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Summary of Analysis

When I was picking websites for this analysis, I tried to pick ones from different areas and different backgrounds. I did this to try and remove some of the bias that could have shown up. We chose some bigger companies like planet fitness as well as some smaller gyms like thefactory502. One of the trends that all the websites shared was the ability to either search for a location or show the location. All the websites also have a place for a member to either log on or create/join. All but one of the websites have an about page. We think that all three of these features are requirements. Some of the least common features would include search options, calendars, and videos. These features are great to have but We can see why they are left out, some of the other features are more important to implement first. Social media links are great to help with the marketing side. This would be a great thing to have to share experiences, but since the SRC is mainly a campus gym it isn’t a requirement.

Some of the less common practices include news. The smaller local gyms do this better since there is only one or a few locations in Louisville. These news sections, in most cases, are set up like blogs, while others follow a more calendar driven approach. Either way, all the news sections are after the same goals, creating a community and alerting customers of the events that are going on. Search options are also quite rare, these seem to be primarily used by the bigger gyms that have many locations and bigger websites. Planet Fitness would be a good example of this. They are a huge company and have over one thousand locations. They have a lot of data to manage and view, so good search options are a requirement.

We would consider some of these pages better than others. I would say the ones following “best practice” would be planet fitness, la fitness, and the LAC. These sites were very user friendly and had all the features that we would consider requirements. The ability to search for a location is visible and the about pages give plenty of information about the gym. The sign in options are nice, some of them can be linked directly to google or Facebook. Some of the lower end sites are very basic and have no data structure, this is not good. Highland Fitness and the factory 502 are great examples of this.

More of the specified features on the SRC’s webpage the better but going from top of the priority list there needs to be a login/signup option. We should allow a new user to select if they are a student, faculty, or outsider. Based on these options there will be different options for them two register. We could either use university’s current database to read and write the faculty and students or we could create a whole new data structure that stores a user’s information. Everyone should have to create an account to use the lockers and amenities and possible to even use the gym. Also, the SRC has been struggling with email alerts. If a user enters their information of a web form and that data is sent to the database, we won’t have to worry about emails being interpreted wrong and everyone will get their alerts.

We could also throw in an area that shows all the information about the SRC as well as its location. This could also be a good area to share contacts, calendars, events, videos, etc. All these features aren’t as important as some of the others, but they are generally added to these types of webpages to add community and engagement.

The major business processes are quite technical and will need a lot of work from the back end. One of the things that we learned about from the person from the SRC is that they see what areas of the gym are the most crowded at certain times of the day. Since this information is already being recorded it wouldn’t be too hard to add this into the website, so user’s car see what areas of the gym are full before they even decide to come in. Once a user creates an account, they should have an about me section so that they can see their information as well as their locker number, when it expires, and their membership level. This will make things way easier for but the user and staff since the user won’t have to keep asking the staff how soon they need to renew.

In terms of the tv problems, this will take some work within the gym itself, some new hardware will need to be installed. This also applies to the machines, we saw that the SRC wants to improve its equipment in a similar fashion. There will need to be some hardware and facility changes in order to make these changes possible. Also, we should have a few stations at the front desk that allow people who come in to sign up and view their information. This will help fix any problems with people not being able to access their information.

Overall, there is a lot of work that needs to be don’t in order to modernize the SRC. There are many other gyms around town that we can use as examples to help us build the perfect site for the SRC. There are many key features that we need to implement, member/user creation, profiles, as well as user information. All of this will need to be tied into a database to make work. We want to make this website modern and very user friendly. The planning phase is going to take a lot of work in order to get our thoughts and ideas where they need to be.