

BRD

Project Name : MuscleFlow

Project Manager : Marius Ortega

Marketing Director : Aurelien Pouxviel

Lead Developer : Henri Eloy

Chief Communication Officer : Samuel Pariente

Designer, developer, and tester : All

Date submitted : 01/10/2022

Document : Draft Proposed Validated Approved

1. Executive summary

Creating a training isn't always easy when you first start gym. In addition, keeping track of the exercises you should do/you have done and remembering the weights you should use for each of them can quickly get complicated if gym is only a side hobby. Our product can help users in each of these, somewhat tedious, tasks.

We are planning on creating a mobile application to support and manage sports training for gym users. The application will allow the user to enter his favorite exercises, his repetitions and recovery time to observe his evolution and define his goals.

2. Project objectives

We have to main objective for the release of our application :

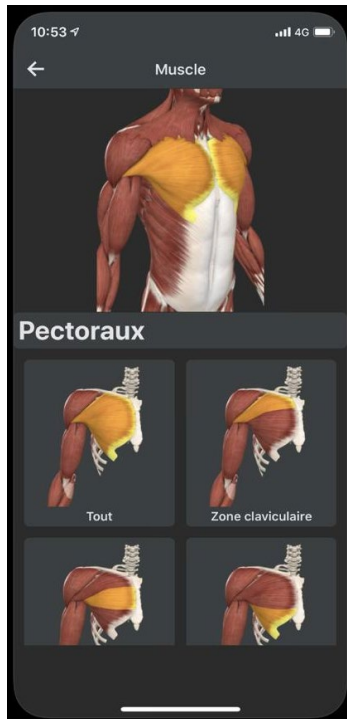
- More than 6 million French people go to the gym, which is almost 10% of the French population. We would like to gain 100 customers per month during the first year of our application.
- We aim at a 20% retention rate per year.

3. Project scope

MuscleFlow aims at helping gym clients to perform better and being proud of their gym sessions. Our main objective with MuscleFlow is to let people create their training, make them keep their efforts up and go to the gym without any frustration or anxiety.

4. Benchmark

- My Gym Workout application :



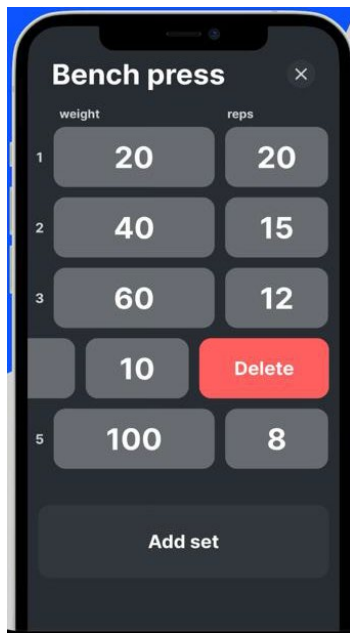
Pros	Cons
Intuitive presentation of each muscle groups of the body	Not enough advanced user-oriented features such as evolutive trainings difficulty.
Great quantity of available exercises.	Not enough ease of accessibility during the session.
Good Exercises description and visualizations	Chip overall interface.

- Fit Keeper application:



Pros	Cons
Appealing interface.	Self-explaining images for each exercise tutorial.
Great quantity of available exercises.	Lacks animations to understand exercises.
Tracking of user's progress through graphs and training summaries.	

- Gym Record:



Pros	Cons
Easy to use interface (big buttons are very practical during training).	Self-explaining images for each exercise tutorial.
Good quantity of available exercises.	Lacks animations to understand exercises.
Tracking of user's progress through calendar and exercises logs.	Good minimalistic sense but lacks classiness

- Workout planner:



Pros	Cons
Great variety of exercises	Lacks graphs and visual representation of improvements.
Videos explaining exercises	Difficult to use effectively during training.
Tracking of user's progress and objective through calendar and exercises logs.	Suffers multiple bugs given user's feedback.
Different training proposition for different types of users.	

5. **Business requirements**

MuscleFlow is a native mobile application. The application is aimed at people going to the gym. It will feature :

- Login into your account
- Search for specialized weight training exercises.
- Save your programs.
- See a curve of evolution.
- Plan your training.
- Get reminders for your gym sessions.

6. Marketing

a. Target audience

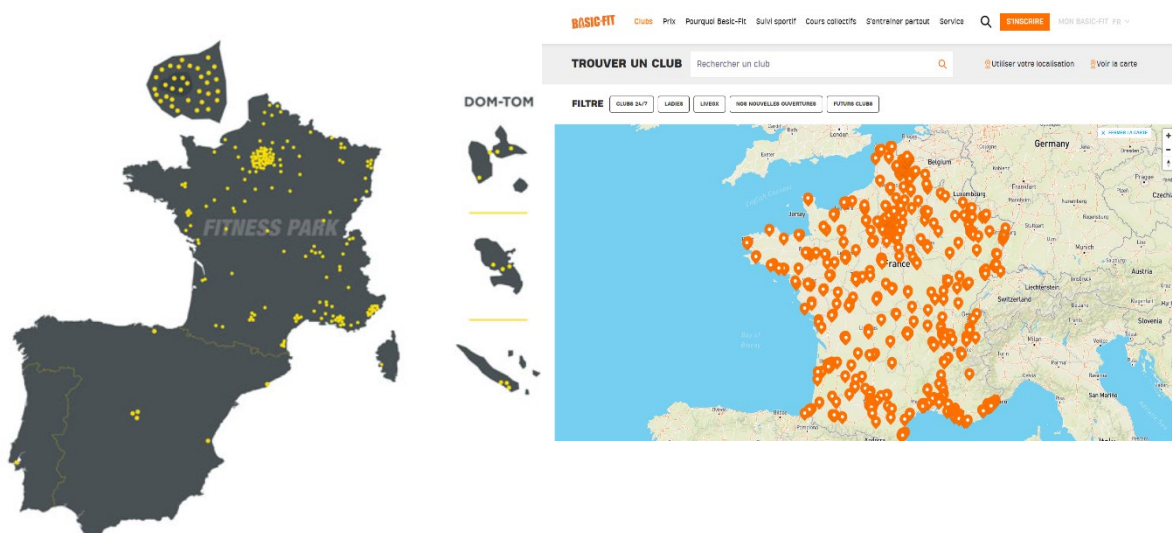


Our main target audience :

According to Basic Fit, 49% of their users have between 18 and 30 years old.

Socio-demographic characteristics	Behavioral characteristics
<ul style="list-style-type: none">• Origin : Mainly in the major global cities, also suburbs• Age : 18 – 30 years old• Socio-professional class : Student and csp+• Salary : Between 0 and 30k+/year	<ul style="list-style-type: none">• Archetype : Male/Female in early career or still in school• Motivation : Likes indoor sports and wants to have an eye of his/her progress• Selection criteria : Seeks follow-up and don't need to remember every exercise, free time

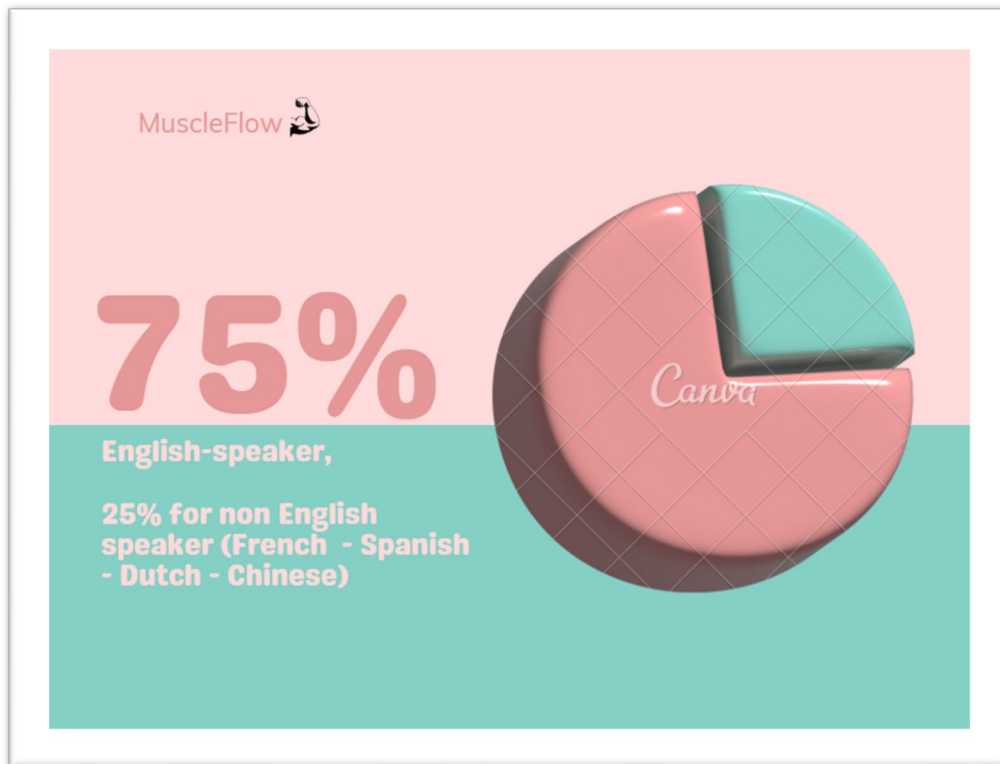
Representative maps of the location of sports clubs in France :



b. International

Linguistic segmentation :

As our application is 100% in English, we want to prioritize English speakers, and later non-English speakers with main languages like Spanish, French etc.



c. Referencing

All the machines and exercises in our application are referenced in renowned sports clubs.

<https://www.fitnesspark.fr/activites/musculation/>

<https://www.basic-fit.com/fr-fr/blog/les-meilleurs-exercices-pour-les-abdominaux#:~:text=Crunchs%2C%20pulls%2C%20soul%C3%A8ve%2Dgenoux,entra%C3%AEnement%2C%20avec%20suffisamment%20de%20r%C3%A9p%C3%A9titions.>

Etc...

7. Key stakeholder

Name	Job role	Duties
Samuel Pariente	Chief communication officer	Direct the flow of information related to the company to interested parties, including the public and employees.
Samuel Pariente	Developer	Responsible for the development, design, and implementation of the software product.
Samuel Pariente	Tester	Performs tests and verifications on various software programs to ensure that they are functional. He/she goes through a software and detects any malfunction or anomaly.
Samuel Pariente	Designer	Develop design specifications in accordance with business requirements and issues.
Marius Ortega	Project Manager	Accountable for planning and allocating resources, preparing budgets, monitoring progress, and keeping stakeholders informed throughout the project lifecycle.
Marius Ortega	Developer	Responsible for the development, design, and implementation of the software product.
Marius Ortega	Tester	Performs tests and verifications on various software programs to ensure that they are functional. He/she goes through a software and detects any malfunction or anomaly.
Marius Ortega	Designer	Develop design specifications in accordance with business requirements and issues.

Aurélien Pouxviel	Marketing Director	Responsible for providing direction, guidance, and leadership to a marketing department, establishing the target and business opportunities.
Aurélien Pouxviel	Tester	Performs tests and verifications on various software programs to ensure that they are functional. He/she goes through a software and detects any malfunction or anomaly.
Aurélien Pouxviel	Designer	Develop design specifications in accordance with business requirements and issues.
Aurélien Pouxviel	Developer	Responsible for the development, design, and implementation of the software product.
Henri Eloy	Lead Developer	Responsible of the other developers, need skills for a good communication. Work with the team to ensure the success of the project.
Henri Eloy	Tester	Performs tests and verifications on various software programs to ensure that they are functional. He/she goes through a software and detects any malfunction or anomaly.
Henri Eloy	Designer	Develop design specifications in accordance with business requirements and issues.

The members of management responsible for approving the project: AZOUGH Ahmed

Clients who will be impacted by the finished project: B2C, gym users, CEO of MuscleFlow and the startup itself.

8. Project constraints

- Timeline :

24	Tests techniques	5journées	11/17/2022	11/23/2022	23	
25	Rédaction de rapports de tests	5journées	11/17/2022	11/23/2022	23	
28	Adaptation aux premiers user feedbacks	5journées	11/29/2022	12/05/2022	27	
29	Recettage	5journées	12/06/2022	12/12/2022	28	

- Team availability : All the team members need to be available according to the schedule.
- Resources : Concerning the resources, it is necessary to find a good host for our data, and a good database manager.
- Project risks : That the app doesn't get a lot of downloads, and we don't have many subscribers to our freemium service.
- Budget : Budget for the development, the marketing, hosting of data, and upload the app on the play store and Appstore.

9. Cost-benefit analysis

Need	Media	Cost
Cost of hosting the application	Apple Store	100€
	Google Play	20€
Server cost	Hosting	150€
	Azure	3600€
Communication cost	Communication cost	40000€
personal resource	Development	41207€
maintenance cost	1 dev	14400€
Total		99477€

ROI and Business Plan :

Our application will be based on a freemium model. Indeed, many applications our games use it because it allows non-paying user to talk about the application around them while the most devoted users pay for additional services.