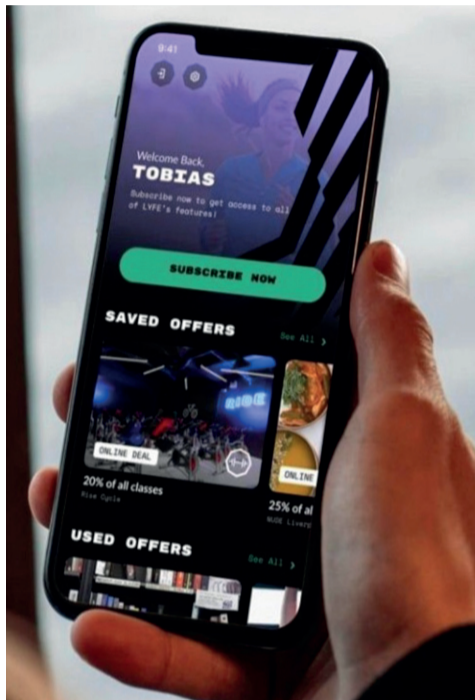


Setting the Stage to Launch an App with Lyfe

Sanjana Sanapureddy | School of Social Science

Introduction

I was a market research intern for Lyfe Sophron Health Ltd. during the summer of 2021. They're a wellness company founded by two doctors, trying to change the way health and wellness is perceived. They believe in holistic well-being that goes beyond allopathic medication to include making different lifestyle choices that reflect wellness. When I joined them, they were on the brink of launching a new fitness and wellbeing app in Liverpool.



My role involved filtering through and recruiting participants from Liverpool – who'd be future users of the app - by using Lyfe's social media channels, and conducting market research in the form of app testing sessions. The testing sessions aimed to gauge demand for the app and get an idea of the main reasons and roadblocks in the lives of users that'd push them to use the app.

Main app benefits were identified and ranked in order of consumer preference to help in the creation of future features etc... Towards the end of my internship, I turned some of my analysis into statistical evidence in the form of frequency tables, pie charts, bar diagrams etc.. and put together a report explaining my findings; which I later presents to Tobias Fox, the co-founder of Lyfe. My role also branched out to include some marketing responsibilities for Lyfe, and was an aspect of the internship that I thoroughly enjoyed! I helped devise marketing strategies and reach out to potential collaborators and 'promotional partners' for the launch of the app.

Method

I used a mix of purposive and snowball sampling to conduct market research on about 25 individuals, to develop an initial understanding of the needs and necessities of a small and specific section of Liverpool's population. I used Instagram to get in touch with those who seemed interested in holistic wellness by messaging them about their interests on social media.

This helped break the ice and allowed me to introduce Lyfe's app and invite them to participate in a 'testing session' or an interview. During the interview, I walked them through a prototype of the app and had them answer questions first in a quantitative manner by ranking ben-

efits and using the Likert scale to assert their preferences, and later had them elaborate on their choices by probing qualitatively to gain a better and deeper understanding of answers. Later, I used Excel to analyse the results and followed this up with a thematic analysis of the data which contextualized and backed the quantitative results.

Conclusion

- The market analysis helped highlight the high level of demand for the app amongst a select target population in Liverpool; with most users saying there was an 80%-90% chance they'd use the app when it came out and a 90%-100% chance that they'd recommend it to friends.
- However, when asked about their satisfaction levels with the methods they used to reap the benefits Lyfe's app would help them achieve, most participants said they were pretty satisfied with their current techniques/mechanisms. A further qualitative investigation led me to infer that most participants were set in their ways and found it difficult to hypothetically comprehend the benefits of the app. Moreover, very few people were able to accurately identify gaps in their routines that needed to be fixed; meaning that they wouldn't know how much they needed a certain benefit until they had it.
- Benefits of the app were also ranked in order of importance based on individual rankings by 25 participants; giving the founders insight into which benefits to highlight/improve in future versions of the app.



Both images from Lyfe's App Promotion

Key Skills Learnt

Interning with Q-Step and Lyfe helped give me invaluable experience and skills that enriched my summer. By allowing me to work with real-time data and conduct market research in my own way, they allowed me to put my theoretical knowledge to use and experiment with different research techniques. I also got to hone my excel skills and got a taste of how analysing real-time data can be.

However, my most important takeaway from this internship was the communication skills

I picked up along the way. Identifying and reaching out to potential participants, building a rapport with them and inviting them to participate in an interview sometimes also meant that I would be left on read or ignored altogether. Through this internship, I learned to follow up with potential participants and to deal with rejection, even when it is sometimes uncomfortable to do so. I'll always be immensely grateful to Q-Step, Lyfe, Jackie Carter and Tobias Fox for this opportunity!