

Fit-U-In System Requirements

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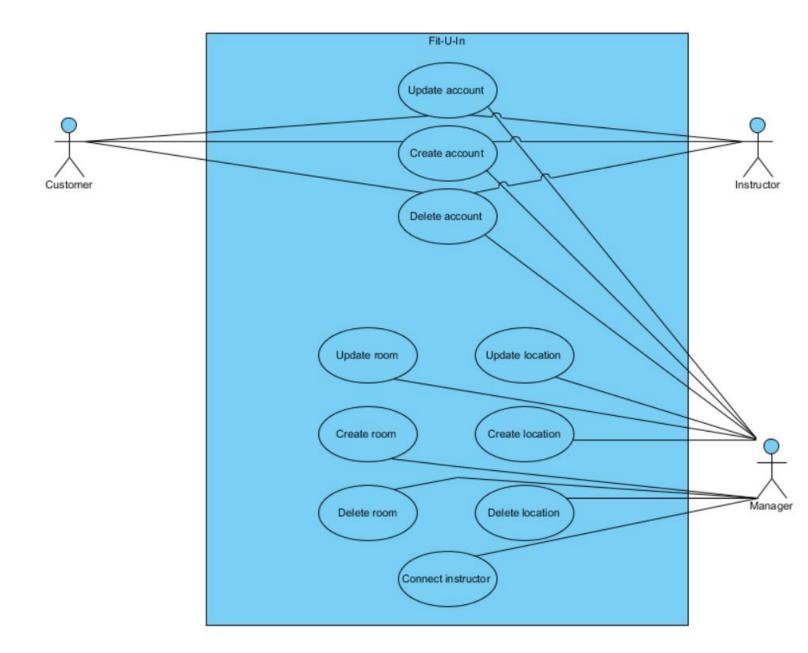
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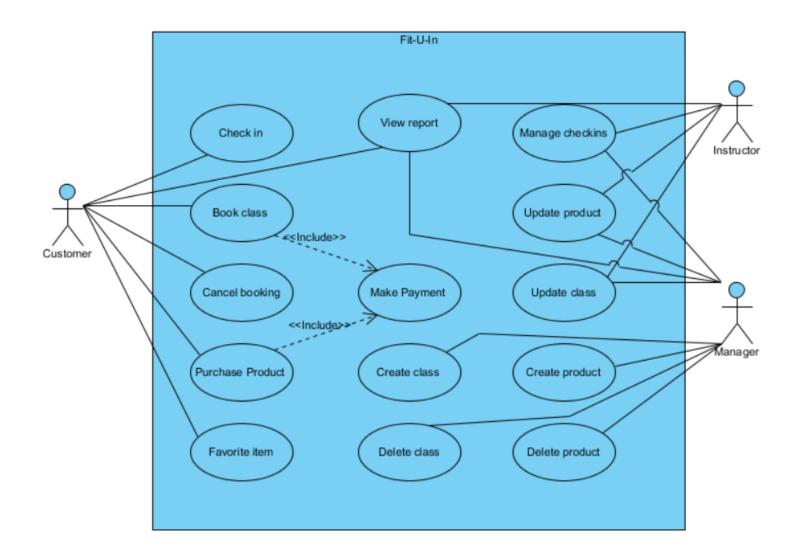
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Use Case Diagrams





Use Case Scenarios

Use Case name:	Update account
Scenario:	Update account details
Triggering event:	User wants to update account
	The customer and instructor can update their profile and the manager can update the studio
Brief description:	profile
Actors:	Customer, instructor and manager
Related Use Cases:	
Stakeholders:	Studio, manager, customer, instructor and Fit-U-In
Preconditions:	Account exists
Postconditions:	Account details updated
Flow of events:	1. Navigates to profile
	2. SYSTEM Displays profile information
	3. Update and save information
	4. SYSTEM Save changed information to the database and displays profile with the changes

Use Case name:	Create account
Scenario:	Create a new account
Triggering event:	User wants to create an account
	The customer and instructor can create a personal account and the manager can create the studio
Brief description:	account
Actors:	Customer, instructor and manager
Related Use Cases:	
Stakeholders:	Studio, manager, customer, instructor and Fit-U-In
Preconditions:	Account does not exist
Postconditions:	Account created
Flow of events:	1. Select create a new account
	2. Fill out account details and save
	2.a.
	1. if
	1.1. Retype password or email do not match original
	1.2. SYSTEM Prompt the user that the email or passwords do not match
	1.3. Update the password or email filed
	end if
	2.b.
	1. if Important field left blank
	1.1. SYSTEM Prompt the user to update the missing field
	1.2. User updates missing field
	end if
	3. SYSTEM Creates the account in the database and informs the user
	4. SYSTEM Moves to the home screen

Use Case name:	Delete account
Scenario:	Delete an account
Triggering event:	User wants to delete an account
	The customer and instructor can delete their personal account and the manager can delete the
Brief description:	studio account
Actors:	Customer, instructor and manager
Related Use Cases:	
Stakeholders:	Studio, manager, customer, instructor and Fit-U-In
Preconditions:	Account exist
Postconditions:	Account Deleted
Flow of events:	1. Navigate to profile
	2. Select delete account option
	3. SYSTEM Prompt user to re-enter password
	4. Re-enters password
	4.a.
	1. if The entered password is not correct
	1.1. SYSTEM Prompts the user to re-enter the password
	1.2. Re-enters the password

end if
5. SYSTEM The users account is deleted from the database

Use Case name:	Update room
Scenario:	Update a room details
Triggering event:	User wants update a room's details
Brief description:	The manager updates the room's details
Actors:	Manager
Related Use Cases:	
Stakeholders:	Studio, manager and Fit-U-In
Preconditions:	Room exists
Postconditions:	Room's details updated
Flow of events:	1. Navigate to rooms
	2. SYSTEM Display rooms
	3. Select room from list
	4. SYSTEM Display room details
	5. Select update room
	6. Update details and save
	7. SYSTEM Update database
	8. SYSTEM Display room details with changes

Use Case name:	Create room
Scenario:	Create a new room
Triggering event:	User wants up create a new room
Brief description:	The manager creates a new room to host classes
Actors:	Manager
Related Use Cases:	
Stakeholders:	Studio, manager and Fit-U-In
Preconditions:	Room does not exist
Postconditions:	Room is created
Flow of events:	1. Navigates to rooms
	2. Selects add room
	3. Inputs and saves room details
	3.a.
	1. if Important field left blank
	1.1. SYSTEM Prompt the user to update the missing field
	1.2. User updates missing field
	end if
	4. SYSTEM Save room to database
	5. SYSTEM Show the new room profile

Use Case name:	Delete room
Scenario:	Delete a room
Triggering event:	User wants to delete a room

Brief description:	The manager deletes a room
Actors:	Manager
Related Use Cases:	
Stakeholders:	Studio, manager and Fit-U-In
Preconditions:	Room exists
Postconditions:	Room deleted from database
Flow of events:	1. Navigate to rooms
	2. SYSTEM Display rooms
	3. Select room
	4. SYSTEM Display room details
	5. Select delete room
	6. Confirm delete room
	6.a.
	1. if Yes
	1.1. SYSTEM Delete room from database
	1.2. SYSTEM Display deletion confirmation
	end if

Use Case name:	Update location
Scenario:	Update a location details
Triggering event:	User wants update a location's details
Brief description:	The manager updates the location's details
Actors:	Manager
Related Use Cases:	
Stakeholders:	Studio, manager and Fit-U-In
Preconditions:	Location exists
Postconditions:	Location's details updated
Flow of events:	1. Navigate to locations
	2. SYSTEM Display locations
	3. Select location from list
	4. SYSTEM Display location details
	5. Select update location
	6. Update details and save
	7. SYSTEM Update database
	8. SYSTEM Display location details with changes

Use Case name:	Create location
Scenario:	Create a new location
Triggering event:	User wants up create a new location
Brief description:	The manager creates a new location to contain rooms
Actors:	Manager
Related Use Cases:	
Stakeholders:	Studio, manager and Fit-U-In
Preconditions:	Location does not exist

Postconditions:	Location is created
Flow of events:	1. Navigates to locations
	2. Selects add location
	3. Inputs and saves location details
	3.a.
	1. if Important field left blank
	1.1. SYSTEM Prompt the user to update the missing field
	1.2. User updates missing field
	end if
	4. SYSTEM Save location to database
	5. SYSTEM Show the new locations details

Use Case name:	Delete location
Scenario:	Delete a location
Triggering event:	User wants to delete a location
Brief description:	The manager deletes a location
Actors:	Manager
Related Use Cases:	
Stakeholders:	Studio, manager and Fit-U-In
Preconditions:	Location exists
Postconditions:	Location deleted from database
Flow of events:	1. Navigate to locations
	2. SYSTEM Display locations
	3. Select location
	4. SYSTEM Display location details
	5. Select delete location
	6. Confirm delete location
	6.a.
	1. if Yes
	1.1. SYSTEM Delete location from database
	1.2. SYSTEM Display deletion confirmation
	end if

Use Case name:	Connect instructor
Scenario:	Connects the studio and an instructor
Triggering event:	User wants to connect the studio and an instructor
	The manager finds the instructor by searching for their user email/email or with a direct link
Brief description:	provide by the instructor. Then connects the accounts
Actors:	Manager
Related Use Cases:	
Stakeholders:	Studio, instructor, manager and Fit-U-In
Preconditions:	Studio and instructor must exist
Postconditions:	Studio and instructor are connected
Flow of events:	1. Find instructor via

_
1.1. Email search or Name search
1.1.a.
1. Input email or name
2. if There is an instructor with matching email or name
2.1. SYSTEM Display matching instructor
3. else
3.1. SYSTEM Prompt that there are no matching instructors
end if
1.2. Direct link
2. SYSTEM Display instructor
3. Connect the instructor
4. SYSTEM Create link in database

Use Case name:	Check in
Scenario:	Check into a class
Triggering event:	User checks into a class
	The Customer is prompted by geolocation/time or chooses to check in manually. They then select
Brief description:	the class and check in.
Actors:	Customer
Related Use Cases:	
Stakeholders:	Studio, customer and Fit-U-In
Preconditions:	Customer must be booked in a class
Postconditions:	Customer is checked into the class
Flow of events:	1. User is prompted to check in
	1.1. SYSTEM Geolocation
	1.1.a.
	1. if User is near the class location and the time is near the class start time
	1.1. SYSTEM User will be promoted to check in
	end if
	1.2. User decides to check in without being promoted
	2. SYSTEM The logical check in class will be displayed with the option to see other classes they
	have booked
	2.a.
	1. if user choose to view other classes
	1.1. SYSTEM A list of other classes will be displayed
	1.2. Select the choose class
	end if
	3. User asked to check in
	3.a.
	1. if user checks in
	1.1. SYSTEM User is changed to checked in on the class database
	end if

Use Case name:	Book class

Scenario:	Book a class
Triggering event:	User wants to book a class
Brief description:	The user wants to book a class, they have to select the class and then pay with a pass or payment.
Actors:	Customer
Related Use Cases:	Make payment
Stakeholders:	Studio, customer and Fit-U-In
Preconditions:	User and class exists
Postconditions:	User is booked into a class
Flow of events:	1. Navigate to class from class search or favorites list
	1.1. Class search
	1.1.1. Search by criteria to find a class
	1.1.2. SYSTEM Display class details
	1.2. Favorites list
	1.2.1. Select the class from the list of favorites classes
	1.2.2. SYSTEM Display class details
	2. Select pass or payment
	2.a.
	1. if Pass
	1.1. SYSTEM Display list of passes owned by the user that can be used to pay for the class
	1.2. Select a pass and confirm
	1.3. SYSTEM Pass count reduced by 1
	1.4. if Pass count reduced to 0
	1.4.1. SYSTEM pass delete from the users account
	end if
	2. else if payment
	2.1. SYSTEM User will be promoted to pay
	2.2. if Payment not successfully
	2.2.1. SYSTEM User promoted to contact instructor or manager to inquire about alternative
	payments
	end if
	end if
	3. SYSTEM User added to the class list as booked
	4. SYSTEM Display new class details

Use Case name:	Cancel booking
Scenario:	Cancel a booking
Triggering event:	User wants to cancel a booking
	Customer wants to cancel a booking, they must select which, they will be shown if they will get a
Brief description:	refund and will have to confirm
Actors:	Customer
Related Use Cases:	
Stakeholders:	Studio, customer and Fit-U-In
Preconditions:	User is booked into a class
Postconditions:	User status is changed to dropped

Flow of events:	1. Navigates to the booked class
	2. Selects cancel booking
	3. SYSTEM determine if class is refundable
	3.a.
	1. if yes
	1.1. SYSTEM Promoted the user if they are sure they wish to cancel and that they will be
	refunded
	2. else
	2.1. SYSTEM Promoted the user if they are sure they wish to cancel and that they will not be
	refunded
	end if
	4. SYSTEM Wait for user response if they wish to cancel
	4.a.
	1. if Yes
	1.1. Users status is changed to dropped
	1.2. if refundable
	1.2.1. SYSTEM An appropriate pass will be added to the users account
	end if
	end if

Use Case name:	Purchase product
Scenario:	Purchase a product
Triggering event:	User want to purchase a product
	Customer wants a product, they will have to select the product, add it to a cart, then pay for the
Brief description:	cart. A product can be any consumable, service or pass the studio wants to sell
Actors:	Customer
Related Use Cases:	Make payment
Stakeholders:	Studio, customer and Fit-U-In
Preconditions:	Product and user exist
	The product will be added to the users account, if applicable a note will be added to the
Postconditions:	appropriate class list
Flow of events:	1. while User not in cart
	1.1. Navigate to a product
	1.1.1. Search for product
	1.1.2. See product on quick by
	1.1.3. See product on favorites
	1.2. SYSTEM Display product details
	1.3. Choose to purchase products
	1.3.a.
	1. if User chooses to purchase
	1.1. SYSTEM added the item to the cart
	1.2. SYSTEM Prompt the user if they wish to keep shopping or go to cart
	end if
	end while
	2. Navigate to cart
	_ =ar.bate to out

- 3. **SYSTEM** Display cart details
- 4. SYSTEM User given the option to check out or change their order

4.a

- 1. if Changes the order
 - 1.1. SYSTEM the page will be refreshed with the changes
- 2. else if User checks out
 - 2.1. SYSTEM User will be promoted to pay with PayPal
 - 2.2. if Payment successfully
- 2.2.1. SYSTEM Products will be added to the users account, if the products are related to a specific class that will be noted on the class list
- 2.2.2. SYSTEM Receipt will be generating, added to the customer reports and shown to the user
 - 2.3. else if Payment failed
 - 2.3.1. SYSTEM User told payment failed and returned to the cart screen

end if

end if

Use Case name:	Favorite item
Scenario:	Favourite an item
Triggering event:	User wants to favorite an item
	If the customer finds an item that they want to favourite, they select add to favorites in the item
Brief description:	details. An item can be almost anything, location, studio, class, product etc
Actors:	Customer
Related Use Cases:	
Stakeholders:	Studio, customer and Fit-U-In
Preconditions:	Item and customer exist
Postconditions:	Items added to favorites list
Flow of events:	1. Navigate to an item
	2. SYSTEM Display item details
	3. Select add item to favorites
	4. SYSTEM Item added to the user's favorites list
	5. SYSTEM Display the corresponding favorites list

Use Case name:	View report
Scenario:	View a report
Triggering event:	User wants to view a report
	The customer, manager or instructor wish to view a report, they select a report from the list
Brief description:	appropriate to their account type and it gets generated
Actors:	Customer, manager and Instructor
Related Use Cases:	
Stakeholders:	Studio, manager, instructor, Customer and Fit-U-In
Preconditions:	Customer, manager or instructor exist
Postconditions:	Report is displayed
Flow of events:	1. Navigate to reports
	2. SYSTEM Display reports page with search, categories and common reports

3. Select a report
4. SYSTEM Gather details for, create and display report

Use Case name:	Make payment
Scenario:	Make a payment
Triggering event:	User clicks pay with PayPal
Brief description:	The system will pass the user to the PayPal API then respond according to the results
Actors:	Customer
Related Use Cases:	
Stakeholders:	Studio, PayPal, Customer and Fit-U-In
Preconditions:	Payment requested
Postconditions:	Send a message back on the payments success
Flow of events:	1. SYSTEM Call PayPal API with customer details
	2. SYSTEM Wait for response
	2.a.
	1. if Success response
	1.1. SYSTEM Report success
	2. else if Failure response
	2.1. SYSTEM Report failure
	3. else if PayPal error
	3.1. SYSTEM Report PayPal error
	end if

Manual check-in
Manual check-in management
User wants to change a customers check in status manually
The manager or instructor can change which users have booked, checked in or dropped a classes
manually
Manager and instructor
Studio, manager, instructor, Customer and Fit-U-In
User and class exists
Appropriate change has taken place
1. Navigate to classes
2. SYSTEM Display list of classes in logical order
3. Select the class
4. SYSTEM Class displayed with booked customers and their status listed
5. Choose action
5.1. Manual booking
5.1.a.
1. Search for a user via name or email
2. Book the user to the class
3. SYSTEM Add the user to the class list database as booked
5.2. Manual drop

5.2.a.

- 1. Select user
- 2. Select drop from class
- 3. SYSTEM check if class will be refunded
- 4. if Yes
 - 4.1. SYSTEM An appropriate pass will be added to the users account end if
- 5. SYSTEM Change user's status to dropped
- 5.3. Manual check

5.3.a.

- 1. Select user
- 2. Change status to checked in
- 3. SYSTEM User status is updated to checked in
- 6. **SYSTEM** Page updates to reflect changes

Use Case name:	Update product
Scenario:	Update a product
Triggering event:	User wants update a product
Brief description:	The manager or instructor updates the product's details
Actors:	Manager and instructor
Related Use Cases:	
Stakeholders:	Studio, manager, instructor and Fit-U-In
Preconditions:	Product exists
Postconditions:	Product's details updated
Flow of events:	1. Navigate to products
	2. SYSTEM Display products
	3. Select product from list
	4. SYSTEM Display product details
	5. Select update product
	6. Update details and save
	7. SYSTEM Update database
	8. SYSTEM Display product details with changes

Use Case name:	Create product
Scenario:	Create a new product
Triggering event:	User wants up create a new product
Brief description:	The manager creates a new product
Actors:	Manager
Related Use Cases:	
Stakeholders:	Studio, manager and Fit-U-In
Preconditions:	Product does not exist
Postconditions:	Product is created
Flow of events:	1. Navigates to products
	2. Selects add product

3. Inputs and saves location details
3.a.
1. if Important field left blank
1.1. SYSTEM Prompt the user to update the missing field
1.2. User updates missing field
end if
4. SYSTEM Save product to database
5. SYSTEM Show the new products details

Use Case name:	Delete product
Scenario:	Delete a product
Triggering event:	User wants to delete a product
Brief description:	The manager deletes a product
Actors:	Manager
Related Use Cases:	
Stakeholders:	Studio, manager and Fit-U-In
Preconditions:	Product exists
Postconditions:	Product deleted from database
Flow of events:	1. Navigate to products
	2. SYSTEM Display products
	3. Select product
	4. SYSTEM Display product details
	5. Select delete product
	6. Confirm delete product
	6.a.
	1. if Yes
	1.1. SYSTEM Delete product from database
	1.2. SYSTEM Display deletion confirmation
	end if

Use Case name:	Update class
Scenario:	Update a class
Triggering event:	User wants update a class
Brief description:	The manager or instructor updates the class' details
Actors:	Manager and instructor
Related Use Cases:	
Stakeholders:	Studio, manager, instructor and Fit-U-In
Preconditions:	Class exists
Postconditions:	Class's details updated
Flow of events:	1. Navigate to classes
	2. SYSTEM Display classes
	3. Select class from list
	4. SYSTEM Display class details
	5. Select update class

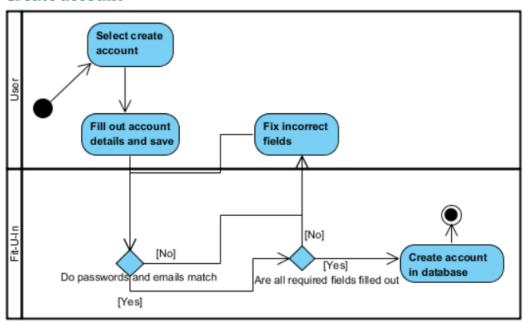
6. Update details and save
7. SYSTEM Update database
8. SYSTEM Display class details with changes

Use Case name:	Create class
Scenario:	Create a new class
Triggering event:	User wants up create a new class
Brief description:	The manager creates a new class
Actors:	Manager
Related use case:	
Stakeholders:	Studio, manager and Fit-U-In
Preconditions:	Class does not exist
Postconditions:	Class is created
Flow of events:	1. Navigates to classes
	2. Selects add class
	3. Inputs and saves class details
	3.a.
	1. if Important field left blank
	1.1. SYSTEM Prompt the user to update the missing field
	1.2. User updates missing field
	end if
	4. SYSTEM Save class to database
	5. SYSTEM Show the new class' details

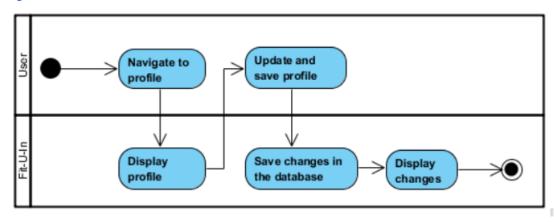
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Scenario:	Delete a class
Triggering event:	User wants to delete a class
Brief description:	The manager deletes a class
Actors:	Manager
Related Use Cases:	
Stakeholders:	Studio, manager and Fit-U-In
Preconditions:	Class exists
Postconditions:	Class deleted from database
Flow of events:	1. Navigate to classes
	2. SYSTEM Display classes
	3. Select class
	4. SYSTEM Display class details
	5. Select delete product
	6. Confirm delete product
	6.a.
	1. if Yes
	1.1. SYSTEM Delete class from database
	1.2. SYSTEM Display deletion confirmation
	end if

Activity Diagrams

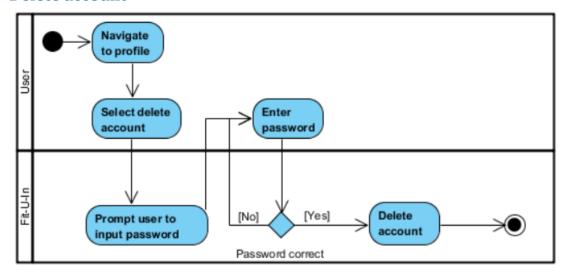
Create account



Update account

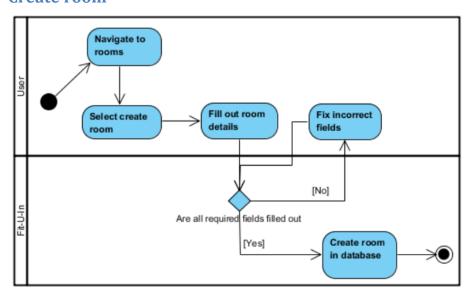


Delete account

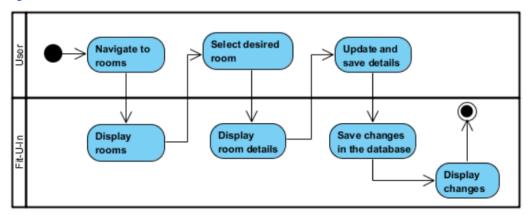


The variations of create, update and delete for rooms, locations, products and classes all follow the same process. So only the rooms variation ill be show

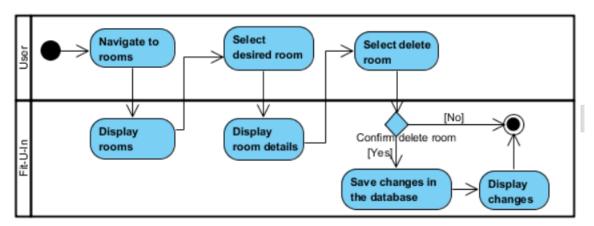
Create room



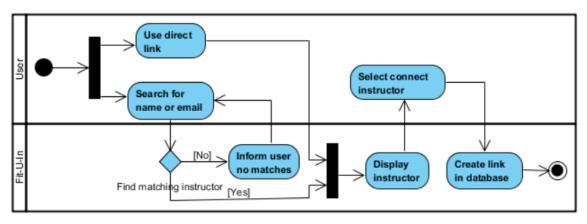
Update room



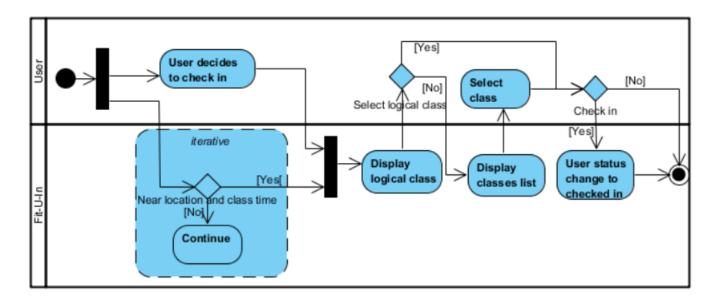
Delete room



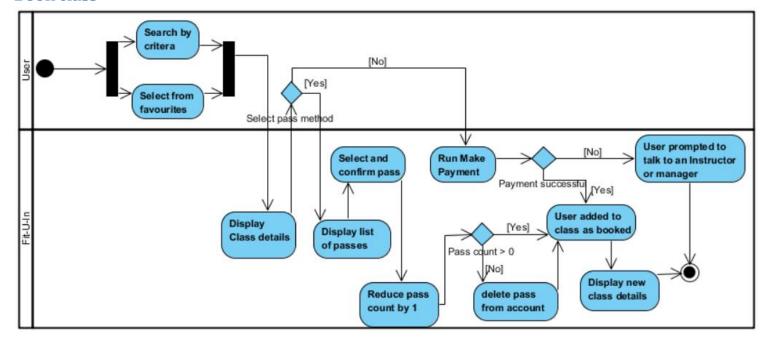
Connect instructor



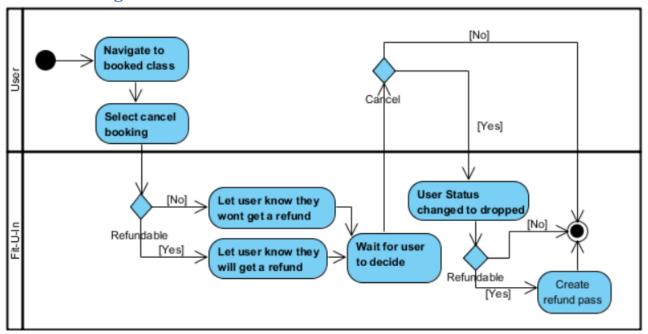
Check in



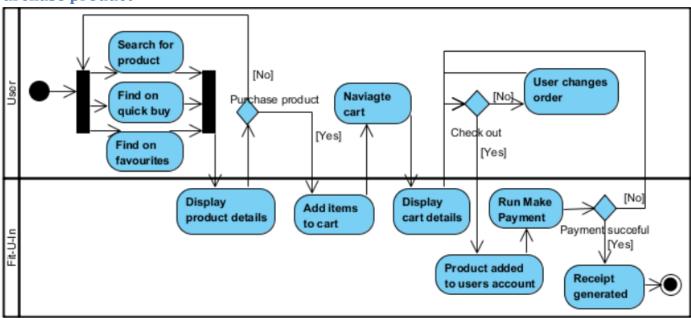
Book class



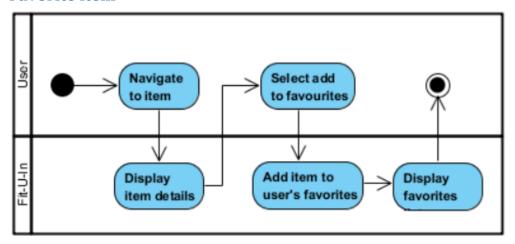
Cancel booking



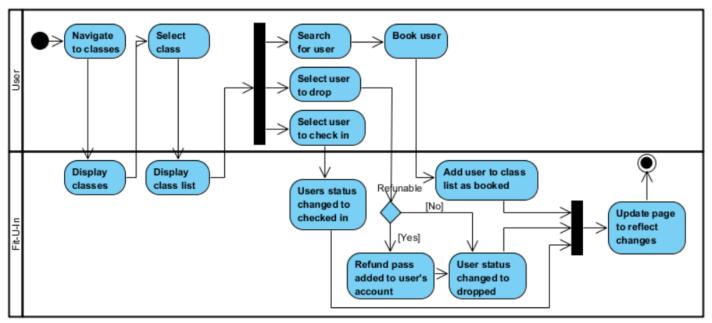
Purchase product



Favorite item

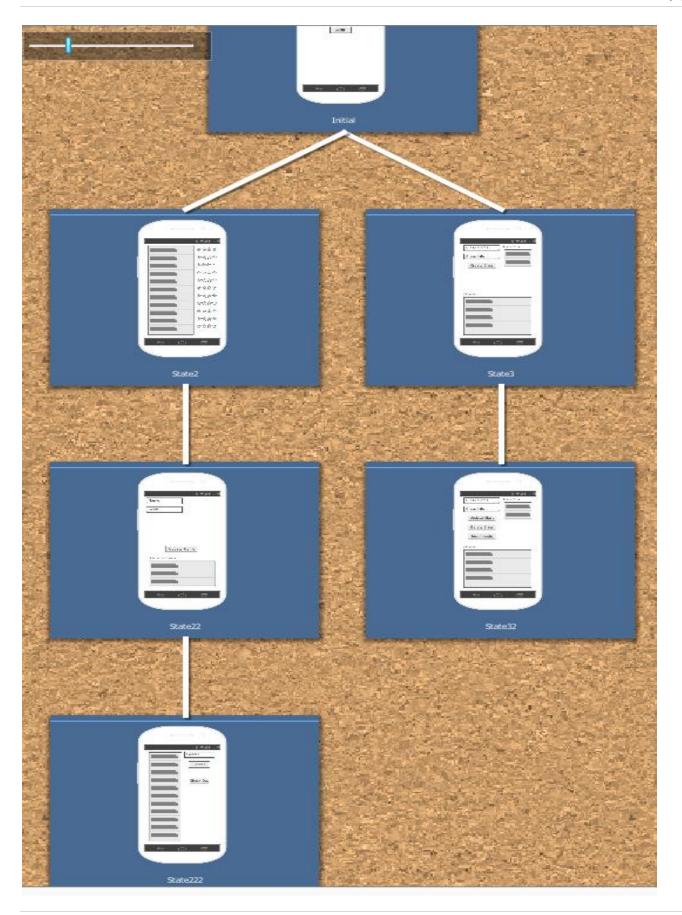


Manage check-in



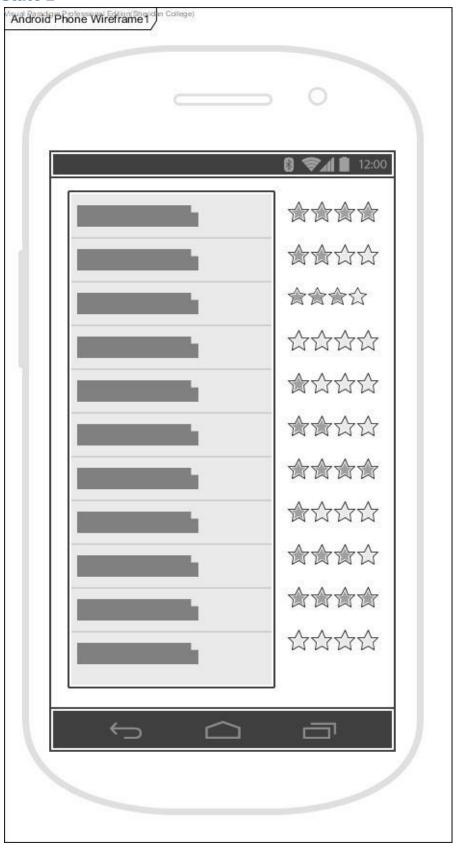
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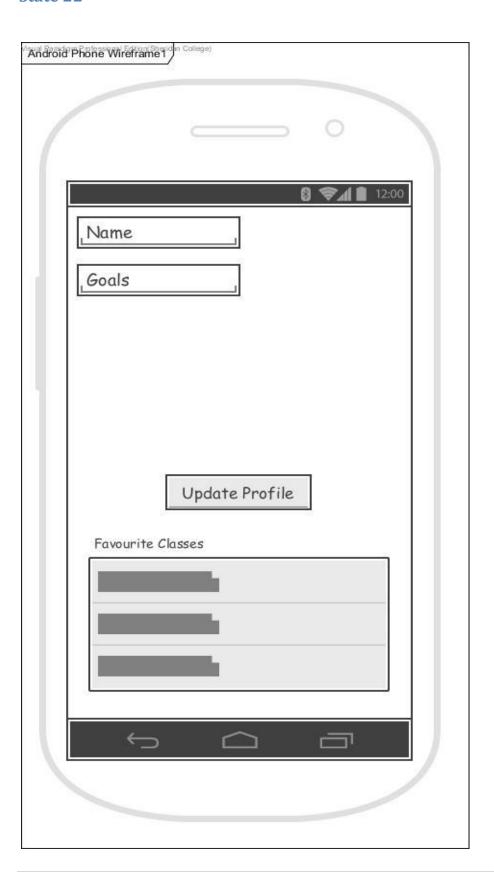
Overview

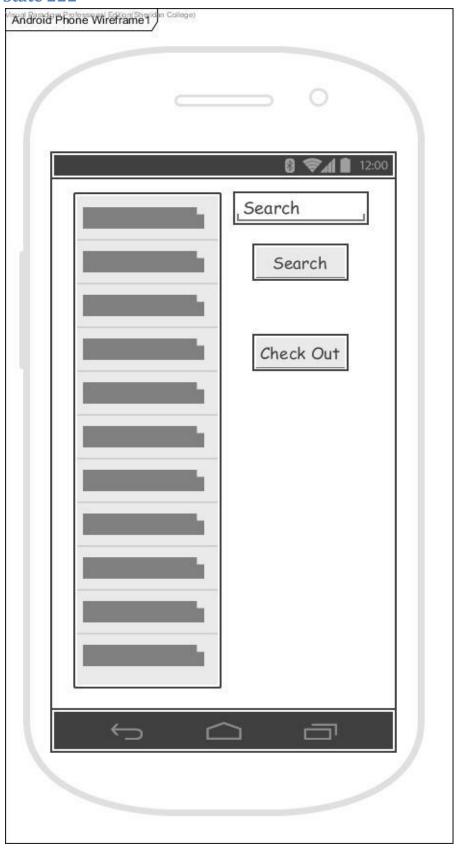


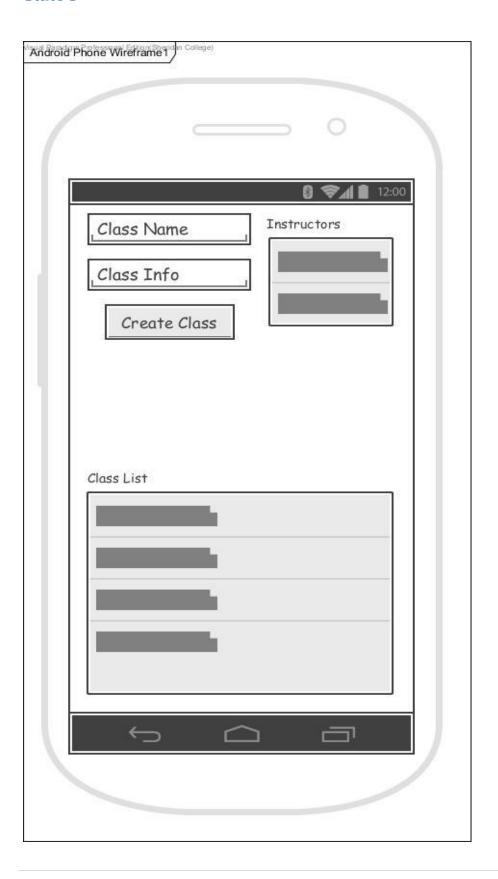
Initial State

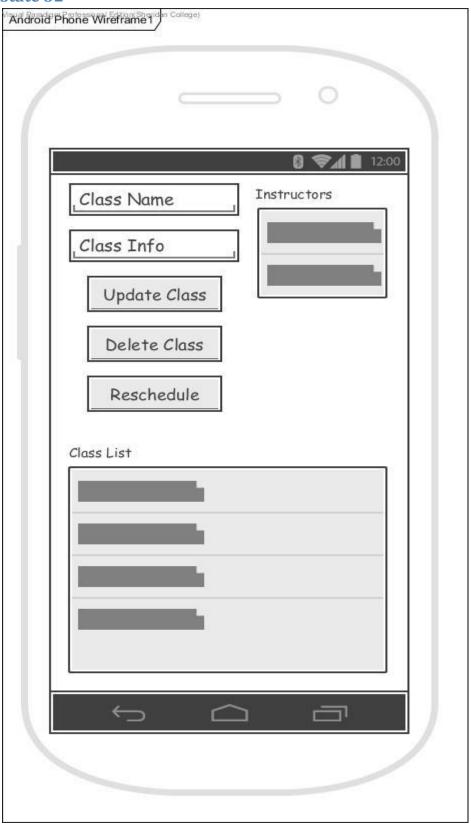




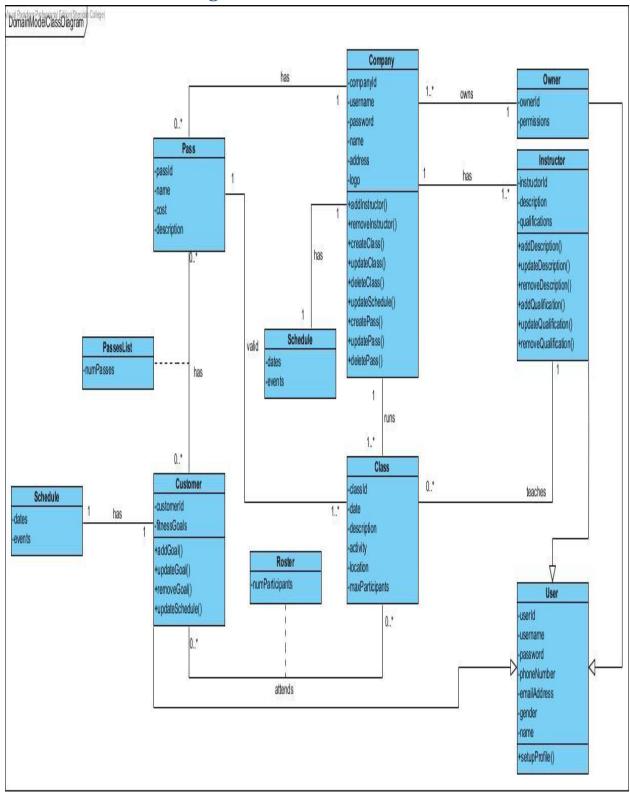




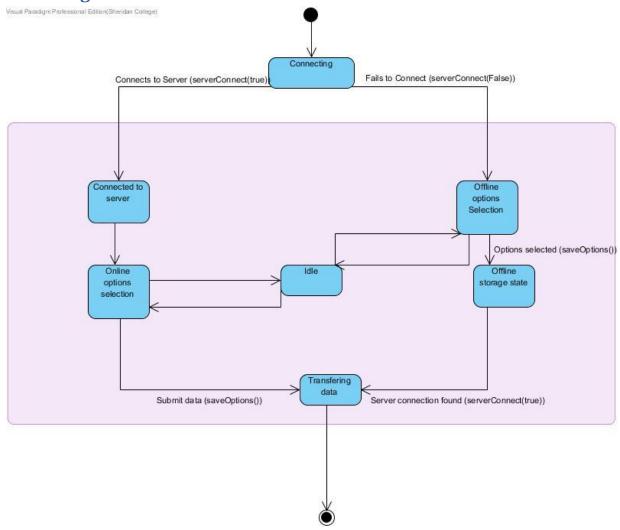




Domain Model Class Diagram



State Diagrams



System Security Requirements

Physical Security

The project will be using a dedicated host for its database and backend; however, the following are in case the need for administration of a physical server arises.

Dedicated Space will be required in case the needs of the application overstep the abilities of the dedicated host; the servers will need a server room in which to operate.

Door Locks will be required on the server room door to ensure no one just walks in and tampers with the server.

Audio/Video Surveillance is recommended to monitor activity inside and outside the server room to track traffic in and around the room. This will make it easier to identify individuals who have tampered with the servers, and any would-be intruders.

Rack Mounted Servers ensure that the servers are secure in their position, making them more difficult to steal.

Data Breaches are when secure information is released to an untrusted source, and are amongst the most common issues in physical security, with human error being noted as one of the largest causes. Realistically, there is very little that can be done to eliminate the risk of **Data Breaches**; however, there are a few steps that can be taken, should the need for us to maintain the server ourselves arise. Firstly, all hard drives and company computers will need to be properly encrypted; unencrypted drives may as well be written on paper for how secure they are. Secondly, all hard drives and company devices that have stored and processed data need to be processed, cleaned, and destroyed at the end of their lifecycle. Thirdly, all unnecessary information needs to be automatically removed from the system to remove clutter, and to ensure additional information that no longer needs to be stored is lost.

Network Security

The RSA Cryptosystem is the public-key cryptosystem that will be used in the transference of data between the client and server.

Application Security

Server-Side Authentication and security is something that many people neglect in web development. Many new developers tend to add security protocols to the client side and neglect the server, and thus allow individuals with malicious intent to bypass their security; JavaScript hosted in the browser can be manipulated by the client, and therefore bypassed completely. Though our application will be developed as a Hybrid application, and bundled into an APK, it is possible for users with malicious intent to still decompile the API and make changes to the client. To ensure that this issue doesn't arise, we will ensure that all security protocols are mimicked by the server.

Cross-Site Scripting is the most prevalent vulnerability in web security, and is best described as the ability to insert HTML tags into a site through the browser/client. This input is usually submitted through form elements, and can include any HTML tags, including JavaScript script tags. To ensure that cross-site vulnerabilities are minimized, user input will need to be validated at every instance, and sanitized as necessary; no input should go into the database and distributed without first being checked for malicious intent.

SQL Injection is another common vulnerability in web security, and is where a malicious user attempts to send SQL commands to the server, generally using form elements. Not ensuring that data sent to the server is sanitized to prevent **SQL Injection** can lead to records, tables, and event entire databases being destroyed. To mitigate the issues caused by **SQL Injection**, all information being sent to the server to be stored in the database needs to be validated and sanitized for SQL commands. In conjunction with validation, the SqlCommand object in the C# language will be used when interacting with the database, which automatically deals with **SQL Injection**.

File Security

Remotely Storing Data is the only way to ensure safety of user information. As we are working in a Hybrid context on Mobile devices, any encryption and security implemented to protect local files is immediately breached the moment someone downloads the client application. To ensure that sensitive user information is kept secure, it will be stored remotely. Only trivial data will be stored locally, through the use of Web SQL Database.

Triple DES (Data Encryption Standard) is based on the DES algorithm, and will be used to encrypt data in the database.

User Security

Reverse Geocoding Services will be used to track a user's login locations. As the typical scenario for users is that they will be logging into their application in local areas, the application will send notifications to the user's registered emails, as well as restrict access to many of the application's components, while not in within the user's home country.

Login Attempts will be monitored and tracked to mitigate false-logins. Users will be given a total of 5 login attempts before being temporarily locked out of their account, at which point they're free to try and login once again.

Passwords will be required to have a minimum length of 8 characters, and may contain both alphanumeric and non-alphanumeric characters. However, the password must include at least 2 upper-case alpha characters, 1 numeric character, and 1 non-alphanumeric character. In addition, the password may not contain the account's username in full.

Procedural Security

Form Data will be processed as outlined in the previous sections. After the user has input the information, the JavaScript security protocols will validate and sanitize the submission as needed and then send it to the server. At the server, the protocols will be run again to ensure that the submitted data is valid and not malicious. The information will then be submitted to the appropriate database.

Full Database Backups will be generated daily to ensure that the database is as up-to-date as possible without overloading the network.

Differential Database Backups will be generated every 12 hours. While they have the disadvantage of complicating the recovery process, having **Differential Database Backups** further reduce data loss.

Transaction Log Backups will be generated every 10 minutes. Being less resource intensive than either **Full Database Backups** or **Differential Database Backups**, **Transaction Log Backups** are the actual log of all activity in the database, and are both able to be generated while the system is working and be used to restore a database to a specific time.

Backup Storage will be stored on a remote disk to ensure that even if the hard drive, and indeed the entire RAID 10, goes bad, the backups will still be available to use.

Daily Attendee Report

February 16

2016

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Executive summary

This report represents the results of the daily activities of the business and its customers. This report is to breakdown the customer's demographical information to which can be used to see who exactly are attending, what and when they are attending classes and what is purchased. Then take that information and display it graphically to see what the current market consists of and where we can set our sights on next.

Customer Report

Number of attendees:	229		
Average age:	34		
Number of Females:	203		
Number of males:	26		
Peak times:	4pm – 6pm at	120 attendees	
Peak class:	Hot Yoga 90 a	Hot Yoga 90 attendees 3pm-5pm	
Total Sales Revenue: \$2966.80			
Top 3 items sold: Class Passes \$	2398.80	120 sold @ \$19.99	
Water bottle \$	348	174 sold @ \$2	
Yoga mat \$	120	6 sold @ \$20	

Attendees by geographic location:

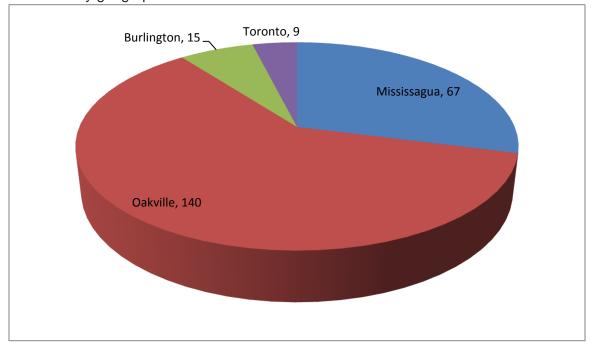


Figure 1 Pie Chart of Geographical Locations of Customers

Market Opportunity

Based on the demographics it seems most of the clientele are females from the Oakville and Mississauga area. Our clientele seems to purchase passes and water the most often. The peak time our clients come is at 4pm to 6 pm. Potential markets to consider would be the Burlington area with 15% of attendees where from Burlington.

Recommendations

Based on the information acquired it seems our customer base is females at around the age of 34 from the Oakville and Mississauga area. The recommended options would be to potentially expand to the Burlington region.

How will the program generate this report?

The report will be generated from the server's database of the daily transactions of the business. Attendees data will be retrieved from the profile data from the ones who have checked in. The sales data will be from the server's sales tables. Peak times and classes will be calculated from the classes with the most attendees at a particular 2 hour period. Potential markets would be looking at the demographical data and selecting ones within a certain distance and under a particular percentage. These reports would be created then be saved daily to the business server.