This program that I have made correlates to the fitness industry. It was made specifically for customers that wish to either get an idea of the prices of a certain gym or sign up without the pushy personal trainer that is trying to recruit you to buy the most expensive package they have, in this case its my gym called Brofessor Dumbbelldor’s gym. I initially picked this choice because I could relate with that certain problem and I really really hate how pushy the recruiters are. This program I feel has potential to gather information from a Customer and record their initial stats for when they started also could be used by personal trainers to enter information from Customer to archive. When I imagine this program in play with the real world I see it in a computer which is located inside a gym that is always available even when personal trainers are busy. The business function I believe this program would be best used is in a start up gym or personal trainer working for his own who could use a helping hand to record and keep track of customers records. The targeted audience are for the customers and I could of done it for personal trainers but decided not to since I relate with the customer who is easily pushed and manipulated with pure pressure. When I was younger and started working I was actually easyly pressured to buy the most expensive membership just because after a certain amount of times of saying no thank you I just caved. The total came out to be over $300 because of the initial payment and last months payment with each months payment which was 80 or 90 dollars a month(only the gym) which is ridiculous and immediately felt dumb. Although I have ranted about disliking recruiters, I would like to someday make a program ment for strictly personal trainers since they could probably benefit mostly from a program that is made simple to gather information and store it. The objective of my project was to make a program that can be used by both customer and trainer but quickly tilted towards the consumers side because of sympathy for my own self and others that have been in my shoes.