Q3 2026

# GLP-1 Study Review

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# Study goals & process

## What is it & How it Works

**GLP-1 = Glucagon-like peptide 1**

Mimics natural GLP-1. Used for type 2 diabetes and weight management.

- Regulates satiety, food noise, hunger & blood sugar
- Blocks glucagon and increases insulin

## Current State

Much more accessible now with pills and compounded formulas.

**11%**

**of Americans are currently on a GLP-1 for weight loss** (Gallup, 2026)

## Key Side Effects

- **Fatigue:** Hard to perform everyday activities
- **GI Issues:** Nausea, constipation, bloating
- **Dose Variability:** Day to day varies by shot timing & dose increases
- **Bone/Muscle Loss:** Rapid density loss if unaddressed

## Key Opportunities

- **Unmet Market Need:** GLP-1 providers today do not offer formal solutions to combat bone density and muscle loss.
- **Ray's Solution:** Flexible nature of Ray allows GLP-1 candidates to work around phases for each dose increase/shot timing

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# Study goals & process

Goals of the study:

- Better understand how we can serve GLP-1 users on Ray
- Deeply understand the GLP-1 journey
    - Emotions, parts of the process, symptoms, what makes it most challenging
- Build compelling case studies to inform work with partners

Participants were asked to:

- Attempt to complete 2 workouts per week
- Complete a weekly check in regarding symptoms and specific things I asked users to focus on each week
- Pre-workout check in so I could manually see what needed help / be altered
- Subset had exit chats with me (7 people)

## Process



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# Participant background & summary stats

**STUDY PARTICIPANT OVERVIEW**

- Recruited 20 participants
- 14 analyzed for insights
- 12/14 new users on Ray (one of which joined in June)

**1.8**

Workouts each week. 7/14 people hit two a week.

**101**

workouts complete from 8/7 - 9/7!

**13/14**

New to Ray, 11/14 were onboarding during the study

**5/14**

Were beginners. Even split of beginners, intermediate, and advanced movers.

**9/14**

Struggle with workout consistency

**2M, 12F**

With 10 women over the age of 45, 4/10 are menopausal

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# GLP-1 is life changing

“

*GLP-1 has reduced my all-or-nothing thinking.*

“

*I feel more hope when it comes to my fitness and longevity.*

“

*I now have another chance at fitness that I didn’t think I had.*

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# What participants loved about Ray

“

*Ray feels like a direct answer to the muscle loss my doctor was discussing with me.*

“

*Ray is a new breath of life that is different from other apps that don’t ask how you are feeling.*

“

*It eased my anxiety around being surprised.*

(on previewing and swapping)

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# Learning 1: Fatigue is the #1 symptom that costs workouts missed

**~30%**

of workout check-ins explicitly mentioned fatigue a symptom they were experiencing (undercount)

**65%**

of weekly check-ins rated workouts as “tough” but worth it, alluding to the need for more beginner workouts

## User Feedback

Users noted that they wished Ray gave recovery and nutrition tips to combat fatigue as undereating is often a culprit

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# Learning 2: The week's shape is set by the shot

> *"I take my shot on Mondays and Tuesday - Thursday I experience a lot of fatigue and muscle aches,* ***almost like I'm coming down with the flu.****"*

**15%**

of check-ins had a dose change involved

Suggestion to backload weeks was a success for 2 participants in the study

We have an opportunity to change pace, types of workouts, and make exercise swaps based on where a user is in their shot cycle.

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# Learning 3: There's a varied level of knowledge when it comes to GLP-1

## 2/14

users noted their doctor suggested strength training as part of their protocol.

Most users are learning from joining groups, communities, and self-teaching.

## 3/14

users explicitly mentioned wanting to know why certain exercises were recommended.

*"There's not even a handout or piece of paper I was given when I started."*

## Support & Guidance

Ray felt less encouraging after week 2 and users noted that check-ins kept them going.

*"Ray was not there when I really needed the push."*

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# Learning 4: GLP-1 Participants walk a lot

- 174 walks logged by 10 participants
  - Slightly skewed with 3 participants living in NYC
- Walks are not currently counted toward their progress in the workout plan
- Walking is the replacement when workouts don’t feel feasible

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# Other Workout shortcomings

- Beginners found the workouts challenging and wanted something they could ease into

- More encouragement from Ray
  - Felt like the encouragement stalled after week 2
  - It's very easy to give up / lose motivation as you age
    - Lack of user knowledge on what's possible with Ray (talk to Ray, what can you ask Ray, etc.)

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# Opportunity 1: More in-app GLP-1 Education

- Note why certain exercises are included? Why does strength matter for GLP-1?
- **5/14 users** explicitly asked for GLP-1 tips
- More explicit check-ins built around GLP-1 symptoms + shot cycle
- Having a one-stop shop for GLP-1 education is really helpful

*"The experience was great, but I don't see any difference between Ray and other workout apps. I thought the app would send tips especially for the day after the shot"*

*"The GLP-1 context vanished after onboarding. Education should be more pushed, less pull"*

*"Something to indicate how the program is tailored for GLP-1 and why the resistance training helps prevent muscle loss. Education is missing"*

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# Opportunity 2: Following the shot cycle

### 01. MODIFYING THE PLAN FOR SHOT SCHEDULE

Building in walks as part of the plan

### 02. DOSAGE SYMPTOMS

Having more contextual check-ins that surround the symptoms of the dosage

### 03. SCHEDULE TIMING

Backloading weeks based on when shots are taken

### 04. MINDSET SHIFT

**Help users reduce all or nothing attitude**

- Allow for shorter workouts (5 mins, 10 mins, etc.)
- “Something is better than nothing”

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# Opportunity 3: Making progress more visible

### 01. EXTERNAL TRACKING DEPENDENCY

Progress is not visible enough today, leading users to lean on other apps. **5/14 users** explicitly use ChatGPT, Hevy, or Bevel.

### 02. WORKOUT ACCESSIBILITY & EXPORTS

Want to see previous workouts more easily and upload them to any protocols.

### 03. QUALITATIVE NOTE-TAKING

Be able to take notes to measure overall progress **(3/14 users)**.

### 04. PROGRESSIVE OVERLOAD GUIDANCE

Don’t know what weights to use to get started and how to progressively get stronger.

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# Opportunity 4: Build an experience that works just as well for complete beginners

### 01. DEDICATED PROGRAM

Having a beginner program to ease into movement if users are complete beginners

### 02. MOVEMENT CHECK-INS

Check-ins for new movements that are introduced

### 03. HIGH-TOUCH SUPPORT

More frequent touchpoints with Ray are helpful for this type of user because they typically give up on themselves

- Mimicking the “concierge” experience I provided during the study