

WRIT 574 Fall 2018

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P4: Final Usability Report

Analysis of CrossFit Minneapolis + St Paul members using Beyond the Whiteboard

<https://beyondthewhiteboard.com>



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Executive Summary

Background

CrossFit is a high-intensity workout program that incorporates elements from several sports and types of exercise. People who participate in CrossFit attend daily classes where exercise is programmed through the “workout of the day” or WOD. Many members record their WOD metrics to track progress or personal records. One popular application used to accomplish this tracking is called Beyond the Whiteboard. Available both online and as a native mobile app, Beyond the Whiteboard allows members to record WOD metrics like barbell weights and workout times and provides analytics on these metrics. The application has a \$5 per month subscription fee.

The goal of this study was to identify strengths and weaknesses of Beyond the Whiteboard’s website. I wanted to assess the effectiveness of the site’s information architecture and participants’ ability to successfully find information and complete typical tasks. Because this is a paid service, I also wanted to determine if users find value in Beyond the Whiteboard’s tracking functionality and analytics features and better understand what kind of benefit, if any, they see in the application overall.

Methodology

Participants were recruited for the study over Facebook Messenger. A screener questionnaire was completed by each member that agreed to participate. The study was conducted in the CrossFit St Paul community room. Participants completed the study on the Beyond the Whiteboard website using a MacBook Pro. The facilitator used a prewritten script and checklist to ensure each participant received consistent instruction. Each testing session took just under an hour.

Each participant was given a consent form and a pre-test questionnaire. Participants completed six tasks on the Beyond the Whiteboard and were asked the following three post task questions after each task had been completed or stopped:

- Do you feel you were able to successfully complete this task?
- On a scale from 1 to 5, 1 being easy and 5 being difficult, how would you rate this task?
- Was there anything about this task that confused you?

In addition, the following metrics were recorded:

- Time on task – time spent completing the task
- Difficulty rating – number from one to five, one being easy, five being difficult
- Successfully completed the task – marked as either yes or no

These metrics were compiled and summarized to average completion time per task, average difficulty rating and overall completion rate.

When all six tasks had been completed, participants were given a post-test questionnaire. They were asked if they had any final thoughts on the experience and the session was concluded.

Participant Summary

Participant Identifier	Sex	Age Range	# of years doing CrossFit	Attendance (days per week)	Time of day
A	M	20 - 29	3 – 4	2 – 3	Evenings
B	M	40 – 49	Less than 1	4 – 5	Evenings
C	F	30 – 39	More than 6	4 – 5	Evenings
D	F	20 – 29	3 – 4	2 – 3	Evenings
E	F	20 – 29	Less than 1	Once a week or less	Evenings

Key Findings

There were three common issues that appeared in each of the tests:

1. The user interface is too busy. Participants felt overwhelmed with text, buttons and links. They wanted the logging process to be simplified.
2. Many of the participants felt the summary metrics, specifically on the Analyze Dashboard, were unclear. They were not able to interpret what the results actually meant for Mackenzie’s overall fitness.
3. Participants experienced overall site slowness and either limited or no feedback when submitting results or loading pages.

Additional observations:

- Participants consistently rated the tasks lower on the difficulty scale even on tasks they appeared to struggle on
- Participants used different approaches to complete the same task on the website. This created variance in their confidence on whether they completed successfully. Participants were more confident when it took fewer clicks to find information and less confident when it took many clicks.
- The newer members struggled with some of the CrossFit specific language and references

Recommendations

Improvements and enhancements for the Beyond the Whiteboard team fall into three categories:

1. Changes to the site’s information architecture
 - a. Update the Log > Workout link to allow for logging of gym WOD’s and Personal Track workouts
 - b. Remove duplication of where to find certain sections, specifically, the Benchmark workouts can be accessed via multiple pages.
 - c. Stop and remove use of the word “dashboard” as it is not obvious what is a dashboard and what isn’t. “Dashboard” is too generic and easily misinterpreted
2. User interface changes

- a. On the workout of the day log page, hide the not commonly used options in an 'Additional Options' link
 - b. Add more user feedback through alerts
 - c. Add 'Help' or 'More Info' tool tips to pages to get more information especially on pages for analytics
 - d. Define CrossFit terminology inline. Use an underline or color to indicate a word is interactable so that when a user hovers over the word, a tool tip with a definition appears
- 3. Technical improvements
 - a. Update backend infrastructure to allow for faster processing and quicker page loads
 - b. Improve the search feature.

Background

Introduction to CrossFit and Beyond the Whiteboard

CrossFit is a high-intensity workout program that incorporates many different elements into its programming including weight lifting, cardio, gymnastics and body weight movements like pull ups, push-ups and burpees. It has exploded in popularity in the last ten years with more than 13,000 CrossFit affiliates worldwide.

A CrossFit affiliate, called a box, is a specialized gym where CrossFit classes are run. Members attend daily classes, which have anywhere from five to thirty people, and is led by a certified CrossFit coach. Exercise is programmed through the “workout of the day” (WOD) which is performed by all attendees on a particular day. The WOD metrics can be recorded in various ways: pen and paper, fitness tracking apps or a popular CrossFit specific application called Beyond the Whiteboard. WOD metrics vary depending on the workout but can include barbell or dumbbell weight, the number of rounds or repetitions or completion time. Often times it is a combination of these numbers, for example, 100 repetitions completed with a 25-pound dumbbell in 10 minutes. Members typically attend class two to five times per week depending on their membership level.

The Beyond the Whiteboard application is an online tool used by members of the CrossFit community to log workout results, track personal metrics and review data analysis of their fitness. The application can be accessed online through an internet browser or via native mobile applications on both iOS and Android. The application has a monthly paid subscription fee of \$5 per month.

In total, Beyond the Whiteboard has over 250,000 total users. CrossFit Minneapolis + St Paul has 612 members with accounts.

Goals of the Study

The goal of this usability study was to identify strengths and weaknesses of Beyond the Whiteboard’s website (<https://beyondthewhiteboard.com>), specifically looking at site organization and information architecture and also identifying which tasks cause difficulty or confusion for users. Tasks that were evaluated are: creating and logging workouts, interpreting the fitness dashboard analytics and general navigation of the website. I also wanted to find out if users found value in the analytics feature of the application and if they felt that Beyond the Whiteboard experience was worth the \$5 per month subscription fee. Feedback from participants may be used for future improvements to the website.

User Analysis and Participants

Target User Profile

The target user profile was created based on a survey administered through the CrossFit Minneapolis + St Paul Facebook group. There were 28 respondents to the survey; these results helped gain insight into the demographics of the average community member, their thoughts and preferences about Beyond the Whiteboard and their preferred technology platforms.

The survey found the age of members predominately falls into the 30 – 39 range and skews slightly more female over male (by one respondent). All but one respondent was Caucasian and 78% of respondents have a bachelor's degree or higher. This unsurprisingly translates into a high employment rate, 75% of the group indicated that they were employed full time (40 hours a week or more). Household income however, had much more variability. Seventeen respondents fell between \$50,000 and \$124,999 for annual household income while eight reported over \$125,000. CrossFit is an expensive hobby and so these income levels were expected.

Sixteen respondents reported they've been participating in CrossFit classes for three to six years with over half the respondents saying they prefer to exercise in the evenings. Compared to the number of years respondents have been participating in CrossFit, the Beyond the Whiteboard application usage did not match and appears to have been used by most members for four years or less.

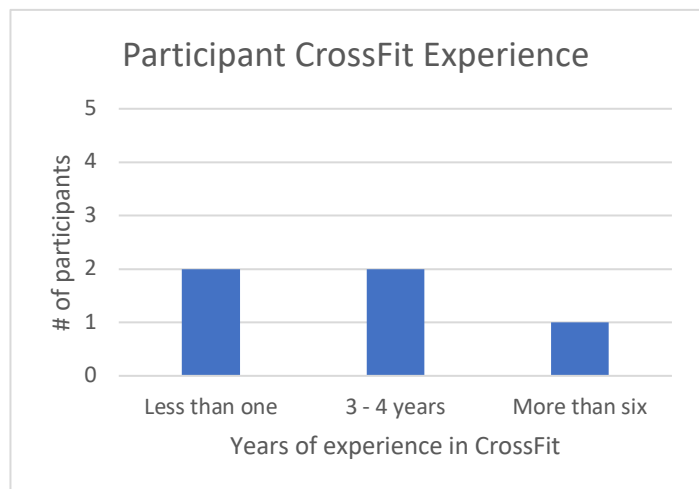
Twenty-two respondents preferred the mobile application and only two people preferred the website. Four people indicated no preference. Interestingly, 60% responded that they have never used a different workout tracking website or application.

I defined my target user as men and women who are between 30 – 39 age, have been participating in CrossFit classes for at least three years and currently use Beyond the Whiteboard. I wanted to select participants that matched this profile however, it was challenging to get members to agree to participate and I received a handful of declines when I sent the first round of invites. In the interest of time, I decided to recruit several members who did not exactly match the target user profile but were willing to participate.

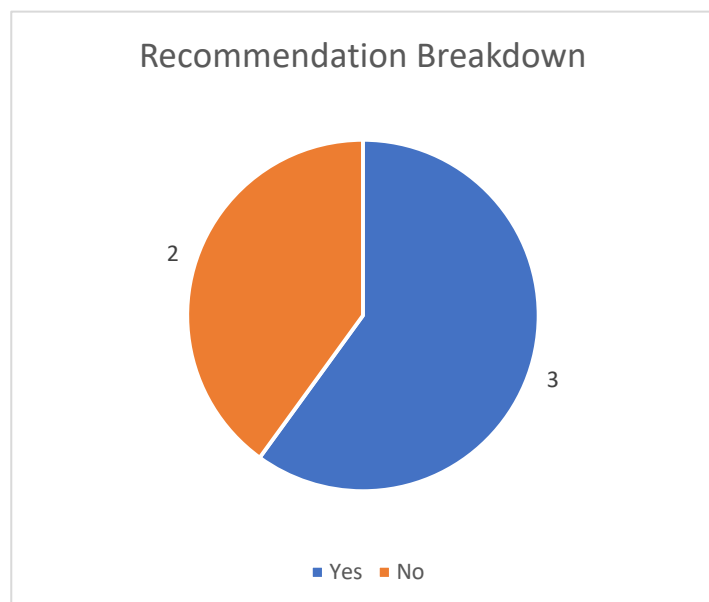
Summary of Participant Demographics

Participant Identifier	Sex	Age Range	# of years doing CrossFit	Attendance (days per week)	Time of day
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Participant CrossFit Experience graphed



Would you recommend Beyond the Whiteboard to someone just starting CrossFit?



Methodology and Procedure

The usability test was conducted at the CrossFit St Paul location in the gym's community room. This room is furnished with a table and chairs that allowed for a laptop to be set up and seating for both the participant and the facilitator. Each participant had an individual testing session with the facilitator. Participants completed the test using a MacBook Pro. The test was expected to take no longer than one hour and nearly all the participants completed it within this time frame.

The facilitator planned to arrive ten minutes prior to the scheduled time to prepare the testing area with the needed materials. After the participant arrived, the facilitator started the welcome script. Each participant was provided a consent form and indicated if he or she agreed to have the audio recorded during the testing session. The facilitator then administered the pre-test questionnaire.

The facilitator enabled the audio recording software on the laptop before explaining the remainder of the test. She described to the participant that there are six scenarios she would like the participant to complete. The facilitator introduced the scenario and then asked the participant to read the task aloud before beginning. The time-on-task measurement began when the participant started the task. This measurement was recorded on the facilitator's phone and then noted on the facilitator's Task Sheet after each task. The Task Sheet was also used for any additional notes. The facilitator had to gently remind the participant to 'think aloud' while completing tasks. If the participant remained silent for long periods of time or looked confused or unsure, the facilitator prodded the user with questions like "what are you thinking right now?" and "tell me about your thought process".

After each task, the same three questions were asked. The participant answered aloud; he or she did not need to write down the answers. Those questions were:

1. Do you feel you were able to successfully complete this task?
2. On a scale from 1 to 5, 1 being easy and 5 being difficult, how would you rate this task?
3. Was there anything about this task that confused you?

The facilitator recorded the participants answers and other feedback from the users on the Facilitator Task Sheet. When all six scenarios had been tested, a post-test questionnaire was administered. After that was completed, they were asked if they had any final thoughts on the experience. Their feedback was recorded and the session was concluded.

The facilitator also recorded the following measurement metrics during the session on the Facilitator Task Sheet: time on task, a difficulty rating from one to five, one being easy and five being difficult and whether or not the participant was able to successfully complete the task, recorded as either a 'yes' or 'no'. Averages of time on task and the difficulty scale gave insight into how the participants performed collectively on each task. The completion rate per task helped identify which tasks may have unclear or too difficult.

Task Results and Findings

Task 1: Log the workout of the day

Metric Summary

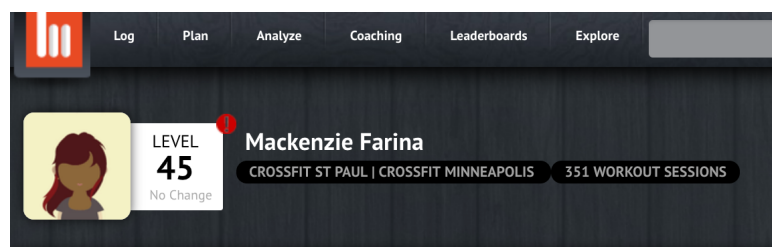
Average completion time	3 minutes 54 seconds
Average difficulty rating	2.1
Completion rate	100%

Observations and Analysis

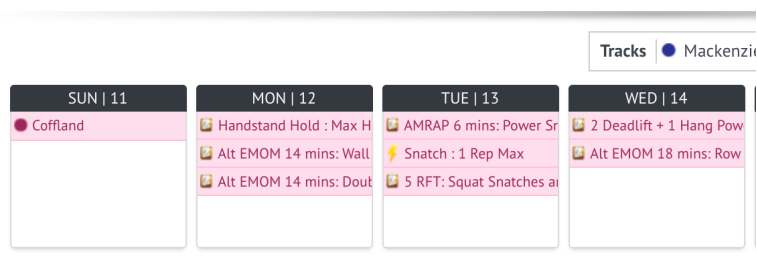
This task was identified in the survey as the most common activity so I anticipated this being the easiest and most straightforward task for participants. To my surprise, I found logging to be somewhat difficult for participants. Four of the five participants commented that the word “Log” was used in the navigation and on many of the buttons. It was hard for participants to understand the context of the “Log” section they were currently under. For example, you can only log the workout of the day from the calendar view and only log a Personal Track workout from the navigation (Log > Workout). This subtle but important differentiation tripped up two of the participants and they had to back track to the home page to figure out where they went wrong.

Once on the log screen, three of the participants commented about the busyness of the UI and felt overwhelmed at the amount of information on the log form. One participant commented that he felt he needed to go slowly and read carefully to make sure he was entering all the information correctly.

As the creator of the study, I should have been more specific on my Participant Spreadsheet about all of the fields I wanted them to fill out. Almost all of the participants asked what they should put in the additional fields when I had intended to just skip over them because I wanted them to focus on the workout metrics. Participant D in particular struggled and became frustrated trying to figure out how to properly enter a



November 11 - 24, 2018



Click a movement to scale it. | Drag & Drop movements to reorder

Total Time mins : secs

Not Timed (you don't know your time, or didn't keep time)

How did you perform this workout?

Modified As Prescribed (Rx'd)

Performed On

Fri, Nov 16, 2018

Tracks for Fri, Nov 16, 2018

CrossFit St Paul | CrossFit Minneapolis WODs

Notes

Extra Options

Met Pukie Weight Vest

Privacy

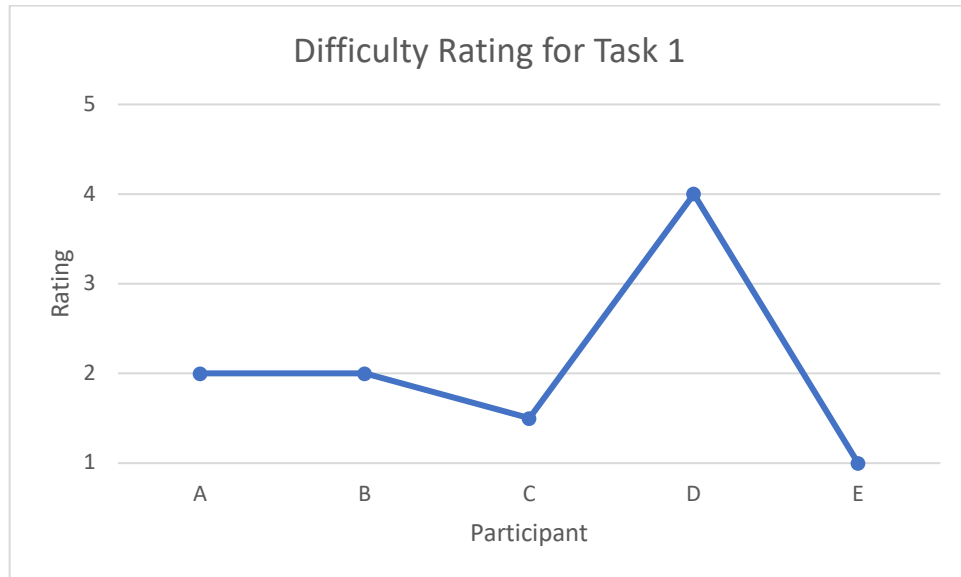
This Post Only Me

LOG RESULT

barbell weight. She felt she had to do a lot of extra clicking to complete something so basic.

There was also an issue with the log confirmation alert. There is a light blue alert that drops down from the top of the screen after the workout has been submitted. Two of the participants missed this alert (it either disappeared too quickly or they did not read it) and spent a few seconds navigating back to the home screen to confirm the workout was logged on the calendar.

Even though the log process was a little bumpy, participants overall ranked this fairly low on the difficulty scale from one to five, giving it an average score of 2.1.



Task 2: Review a benchmark workout: Helen

Metric Summary

Average completion time	2 minutes and 10 seconds
Average difficulty rating	2
Completion rate	100%

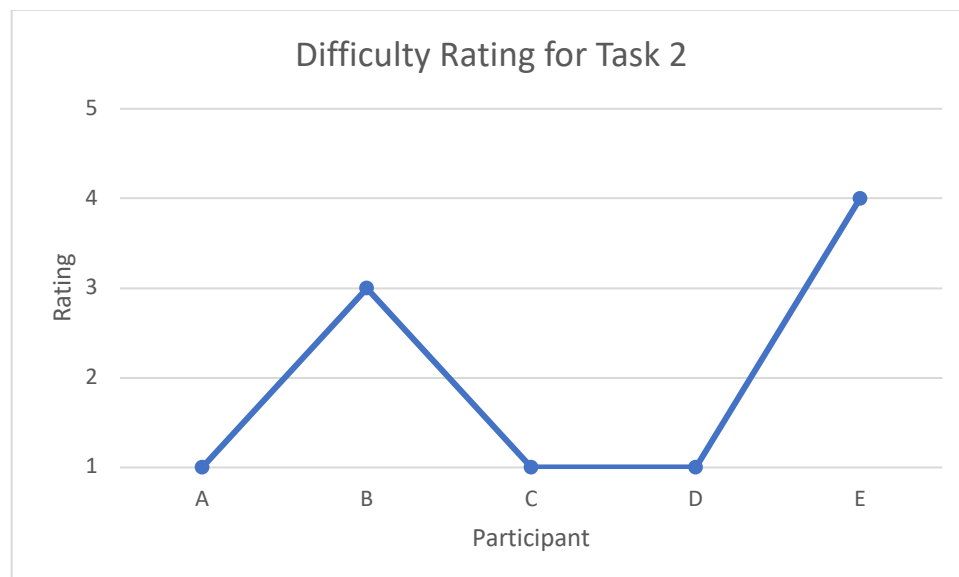
Observations and Analysis

This task tested well for almost all of the participants. Interestingly, each participant took a different approach to finding this information. For some activities in Beyond the Whiteboard, there are many ways to accomplish the same task or find the same information, reviewing benchmark workouts being one of these. Two of the participants (B and E) found a page that had the Helen workout on it but included results from the global CrossFit community. They both spent a few minutes trying to load an infinite list (20 results at a time) that contained over 150,000 people searching for 'Farina' each time 20 more people appeared. This process was painfully slow and they quickly became frustrated. After a few attempts, they navigated back to the home page thinking they needed to start over.

Two of the participants (C and D) opted to use the search bar and were able to complete the task very quickly. Their time on task metrics were under one minute.

I believe CrossFit jargon was also a factor in this task for participants B and E. They are newer community members and not as familiar with a lot of the CrossFit terms and acronyms. Even though I hoped the wording of the task would help provided direction, E thought she was looking for a list of female athletes from the gym. I had to jump in to clarify the task for her and explain the Girls workout series with a more detail.

Participants B and E spent the most time on this particular task and unsurprisingly rated it higher in terms of difficulty.



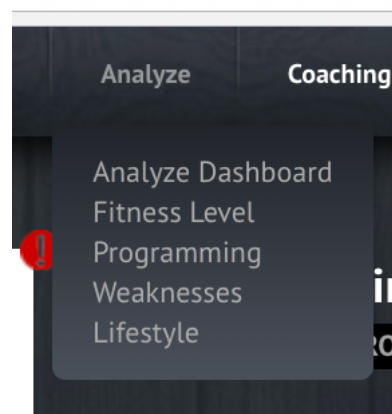
Task 3: Use the dashboard to identify Mackenzie's weakest power lift

Metric Summary

Average completion time	2 minutes and 41 seconds
Average difficulty rating	2.6
Completion rate	80%

Observations and Analysis

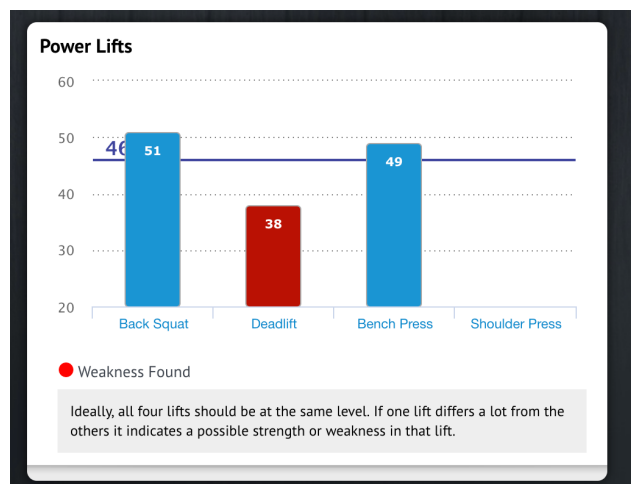
Participants expressed low confidence when completing task number three. They rated this as one of the more difficult tasks. I believe this was partially due to confusion around what participants felt the term “dashboard” meant. Three of the participants indicated that they thought the home page was a dashboard and spent time scanning information here. It took participants a minute or so to find the Analyze Dashboard called out under Analyze in the top navigation. I believe this was an issue with the way the task was worded. It should have been written as “Use the *Analyze* Dashboard to identify...” to make it clearer for participants. Participant D bypassed the Analyze Dashboard all together when she saw Weaknesses in the drop down. This took her to the same page in the end.



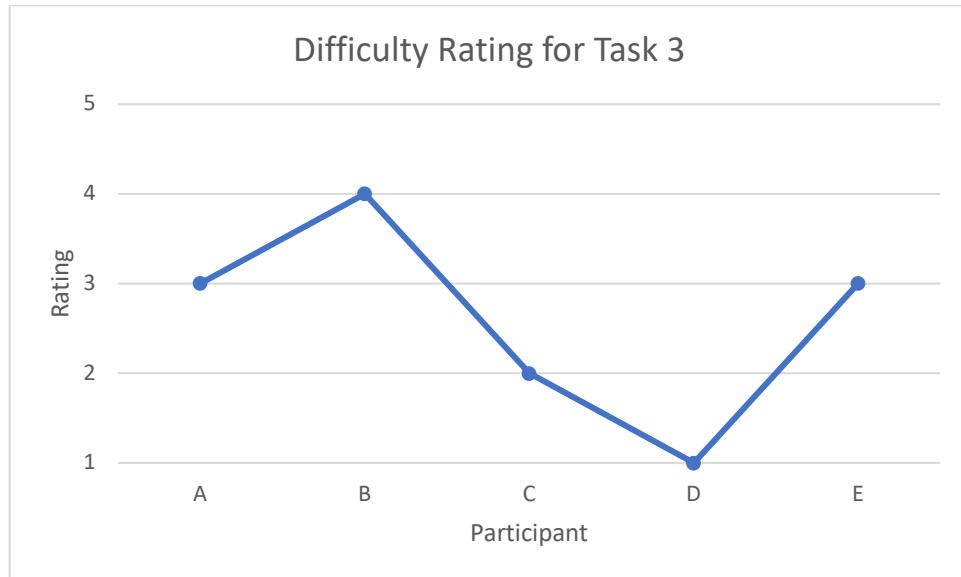
Once participants made it to the Analyze Dashboard page, they were easily able to identify the weaknesses section and the power lifts category inside of it. Participants were able to verbally identify the deadlift as Mackenzie's weakest power lift, however, all of the participants spent time hovering over the graphs trying to determine what the numbers meant. There is some text below the graph and some more at the top of the page that describe the results but all five participants still felt confused by the graph. Participant B expressed frustration and lack of confidence that he was actually looking at the correct information. He reread the page out loud multiple times trying to find some additional explanation for the data.

Participant C asked how the application came to this conclusion. She said “why does it think the deadlift is so weak? I don't understand how it came to this conclusion or what the number 38 means. That's obviously not your barbell weight but what else could it mean?” All of the participants voiced similar questions about what the numbers meant and how they should interpret them. They were unable to find any information on the page that explained this.

Overall, participants felt there was a lack of information provided in the Analyze Dashboard. They were successful in finding the graphs for the lift categories and identifying strengths and weaknesses based



off of the color assigned but they were unsure how to interpret the information displayed. Although they reported they were able to successfully complete the task (which is true as they verbally identified that the deadlift was the weakest power lift), the tone they responded in suggested they weren't 100% confident.



Task 4: Identify the top three male athletes in the lifting category

Metric Summary

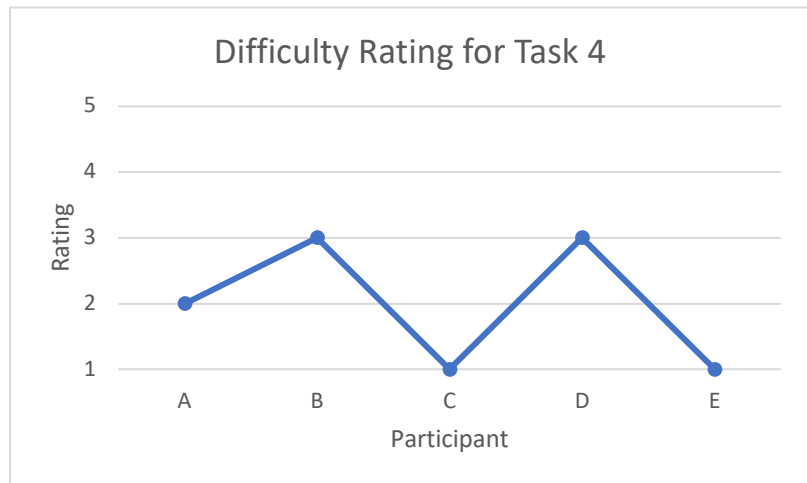
Average completion time	1 minute and 57 seconds
Average difficulty rating	2
Completion rate	100%

Observations and Analysis

Most participants performed well on this task. Participants A, B, C, and E were able to quickly identify the Leaderboards link in the top navigation. The website had exhibited some slowness loading the page and participants A and C voiced annoyance with that. When the page loaded, participant A was confused that the CrossFit Open workouts

were the first thing displayed and spent some time scanning the page to determine if he was in the right place. He felt the table structure was strange and was initially unsure what to click on next.

Participants B, C and E thought this task was easy and straightforward. They expressed confidence throughout the entire task and felt the labelling of the table made sense.



Current Leaderboards									
Intervals and lifts aren't linked to workouts. We identify the best lift/interval from any workout session. Your overall rank is determined by your average placement across all events. We basically add each event finish, your total points, and then rank by the lowest total points. It's like Golf.									
The Girls		Heroes		Lifts		Rowing		Running	
Male Female		Male Female		Male Female		Male Female		Male Female	
Place	Athlete	Total Points	Back Squa...	Deadlift 1RM	Shoulder ...	Bench Pre...	Clean 1RM	Split Jer...	Snatch 1F
1st	Old Man Hara	24	475 lbs 4th	600 lbs 1st	240 lbs 4th	355 lbs 2nd	335 lbs 5th	365 lbs 1st	300 lbs
2nd	Paul Begich	82	460 lbs 6th	500 lbs 12th	185 lbs 18th	275 lbs 27th	345 lbs 2nd	300 lbs 2nd	277 lbs
3rd	Jess Perry	99	455 lbs 7th	525 lbs 4th	205 lbs 5th	275 lbs 27th	335 lbs 5th	265 lbs 9th	225 lbs

Participant D struggled with the task. She decided to search first typing in 'lifting' into the search bar. None of the results appeared to match what she was looking for and so she gave up on this approach. Next, she clicked on the Explore Gyms option and didn't see anything of relevance there either. On the Explore Gyms page, she saw a Leaderboards link which took her to a global view of the Leaderboard, not specific to the CrossFit St Paul + Minneapolis gym. She saw a mix of men and women and names she didn't recognize and felt she was still not in the right place. She returned to the top navigation and found the Leaderboards link here which

took her to the correct spot. After this point she felt confident she was in the right place and was able to complete the task.

The critical component to the speediness of completing this task seemed to be recognizing that Leaderboards was in the top navigation right away. Although A and E felt the table layout was not very user friendly, the other participants did not comment on this in particular. Overall, participants were able to correctly identify the top three male athletes and feel confident that they were on the right page once they found it.

Task 5: Create and log a Personal Track workout

Metric Summary

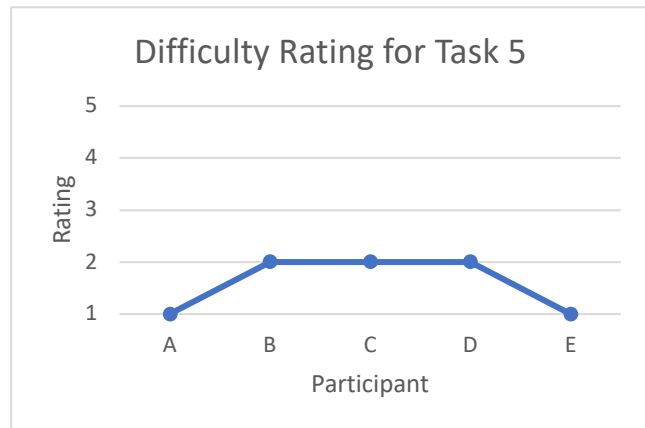
Average completion time	5 minutes and 6 seconds
Average difficulty rating	1.6
Completion rate	100%

Observations and Analysis

I hypothesized that this would be the most difficult task for participants because it was the longest and required the most clicks, however participants rated this as the easiest task and everyone was able to complete it successfully.

Most participants were able to quickly identify the top navigation Log link as the place they needed to start. They had seen this before from either the first task or from reviewing the navigation in the previous tasks.

Choosing the movement style was confusing for B and E. They took a minute to read through all of the styles and reread their Participant Task Sheet several times before deciding that the first option, Rounds for Time, was what they needed to choose. I felt this was probably because they haven't been doing CrossFit as long and haven't been exposed to the workout variety like the other participants.



What style is your workout?

Rounds for Time [Examples](#)

Certain number of Rounds For Time (RFT).

RFT: Same Varying Reps (e.g. 21 - 15 - 9) [Examples](#)

Each round has the same reps for all movements.

RFT: Independent Varying Reps [Examples](#)

Each round varies the reps for each movement independently.

RFT with Bookends (Buy-In, Buy-Out) [Examples](#)

Task before and/or after the main rounds.

Each Round For Time [Examples](#)

Each round is for time.

For Time [Examples](#)

No rounds, just two or more movements all for time.

EMOM: Multiple Movements per Interval [Examples](#)

Every Minute On the Minute, work until completion or failure.

EMOM: Alternate Movements each Interval [Examples](#)

Alternate between movements in an EMOM.

AMRAP [Examples](#)

As Many "Rounds" As Possible.

AMRAP Repeats [Examples](#)

An AMRAP that is repeated several times.

AMRAP with Buy-In [Examples](#)

A task done before starting an AMRAP.

AMRAP with Max Rep [Examples](#)

An AMRAP with one or more max rep movements.

AMReps [Examples](#)

As Many "Reps" as possible.

Tabata [Examples](#)

A multiple movement Tabata workout.

FGB Style [Examples](#)

A "Fight Gone Bad" style workout.

Death By Reps [Examples](#)

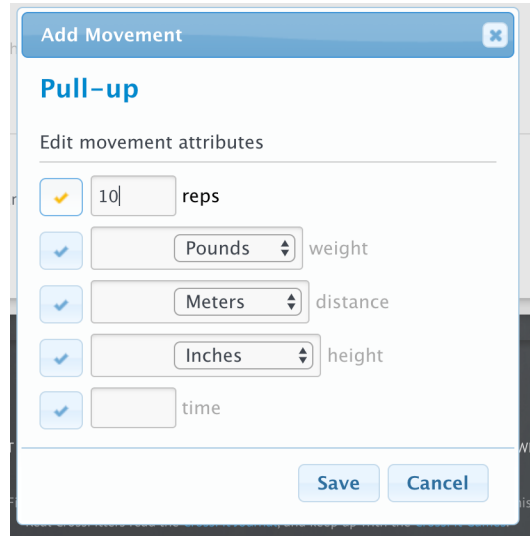
A multiple movement "Death By Reps" workout.

Rounds for Max Reps [Examples](#)

A certain number of Rounds for Max Reps workout.

When adding movements to the Personal Track workout, one of the issues that A and C encountered was trying to add the reps and movement name at the same time. They were able to add the '200 meter run' in one step, but for pull ups, the movement and reps needed to be added separately. A and C searched for 10 pull ups and became confused when they didn't get any results. They deleted the 10 and added just pull ups and then added the reps on the next step. There aren't any instructions that indicate this during the log process, however, the other three participants were able to accomplish this successfully on the first try.

Another confusing experience that D and E identified was the process of selecting the checkboxes to add reps or pounds. The user cannot directly click into an input box, they must click the checkbox so that it turns yellow and then they can enter in their metric. Both D and E did not like this process and said they were unsure if they needed to enter in all the information in these boxes even if they didn't make sense with the movement. It took multiple attempts for them to understand that they needed to select the checkmark before inputting into the corresponding input box, which was frustrating.

A screenshot of a software interface titled "Add Movement" with a close button in the top right corner. Below the title is the movement name "Pull-up" in blue. Underneath is a section labeled "Edit movement attributes" with a horizontal line. There are five rows of attributes, each with a checkbox on the left, an input field in the middle, and a label on the right. The first row has a yellow checkbox, an input field containing "10", and the label "reps". The second row has a blue checkbox, an empty input field, a dropdown menu showing "Pounds", and the label "weight". The third row has a blue checkbox, an empty input field, a dropdown menu showing "Meters", and the label "distance". The fourth row has a blue checkbox, an empty input field, a dropdown menu showing "Inches", and the label "height". The fifth row has a blue checkbox, an empty input field, and the label "time". At the bottom right of the dialog are two buttons: "Save" and "Cancel".

Participant B said he liked this task the most. He liked that it was easy and procedural but thought choosing the "type of workout" was confusing and took the time to read through each option to make sure he was choosing the correct one. This sentiment seems to be reflected in the low average difficulty rating of 1.6. Even though this task took the most time, it was easy for participants to determine how to begin the task and the process itself was straightforward. Participants expressed that they felt confident while completing this task and felt successful when they were done.

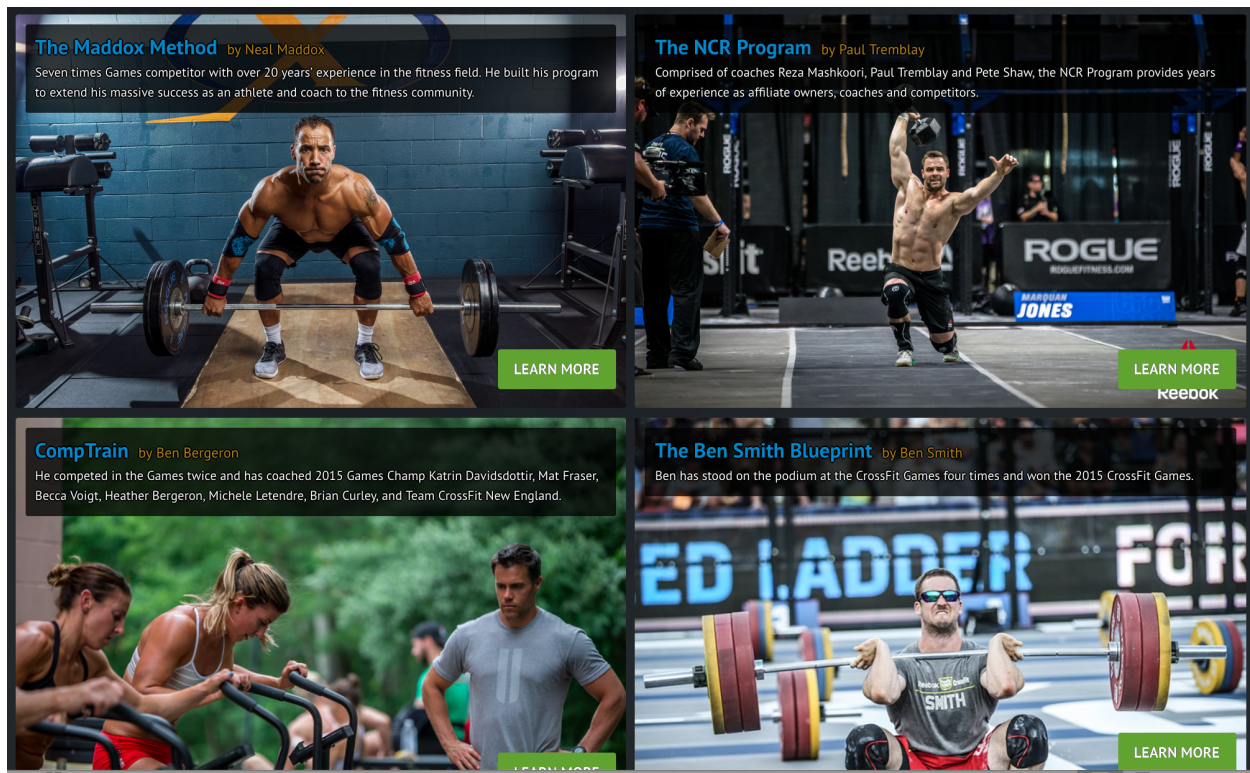
Task 6: Access the Coach's Corner section of the BTWB blog

Metric Summary

Average completion time	3 minutes and 4 seconds
Average difficulty rating	2.6
Completion rate	80%

Observations and Analysis

When creating this task, I thought this would be a simple and straight-forward wrap up to the usability test but instead I found that participants really struggled with it, which I did not expect. Everyone readily identified the Coaching link in the top navigation but once on the page, there was a lot of confusion about what they were looking at. This page contains exercise programs you can purchase and other CrossFit promotional materials. Based on the way it is structured with two columns of blocks containing text and images, I can understand how it gives the impression that it could be a blog.

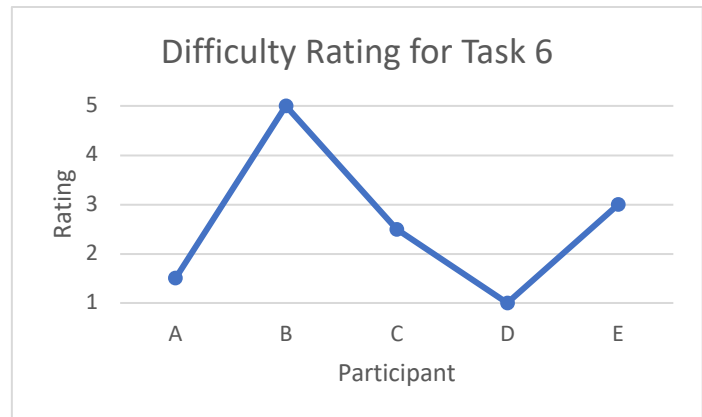


While participants were scanning the page, they said phrases like “I’m not sure I’m in the right place” and “this looks like it could be a blog but I’m not seeing anything that says Coach’s Corner.” Four of the five participants continued scanning the page or navigated back to the home page to start over. Participant B used the search feature to look for ‘corner’ and then ‘coach’s corner’ and found nothing which he voiced as frustrating. After a few minutes, A, B, C and E were able to find the ‘Blog’ link in the footer navigation and then easily found Coach’s Corner on the blog. Participant D was not able to successfully complete the task but thought

that she did. She clicked on the Coaching page, reviewed the content then said “I think this is it. I feel pretty confident I’m in the right place but it this task was easier than I expected so maybe I’m missing something”.

Participants expressed that they expected the blog to be advertised front and center on the website, not hidden down in the footer. They also expected it to be grouped in with the Coaching link but found that wasn’t the case.

Overall this task was frustrating and confusing for participants. The blog seemed hidden and the top navigation links to bring them to the expected page. A task that was intended to simple ended up being tied for the second most difficult task.

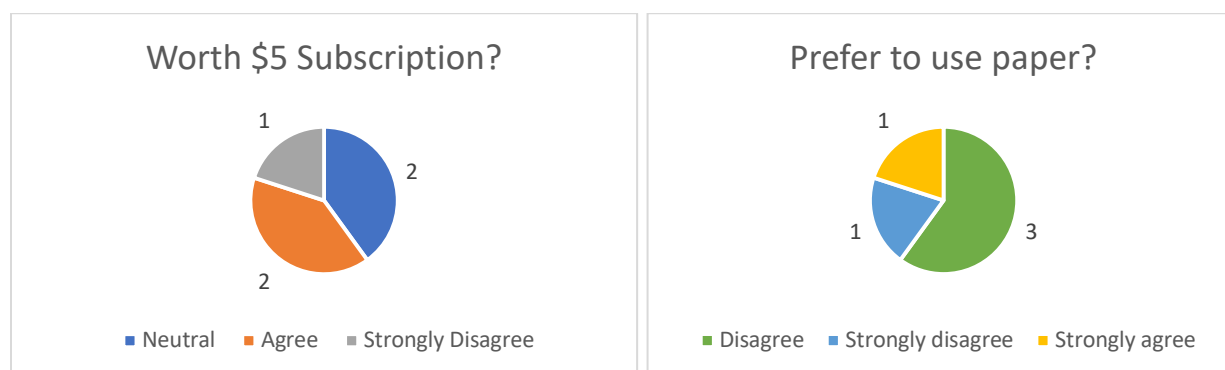


Post-test Results

I was interested in comparing the results of the question “would you recommend Beyond the Whiteboard to someone just starting CrossFit?” before and after the completing the study. I included this question on both the Pre-test and Post-test questionnaires. When comparing the responses, I found that only one participant (A) changed their recommendation from Yes to No. The other participants maintained their original response. Participant A said that he felt Beyond the Whiteboard would be very confusing for someone just starting CrossFit, particularly all the CrossFit specific jargon and acronyms. He felt it would be best for someone to participate for a few months to get acclimated and then dive into metric tracking. He felt Beyond the Whiteboard provided greater value to experienced CrossFitters.

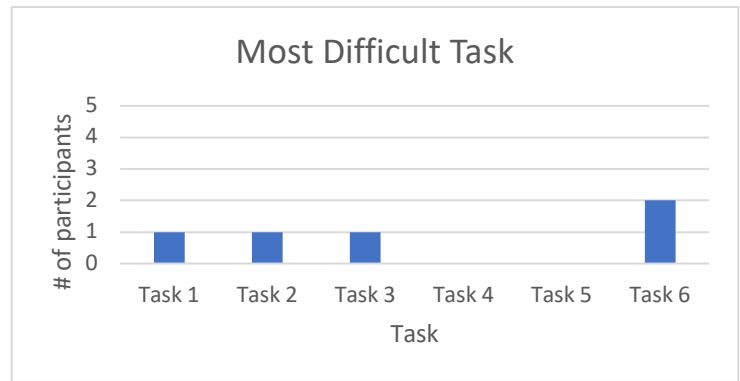
Participant	Pre-test Response	Post-test Response
A	Yes	No
B	No	No
C	Yes	Yes
D	Yes	Yes
E	No	No

I heard similar sentiments from the other participants as well. They felt Beyond the Whiteboard is targeted for serious athletes that are willing to take the time and energy to track results. Only one participant strongly disagreed that the application was worth the \$5 subscription and only one participant indicated she would prefer to track workouts on paper. I think that this response rate shows that even if the website is not a fantastic experience, most participants felt that the digital medium is at least providing additional value than using paper.



I had not originally anticipated participants to struggle with task six as much as they did but I am not surprised to see that they felt this was the most difficult task.

Two out of the five participants agreed they had a positive experience using the website, two of five disagreed and one indicated he was neutral. Two agreed the site was organized in a way that made sense, two were neutral and one strongly disagreed.



Findings Summary

There were a number of unexpected findings I uncovered during the study. I was surprised to see that the participants consistently rated the tasks lower on the difficulty scale (ones and twos) even on tasks they appeared to struggle on. I was also surprised to see how some participants relied on the search feature and some didn't use it at all. For some participants, it was the second place they tried to look for information after scanning the home page and not seeing anything obvious. The search feature for Beyond the Whiteboard didn't appear to be particularly robust and so it was hit or miss on returning results.

Participants used different approaches to complete the same task on the website. I noticed this as well during my initial walkthrough of the website but I think the overall site architecture could be improved to remove duplicate information and cause less confusion. Duplicate ways of finding information seemed to create a lack of confidence for participants when asked if they thought they had successfully completed the tasks.

As the observer, it was also interesting to see that if the path the participant chose was quick, they felt successful and confident in the information they found. If the path they chose was a more round-about way to complete a task, they felt more unsure and less confident even if they did in fact come to the correct answer.

I thought testing with the two newer community members was also very valuable. They struggled with some of the language on the website and some of the CrossFit specific workouts but these were helpful things to identify. Most of the participants expressed that they felt the application was best suited for people who had been involved in the community for a while. They also felt the seriousness and commitment of the athlete are major factors in determining if someone would find value in the website. However, participant B brought up a good point that that this type of tracking may actually be beneficial to new CrossFit members as it's a good way to track your progress and improvement. Tracking metrics gives the user more tangible goals and shows when and how long it took to reach them. He thought this would actually be motivational for newer members and encourage them to stick with the workout program. I agree with his assessment but feel this ultimately depends on the individual.

In each testing session, the participant experienced slowness of page loads and submissions. There were a few instances where participants were unsure if a page was loading so they clicked links or buttons multiple times. There were also two instances where participants were not confident the information they just logged was actually submitted. The website currently lacks user feedback in these two areas and could use some improvement.

Recommendations

After completing the usability study, I identified three common issues that appeared in each of the tests:

1. The user interface is too busy. Participants felt overwhelmed with text, buttons and links. They wanted the logging process to be simplified.
2. Many of the participants felt the summary metrics, specifically on the Analyze Dashboard, were unclear. They were not able to interpret what the results actually meant for Mackenzie's overall fitness.
3. Participants experienced overall site slowness and either limited or no feedback for the when submitting results or loading pages.

Based on the analysis of the results, I compiled a list of recommendations for improvements and enhancements for the Beyond the Whiteboard team. I have categorized them as **High** (address as soon as possible), **Medium** (address in the near future) or **Low** priority (address as time allows).

1. Changes to the site's information architecture:
 - a. **High**: Update the Log > Workout link to allow for logging of WOD's and Personal Track workouts. Currently only Personal Track workouts can be logged this way. Similarly, add the ability for users to choose which type of workout they want to log when clicking on a date on the calendar. Users should be able to log either a WOD or a Personal Track workout. Currently only WODs can be logged this way.
 - b. **Low**: Remove duplication of where to find certain sections, specifically, the Benchmark workouts can be accessed via multiple pages.
 - i. Consolidating the duplication of ways to find the Benchmark workouts to existing only under the user profile will give users direct and consistent access. This may take a few attempts for the user to reorient themselves on where to find this information but ultimately the fewer clicks it takes to find information the more successful a user will feel
 - c. **Low**: Remove the use of the word "dashboard"
 - i. Dashboard is too generic and can easily be misinterpreted by the user. Many of the participants in the study weren't sure what was considered a dashboard and what wasn't. Removing this word all together will help mitigate confusion.
2. User interface changes
 - c. **Medium**: On the WOD log page, hide the uncommonly used options in a hidden section accessible via a link called 'Additional Options'
 - i. When clicked, the Additional Options link would reveal the section containing these items
 - ii. Options stored here would be: 'Met Pukie', 'Weight-Vest', 'Privacy' and 'Tracks for [date]'. Moving these less commonly used options to a hidden

section should help clean up some of the busyness participants complained about

- a. **High:** Add more user feedback through alerts
 - i. Add a progress bar or processing spinner to the site so the user knows that a page is loading when navigating between pages. Currently, the only feedback is the browser's loading spinner.
 - ii. Place the confirmed submission message more centrally in the page and update its color to green when successful and red when unsuccessful. Currently it drops down from the top, displays for a few seconds in a pastel blue color. This will help make the submission confirmation more obvious to the user so they don't miss it
 - b. **High:** Add 'Help' or 'More Info' tool tips to pages to get more information especially on pages displaying analytics. These tool tips could open into a modal explaining the data the user is currently viewing, where it comes from, how it complied and any caveats the user should consider. For example: "fewer than X number of logs may produce inaccurate analytics".
 - c. **Medium:** Define CrossFit terminology inline. For example, a CrossFit word like "metcon" could be colored or underlined so that when the user hovers over it word a tooltip or popover would appear with the word's definition or explanation
3. Technical improvements
- d. **High:** Update backend infrastructure to allow for faster processing and quicker page loads
 - a. **Low:** Improve the search feature. The search should provide more accurate results and complete the user's search more quickly

Appendix

CrossFit Terminology

- **CrossFit** - a high-intensity fitness program incorporating elements from several sports and types of exercise. CrossFit is a one hour long class that is led by a coach
- **CrossFit Minneapolis + St Paul** – two local boxes operating under a one level of ownership. For that reason, this project considers these two boxes one community
 - CrossFit Minneapolis location: 1313 Chestnut Ave #110, Minneapolis, MN
 - CrossFit St Paul is location: 470 Cleveland Ave N #1, St Paul, MN
- **Workout of the day or WOD** – the programmed physical activity for a given day (changes daily)
- **Box** – a space dedicated to the sport of CrossFit, aka a CrossFit gym (often times a converted warehouse)
- **Main site** – the website maintained by CrossFit HQ. Includes workout of the day posts designed by HQ coaches
- **Coach** – the person leading and directing the CrossFit class
- **The CrossFit Open** - The Open is the first qualifying stage of the CrossFit Games. Any athlete who wants to compete at the Games must first make it through the Open in their region. Participation in the Open is voluntary and athletes of all skill levels are welcome to participate

Usability Test Invitation

Invitation Message

[To be delivered via Facebook Messenger]

Hello!

My name is Mackenzie and I'm a fellow community member at CrossFit St Paul. I'm currently enrolled in a certificate program at Metropolitan State University and part of my coursework involves conducting a usability test on an application or website. I'm evaluating Beyond the White Board and I'm looking for volunteers to participate in my study. If you choose to participate, you will be asked to complete a series of basic tasks on Beyond the White Board and answer questions on your thoughts and feelings. Testing is planned for mid-November and should take about an hour. I plan to schedule sessions at the community table in CrossFit St Paul for the convenience of participants.

Would you be willing to participate in the study? If so, I just have a couple of screener questions for you to gather some information up front.

Thanks!

Mackenzie

*[If **yes**, send link to screening questionnaire]*
*[If **no**, reply with a thank you for your time message]*

Response Message

Thank you for agreeing to participate! I will be reaching out in the next few weeks to confirm your availability and schedule a session time. Your contact information will not be shared with any third parties and only be used by me to contact you. You will be asked to sign a consent form allowing me to include your input in the study. Please note that your identity will be anonymized in the study results. Thank you again for your time, we'll be in touch soon!

Screening Questionnaire

1. Would you be willing to participate in the usability study?
 - ☐ Yes, I will participate
 - ☐ No, I would like to decline
2. Do you currently use Beyond the Whiteboard?
 - ☐ Yes
 - ☐ No
3. How many days a week to typically attend class?
 - ☐ Once a week or less
 - ☐ 2 or 3 days
 - ☐ 4 or 5 days
 - ☐ More than 5 days
4. Have you used Mac OS before?
 - ☐ Yes
 - ☐ No
 - ☐ Not sure
5. Contact Information
Name: _____
Address: _____
City, State, Zip: _____
Phone: _____
Email: _____
Schedule availability
(Check the options that work best for you. You may select more than one):
 - ☐ Evenings after 5:30
 - ☐ Saturday before noon
 - ☐ Sunday before noon

Beyond the Whiteboard Usability Study Consent Form

Thank you for your participation in the Beyond the Whiteboard Usability Study. Please read this form carefully and let the facilitator know if you have any questions or concerns. Your signature is required in order for your feedback to be included in the study results. You will be provided a copy of this consent form upon request.

What this study is about: The purpose of this study is to learn more about the site organization, information architecture and overall design of the Beyond the Whiteboard website. You have been asked to take part because you are a CrossFit St Paul + Minneapolis community member.

What I will ask you to do: If you agree to be a participant in this study, you will be asked to complete six tasks on Beyond the Whiteboard. The facilitator will elicit your thoughts and reactions after each task and document these as you go along. The study will take about an hour. With your permission, the session will also be audio recorded. These audio files will not be included in the final report and will be destroyed after the study results have been compiled and analyzed.

Risks and benefits: The facilitator does not anticipate there being any risks associated with participating in this study. There is also no direct benefit to you as an individual however, results from this study may be used to make future improvements to the application.

Your answers will be confidential: Your input collected from this study will be anonymized and not associated with you as an individual. If you have any concerns with privacy, please discuss these the facilitator before completing the study.

Taking part is voluntary: Participating in this study is completely voluntary and you may request to stop the session at any time.

Contact information:

Mackenzie Farina

Farina.mack@gmail.com

By signing below, I consent to participating in the Beyond the Whiteboard Usability Study and the session's audio being recorded:

First and Last Name (please print)

Signature

Date

Welcome Script and Instructions

Facilitator Script:

Hi, my name is Mackenzie and I'll be facilitating our testing session today. Thank you for taking the time to participate in my study, I appreciate you being here! I'll be reading from a script the majority of the session to ensure each participant has a consistent experience and receives consistent instruction so please excuse me if this feels very formal.

Here's what our session will look like: first, I have a participant consent form for you to review then I'll have you take a pre-test questionnaire just to gather some additional information. Then I'll have you complete six different tasks on Beyond the Whiteboard. I don't anticipate this session taking more than an hour. This is meant to be low pressure. I am testing the website, not you. There is no right way to do things, all that I am hoping to discover is what information makes sense to you and what doesn't. I ask that you try your best to think out loud as you're working through the tasks on the website and voice exactly what thoughts are going through your head. I know this may feel a little unnatural at first but it will help me better understand and follow your thought process.

Before we jump in, I'm going to have you read and sign this consent form. Please know that none of your personally identifiable information will be included in the study report and all results will be anonymized. I'd like to record the audio from our session on QuickTime if that's alright with you. This will help me review parts of the test later during my analysis. I won't share the audio recording with anyone outside of the study and the audio files will be deleted after the analysis is completed. Let me know if you have any questions on the consent form.

[Hand out consent form]

Great, thanks! Now I'll have you complete this pre-test questionnaire for me.

[Hand out pre-test questionnaire]

Pre-test Questionnaire

1. What is your age?
 - ☐ 19 or under
 - ☐ 20 – 29
 - ☐ 30 – 39
 - ☐ 40 – 49
 - ☐ 50 – 59
 - ☐ 60 or older
2. What is your gender?
 - ☐ Female
 - ☐ Male
 - ☐ Other
3. How long have you been doing CrossFit (including time at other gyms)?
 - ☐ Less than 1 year
 - ☐ 1 – 2 years
 - ☐ 3 – 4 years
 - ☐ 5 – 6 years
 - ☐ More than 6 years
4. How many days a week do you typically attend class?
 - ☐ Once a week or less
 - ☐ 2 or 3 days
 - ☐ 4 or 5 days
 - ☐ More than 5 days
5. What time of day do you typically work out?
 - ☐ Morning (5:00 AM – 11:00 AM)
 - ☐ Mid-day (12:00 PM – 4:00 PM)
 - ☐ Evening (5:00 PM or later)
 - ☐ It varies depending on my schedule
6. How often do you use Beyond the Whiteboard?
 - ☐ Every day
 - ☐ A few times a week
 - ☐ A few times a month
 - ☐ Once a month
 - ☐ Less than one month
7. Would you recommend Beyond the Whiteboard to someone just starting CrossFit?
 - ☐ Yes
 - ☐ No

Checklist for Facilitator

Before participant arrives:

- Arrive to CrossFit St Paul at least 10 minutes before scheduled testing time
- Turn on MacBook and set up near an outlet
- Plug in charger
- Lay out one copy of each of the following paper materials in the following order:
 - Consent form
 - Pre-test questionnaire
 - Participant Task Sheet
 - Post-test questionnaire
- Lay out the following supplies:
 - Pen for participant, pen for facilitator
 - Facilitator Task Sheet
 - Phone with timer app open
 - Ensure scripts are in the correct order
- Open up Chrome on the laptop and navigate to www.beyondthewhiteboard.com
- Log in using Mackenzie's credentials
- Ensure home page is displayed
- Open up new audio recording of QuickTime Player. Do not press record yet.

Participant arrives:

- Greet the participant and thank them for taking the time to participate in the study
- Have the participant sit in the chair in front of the laptop and allow the participant to get settled
- Begin with the Welcome Script
- Have the participant sign the consent form
- Ask permission to record the audio of the session
- Continue with script and administer pre-test questionnaire

Conduct the session:

- Start the QuickTime recording
- Point out the Participant Task Sheet
- Encourage participant to think aloud as he or she works through the tasks
- Remind the participant that the goal is to test the website not his or her individual performance
- Explain that the time-on-task measurement is just for general understanding and is not an indicator of success or failure
- Continue to give the participant feedback on amount of thinking aloud they are doing
- Question and prod participant when they look confused or unsure
- Ask the participant post-task questions. Have the participant explain any thoughts that are unclear
- Allow for the participant to take a short break if needed

Session wrap-up:

- Administer the post-test questionnaire
- Thank the participant for completing the test and let them know that their feedback and test results have been very helpful
- Stop the QuickTime Player recording
- Save the recording immediately to Recordings folder on the desktop
- Exit Beyond the Whiteboard and close the laptop
- Gather up materials and documents

Tasks and Scripts

[Ensure that the home page is the starting screen. Indicate to the participant that they should use the Participate Task Sheet placed near the laptop, somewhere easily accessible to the participant but not in the way of the mouse.]

Facilitator script: In the following scenarios, you're going to pretend you're Mackenzie since we're logged into her account. This also helps ensure the test will be consistent for each participant. For the tasks that require data to be entered, I've provided that information here on the Participant Task Sheet. Feel free to stop at any point if you need to take a break.

Scenario 1

Facilitator script: For this first task, we're going to assume you've completed a workout today and you're ready to log it in Beyond the Whiteboard. You can use the workout metrics on the Participant Task Sheet for this task. Go ahead and read task number one aloud and begin the task.

Task: Log the workout of the day.

Post-task questions:

1. Do you feel you were able to successfully complete this task?
2. On a scale from 1 to 5, 1 being easy and 5 being difficult, how would you rate this task?
3. Was there anything about this task that confused you?

Scenario 2

Facilitator script: Great, thanks for completing that task. Let's move on to task number two. In this scenario, I'd like you to determine what Mackenzie's time is for Helen. This workout is part of The Girls workout series and is used as a CrossFit benchmark. Go ahead and read task number two aloud and begin the task.

Task: Review a benchmark workout: Helen.

Post-task questions:

1. Do you feel you were able to successfully complete this task?
2. On a scale from 1 to 5, 1 being easy and 5 being difficult, how would you rate this task?
3. Was there anything about this task that confused you?

Scenario 3

Facilitator script: Awesome! Let's move on to task number three. In this scenario, we will use the Analyze Dashboard feature. Go ahead and read task number three aloud and begin the task.

Task: Use the dashboard to identify Mackenzie's weakest power lift.

Post-task questions:

1. Do you feel you were able to successfully complete this task?
2. On a scale from 1 to 5, 1 being easy and 5 being difficult, how would you rate this task?
3. Was there anything about this task that confused you?

Scenario 4

Facilitator script: Okay, thanks for completing that task, we're making good progress. Let's move on to task number four. In this scenario, I'd like you to identify the top three male athletes from CrossFit St Paul + Minneapolis in the lifting category and tell me their names. Go ahead and read task number four aloud and begin the task.

Task: Identify the top three male athletes in the lifting category.

Post-task questions:

1. Do you feel you were able to successfully complete this task?
2. On a scale from 1 to 5, 1 being easy and 5 being difficult, how would you rate this task?
3. Was there anything about this task that confused you?

Scenario 5

Facilitator script: Awesome, I've gotten really good information so far. Let's move on to task number five. In this scenario, I'll have you create and log a Personal Track workout. This is a workout you completed on your own time outside of regular class. Please use the workout metrics on the Participant Task Sheet for this task. Go ahead and read task number five aloud and begin the task.

Task: Create and log a Personal Track workout.

Post-task questions:

1. Do you feel you were able to successfully complete this task?
2. On a scale from 1 to 5, one being easy and 5 being difficult, how would you rate this task?
3. Was there anything about this task that confused you?

Scenario 6

Facilitator script: Great, thanks for completing that task, we're almost done. For this last task, let's pretend you're interested in learning some coaching tips. Beyond the Whiteboard as a blog where they provide this called Coach's Corner. Go ahead and read task number six aloud and begin the task.

Task: Access the Coach's Corner section of the BTWB blog.

Post-task questions:

1. Do you feel you were able to successfully complete this task?
2. On a scale from 1 to 5, one being easy and 5 being difficult, how would you rate this task?
3. Was there anything about this task that confused you?

Participant Task Sheet

Please read the task aloud before beginning the task.

Task 1: Log the workout of the day

Strength:

Power Clean 3-2-2

5 rounds for time:

5 Power Cleans

10 Strict Handstand pushups

Task 2: Review a benchmark workout: Helen

Task 3: Use the dashboard to identify Mackenzie's weakest power lift.

Task 4: Identify the top three male athletes in the lifting category

Task 5: Create and log a Personal Track workout

3 rounds for time:

200 meter run

10 pull ups

5 Power cleans (155/123)

20 box jumps

Task 6: Access the Coach's Corner section of the BTWB blog.

Facilitator Task Sheet

Task 1: Log the workout of the day

Strength:

Power Clean 3-2-2

5 rounds for time:

5 Power Cleans

10 Strict Handstand pushups

Task start time:

Task end time:

Observation notes:

Task 2: Review a benchmark workout: Helen

Participate able to report Helen time: Yes / No

Task start time:

Task end time:

Observation notes:

Task 3: Use the dashboard to identify Mackenzie's weakest power lift.

Participate able to identify weakest power lift: Yes / No

Task start time:

Task end time:

Observation notes:

Task 4: Identify the top three male athletes in the lifting category

Participate able to identify top three male athletes: Yes / No

Task start time:

Task end time:

Observation notes:

Task 5: Create and log a Personal Track workout

3 rounds for time:

200 meter run

10 pull ups

5 Power cleans (155/123)

20 box jumps

Task start time:

Task end time:

Observation notes:

Task 6: Access the Coach's Corner section of the BTWB blog.

Participate able to access the Coach's Corner section of the BTWB blog: Yes / No

Task start time:

Task end time:

Observation notes:

Post-test Questionnaire Script

Facilitator script: Thank you for participating in the Beyond the Whiteboard Usability Study. Your input and feedback have been valuable and much appreciated! Before we wrap up our session, I have one final set of questions for you. These are meant to gauge your overall impressions of Beyond the Whiteboard. The survey is short and should only take a few minutes. Let me know when you've finished.

[Hand over post-test questionnaire]

[Participant finishes the post-test questionnaire]

Facilitator script: Thanks again! I'll reach out if I need anything additional from you, have a great night!

Post-test Questionnaire

Please answer the following questions:

1. Overall, I had a positive experience using Beyond the White Board.
 - ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly agree
2. Beyond the Whiteboard is organized in a way that makes sense.
 - ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly agree
3. I had a difficult time finding the information I was looking for.
 - ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly agree
4. The most difficult task for me was _____.
5. This application is worth the \$5 per month subscription.
 - ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly agree
6. If I could change one thing about the website it would be _____.
7. I would prefer to record and track my work out metrics on paper
 - ☐ Strongly disagree
 - ☐ Disagree
 - ☐ Neutral
 - ☐ Agree
 - ☐ Strongly agree

8. I would recommend Beyond the Whiteboard to someone just starting CrossFit.
- ☐ True
 - ☐ False

Facebook Group User Survey

1. What is your age?

- ☐ 19 or younger
- ☐ 20 – 29
- ☐ 30 – 39
- ☐ 40 – 49
- ☐ 50 – 59
- ☐ 60 or older
- ☐ Prefer not to disclose

2. What is your gender?

- ☐ Female
- ☐ Male
- ☐ Other
- ☐ Prefer not to disclose

3. Which race/ethnicity best describes you?

- ☐ American Indian or Alaskan Native
- ☐ Asian / Pacific Islander
- ☐ Black or African American
- ☐ Hispanic
- ☐ White / Caucasian
- ☐ Multiple ethnicity (please specify)

4. What is the highest level of school you have completed or the highest degree you have received?

- ☐ Less than high school degree
- ☐ High school degree or equivalent (e.g., GED)
- ☐ Some college but no degree
- ☐ Associate degree
- ☐ Bachelor degree
- ☐ Graduate degree
- ☐ Doctorate

5. What is your current employment status?

- ☐ Employed full time (employed 40 hours or more per week)
- ☐ Employed part time (up to 39 hours per week)
- ☐ Unemployed and currently looking for work
- ☐ Unemployed and not currently looking for work
- ☐ Student
- ☐ Retired
- ☐ Homemaker
- ☐ Self employed

- Unable to work

6. What is your approximate average household income?

- \$0 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$124,999
- \$125,000 - \$149,999
- \$150,000 - \$174,999
- \$175,000 - \$199,999
- \$200,000 and up

7. How long have you been doing CrossFit (including time at other gyms)?

- Less than one year
- 1 – 2 years
- 3 – 4 years
- 5 – 6 years
- More than 6 years

8. What time of day do you typically workout?

- Morning (5:00 AM – 11:00 AM)
- Midday (12:00 PM – 4:00 PM)
- Evening (5:00 PM or later)
- It varies depending on my schedule

9. How long have you been using Beyond the Whiteboard?

- Less than one year
- 1 – 2 years
- 3 – 4 years
- 5 – 6 years
- More than 6 years

10. What kinds of tasks do you use Beyond the Whiteboard for (check all that apply)?

- Log the workout of the day
- Log lifestyle metrics including any of the following: sleep, water consumed, mobility work, meals, fish oil, overall feeling
- Log body weight
- Use the dashboard to analyze my fitness levels
- Create Personal Track workouts
- Review my benchmarks
- Review main site workouts
- Review the box leaderboards

- ☐ Read article and coaching tips
- ☐ Other (please specify)

11. How often do you use Beyond the Whiteboard?

- ☐ Every day
- ☐ A few times a week
- ☐ About once a week
- ☐ A few times a month
- ☐ Once a month
- ☐ Less than once a month

12. Do you prefer to use the mobile app or the website?

- ☐ Mobile app
- ☐ Website
- ☐ I don't have a preference

13. Do you know or have you ever used a work out tracking website or application other than Beyond the Whiteboard?

- ☐ Yes
- ☐ No

14. If you have a smart phone, what kind of operating system do you use?

- ☐ iOS (iPhone)
- ☐ Android
- ☐ Other
- ☐ I don't have a smart phone

15. Which is your preferred web browser?

- ☐ Chrome
- ☐ Firefox
- ☐ Safari
- ☐ Internet Explorer
- ☐ Other
- ☐ I don't have a preference

16. How would you rate your overall experience using Beyond the Whiteboard?

- ☐ 0 stars
- ☐ 1 star
- ☐ 2 stars
- ☐ 3 stars
- ☐ 4 stars

- 5 stars

17. How much value do you think Beyond the Whiteboard adds to meeting your overall fitness goals?

- A great deal
- A lot
- A moderate amount
- A little
- None at all

18. Would you recommend Beyond the Whiteboard to someone fresh out of on-ramp?

- Yes
- No

19. What do you like most about Beyond the Whiteboard?

- [Free form response]

20. What do you like least about Beyond the Whiteboard?

- [Free form response]