interest

- a. Uncertainty about the effectiveness of physical therapy
 - a. Preference for self-directed exercise routines
 - a. Other?
- 2. What would motivate you to participate in a program like EnPhysion? Some factors could include:**
- a. Convenience
 - a. To prevent injuries
 - a. To improve performance in sports or physical activities
 - a. To address existing physical limitations or pain
 - a. Curiosity to learn more about optimizing my exercise routine
 - a. Personalized program
 - a. Reputation of the program
 - a. Other reason?
- 2. How much do you typically spend in a month as an estimate? \$2500-\$3000**
- 3. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) 2-3%**
- 4. How much would you be willing to pay monthly for the EnPhysion service?**
- a. Have them share their own rate
 - a. \$20-30/mo
 - a. \$35-55/mo
 - a. 60-100/mo
- 2. And who would likely be paying for this kind of a service?**
- a. Self
 - a. Parents
 - a. Other
- 2. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)**
- a. 1 - Not important at all
 - a. 2 - Slightly important
 - a. 3 - Moderately important
 - a. 4 - Very important
 - a. 5 - Extremely important
- 2. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)**
- a. 1 - Not interested at all
 - a. 2 - Slightly interested

- a. 3 - Moderately interested
 - a. 4 - Very interested
 - a. 5 - Extremely interested
2. What advertising platform would you be most likely to see EnPhysson advertisements on? Some likely platforms include:
- a. Twitter (X)
 - a. Instagram
 - a. TikTok
 - a. Facebook
 - a. LinkedIn
 - a. Bus/subway ads
 - a. Storefront ads
2. How likely would you be to utilize exercises if you saw them on social media?
- a. Very likely
 - a. Likely
 - a. Neutral
 - a. Unlikely
 - a. Very unlikely
-

1. How old are you? 22
2. What gender do you identify as?
- a. Man
 - a. Woman
 - a. Non-binary
 - a. Other
 - a. Prefer not to say
2. Do you go to Northeastern? Yes
3. What year are you in school? Senior
4. What's your major? Data Science
5. Did/do you play a sport in college? No
6. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
- a. 1 - Not important at all
 - a. 2 - Slightly important
 - a. 3 - Moderately important
 - a. 4 - Very important
 - a. 5 - Extremely important

2. Do you currently engage in regular exercise?
 - a. Yes, I exercise regularly (at least 3 times per week).
 - a. No, I do not exercise regularly.
 - a. I used to exercise regularly but have stopped.
2. How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: 4-5; Hours per session: 1-2]
3. How likely would you be to participate in a physical therapy program tailored to your exercise habits?
 - a. Very likely
 - a. Likely
 - a. Neutral
 - a. Unlikely
 - a. Very unlikely
2. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **Yes**
3. How often would you be inclined to schedule a personal training session?
 - a. 1x/week
 - a. 2x/week
 - a. 3x/week
2. Would you prefer a Zoom call or an in-home session with EnPhysion?
3. What factors might prevent you from participating in such a program? Some examples of reasons would be:
 - a. Lack of time
 - a. Cost concerns
 - a. Lack of interest
 - a. Uncertainty about the effectiveness of physical therapy
 - a. Preference for self-directed exercise routines
 - a. Other?
2. What would motivate you to participate in a program like EnPhysion? Some factors could include:
 - a. Convenience
 - a. To prevent injuries
 - a. To improve performance in sports or physical activities
 - a. To address existing physical limitations or pain
 - a. Curiosity to learn more about optimizing my exercise routine
 - a. Personalized program
 - a. Reputation of the program
 - a. Other reason?
2. How much do you typically spend in a month as an estimate? **\$1500-\$2000**

3. **What percentage of that spending would you say is devoted to health products and services?** (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) 1-2%
4. **How much would you be willing to pay monthly for the EnPhysion service?**
 - a. Have them share their own rate
 - a. \$20-30/mo
 - a. \$35-55/mo
 - a. 60-100/mo
2. **And who would likely be paying for this kind of a service?**
 - a. Self
 - a. Parents
 - a. Other
2. **On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)**
 - a. 1 - Not important at all
 - a. 2 - Slightly important
 - a. 3 - Moderately important
 - a. 4 - Very important
 - a. 5 - Extremely important
2. **On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)**
 - a. 1 - Not interested at all
 - a. 2 - Slightly interested
 - a. 3 - Moderately interested
 - a. 4 - Very interested
 - a. 5 - Extremely interested
2. **What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:**
 - a. Twitter (X)
 - a. Instagram
 - a. TikTok
 - a. Facebook
 - a. LinkedIn
 - a. Bus/subway ads
 - a. Storefront ads
2. **How likely would you be to utilize exercises if you saw them on social media?**
 - a. Very likely

- a. Likely
 - a. Neutral
 - a. Unlikely
 - a. Very unlikely
-

1. How old are you? **20**
2. What gender do you identify as?
 - a. **Man**
 - a. Woman
 - a. Non-binary
 - a. Other
 - a. Prefer not to say
2. Do you go to Northeastern? **Yes**
3. What year are you in school? **Sophomore**
4. What's your major? **Econ & Finance**
5. Did/do you play a sport in college? **No**
6. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
 - a. 1 - Not important at all
 - a. 2 - Slightly important
 - a. **3 - Moderately important**
 - a. 4 - Very important
 - a. 5 - Extremely important
2. Do you currently engage in regular exercise?
 - a. Yes, I exercise regularly (at least 3 times per week).
 - a. No, I do not exercise regularly.
 - a. **I used to exercise regularly but have stopped.**
2. How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: 1-2 ; Hours per session: 1-2]
3. How likely would you be to participate in a physical therapy program tailored to your exercise habits?
 - a. Very likely
 - a. **Likely**
 - a. Neutral
 - a. Unlikely
 - a. Very unlikely

2. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **Yes**
3. How often would you be inclined to schedule a personal training session?
 - a. **1x/week**
 - a. 2x/week
 - a. 3x/week
2. Would you prefer a Zoom call or an in-home session with EnPhysion? **Zoom Call**
3. What factors might prevent you from participating in such a program? Some examples of reasons would be:
 - a. Lack of time
 - a. Cost concerns
 - a. **Lack of interest**
 - a. **Uncertainty about the effectiveness of physical therapy**
 - a. Preference for self-directed exercise routines
 - a. Other?
2. What would motivate you to participate in a program like EnPhysion? Some factors could include:
 - a. Convenience
 - a. **To prevent injuries**
 - a. **To improve performance in sports or physical activities**
 - a. To address existing physical limitations or pain
 - a. Curiosity to learn more about optimizing my exercise routine
 - a. Personalized program
 - a. Reputation of the program
 - a. Other reason?
2. How much do you typically spend in a month as an estimate? **\$1200-\$1400**
3. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **1-2%**
4. How much would you be willing to pay monthly for the EnPhysion service?
 - a. **Have them share their own rate**
 - a. \$20-30/mo
 - a. \$35-55/mo
 - a. 60-100/mo
2. And who would likely be paying for this kind of a service?
 - a. Self
 - a. Parents
 - a. Other
2. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like

EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)

- a. 1 - Not important at all
 - a. 2 - Slightly important
 - a. 3 - Moderately important
 - a. 4 - Very important
 - a. 5 - Extremely important
- 2. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)**
- a. 1 - Not interested at all
 - a. 2 - Slightly interested
 - a. 3 - Moderately interested
 - a. 4 - Very interested
 - a. 5 - Extremely interested
- 2. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:**
- a. Twitter (X)
 - a. Instagram
 - a. TikTok
 - a. Facebook
 - a. LinkedIn
 - a. Bus/subway ads
 - a. Storefront ads
- 2. How likely would you be to utilize exercises if you saw them on social media?**
- a. Very likely
 - a. Likely
 - a. Neutral
 - a. Unlikely
 - a. Very unlikely

-
- 1. How old are you? 22**
 - 2. What gender do you identify as?**
 - a. Man
 - a. Woman
 - a. Non-binary
 - a. Other
 - a. Prefer not to say

2. Do you go to Northeastern? **Yes**
3. What year are you in school? **Senior**
4. What's your major? **Finance**
5. Did/do you play a sport in college? **No**
6. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
 - a. 1 - Not important at all
 - a. **2 - Slightly important**
 - a. 3 - Moderately important
 - a. 4 - Very important
 - a. 5 - Extremely important
2. Do you currently engage in regular exercise?
 - a. Yes, I exercise regularly (at least 3 times per week).
 - a. **No, I do not exercise regularly.**
 - a. I used to exercise regularly but have stopped.
2. How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: **1-2**; Hours per session: **1-2**]
3. How likely would you be to participate in a physical therapy program tailored to your exercise habits?
 - a. Very likely
 - a. Likely
 - a. **Neutral**
 - a. Unlikely
 - a. Very unlikely
2. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? **Yes**
3. How often would you be inclined to schedule a personal training session?
 - a. **1x/week**
 - a. 2x/week
 - a. 3x/week
2. Would you prefer a Zoom call or an in-home session with EnPhysion? **Zoom Call**
3. What factors might prevent you from participating in such a program? Some examples of reasons would be:
 - a. **Lack of time**
 - a. **Cost concerns**
 - a. Lack of interest
 - a. Uncertainty about the effectiveness of physical therapy
 - a. Preference for self-directed exercise routines
 - a. Other?

2. What would motivate you to participate in a program like EnPhyision? Some factors could include:
 - a. Convenience
 - a. To prevent injuries
 - a. To improve performance in sports or physical activities
 - a. To address existing physical limitations or pain
 - a. Curiosity to learn more about optimizing my exercise routine
 - a. Personalized program
 - a. Reputation of the program
 - a. Other reason?
2. How much do you typically spend in a month as an estimate? \$1500-\$1700
3. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) 1-2%
4. How much would you be willing to pay monthly for the EnPhyision service?
 - a. Have them share their own rate
 - a. \$20-30/mo
 - a. \$35-55/mo
 - a. 60-100/mo
2. And who would likely be paying for this kind of a service?
 - a. Self
 - a. Parents
 - a. Other
2. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhyision? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)
 - a. 1 - Not important at all
 - a. 2 - Slightly important
 - a. 3 - Moderately important
 - a. 4 - Very important
 - a. 5 - Extremely important
2. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)
 - a. 1 - Not interested at all
 - a. 2 - Slightly interested
 - a. 3 - Moderately interested
 - a. 4 - Very interested
 - a. 5 - Extremely interested

2. What advertising platform would you be most likely to see EnPhyision advertisements on? Some likely platforms include:
- a. Twitter (X)
 - a. Instagram
 - a. TikTok
 - a. Facebook
 - a. LinkedIn
 - a. Bus/subway ads
 - a. Storefront ads
2. How likely would you be to utilize exercises if you saw them on social media?
- a. Very likely
 - a. Likely
 - a. Neutral
 - a. Unlikely
 - a. Very unlikely
-

2. How old are you? 22
3. What gender do you identify as?
- a. Man
 - a. Woman
 - a. Non-binary
 - a. Other
 - a. Prefer not to say
7. Do you go to Northeastern? No
8. What year are you in school? Senior
9. What's your major? Entrepreneurship
10. Did/do you play a sport in college? No
11. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
- a. 1 - Not important at all
 - a. 2 - Slightly important
 - a. 3 - Moderately important
 - a. 4 - Very important
 - a. 5 - Extremely important
3. Do you currently engage in regular exercise?
- a. Yes, I exercise regularly (at least 3 times per week).
 - a. No, I do not exercise regularly.

- a. I used to exercise regularly but have stopped.
4. **How often do you exercise and how many hours do you spend exercising when you do go?** [Exercises per week: **5-6**; Hours per session: **1-2**]
5. **How likely would you be to participate in a physical therapy program tailored to your exercise habits?**
 - a. **Very likely**
 - a. Likely
 - a. Neutral
 - a. Unlikely
 - a. Very unlikely
4. **Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being?** **Yes**
5. **How often would you be inclined to schedule a personal training session?**
 - a. **1x/week**
 - a. 2x/week
 - a. 3x/week
4. **Would you prefer a Zoom call or an in-home session with EnPhysion?** **Zoom Call**
5. **What factors might prevent you from participating in such a program? Some examples of reasons would be:**
 - a. **Lack of time**
 - a. **Cost concerns**
 - a. Lack of interest
 - a. Uncertainty about the effectiveness of physical therapy
 - a. Preference for self-directed exercise routines
 - a. Other?
3. **What would motivate you to participate in a program like EnPhysion? Some factors could include:**
 - a. Convenience
 - a. **To prevent injuries**
 - a. **To improve performance in sports or physical activities**
 - a. To address existing physical limitations or pain
 - a. **Curiosity to learn more about optimizing my exercise routine**
 - a. Personalized program
 - a. Reputation of the program
 - a. Other reason?
5. **How much do you typically spend in a month as an estimate?** **\$1500-\$2000**
6. **What percentage of that spending would you say is devoted to health products and services?** (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) **3-4%**
7. **How much would you be willing to pay monthly for the EnPhysion service?**

- a. Have them share their own rate
 - a. \$20-30/mo
 - a. \$35-55/mo
 - a. 60-100/mo
- 3. And who would likely be paying for this kind of a service?**
- a. Self
 - a. Parents
 - a. Other
- 3. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)**
- a. 1 - Not important at all
 - a. 2 - Slightly important
 - a. 3 - Moderately important
 - a. 4 - Very important
 - a. 5 - Extremely important
- 3. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)**
- a. 1 - Not interested at all
 - a. 2 - Slightly interested
 - a. 3 - Moderately interested
 - a. 4 - Very interested
 - a. 5 - Extremely interested
- 3. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:**
- a. Twitter (X)
 - a. Instagram
 - a. TikTok
 - a. Facebook
 - a. LinkedIn
 - a. Bus/subway ads
 - a. Storefront ads
- 3. How likely would you be to utilize exercises if you saw them on social media?**
- a. Very likely
 - a. Likely
 - a. Neutral
 - a. Unlikely
 - a. Very unlikely

-
4. How old are you? **21**
5. What gender do you identify as?
- b. Man
 - b. Woman**
 - b. Non-binary
 - b. Other
 - a. Prefer not to say
12. Do you go to Northeastern? **Yes**
13. What year are you in school? **Senior**
14. What's your major? **Finance**
15. Did/do you play a sport in college? **No**
16. On a scale of 1 to 5, how important do you think it is to incorporate physical therapy into your exercise routine? (1 being not important at all and 5 being extremely important)
- b. 1 - Not important at all
 - b. 2 - Slightly important
 - b. 3 - Moderately important**
 - b. 4 - Very important
 - a. 5 - Extremely important
4. Do you currently engage in regular exercise?
- b. Yes, I exercise regularly (at least 3 times per week).**
 - b. No, I do not exercise regularly.
 - a. I used to exercise regularly but have stopped.
6. How often do you exercise and how many hours do you spend exercising when you do go? [Exercises per week: **3-4**; Hours per session: **1-2**]
7. How likely would you be to participate in a physical therapy program tailored to your exercise habits?
- b. Very likely
 - b. Likely
 - b. Neutral**
 - b. Unlikely
 - a. Very unlikely
- 6. Do you think participating in a program like EnPhysion would benefit your stress management and physical well-being? Yes**
7. How often would you be inclined to schedule a personal training session?
- b. 1x/week**
 - b. 2x/week

- a. 3x/week
- 6. Would you prefer a Zoom call or an in-home session with EnPhysion? Zoom Call**
- 7. What factors might prevent you from participating in such a program? Some examples of reasons would be:**
 - b. Lack of time
 - b. Cost concerns
 - b. Lack of interest
 - b. Uncertainty about the effectiveness of physical therapy
 - b. Preference for self-directed exercise routines
 - a. Other?
- 4. What would motivate you to participate in a program like EnPhysion? Some factors could include:**
 - b. Convenience
 - b. To prevent injuries
 - b. To improve performance in sports or physical activities
 - b. To address existing physical limitations or pain
 - b. Curiosity to learn more about optimizing my exercise routine
 - b. Personalized program
 - b. Reputation of the program
 - a. Other reason?
- 8. How much do you typically spend in a month as an estimate? \$2000-\$2500**
- 9. What percentage of that spending would you say is devoted to health products and services? (e.g., gym membership, equipment, fitness classes, supplements, physical therapy) 1-2%**
- 10. How much would you be willing to pay monthly for the EnPhysion service?**
 - b. Have them share their own rate
 - b. \$20-30/mo
 - b. \$35-55/mo
 - a. 60-100/mo
- 4. And who would likely be paying for this kind of a service?**
 - b. Self
 - b. Parents
 - a. Other
- 4. On a scale of 1 to 5, how much would knowing that part of your subscription fee contributes to a pro-social cause influence your decision to join a program like EnPhysion? (1 being wouldn't influence my decision at all and 5 being extremely important to my decision making)**
 - b. 1 - Not important at all
 - b. 2 - Slightly important
 - b. 3 - Moderately important

- b. 4 - Very important
 - a. 5 - Extremely important
- 4. On a scale of 1 to 5, how interested would you be in using a mobile app to track your workouts and progress? (1 being not interested at all and 5 being extremely interested)**
- b. 1 - Not interested at all
 - b. 2 - Slightly interested
 - b. 3 - Moderately interested
 - b. 4 - Very interested
 - a. 5 - Extremely interested
- 4. What advertising platform would you be most likely to see EnPhysion advertisements on? Some likely platforms include:**
- b. Twitter (X)
 - b. Instagram
 - b. TikTok
 - b. Facebook
 - b. LinkedIn
 - b. Bus/subway ads
 - a. Storefront ads
- 4. How likely would you be to utilize exercises if you saw them on social media?**
- b. Very likely
 - b. Likely
 - b. Neutral
 - b. Unlikely
 - a. Very unlikely