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| Abdul-Rahmon Hamzat |
| Project Proposal |
| For ToKa Fitness |

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# The Business Context

ToKa Fitness provides customers with personalised training sessions. They also give their customers advice about fitness training and advice about healthy living.

As part of their development, ToKa Fitness want a new innovative solution that will provide customers with:

* Information and advice about fitness training and heathy living.
* Access to digital content to support their customers with their training and healthy lifestyle.

They also want to encourage their existing users to use more of their services.

Additionally, after carrying out market research, ToKa Fitness found that their existing customers wanted:

* free and paid-for content
* accessibility features for users with visual impairments
* social features
* customisable workout and eating plans.

# User Research

## User Persona

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Age** | **Profession** | **Interest in solution** |
| Jack Davis | 33 | Finance manager | Goes to the gym on the weekends. The system would allow him to plan workouts and meals more effectively |
| Jane Smith | 39 | Teacher | Partially blind and uses the gym after school before she goes home. |
| Adam Thompson | 26 | Personal Trainer | Uses the gym personally and trains his customers. Meal planner would be good for planning both his and their meals. |
| Thomas Miller | 18 | Student | Uses the gym after school and uses the meal planner and workout planner. Makes it easier to know what to do and to not waste time thinking of what to do.  Also helps him learn new workouts. |

## User Story

### Users of the software

|  |  |  |
| --- | --- | --- |
| **As a user** | **I want to** | **So that** |
| As a personal trainer | Plan and manage and edit my client’s workout plans and meal plans | Its easier for me to see and show them |
| As a partially blind person | Have a screen reader and other accessibility features available to me | I can access the content in a way that works for me |
| As a returning customer | I want to have social features available to me | I can connect with other gym-goers and interact with them |
| As a new customer | Be able to access free content | I can see whether the paid content is worth it |
| As a customer | See when the gym is open and how full it usually is at different times | I can plan when I go to the gym. |
| As a staff member | Be able to add information about fitness and heathy living | The customers can view it |
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