

Problem Statement – Lara Matalka

Insights	Needs	POV	HMW
Users find that class difficulty ratings and availability are often inaccurate or misleading, making it hard to choose the right class.	Users need clear, honest difficulty ratings and real-time class availability to make informed booking decisions.	Lena, a busy marketing professional new to fitness, struggles with inaccurate difficulty ratings and class availability on ClassPass, making it hard to plan workouts and stay motivated.	How might we provide users with clearer, more reliable difficulty ratings and real-time availability updates to enhance booking confidence?
Users are confused by fluctuating class credit values and feel frustrated by the perceived lack of fairness in pricing.	Users need a transparent and predictable credit system that helps them understand value and budget their credits efficiently.	David, a budget-conscious fitness enthusiast, carefully plans his workouts around his ClassPass credits. However, inconsistent credit fluctuations make it difficult for him to maximize his membership, leaving him frustrated when class prices unexpectedly change throughout the day.	How might we create a clearer and more predictable credit system to help David feel more in control of his fitness budget?
Users want detailed workout metrics in ClassPass reviews, such as difficulty level, calories burned, and heart rate, to make informed decisions and track progress. However, current reviews lack	Users need structured and reliable workout metrics in reviews to better assess class intensity, match their fitness goals, and measure improvements over time.	Alex, a data-driven fitness enthusiast, relies on ClassPass to optimize his workouts. However, the lack of specific metrics like difficulty level, calories burned, and heart rate in class reviews	How might we integrate structured workout metrics into ClassPass reviews to help Alex and other users make data-driven class choices?

standardized data, making it difficult to compare classes effectively.		makes it hard for him to choose the right workouts and track his progress accurately.	
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