Phase 1: Problem Understanding & Industry Analysis
Gym Management System

Requirement Gathering

- Identify needs of gym owners, trainers, and members.
- Understand requirements for membership management, billing, scheduling, and attendance tracking.
- Collect inputs through surveys, interviews, and observation.

Stakeholder Analysis

- Primary stakeholders: Gym owners, managers, trainers, members.
- Secondary stakeholders: Equipment suppliers, payment gateways, software vendors.
- Analyze roles, expectations, and challenges faced by each stakeholder.

Business Process Mapping

- Membership registration and renewals.
- Class and trainer scheduling.
- Payment processing and invoicing.
- Attendance tracking and progress monitoring.
- Customer support and feedback system.

Industry-specific Use Case Analysis

- Managing high-volume memberships effectively.
- Integration with fitness tracking devices and apps.
- Automated reminders for renewals and payments.
- Personalized training programs and diet plans.
- Data analytics for member progress and business insights.

AppExchange Exploration

- Explore Salesforce AppExchange for gym and fitness solutions.
- Identify existing apps for scheduling, membership, and billing.
- Evaluate gaps in available solutions to plan unique value propositions.
- Leverage Salesforce ecosystem for scalability and integrations.