



APP POV_s

MIA KRYSA

ICM 512: PRINCIPLES OF
USER EXP. DESIGN

09/29/24

The Alive app logo, featuring the word "alive" in a blue, lowercase, sans-serif font on a light purple square background.

alive



ANALYSIS

This presentation will be analyzing three workout apps: Nike Training Club, Alive, and Peloton.

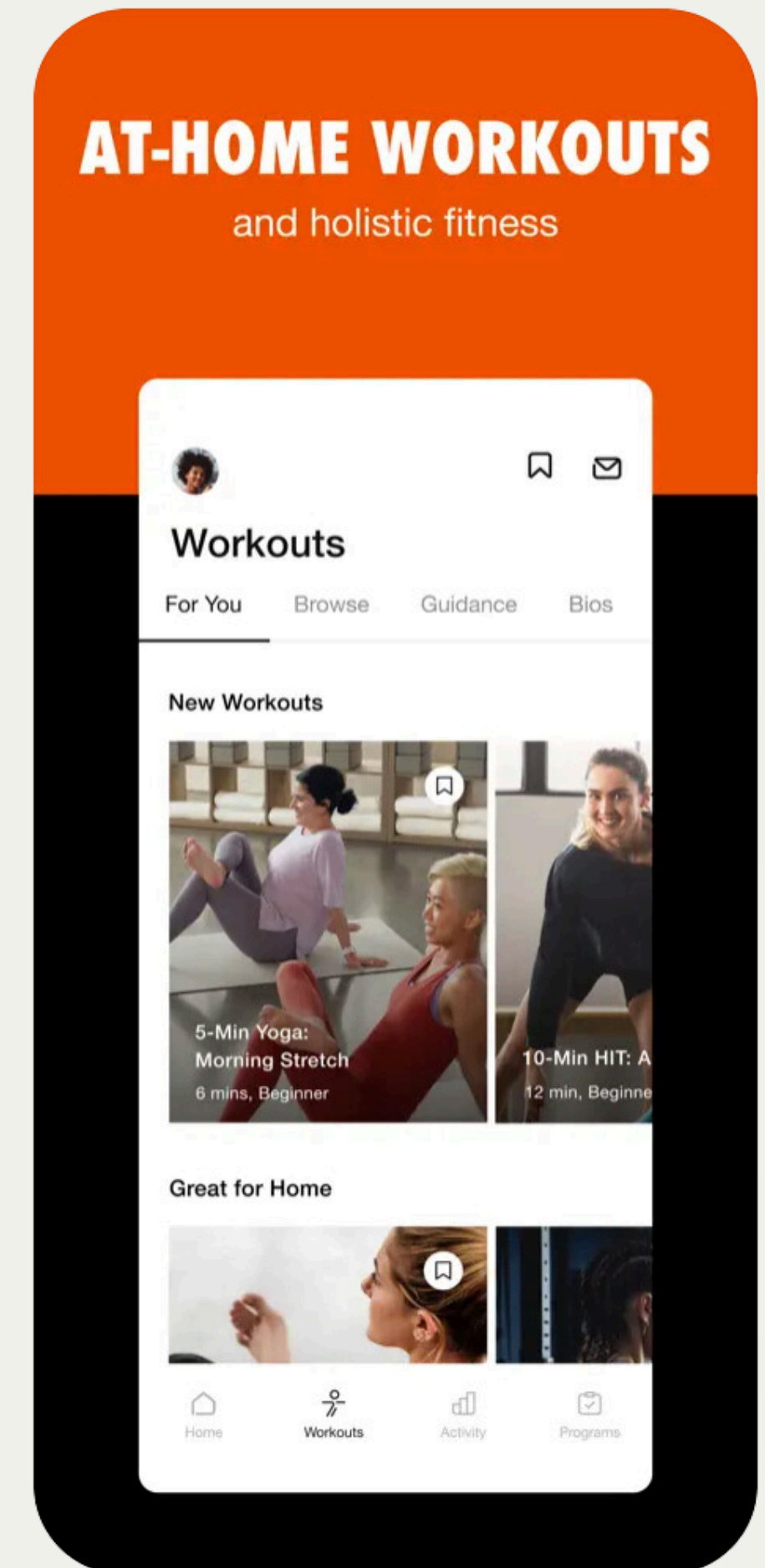
Each app analysis will include 3 positive reviews, 3 negative reviews, 3 suggestive comments, and 2 POV statements.

4.8 out of 5

252.1K Ratings



- HOME WORKOUTS: Big Workouts for Small Spaces
- TOTAL-BODY FITNESS: Exercises for Arms, Shoulders, Glutes & Legs
- YOGA: Essential Yoga Flows
- MINDFULNESS: Ground Yourself with Movement
- NUTRITION: Maximize Results with Holistic Wellness
- HIGH-INTENSITY TRAINING: Quick Workouts in 20 Minutes or Less
- MEDITATIONS: Practice Appreciation
- ABS WORKOUT: Strength Training for Abs & Core
- ENDURANCE: Cardio Workouts for All Levels



NIKE TRAINING CLUB

300+ EXERCISES

for every body

Workouts

Workout Focus

Endurance

Mobility

Strength

Yoga

Muscle Group

QUICK VIDEOS

for building healthy habits

Reach Your Goals With Morning and Evening Rituals

By Branden Collinsworth

Have you ever questioned why you do the same routine each morning and night? For the majority of us, everyday is relatively the same. We sleep on the same side of the bed, drink the

WORKOUT SCHEDULING

plan & receive reminders

Workouts

For You

Browse

Guidance

Bios

New Workouts

Select a Date & Time

We'll send reminders before your workout so you can prepare.

Tue 12

Wed 13

Thurs 14

Fri 15

Sat 16

7

30

AM

8

31

PM

9

32

Cancel

Confirm

WIDGETS

track from your lock screen

5-Min Yoga: Morning Stretch

6 mins, Beginner

Nike Training

3 WORKOUTS COMPLETE

Stage 3

Nike Training

10/19 • 9:00 AM

Bi's and Tri's

10/20 • 5:00 PM

Quick Core Crush

Nike Training

Contacts

Weather

Notes

Maps

Nike Training

Nike Run Club

Nike

SNKRS

Search

POSITIVE REVIEWS

Good company, great app



4y ago

AAC416

I started using this app consistently when COVID hit and I no longer had gym access. They made their premium content free, which made me all the more inclined to stick with it. Their premium content alone has saved my health and fitness routine, without it I would not have found a program to consistently stick to. But all the while I have been anxious for the day they would take their free premium content back and make it a paid subscription again. To find out today that they will keep their premium content free indefinitely was a huge sigh of relief, and an even stronger motivator to stay committed. Now, I can visualize my fitness future. I greatly value a company that proves their ethos with action and not just lip speak. Thank you Nike for making it so easy for your community to stay healthy and committed!

As for the workouts, they cannot make it any easier. You can filter my body part, workout type, instructor, workout length, equipment vs no equipment. You can save favorites (one suggestion to Nike would be allow us to create separate folders to save favorites to). You just hit play and the (mental) work is done for you. Its the best. I've tried other competitive workout apps as well and nothing quite compares.

5 years and counting



Aug 27

IEmmaC

I started using NTC (as many others) during pandemic. I'm now at almost 1200 workouts and 22,000 minutes. It's the perfect app to not make excuses and just do it. I love the most about the app that it has amazing short routines for all levels and that you don't need equipment for a lot of them. The coaches are fun, emphatic, and knowledgeable. I can pick short, long, hard, easy routines depending on my mood and availability. Really, no excuses :)

Best exercise app!!



Jun 21

Kymy12

Ok, so I've tried a few different apps that all cost a monthly fee, and the results I've gotten from them don't even compare to what I'm getting with this app! That being said I love that you can choose between a whiteboard workout, or a coach lead workout. Personally, I do better with coach led, and love how many options there are for each. I recommend this app to everyone who asks/ anyone I'm talking to about my workouts! So grateful for it, and it being available to anyone! 🙌

NEGATIVE REVIEWS

A lot of training courses are missing!



Sep 6

mydreamstyle

Serious bug...

There were dozens of courses before.

Now there are only less than 10 courses.

And I can't even see previous training's title because the original course is gone!!!

App crash



Aug 12

Deme Jo

While picking out my workout and browsing the workouts. I noticed a pattern. One: you used to be able to select your program and it appears that is no longer an option. Two: the app kept crashing. I reset my phone, deleted and re-installed the app. But it continues to crash. Pleas fix. I have had this app for a long time and it has always been useful.

NOT BEGINNER FRIENDLY



Jun 22

Alastair Ray Grimes

The "beginner" workouts still require previous experience and at least some muscle mass built from exercises. AKA NOT BEGINNER FRIENDLY!!

SUGGESTIVE COMMENTS

Great app - one big suggestion



Tue

Reviewer3001

I LOVE the workout options on this app and have been using it for years, but one suggestion that I have (that is a big irritation for me), is the option to somehow go back or a warning/are you sure message if you are exiting a workout early. Several times I have tried to check something on my phone (adjust music, connect to mirroring, etc) and ended up accidentally closing a workout by going back and then had to start at the beginning (forwarding through to find where I was).

This app is awesome plus some suggestions



Aug 9

helloooo327953

I wanted to say a huge thank you to the creators of this app because the app makes it so easy to choose a great workout and complete it and the app is very simple and straightforward and FREE. I think it would be cool to integrate a calendar into the app to see your progress over time, additionally I think that more training for specific beginner fitness goals (ex: steps to build up to a pull up) would be great. Also it would be nice if you could star favorite workouts and put them into a planned schedule of your own design. This app is amazing and a huge service- please keep it free!

I love this app!



Sep 15

Megan4789

I think this app complements my running so well. It brings balance! It empowers all body types and all types of athletes. It is beautiful, invigorating and FREE!

I love this app!

I love doing workouts that have coaches. It is so good. Only drawback: when you schedule a workout, there is no way to see what you have scheduled for when. It is hard for planning to not see this schedule anywhere on the app.

Possible upgrades: I would love to have a tab for just runners. Like best exercises for runners or best stretches for runners, etc. I love something like that!

POV STATEMENTS

Users who like to plan their workouts **need** a calendar feature to view their history and future workouts **because** there's no way to see what they've completed, or the ability to track progress.

Users who are beginners to working out **need** more beginner-specific options **because** they feel some of the workouts are too advanced and they don't have a solid foundation of strength yet.

ALIVE BY WHITNEY SIMMONS

Challenges that empower your wellness journey

30 Day Challenge:

New Beginnings

DAY 9 of 30

START Dec 9

END Jan 7

Your old self can no longer sustain the life you are trying to lead, it is time for new beginnings.

TODAY'S TASK

Day 9

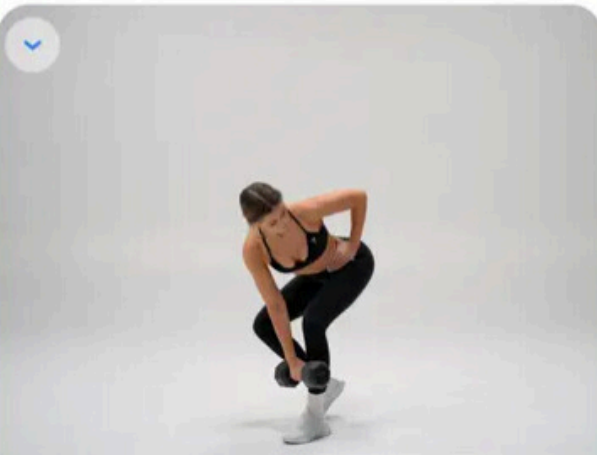
Gratitude journal >

Take time to reflect on 3 things you are most grateful for in this moment

It's time to start something new and trust in the magic of New Beginnings ☁️

Simple controls & instructional videos

EXERCISE 7/1815:13



12 SEC

B-stance RDL with rotation left

30 SECONDS

⏮️⏪⏸️⏩⏭️

UP NEXT

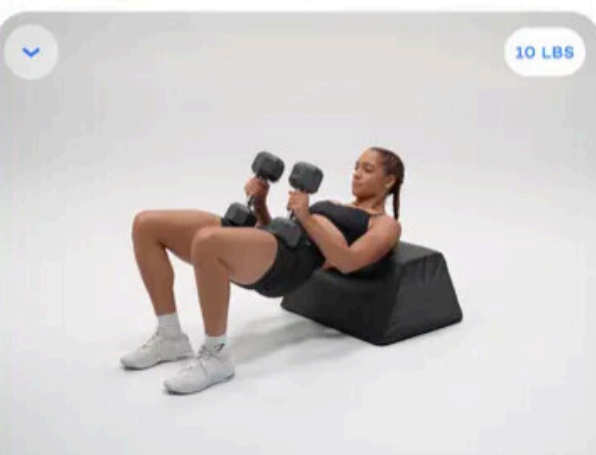
30 seconds rest

Additional Info

Complete each exercise for 30 seconds followed by a 30-second rest. After finishing all 6 exercises, repeat the

Track weight & reps

EXERCISE 5/218:04



10 LBS

10 REPS

Save

SEE FULL HISTORY

123456789+*#0

Easy to follow workout instructions

EXERCISE 1/4800:00

Holy Grail Glutes

8 REPS

Barbell RDL

Rest — 120 seconds

8 REPS

Barbell hip thrust

Rest — 120 seconds

10 REPS

Dumbbell Bulgarian split squat right

10 REPS

Dumbbell Bulgarian split squat left

8 REPS

Barbell RDL

Next

POSITIVE REVIEWS

Alive App is Great



Mon
leahb313

I'm a beginner in the gym and I really like how the app is flexible and provides alternative exercises that don't require machines, as I am still learning how to use them and other equipment. The layout of the app is easy to follow which is great. One recommendation that I have is that each workout can include instructions on how to perform a specific exercise. I know that there is an instructional video which shows you what to do for each exercise, but I think including either written or verbal instructions on how to properly perform each exercise would be extremely helpful. Overall great app and I would recommend!

Thank You For This Lifesaving App!



Sep 7
Carly Chassé

I LOVE this app. I've been a fan of Whitney for years, and when she came out with the Alive App I was so excited to dive in. I'm a CPT myself, but when it comes to programming my own workouts, forget about it! I love the way the lifting programs are set up. It's easy to follow, easy to track, and the fact that you can pick it back up at any point if you stop is amazing. I recently wanted to start adding more HIIT workouts into my routine, and I remembered this app also provides HIIT! I can't say enough about this app. So affordable, user friendly, and motivating. THANK YOU WHIT!!!

Developer Response

Sep 10

We're so glad you love the app and find it motivating! Your enthusiasm is truly appreciated, and it's great to hear how it fits perfectly into your routine. Thank you for sharing your experience!

I LOVE IT



Dec 4
Alee101!

I absolutely love this app, It's affordable for me, which i appreciate because I don't want to spend 25\$ on an app that has half or less of what Alive app has to offer. I love the syncing of the Apple Watch, it's very easy to use and a lot quicker to just manage when in between or during sessions. I like the whole set up of the programs, very clear and easy to use, it's also great that it's esthetically pleasing to the eye. I do however, wish they would add a way for you to see up close or to be able to click on the image to see a 360 view of the movement, I would also love to see a way for the app to show you the next movement coming up as a preview so you know what equipment can be used and if not available what other options you could grab to substitute. Lastly, i really really wish this app had a nutrition part to it! I would to see it have a way for us to track our macros and us be able to see how much we're in taking and working on for our personal goals. I just think it would make this app so so worth it, which is why i gave it 4 stars because now i have multiple apps to track other things i wish all came in one app. Overall, this is a very good useful app, I love Whitney and her bubbly personality and i just appreciate this app so much. Thanks Whitt you've helped me so much mentally in the Gym 💖

Developer Response

May 21

We appreciate your detailed feedback! We're glad you find the app affordable and user-friendly. Your suggestions [1 more](#)

NEGATIVE REVIEWS

I wanted to love it but I cant 😞

★★★★☆

Jul 26

Michival_

I was soo excited to switch to Whitney’s training app but unfortunately there are too many cons for me. 1- The app glitches frequently, sometimes the app will quit on its on and I would have to restart the training and add all sets again. 2- The app will also stop my workout on the apple watch so I might end up with 3 20min sessions instead of a full hour. 3- Sometimes it wont save the amount of reps I did if the number is different from the prescribe sets. This absolutely demotivates me from trying to do more reps since “they wont count”. 4- There isn't an option to add warmup sets. This is a big one since my warm ups tend to be 75lbs-155lbs so I want to see them reflected on my overall workout. 5- There isn't a recommended weight paired with sets which makes tracking progressive overload or deload weeks harder. I usually workout based on my training max for each specific movement and having to constantly check my previous weights just puts more work on the user rather than having the app recommend/calculate it for you.

Im a huge numbers girly, I track everything and this is not efficient or accurate enough for me to enjoy using it. So sorry, still love you Whit 🍷

Developer Response

Jul 29

We’re truly sorry to hear about the glitches and tracking issues you’ve faced. It’s understandable how these probl [more](#)

BEWARE

★★★★☆

edited 1y ago

rae-rae0702

I am actually sad to write this because I have been an OG fan of Whit and this app. I was fraudulently charged by the company and they refuse to refund me or even respond to me. I’ve sent countless emails and help forum submissions with them ignoring the majority of them or them lying and saying it’s apples fault. Well I called Apple and they informed me that was completely false and recommended I contact the company back and provide them with apples number so they could set it straight, but no worry they won’t contact me back. Attempts to post on the Facebook simply asking for help not even being rude were denied for posting and comments were ignored by admins ... but other members commented and shared the same story as mine. I now have to go through a lengthy credit card dispute and completely get a new card thanks to this app.

Update: after months I was finally responded to with an apology for my experience requesting that I reach out to support. As stated in my review I tried multiple times and still had to rely on my bank to fight this. Clearly they didn’t care enough to read my review or attempt to fix the wrong as evidenced by a general automated “I’m sorry reach out to support” response.

Developer Response

1y ago

We are so sorry you have not had a good experience, we would love to help if you could reach out to [more](#)

I love the app but they took my money!

★★★★☆

Oct 20

Bloenote

I loved using the app. I had used it for the trial period. When it came time to pay my bank account got charged twice. I thought I had the situation figured out but the next day my subscription was canceled (as if I didn’t pay twice already now). Because I didn’t “have” the subscription through the app I re-put in my card information 3 different times and each time through the app it showed that my card got declined. But I got another charge on my account. That was 3 times now that I got charged for the subscription. (And as a college student... this kinda added up) I tried to reach out to the support team at a very reasonable hour of the day (enough time for anyone to respond to the message if their team was looking) and now I am down a large amount of money and have to wait til after the weekend to get any sort of response. I loved the app and would still like to use it but it is hard to imagine that yesterday I could get the support team to be messaging me at the latest time into the night but they can’t even look at a message sent at a regular time during the day.

Developer Response

Oct 27

We apologize for this experience and want to do everything we can to make this up to you. We would like to offer yo [more](#)

SUGGESTIVE COMMENTS

I LOVE IT



Dec 4

Alee101!

I absolutely love this app, It's affordable for me, which i appreciate because I don't want to spend 25\$ on an app that has half or less of what Alive app has to offer. I love the syncing of the Apple Watch, it's very easy to use and a lot quicker to just manage when in between or during sessions. I like the whole set up of the programs, very clear and easy to use, it's also great that it's esthetically pleasing to the eye. I do however, wish they would add a way for you to see up close or to be able to click on the image to see a 360 view of the movement, I would also love to see a way for the app to show you the next movement coming up as a preview so you know what equipment can be used and if not available what other options you could grab to substitute. Lastly, i really really wish this app had a nutrition part to it! I would to see it have a way for us to track our macros and us be able to see how much we're in taking and working on for our personal goals. I just think it would make this app so so worth it, which is why i gave it 4 stars because now i have multiple apps to track other things i wish all came in one app. Overall, this is a very good useful app, I love Whitney and her bubbly personality and i just appreciate this app so much. Thanks Whitt you've helped me so much mentally in the Gym 💖

Developer Response

May 21

We appreciate your detailed feedback! We're glad you find the app affordable and user-friendly. Your suggestions [1](#) [more](#)

Start of a Fantastic Workout App



4y ago

kateyack

This workout app has fantastic potential. I have always loved Whitney's workouts and I am glad I have them all in one place instead of searching and saving instagram for workout moves. It is in the first week so the app is lagging a bit - but I expect that. I love how the colors are bright and easy to see with bold font. I also enjoy not only how it demonstrates moves, but the rest counter as well. It also gives you a total workout timer and achievements which are nice. I hope in the future that home workouts are added or even a feature that you could switch out certain workout moves. I work out in a small community gym so it would be nice if someone is using the cable machine for instance I could switch it to another move option. Also I hope that she adds maybe a nutrition component or even a community board aspect. Overall, great workout app!! Love it and I'm excited to see it continue to develop and improve.

Developer Response

4y ago

Thank you for all of the feedback! These are some great suggestions!

Loving it, but as a UX designer I have some qualms Aug 21



~Rach_s~

First, I love Whitney and I've been a fan for years now! I just downloaded and signed up yesterday, and the app is a little confusing. I just have some thoughts/comments/suggestions to improve it.

1 — I was able to do a workout from a program and not select a difficulty. I got there by viewing the program schedule. I thought by doing this I was starting the program but I wasn't. I went back and had to hit start program but now it doesn't count the workout I already did. I feel like starting a workout from the program schedule should allow a difficulty to be chosen but also auto-enroll in the program. If not, there should be a capability to check off a workout from a program as complete.

2 — I would really love if under the Journey tab, that it has a section for current programs you're enrolled in. Also maybe a number programs completed as part of your stats?

3 — Tips on proper form would be really helpful. Especially for beginners. Maybe there's an ability to turn on and off tips? It would be really cool if there were audio tips, since most of us aren't looking at our phones the whole time we work out. I had to keep pausing, picking it up, watching the video and trying to get my form down. If there were audio tips you could have the ability to mute them, or even turn off all together. I know with people listening to music on their headphones it would be tricky though.

4 — I'm not currently sure if there are modified versions of the workouts on the app, but it would be amazing if so. Like if you're at a busy gym and can't get over to a cable machine for instance, how could you still do the workout? Not sure if it makes sense to have it on the workout screen itself while it's going, like an option to modify and maybe it's a drop down?

Developer Response

Sep 10

We truly appreciate your detailed feedback and support for Whitney! It's great to hear you're enjoying the app desp [more](#)

POV STATEMENTS

Users who like to track their reps and their weights **need** a feature that automatically recommends or calculates the last weight used **because** it's inconvenient to have to look elsewhere or remember what you may have lifted last.

(This is a feature that I would personally love on the app, as you have to exit the current workout to remember the last weight you lifted in order to know if you'd like to increase or maintain that same weight/reps).

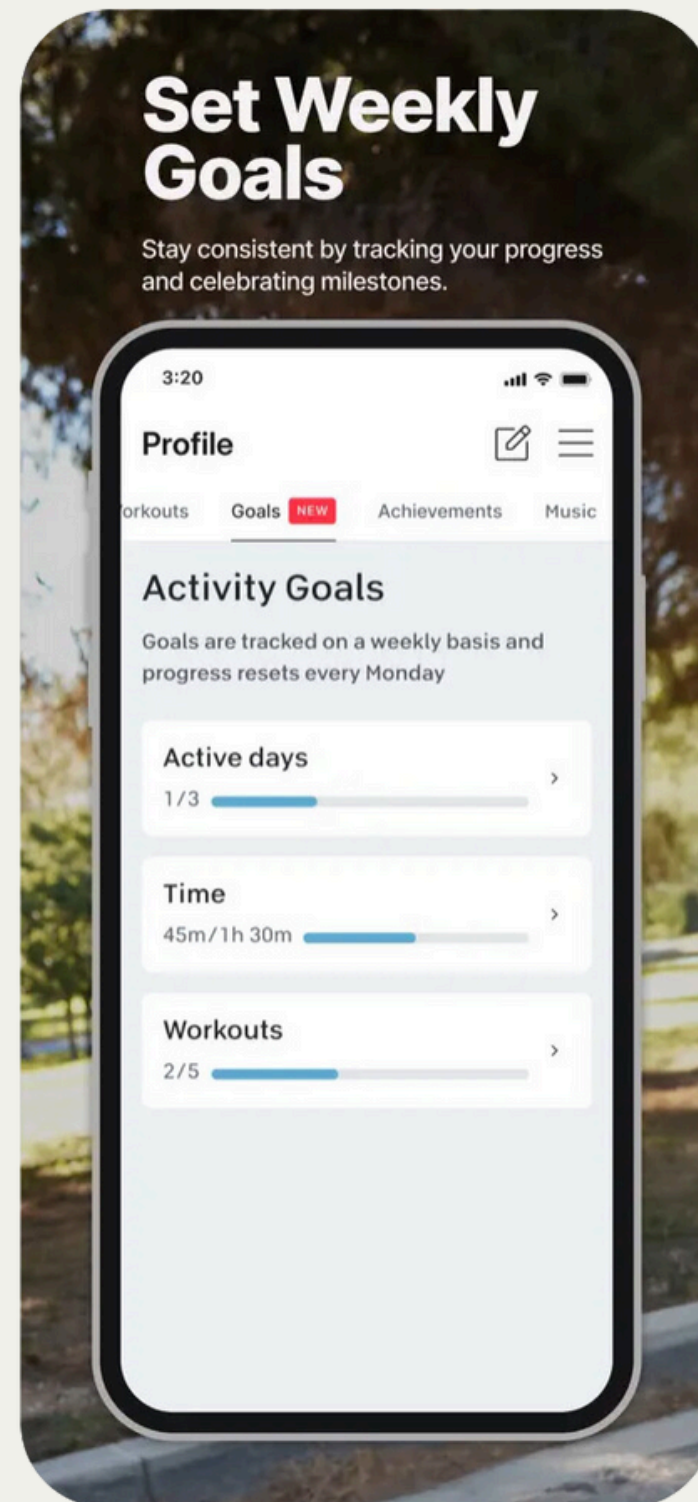
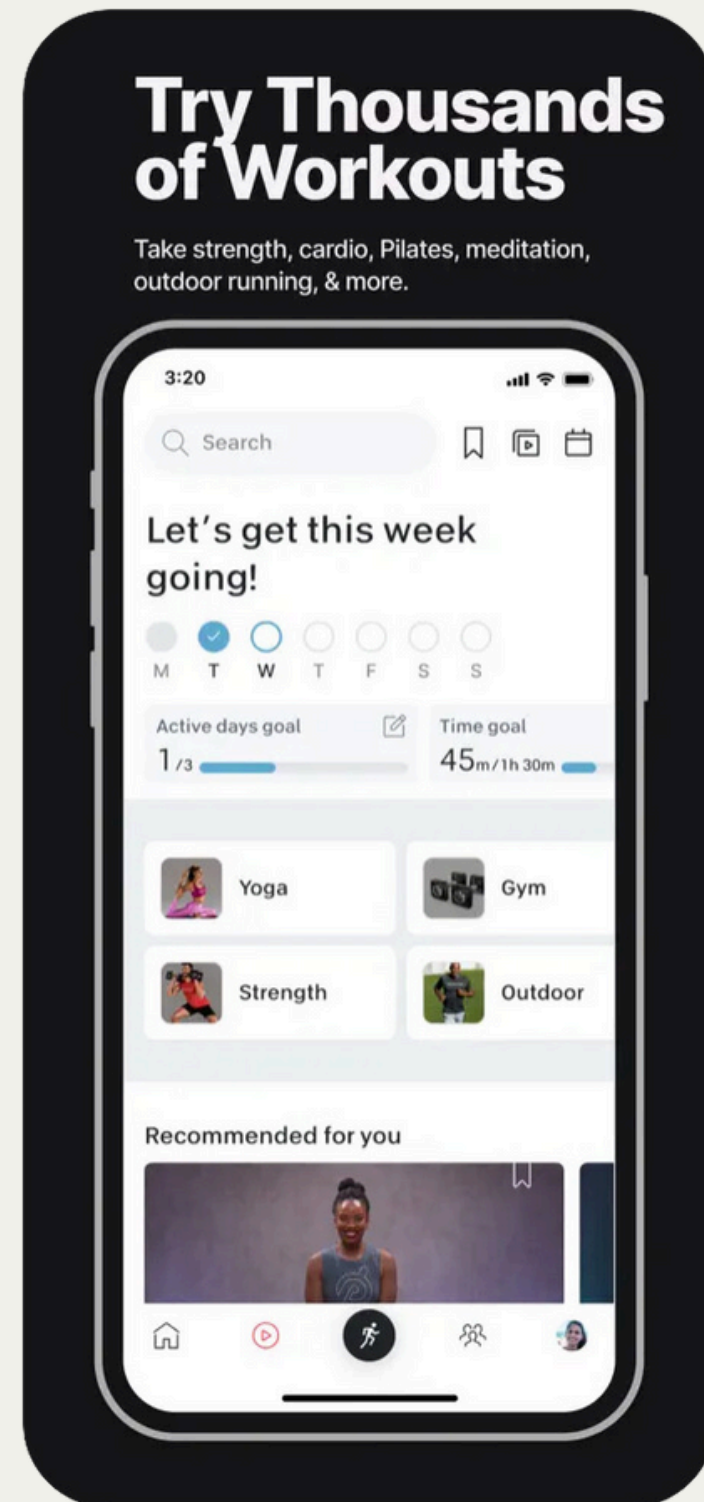
Users who want to track their calories and/or macros **need** a nutrition element within the app **because** it's frustrating to use other apps to track food. If everything was in one place, it would be easier and more worth the money.

PELOTON

4.9

out of 5

758.2K Ratings



Work out where you want, when you want. From strength and meditation, to outdoor running and yoga, the Peloton App makes fitness classes and workout tracking fun and easy. No equipment needed.

WHAT'S IN IT FOR YOU?

- Take your workout with you: Find a variety of workouts to fulfill your fitness goals, including strength training, indoor and outdoor running, cycling, yoga, HIIT, meditation, stretching, and more. Our workouts are available on your iPhone or iPad. Plus, you can stream your workouts to your TV with our Apple TV app, or via AirPlay or Chromecast.
- Here to hype. Here to help: Peloton is designed to keep you going with artist series, goal-based offerings, and challenges that make working out on the Peloton App a fun and exhilarating experience.
- More burn for your buck: Experience what Peloton is all about with a Peloton App membership.

DISCOVER, LOVE, REPEAT

- Variety that you crave: Thousands of workouts that you can take anytime, anywhere, with or without any equipment. From cardio to stretching, we've got you covered. Guided workouts can help you achieve your fitness goals anywhere you go.
- Workouts you can work in: Let our world-class, expert instructors motivate and captivate you during every workout. You can track your stats and progress using the Peloton Watch App, available on Apple Watch.
- Whenever you're ready to sweat: Join live classes, or explore our library of instructor-led workouts for a studio fitness experience to get moving whenever you're ready to sweat- on the go, at the gym, or at home.
- Features that take your experience to the next level: Schedule, stack, and bookmark classes, so once you're ready to get moving, all you need to do is show up on your mat and sweat.

TRANSFORM YOUR FITNESS JOURNEY

- Just bring you: Filter workouts for length, time, and music type to help you hit your health and fitness goals. No strings attached, no equipment needed.
- Energize Your Fitness: A full suite of content to energize your routine: Featuring expert trainers and great music, our classes offer an engaging blend of guidance and rhythm to enhance your fitness journey.
- Stay connected: Track your classes and freeform activities like outdoor walks, runs and more. Connect a heart rate monitor or download the Peloton Watch App for Apple Watch in order to get metrics in real time to keep you going.

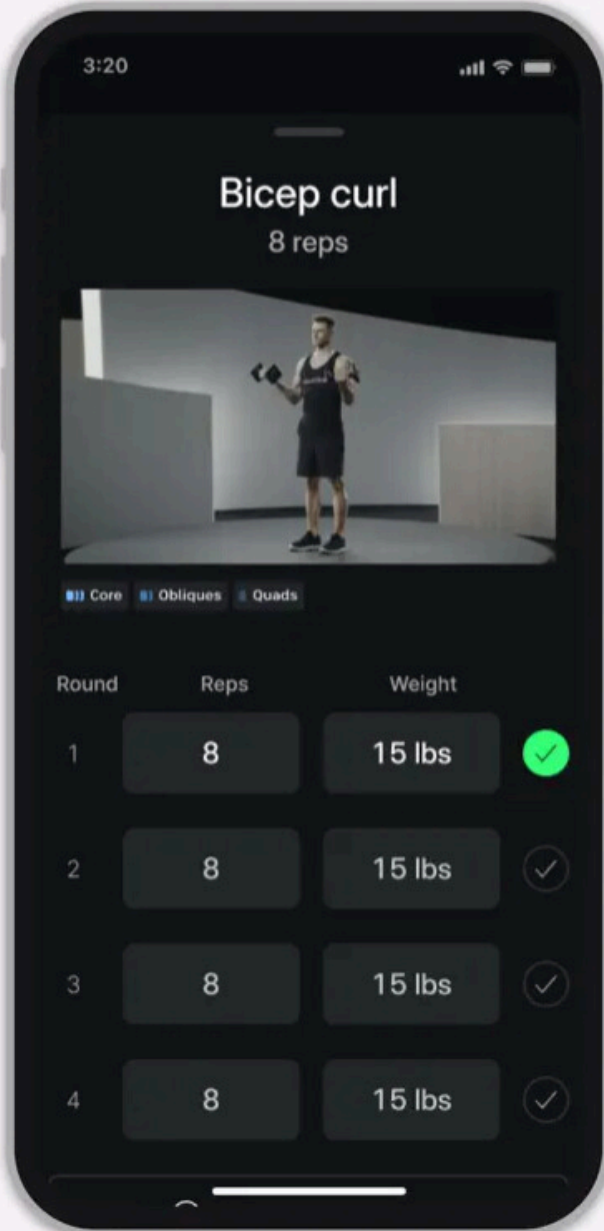
JOIN THE PELOTON COMMUNITY

Whether you're working out on your phone, tablet, or TV, Peloton is designed to fit your life. Try Peloton for free, no equipment needed.

PELOTON

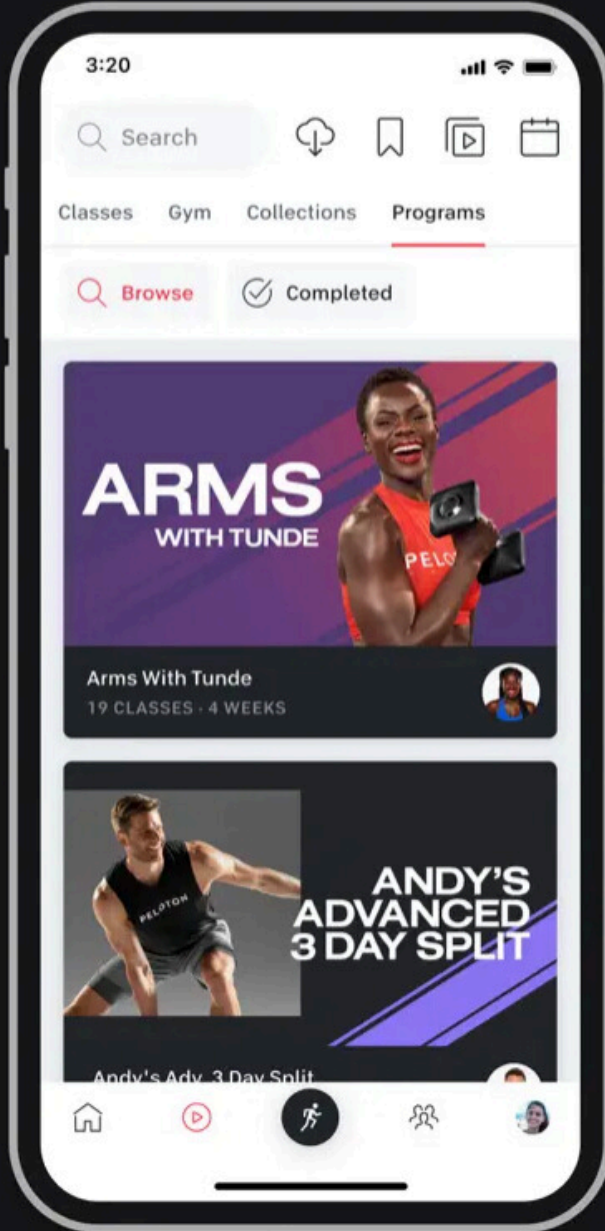
Never Miss Another Rep

Use step-by-step workout plans whether you're home or at the gym.



Build Routines You'll Stick To

Programs designed to help you build routines and meet your goals.



Track Your Progress

Measure your heart rate, pace, distance, and more as you track each step of your workout.



*Anyone
Anywhere
Anytime*

PELOTON

POSITIVE REVIEWS

Big changes



Sep 17

RedHookDad

What can I say? This app kept me going through the pandemic, and I'm still going. I started with strength, cardio, and yoga classes, and eventually bought a bike. Never thought I would be the kind of person who works out every day, but Peloton makes that easy (easier, at least) and fun. I work out way more than I did when I had a gym membership, and the app costs a lot less. Works for me and it changed my life.

AMAZING!!!



Sep 7

DominicanRia

I have the Peloton bike and have been riding daily. But I have discovered a game changer. Because of the app I can now also walk on my Treadmill and record my progress. I am wanting to invest in the Peloton Rower also. I am a severe asthmatic and because of my Peloton I can now move around without being winded. It's truly amazing. I never want to not work out. The classes the instructors I've tried them all and they are all very motivating and inspiring. I Love Peloton. Thank you!

Perfect for Any Home Workout Setup



Aug 21

Alpinecoug

I was on the hunt for an all-in-one fitness app that I could use with my cycling bike, rower, and weights at home, and the Peloton app delivered exactly what I needed! I love the wide variety of professional classes on demand, covering everything from cycling and rowing to strength training. The music is top-notch and really keeps me motivated throughout my workouts.

One of the best parts is that you don't need Peloton-branded equipment to get the full experience. I have a ProForm bike and rower, and initially, I assumed the Peloton app wouldn't work with them. However, after reading a review, I decided to give it a shot, and I'm so glad I did. The app works seamlessly with my equipment, making it incredibly versatile.

Overall, the Peloton app has completely transformed my at-home workout routine. If you're looking for an app that brings the gym experience to your living room, this is it!

NEGATIVE REVIEWS

Unstable and Demotivating

Aug 13

Mike Novi



The app (both iOS and Android) will just crash in the middle of outdoor workouts. It is like having the rug pulled from you in the middle of an intense interval.

I'm done. Seems like the cutbacks at Peloton have started to impact app/software maintenance. At this point Peloton is a brand that should find a buyer while the name still retains a vestige of value.

Used to Love it but it's all over now

May 25

Siphonalspark



I've had this app for 5 years and really enjoyed the workouts and trainers, but the recent degradation in class offerings for the same fee has been very frustrating and really made me feel less valued as a customer

The final straw is putting the recent Rolling Stones themed workouts up as Exclusive- in other words no work out for us bums on the 'regular ' \$13 a month tier. Why? Other artists themed workouts are available, but finally I see a favorite band theme and I can't take it without paying more. Not sure why it even shows up if I can't take it. Will be cancelling and going to Apple. I might Miss You but right now can't get no Satisfaction 😡

You can tell they are hurting

Jul 6

I only do meaningful reviews



Use to be able to everything for the same price. Now I can only do 3 cardio's a month and not even use all the features. Maybe it worth it if you have to all their ridiculously expensive equipment.

SUGGESTIVE COMMENTS

Need outdoor metrics for Apple Watch



Aug 8

A.Hinze

Overall, app is well done and comprehensive! Only component it is missing is for the metrics to show on your Apple Watch when running/ walking/ biking. Having this component would allow for a one stop shop fitness app.

No Dark Mode in 2024 = Automatic 3 Stars



Jul 25

Thought-Thinking Thought

Everything else in your phone supports dark mode, but then you have Peloton with an app that, aside from and in addition to being cumbersomely designed, blinds you with a bright white-only theme. How is it you can change the colors of the app logo but can't get the app to match your phones system-wide dark theme?

Like the workouts, app not so much



edited 1y ago

tinacristina27

I find the workouts to be great and have done almost all categories except the tread. In regards to the actual app: Positive = all the filters you can use to search though the enormous amount of classes and find the specific one you're looking for. The classes vary greatly in skills and the instructors are great. They do everything they can to make working out enjoyable. Negative = I use the meditation specifically for relaxation and sleep. It works great and I actually fall asleep while doing the video. This is a problem because it wants you to rate at the end and if you don't, the phone does not lockout (like every other app) and continues to run. This is a huge problem since I woke up this morning with my phone EXTREMELY hot. I don't even feel safe using it. Also, it could have killed my battery if not on the charger and caused major problems with no alarm. I've also noted that the app is not able to load far more than I would like. Jokes have been all over social media about it crashing during times of highly popular classes, but even during times when no live clases are happening the classes are sometimes not available. This is makes it really tough to stay dedicated to a workout regimen when you can't count on being able to do the work when you've carved time out for it.

Overall, I would and do recommend but I think there could be some changes to improve the functionality

Developer Response

3y ago

Thanks for your feedback! We'll be sure to pass this along to our team.

POV STATEMENTS

Users who use the app for meditation as well as workouts **need** a sleep timer that automatically shuts off after a certain amount of time (and/or inactivity) **because** otherwise, their phone will stay open and on all night long.

Users who pay for the app **need** a “one-price” subscription option **because** they feel that the tiered subscription options exclude some workouts that they think should be included in their current subscription model. Below is Peloton’s current tiered membership options.

All-Access Membership: \$44 per month plus applicable taxes.

App One Membership: \$12.99 per month plus applicable taxes.

App+ Membership: \$24 per month plus applicable taxes.