



ZOOM MEETING FOCUS GROUP

PROJECT NAME: FITSCHEDULE

Date: Simulated Session

Participants: Samantha, Ethan, Olivia, Priya, Marcus


Format: Text-based Zoom simulation using FitSchedule prototype mockups

Zoom Meeting Interface

Zoom | Gallery View

Participants: Samantha, Olivia, Ethan, Priya, Marcus

Fitschedule



Jessica Stone
Personal Trainer | Strength & Conditioning

About:
Helping busy professionals reach fitness goals with tailored workout plans.


AVAILABLE SLOTS

- Monday, 10:00 AM – 11:00 AM
- Wednesday, 2:00 PM – 3:00 PM
- Friday, 5:00 PM – 6:00 PM

BOOK APPOINTMENT

Contact:
jessica@fitschedule.com
(123) 456-7890

FitSchedule



Booking Confirmed
Jessica Stone
Monday, June 10 at 10:00 AM

ADD TO CALENDAR

A confirmation email has been sent to jessica@fitschedule.com.

Trainer Dashboard

Welcome, Samantha!

TODAY'S BOOKINGS

- Emma W. 10:00 AM **CHECK IN**
- Mark F. 2:00 PM **CANCEL**
- Lydia N. 5:00 PM **CANCEL**

WEEKLY CALENDAR

| MO | TUE | WED | THU | FRI |
|----|-----|-----|-----|-----|
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| | | | | |
| | | | | |

Quick Stats

- Upcoming sessions
- No-shows
- Reschedule requests

EDIT AVAILABILITY **CONTACT CLIENTS**

VIEW FEEDBACK

Zoom Meeting Controls: Mute, Stop Video, Security, Participants (7), Share Screen, Chat, Record, Reactions, End

Meeting chat

FitSchedule's Zoom Meeting

Samantha "Sam" Reid:
Wow, I love the look of this. The layout is clean, and the orange really pops! I'd totally use this to book and manage sessions — this would save me so much back-and-forth with clients.

Ethan Cooper:
Yeah, the no-show tracking and rescheduling tools on the dashboard are.
I lose money every month from missed sessions. This could really help me tighten things up.

Olivia Martinez:
The design feels polished. I appreciate that it supports group sessions.
I'd love to add 4–5 people to a Pilates class and let them book automatically.

Priya Shah:
Same here. My clients are super busy so giving them access to my availability in one tap makes a huge difference. Also... that "Add to Calendar" button on the confirmation screen? Nice touch.

Marcus Lee:
Big fan of the automation. Sending Zoom links manually is such a pain.
Would love to see if this app could generate and email them instantly after booking.

Samantha "Sam" Reid:
Also... did anyone else notice how quick it looks to check in clients?
Tap and done. Less time on my phone, more time training.

Ethan Cooper:
Agreed. But one small thing, can we customize the color palette?
The orange is cool, but my brand is blue/gray.

Who can see your messages?

To: Everyone

Type message here...

🗑️ 😊 📎

Meeting chat

FitSchedule's Zoom Meeting

Olivia Martinez:
That's true, brand flexibility would help a lot. Still, I think even the base design could work with minor tweaks.

Priya Shah:
I'm also wondering — will clients get reminder emails or texts?
That alone would boost my show-up rate dramatically.

Marcus Lee:
Exactly. If this app integrates payments, calendars, and reminders,
it's a game-changer for solo trainers like us.

Samantha "Sam" Reid:
Honestly? I'd pay for this just to stop chasing people about cancellations and reschedules.

Who can see your messages?

To: Everyone

Type message here...

🗑️ 😊 📎

● Overall Sentiment

The feedback was overwhelmingly positive. All participants expressed enthusiasm for the concept and identified features that directly address their pain points. The design, automation, and clarity of features resonated strongly across various personal trainer profiles.

✓ Key Highlights

| Feature | Reaction |
|---|--|
| Booking Confirmation & Visual Design | Clean, polished UI appreciated; strong appeal with professionals. |
| Dashboard & No-Show Tracking | Ethan and Olivia saw immediate value in reducing missed sessions and tracking engagement. |
| Group Booking Potential | Olivia emphasized the benefit for small studio setups. |
| Automation (Zoom Links, Calendars, Reminders) | Marcus and Priya focused on eliminating manual communication overhead. |
| Customization Requests | Ethan suggested color branding flexibility. |
| User Empowerment | Sam highlighted the "Check-In" and calendar sync as tools that empower trainers to focus more on coaching. |

🔧 Requested Improvements / Feature Ideas

- Brand customization options (e.g. color themes)
 - Client-side reminder system (email/text reminders)
 - Integrated payment gateway
 - Group booking optimization for studios
 - Zoom/Google Meet auto-link generation
-

Willingness to Pay

Multiple participants stated they would **pay for the product** to reduce administrative time and avoid income loss from no-shows or manual rescheduling. The perceived value of integrated automation (bookings, reminders, payments) was a **major driver** of purchase intent.

Conclusion

This prototype meets the core needs of freelance trainers, studio owners, and digital coaches. With minor enhancements, it has the potential to become a highly desirable SaaS product for fitness professionals.