FitTrack Pro: Phase 1 - Problem Understanding & Industry Analysis

1. Requirement Gathering

Track client session packages and their remaining credits automatically.

Allow front-desk staff to easily book clients into classes and personal training sessions.

Prevent clients with no remaining sessions from being booked into a class.

Automate follow-up tasks for trainers when a client's package is running low.

Generate reports on class popularity, trainer performance, and monthly revenue.

2. Stakeholder Analysis

Studio Manager (e.g., Sarah Manager): Oversees all studio operations, manages staff, and monitors key performance reports and dashboards.

Trainer (e.g., Tom Trainer): Manages their own schedule, views their assigned clients, and logs client progress notes.

Front Desk Staff (e.g., Frank FrontDesk): Handles new client sign-ups, sells session packages, and manages the daily class check-in process.

Clients (e.g., Standard Contact records): The customers who purchase packages and attend classes.

3. Business Process Mapping

Flow: Client signs up at the front desk → Purchases a Session Package → Front desk books the Client into a Fitness Class → Client attends the class, and a Class Attendance record is created → The system automatically decrements Sessions Remaining from their Client Package.

4. Industry-specific Use Case Analysis

In the boutique fitness industry, client retention is paramount. By tracking attendance and automating renewal reminders, the studio can improve the client experience and prevent revenue loss.

Understanding which classes are most popular and at what times allows management to optimize the schedule and allocate resources effectively.

5. AppExchange Exploration

While comprehensive studio management apps exist on the AppExchange, we will build a tailored, custom solution to meet Synergy Fitness's specific needs and to demonstrate core Salesforce development and administration skills.