

# Project Title: Fitness Studio CRM

**Project Overview:** **Fit-Life** is a Salesforce-based application that helps gyms and fitness centers manage members, trainers, classes, attendance, and payments in one place. It automates membership renewals, schedules classes, tracks participation, and provides dashboards for performance analysis. The system improves efficiency, enhances member engagement, and enables data-driven decision-making for fitness studio management.

**Objectives:** The main goal of building the Fitness Studio CRM is to provide a centralized system that simplifies and automates the operations of fitness studios. By managing memberships, trainer schedules, class bookings, attendance, and payments in one place, the CRM ensures smoother workflows and reduced manual effort. Automated reminders for renewals and payments help retain customers and improve cash flow, while structured data on members and trainers enables better personalization of services. Dashboards and reports offer valuable business insights, allowing managers to track performance and make informed decisions. Overall, the CRM enhances customer satisfaction, streamlines bookings, improves communication, and drives business growth by ensuring efficient and data-driven management.

## Phase 1: Problem Understanding & Industry Analysis

In the initial phase, the focus is on gaining a clear understanding of the problem and analyzing how the fitness industry operates. This includes:

- **Requirement Gathering** – Collecting functional and non-functional requirements from stakeholders such as studio managers, trainers, and members.
- **Stakeholder Analysis** – Identifying all key stakeholders, their roles, and expectations from the CRM system.
- **Business Process Mapping** – Documenting existing workflows like membership registration, class scheduling, and payment collection to identify gaps and inefficiencies.
- **Industry-specific Use Case Analysis** – Studying best practices and challenges within the fitness and wellness industry to align the CRM with real-world needs.
- **AppExchange Exploration** – Reviewing existing Salesforce apps to explore reusable solutions, integrations, and features that can accelerate development.