

# SPEC-1-GymBag MVP

## Background

GymBag is a **coach-only mobile app (iOS/Android)** for independent personal trainers and coaches to run their **day-to-day business and upkeep**. There are **no client logins** and **no training program authoring/assignment**. The product is an operational cockpit for a single coach.

**MVP focus - Schedule & sessions:** Create/edit sessions, mark as completed/no-show, quick notes. - **Client roster (CRM-lite):** Store contacts, status (active/prospect/inactive), last/next session, follow-up reminders. - **Sales tracking (manual):** Log payments, optional session packs (e.g., 10-pack) with remaining balance auto-decrement on completion; no online checkout in MVP. - **Business upkeep:** Tasks/reminders (renewals, check-ins, certifications), simple file-less notes. - **Dashboard:** At-a-glance metrics (sessions this week, revenue this month, clients needing follow-up). - **Growth workspace (new scope):** Social posting **schedule** (non-publishing), **reminders to post**, **engagement review** (manual metrics per post across platforms), and a **leads list** for potential clients.

**Out of scope for MVP** - Client portal or logins. - Program design/builders, exercise libraries, or workout plans. - Payment processing integrations (Stripe, etc.). - Calendar sync (Google/Apple). - Multi-coach teams/organizations.

**Scope notes (non-technical)** - Mobile iOS & Android app for coaches only. - No client logins; no program builder. - **Monetization:** \$5/month with a **5-day free trial**.

## Requirements

### MoSCoW Prioritization

**Must Have - Auth (coach-only):** Email/password sign-up, sign-in, email verification, password reset. - **Coach profile:** Name, business name, timezone, **default currency**, **week start (Sun default, Mon optional)**. - **Client contacts (CRM-lite):** Create/edit archive; fields: name, phone, email, status (active/prospect/inactive), notes, last/next session. - **Schedule & sessions:** CRUD sessions; associate a client; start/end time + duration; location (text); status (planned/completed/no-show/cancelled); free-text notes; quick "complete" action. - **Packages & prices (catalog):** Define reusable items (e.g., "10-Pack 60min", price, included sessions, optional expiry in days). Mark items as **active/inactive**; attach notes. - **Package assignments:** Assign package to a client; track remaining sessions; decrement on session completion; manual adjust; show days-to-expiry. - **Payments (manual log only):** Log date, amount, currency, method (note only), related client and/or package; no payment processing. - **Dashboard KPIs:** Cards for **Sessions this week**, **Revenue this month**, **Clients needing follow-up** (fixed 14/7-day heuristic), **Posts planned this week**, **Posted this week**, **Leads to contact today**. - **Tasks & reminders:** Personal to-dos with due date and optional client link; simple list + completed toggle. - **Search & filters:** Quick search by client name; filters for status/next-session/remaining-sessions. - **Data & privacy:** Each coach's data is private to their account; allow archiving clients and packages. - **Native mobile apps:** iOS & Android; fast add flows.

**Should Have** - Week and list views for sessions; quick presets for common durations (30/45/60/90). - Package templates with default duration/price; duplicate package. - CSV export for payments and sessions; simple totals by month. - Alerts: package remaining  $\leq N$  or expiring in  $\leq Y$  days; clients with no upcoming session. - Keyboard shortcuts for quick add; color labels for clients.

**Could Have** - Optional **Calendar sync** (Google/Apple/Outlook): one-way export of sessions; consider two-way later. - Basic charts (sessions/week, revenue/month). - Cancellable sessions that auto-return a session to a package (if not completed). - Notes pinning and client tags.

**Won't Have (MVP)** - Client logins/portal. - Program design/builders/exercise libraries. - Online payments or invoicing; tax/VAT handling. - Teams/organizations or role hierarchies. - Offline-first or advanced analytics.

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## Growth Workspace (New Scope)

**Must Have - Post calendar (non-publishing):** Create planned posts with fields: platform, title/idea, plannedAt (coach timezone), status (planned/posted/skipped), optional asset URL (for reference), notes. - **Reminders to post:** Automatic task generated for each planned post (in-app reminders; email later). - **Engagement review (manual):** After posting, record metrics per post: likes, comments, shares, saves, views/reach, link to live post. - **Leads list (prospects CRM):** Fields: name, platform/source, handle/url, contact info, status (new/contacted/follow-up/won/lost), nextActionAt, notes, tags.

**Should Have** - Calendar week/month views with filters by platform. - CSV import/export for engagement and leads. - Post templates (promo, testimonial, tip) with reusable checklists.

**Could Have** - Auto-fetch engagement for a post URL via official platform APIs (requires OAuth/app review) — phase 2. - UTM builder and link shortener integration. - Email reminders and daily digest.

**Won't Have (Growth MVP)** - Auto-posting/cross-posting to platforms. - Direct OAuth integrations (Instagram/TikTok/X/LinkedIn/YouTube) at launch. - Push/mobile notifications.

## Milestones (Mobile MVP)

**M0 — App foundation & accounts** - App scaffolded; sign-in/sign-up/reset; profile with locale (timezone, currency, week start). - **Acceptance:** First-run flow completes; dashboard renders with empty states on iOS & Android test devices.

**M1 — Clients & Packages** - Clients list with add/edit/archive; Packages catalog with add/edit/activate/deactivate. - **Acceptance:** Can assign a package to a client; package status toggles correctly.

**M2 — Assignments & Sessions** - Create assignments; session add/edit; complete/revert updates remaining sessions and expiry flags. - **Acceptance:** Completing a linked session reduces remaining; expired completions show a non-blocking warning.

**M3 — Payments & KPIs** - Payment log; monthly revenue card; dashboard shows sessions/revenue/clients-needing-follow-up. - **Acceptance:** KPI values match hand-checked samples.

**G1 — Growth: Posts + Reminders** - Post calendar/list; planning a post creates a reminder; marking as posted closes the reminder. - **Acceptance:** One planned post → one reminder; posting flips status and reminder.

**G2 — Growth: Engagement + CSV** - Manual engagement capture; CSV import with URL/time matching; “last engagement” shown on each post. - **Acceptance:** Import of sample CSV updates/creates posts with ≥90% correct matches.

**G3 — Growth: Leads CRM** - Leads list/detail; pipeline statuses (new → contacted → follow-up → won/lost); “today” view by next action. - **Acceptance:** Moving a lead updates counts; today view filters correctly.

**M4 — Monetization & release prep** - Subscription paywall for **\$5/month** with **5-day trial**; restore purchases; basic subscription settings. - App icon, splash, store listings; test builds available on iOS & Android. - **Acceptance:** Subscribe/restore flows verified in test environments; builds installable for testers.

**C1 — Calendar Sync (Optional)** - Add calendar connect in Settings; choose calendars to sync. - One-way: creating/updating/deleting a session reflects in the external calendar within a short window; read-only in app. - **Acceptance:** Creating, editing, or canceling a session updates the chosen external calendar event reliably.

## Gathering Results (Mobile)

**Success criteria** - Coaches can run daily ops on-the-go without spreadsheets. - Posting cadence and lead follow-up improve measurably. - \$5/month plan with **5-day trial** shows early willingness to pay.

**What we'll measure** - **Speed:** complete a linked session ≤ 15s; log a payment ≤ 20s; log engagement ≤ 20s; import 10 rows ≤ 30s. - **Stability:** crash-free sessions ≥ 99.5% during testing. - **Growth adherence:** posted/planned ≥ 80% weekly; ≥ 90% of posted items have engagement logged within 48h. - **Leads throughput:** ≥ 10% of new leads → won within 30 days (tune later). - **Subscription health:** - **Day-5 conversion** (trial → paid) if trial enabled; otherwise signup → paid conversion ≥ 25% from first-week cohort. - **Month-1 retention** ≥ 85%; refund rate < 3%.

**Artifacts** - Acceptance checklist with pass/fail per milestone. - KPI screenshots vs. hand counts. - CSV import summary (created/matched/errors). - Subscription test receipts & entitlement logs (test environments).