Jim's Gym

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You should deploy your application on Cloud platform

Report(20marks)Word Count: 2000 wordsYour report mustinclude the followingsections:

# Business Case

# Topic and Objectives of your Web

# Application

# Target Audiences

# Structural Diagram

# Visual Design

# (including layout, fonts, colour scheme, screen resolution, etc.)

# Database Design(ERD)and use

# XML as a database (native, hybrid)

# Technologies/Techniques used

# Maintenance

# Search Engine Optimisation

# Strengths and Weaknesses of your Web Application

# References/Bibliography

|  |  |  |
| --- | --- | --- |
| **Situation** | **Strategy** | **Tactics** |
| * **Idea:**   An online presence that allows customers to purchase fitness advice from trained professionals and join Jim’s Gym remotely.   * **Target Customers:**   People who are interested in health and fitness along with current members of the gym interested in online fitness and nutritional support.   * **Market Size:**   According to Deloitte’s Health and Fitness report (2016) the revenue on the health and fitness market is 230 Million Euro with 12.2% of the population over the age of 15 involved in some sort of gym or fitness club.   * **Competitive Landscape:**   While the gym landscape is one with many competitors few have taken advantage of the advantage of using an online platform for nutrition, fitness and health. | * **Value Proposition:**   The nature of this concept allows users to use an online website as a resource for nutrition, exercise and support.   * **Revenue Model:**   The website will generate income by selling exercise and nutritional information and by allowing the booking of classes and memberships online.   * **Market Strategy:**   Using SEO (search engine optimisation) and email marketing will keep current customers interested while attracting new ones by ensuring the website remains high on relevant search engines such as Google and Bing.   * **The Numbers:**   The following milestones are listed for the next four years.   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | 2017 | 2018 | 2019 | 2020 | | Units | 10K | 50k | 100k | 200k | | Rev | 50k | 250k | 500k | 1M | | Exp. | 20k | 100k | 200k | 250k | | Ol | 30K | 150k | 300k | 750k | | * **Solution summary:**   The website will be designed using ASP.NET. ASP.NET is a Web development model that provides the necessary material needed to build enterprise-class web applications. ASP.NET is programmed using the C# programming language, a powerful language that is excellent for web design.   * **Development Plan**   The product will be designed using Scrum. Scrum is a design strategy that delivers the minimum product required so that the website can be ready to deploy in the shortest possible time. Every four weeks we get your feedback and make the appropriate changes. This iterative approach (where a product is produced repeatedly until it is done) promotes a collaborative approach between our development team and you.   * **Customer Validation**   Customer validation is gathered via a series of focus groups where random unbiased customers can test out the product before release. This shows a roadmap of how the product can be improved and provides insights that may have been missed by developers. |

**Visual Design**

The visual target for this website was to present a large amount of information in a clear, professional and concise way. Using bootstrap4 as the main framework for the project we laid out many pages with specific tasks for each.

The homepage is a general informative page design to intrigue visitors and convince them to search the site further. It is deliberately light on details and instead gives a taster of what’s to come. It is broken into several sections and includes a main carousel of images, which uses the JavaScript plugin slick slider, at the top designed to catch the attention of the visitor.

The prices, nutrition and exercise page uses a combination of a header image and bootstrap cards to present the information clearly. The nutrition and exercise pages use a combination of grid and flexbox to layout the information in a blog like way.

The addclasses, addtrainer, book class, book pt session, login and register pages all use bootstrap forms to present a clear and readabile structure.

The site Is fully responsive at all resolutions. The colour theme is dark grey and white with accents of primary colours throughout, mainly on the buttons.

**Technologies and Techniques used.**

ASP.net MVC

SQL server

XML

Razor

Html 5

CSS3

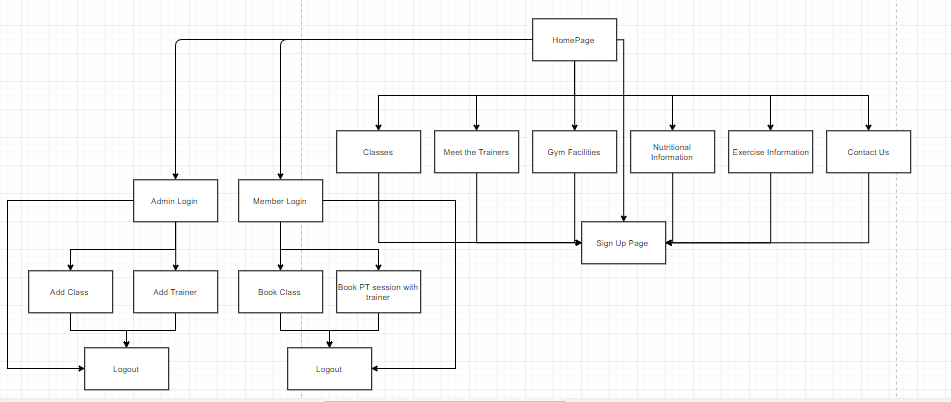
Bootstrap 4

Javascript

Git

Github

**Structural Diagram**



**Strengths and Weaknesses**

The site has all the functionality set out in the original plan. However, there is no functionality to do with payment at all and as it currently lies there is no way to make the money outlined in the business plan. This would be the next step if we were to continue the project. On top of this there is quite a lot of performance optimization that could be down as the site is sometimes quite slow.

While build the site and working as a team we realized 2 things. Firstly our knowledge of git is lacking with regards working on a team project this is an area we need to work on. The second is that we feel that these issues would have been alleviated somewhat by having our database in the cloud instead of storing it locally on our pcs.

We also need to create a buffer between member posts and showing those posts ass to ascertain if they are relevant.

Furthermore the design could do with a number of iterations over it to refine and improve the overall aesthetic.

**What Each Person Did.**

Martin:

All frontend development and design work.

The session id functionality, classes table from database functionality, helped with the login and register functionality, and xml read functionality.

Carl :

All of backend functionality including setting up and manipulating the database, the DAO model, xml

Felix:

The login/register functionality and xml functionality.

**References**

Udemy – Course: Bootstrap 4 from Scratch

www.Pexels.com

www.unsplsh.com

www.stackoverflow.com

www.behance.com

www.coolors.com

www.getbootstrap.com

http://kenwheeler.github.io/slick/

www.pixlr.com

# Anything else that you consider necessary to include Include Login information as required.

3

Individual Contribution Form

You are required to su

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signed by all the group members.

For this purpose, g

roups are required to maintain a “project log” for

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meetings, any email correspondence between group

members and activities regarding the assignment. The log should record the date, time,

location and attendees of each meeting.

The log helps to fill

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Assignment Topic: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student No: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Dates

Tasks

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

We, the undersigned, confirm that the above is, in our opinion, a fair and true report.

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Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_

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