**Gym Membership**

**Milestone 1 (MP1): Purpose, Audience, and Goal**

**Persona, Journey**



**By**

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**Purpose & Audience**

The purpose of our project is to give the owner of the gym a better platform to keep track of his members. His gym was recently featured on a Facebook page with over 10 million followers and his gym ended up going viral. Thus, he has people registering 3 times as often now. He recently implemented a card system, so members can swipe in and out and keep track of how often they are at the gym and what services they use during their visit. However, the only program his employees know how to use is Microsoft Excel, which makes it more difficult to keep track of this information. Also, the owner would like to keep this information confidential in order to protect his member’s information. With the data, the owner would like to do some analysis in order to determine things like: opening and closing times, offers of certain services, etc. With the recent surge of members, his goal is to have the gym serve his customers better.

**Goals**

* Create a database
* Give the company a way to track and store financial information effectively
* Simplify the card scanning system
* Eliminate excel sheets
* Create an interface that is as user friendly as possible
* Protect all customer information
* Track customer traffic so the owner can make decisions that will benefit the company
* Keep customers motivated with a reward system

**Persona & Journey**

The gym owner walks into his gym, with people everywhere working out. A few employees sitting at computers, nothing too out of the ordinary. By just looking around, the owner can’t get a good enough grasp of how his gym is really doing. What he needs, is an application on his computer that allows him to really see what’s going on now, as well as what’s been going on up to this point in time. The application is really a database that stores all information that the gym can such as key card swipes, merchandise bought, and other information like that. With all this information, the owner needed a way to look at it all, and retain some kind of value from it. That is the purpose of this application, take data, and turn it into information the gym owner can use as an asset and make decisions.

**Road Map**

1. After coming up with the project idea, the group brainstormed a way to make it a reality. By creating a functional database of the gym in visual studio, the group will be able to move forward.
2. After the database is created, front end parts of the application will need to be created.
   1. Various screens detailing important queries from the database, such as; how many people came on certain days, uptimes and downtimes, costs versus profits, etc.
3. Step A will be implemented in two different parts, part one (Milestone 2) being a few screens or dashboards detailing costs and profits of the business. The gym owner needs those as quickly as possible. Part two will be released with the final product (Milestone 3), and it will detail all the other information about customers.

**Detailed Explanation**

The group needs to make sure we know how to use the database we create to its full potential. Every possibility needs to be looked at so we know how to make this project be the best it can be. After that, the group needs to work together to figure out how exactly we are going to make screens and dashboards. What they will look like, and what information will be on them. All we know for now is they will be helpful to the gym owner, and prove to be very valuable in the long run. We are also aware that something like this already exists, and we have to brainstorm a way to make it better than all the other gyms out there. This will come in the form of a cool feature that other gym owners may not have. Once the group gets the ball rolling with making separate screens that can query the database and be formatted anyway we like, the application will take off, and will be done shortly thereafter.