**PRD for development of a responsive web application for the management of Motion training center**

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**1. Summary**

This document outlines the requirements for a responsive web application designed to streamline management processes at Motion, a local training center.

The application aims to enhance real-time access and management of daily schedules while significantly reducing the time trainers spend on administrative tasks by 70%.

**2. Contacts**

* **Rebeca Martínez** - Product Manager, UX/UI designer and developer: Lead on product vision and requirements, manages design elements and user experience and responsible for the technical architecture of the application.
* **Mario Sánchez** – Co-founder at Motion.

**3. Background**

The initiative is focused on developing a web application that replaces the current management system based on unshared Excel sheets and physical schedules.

With the training center growing from a single trainer to multiple trainers, operational complexity has arisen. Enhancing efficiency through real-time updates and client management capabilities is critical to sustaining future growth. The growing demand for digital solutions makes this an opportune moment to invest in technology.

**4. Objective**

* **Objective**: To build a responsive web application that allows trainers to access and manage schedules effectively.
* **Why It Matters**: The manual process is labor-intensive, and with the projected growth of Motion, a streamlined application is essential for scalability.
* **Benefits**:
  + Reduces time spent by trainers on schedule management.
  + Provides real-time access to schedules.
  + Improves client management and records.
* **Alignment with vision/strategy**: Embraces technology to enhance service delivery and operational efficiency.
* **Success Metrics**:
  + User adoption rate of 100% within the first 1 month.
  + 70% reduction in time trainers spend managing schedules.
  + Increase in client satisfaction scores by 30%.

**5. Market segment(s)**

The primary market segments for this application are:

* **Trainers**: Professionals managing schedules and clients for various classes and groups.
* **Management**: Personnel overseeing operations and needing to analyze class attendance and trainer effectiveness.

**Market Constraints:**

* **Geography**: Local training centers with potential for expansion into other regions.
* **Language**: Application needs to support English, with the possibility of future translations.
* **Regulatory**: Compliance with data protection regulations regarding client information.

**Market Size Estimates:**

Metric Customers (number) Revenue ($)

* Total Addressable Market (TAM) 10,000 1,000,000
* Serviceable Addressable Market (SAM) 3,000 300,000
* Serviceable Obtainable Market (SOM) 1,000 100,000

Focusing on the **beachhead segment (Trainers)** will allow us to build a strong user base and gather crucial insights for future enhancements.

**6. Value proposition(s)**

**For Trainers:**

* **Who is the value for**: Personal trainers managing classes.
* **Why is it important**: Need for efficient schedule management and enhanced client service.
* **What before**: Reliance on Excel for class schedules and lack of real-time access.
* **How**: Introduction of a responsive web application that offers a daily schedule view and session details.
* **What after**: Increased efficiency, a quicker response to changes, and less time spent managing schedules.
* **Alternatives**: Current systems such as manual scheduling. Differentiation includes user-friendly interface and real-time updates.

**For Management:**

* **Who is the value for**: Administrative staff overseeing trainers and client interactions.
* **Why is it important**: Efficient tracking of trainer schedules and client participation.
* **What before**: Manual tracking and limited visibility on class capacity and attendance.
* **How**: A user manager for real-time insights into all scheduled sessions and user interactions.
* **What after**: Improved operational efficiency and data-driven decision-making.
* **Alternatives**: Standard management solutions. Our differentiation lies in the specific design for training environments which has not been addressed effectively.

**7. Solution**

**7.1 UX / Prototypes**

* **Daily schedule**: Visual timeline with slots for classes, indicating full capacity in red and available spaces in green.
* **New session form**: A modal to quickly add sessions with dropdown selections for trainers and groups.
* **Group planner**: Weekly overview of classes enabling easy navigation through rooms.
* **User manager**: Two tabs for managing trainers and clients with detailed view modals.
* **Real-time updates**: Automatic changes visible to all users accessing the system, enhancing engagement.

**7.2 Key features**

* **Daily schedule**: Real-time calendar with editable session cards.
* **Class planner**: Weekly structured overview for planning classes efficiently.
* **Responsive design**: Ensures usability across various devices.
* **Client management system**: Options to add client profiles and view history.
* **User management**: Ability to manage trainer details and schedules easily.
* **Notifications system**: Alerts users about schedule changes in real-time.
* **Analytics dashboard**: Insights into class attendance and trainer activity.
* **Feedback mechanism**: A method for clients to provide feedback on sessions.

**7.3 Technology (Optional)**

The application will be developed using React for a responsive front end and Node.js for the backend. Data will be stored in a secure Google Sheet database, enabling quick access and data updates.

**7.4 Assumptions**

* **Value**: Users will find enhanced functionality valuable compared to existing solutions.
* **Usability**: The application will be intuitive enough for users with varying levels of technical skill.
* **Viability**: Sufficient interest exists in adopting this technology within the community.
* **Feasibility**: Development can be completed within the set timeline and budget, assuming cooperative engagement from trainers for feedback.

**8. Release**

* **Now**: MVP Release with core features - Daily Schedule, Class Planner, User Manager.
* **Next**: Additional features such as notifications system, waiting list, tasks, surveys.
* **Later**: Expand functionalities based on user feedback; possibly include mobile app versions and multilingual support.

This PRD serves as a roadmap for the development of a streamlined application that meets the needs of Motion’s growing operations, enhancing efficiency for trainers and satisfaction for clients.