Spring 2023

WEIGHTTIME

RECAP

Unmet Needs

1. Equipment-specific waitlist
2. Queue Management
3. Self-reliance

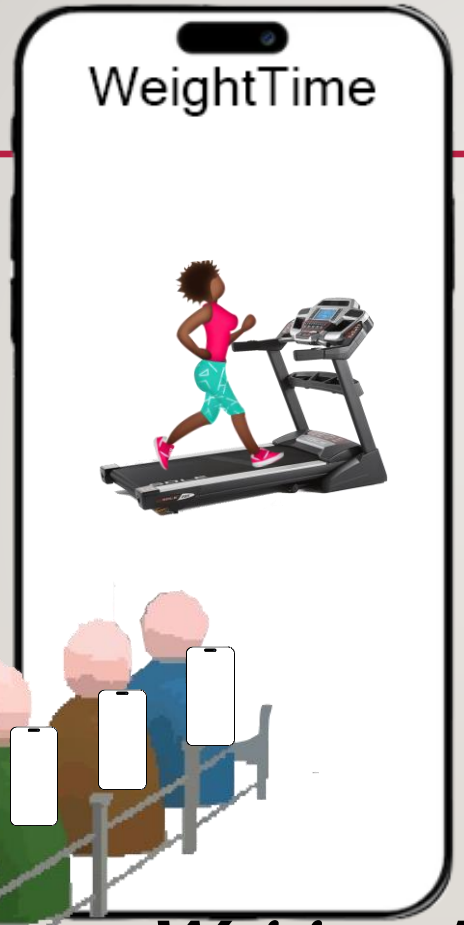
Customer Segment

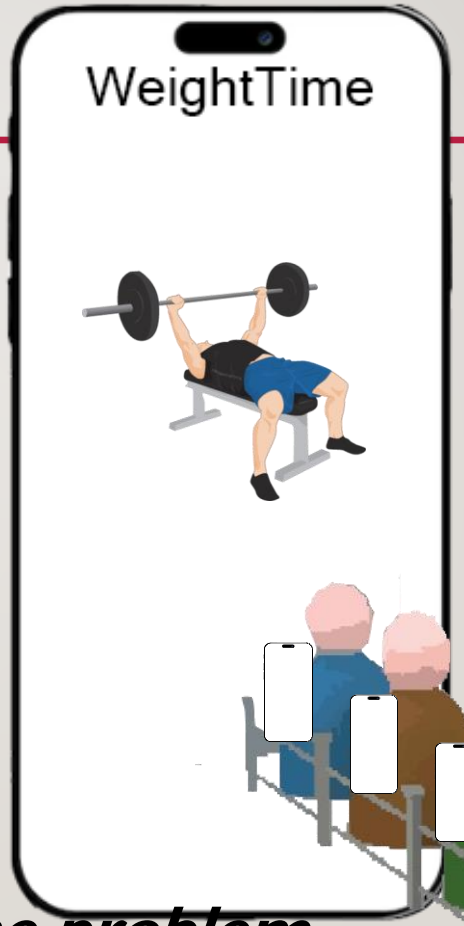
Students

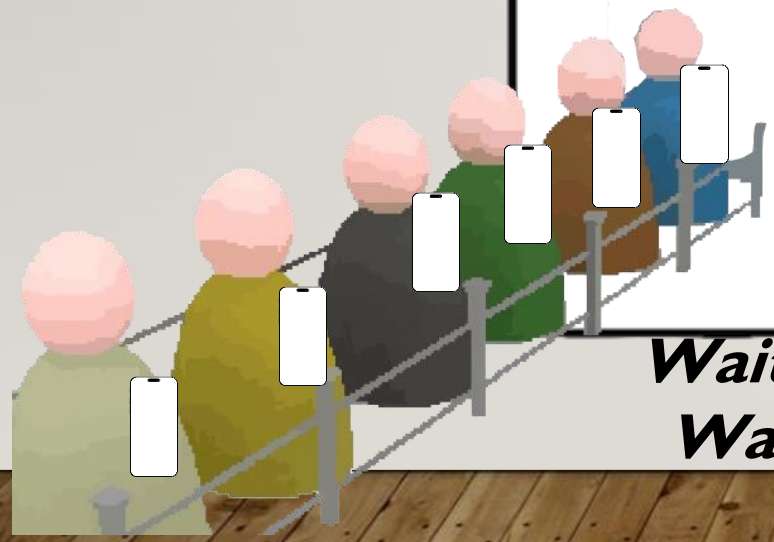
Hypotheses

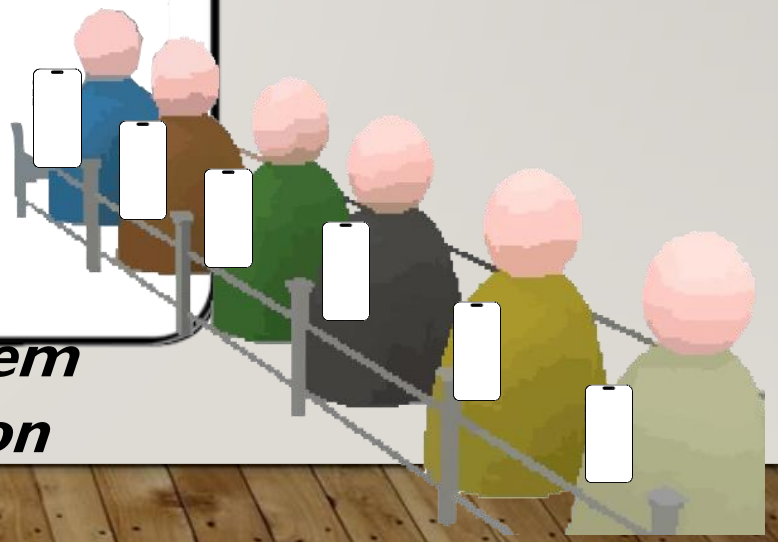
1. Impatience
2. Time-bound
3. Working while Waiting

SOLUTION







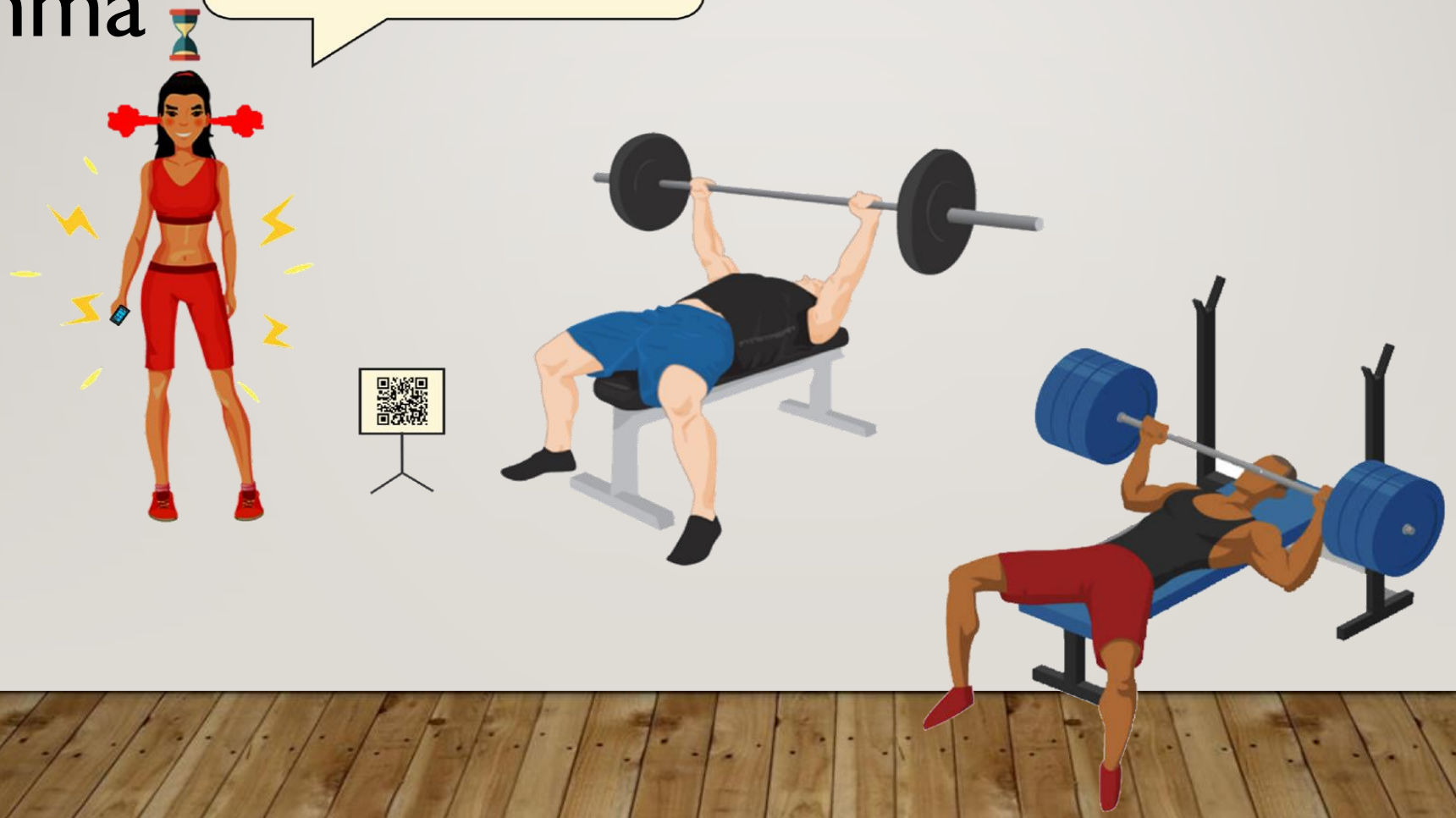


Waiting physically is the problem
Waiting virtually is the solution

VISUAL STORYBOARD

Emma's woes

Emma



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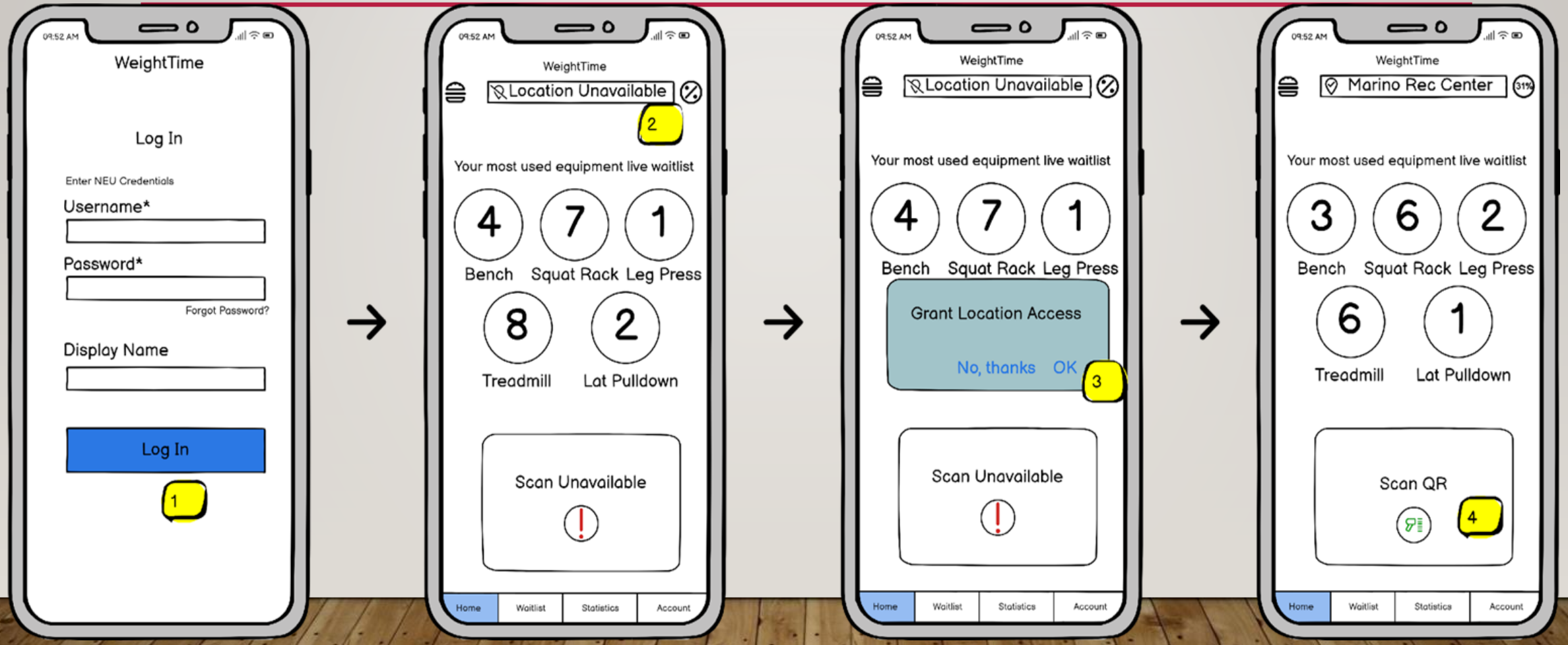
Visual Storyboard

Emma's woes



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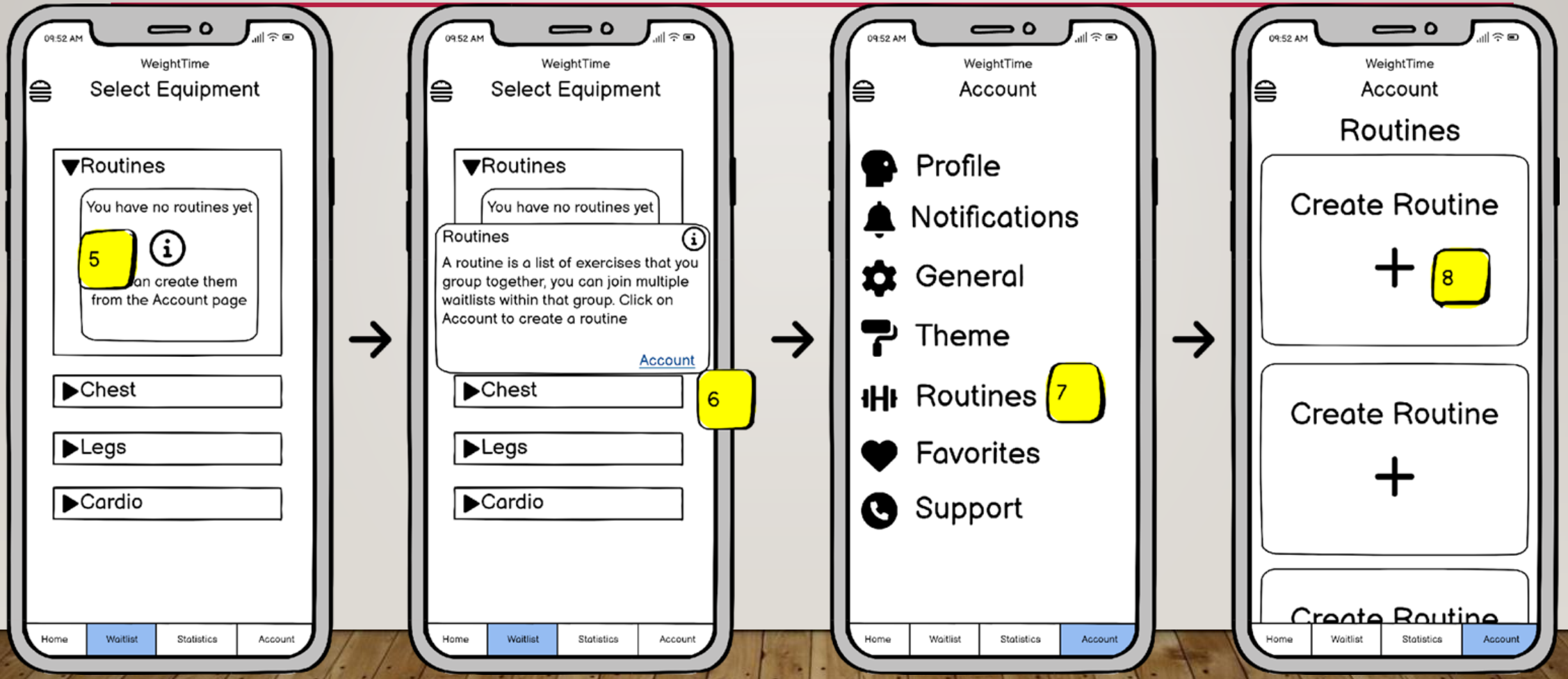
Emma's woes



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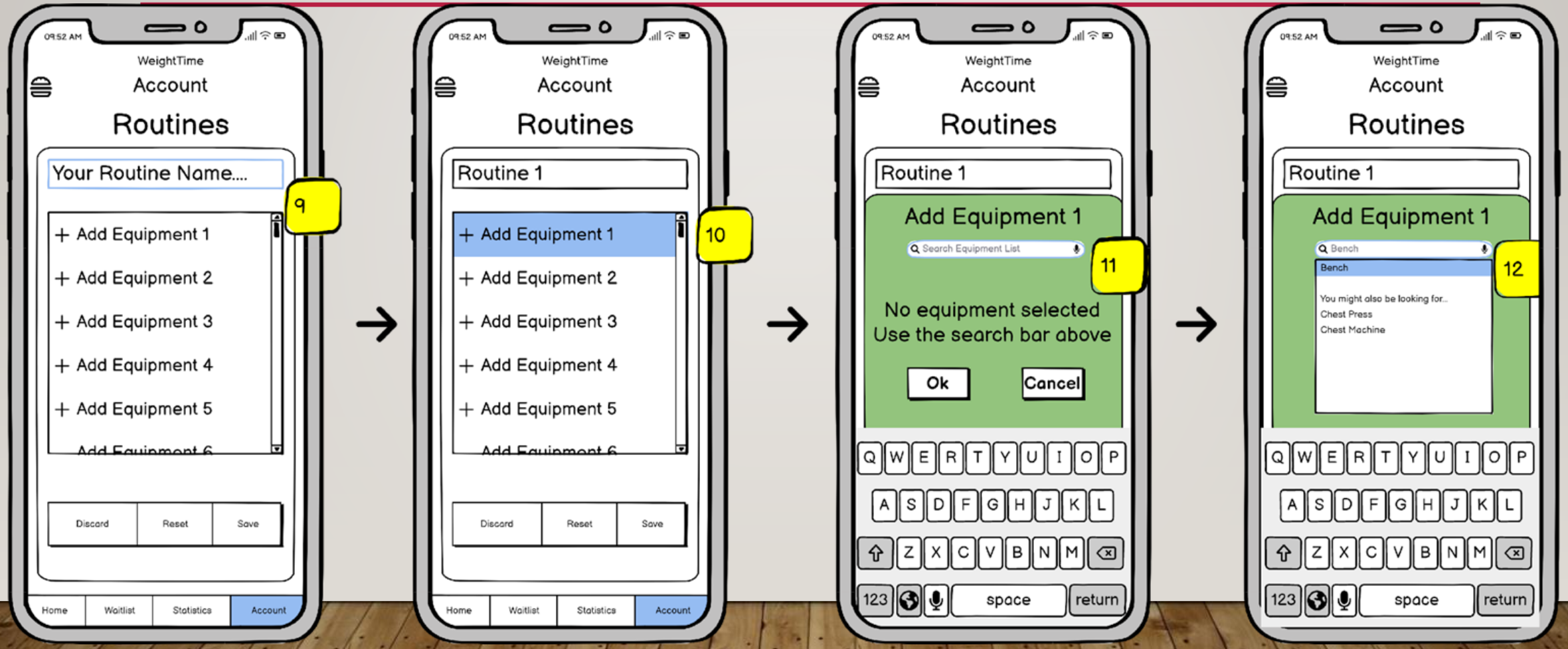
Emma's woes



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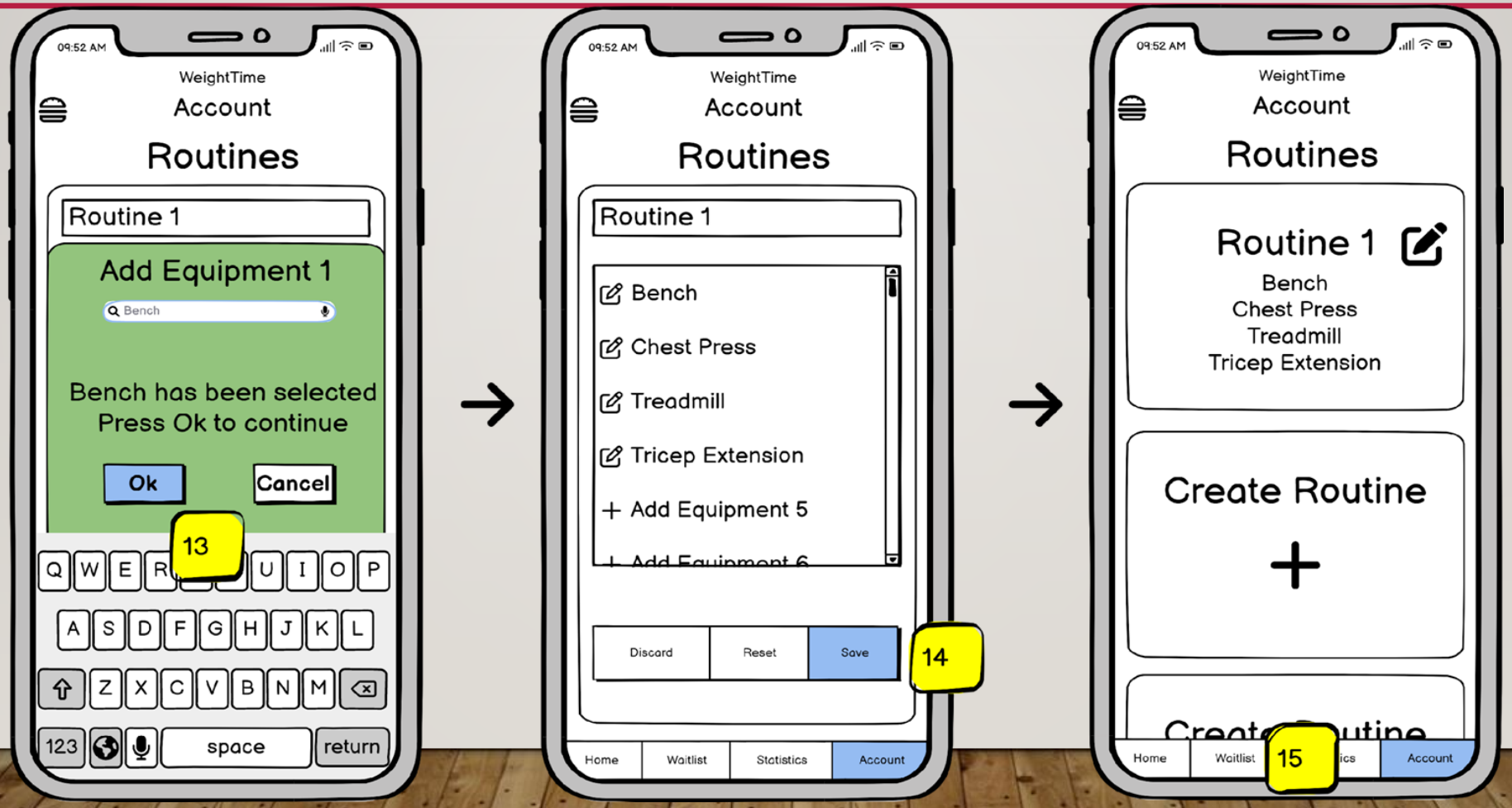
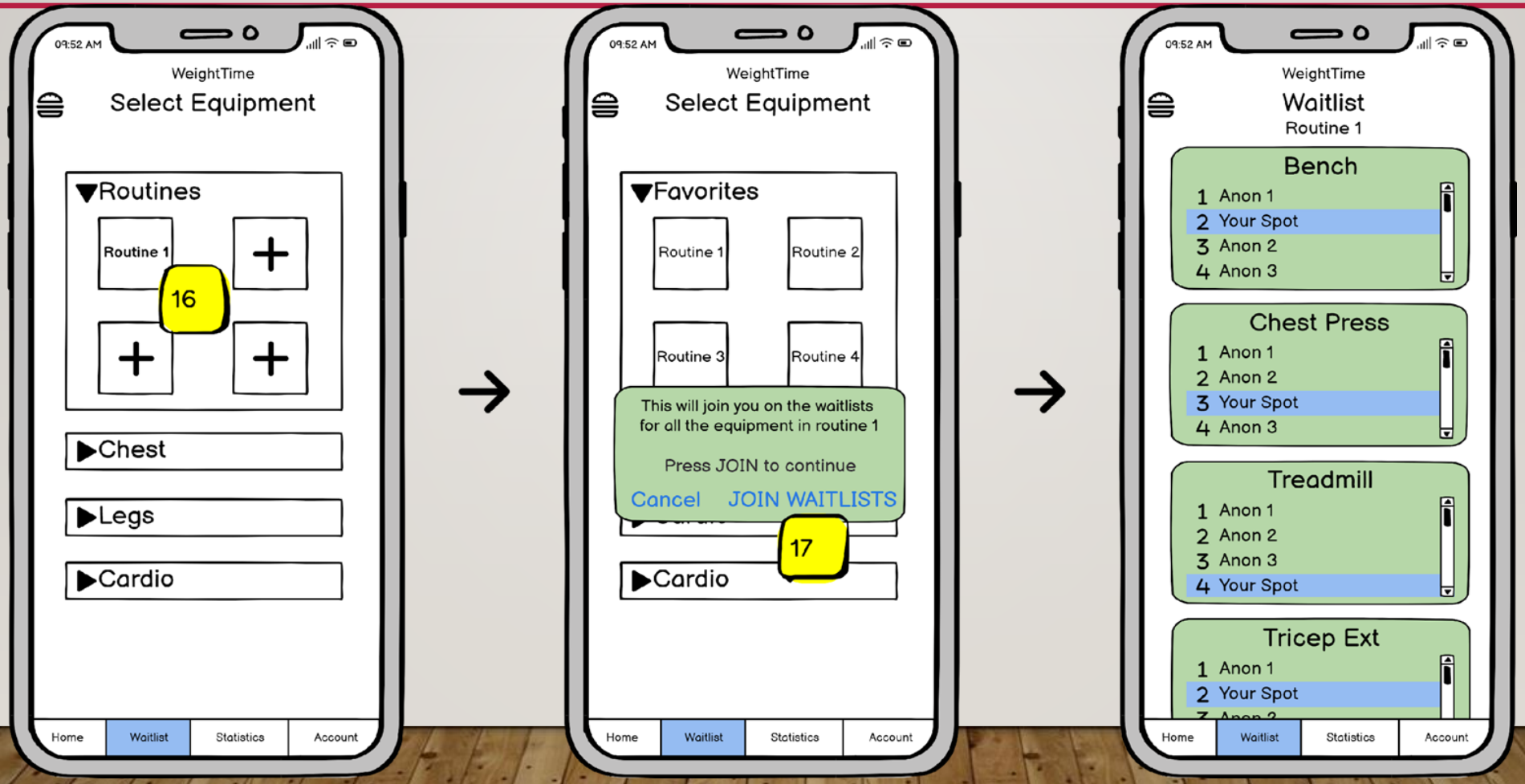
Visual Storyboard

Emma's woes



VISUAL STORYBOARD

Emma's woes



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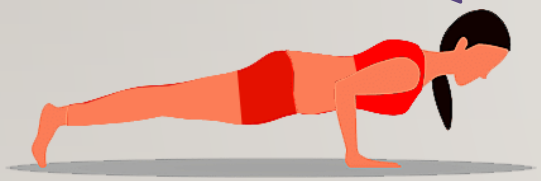
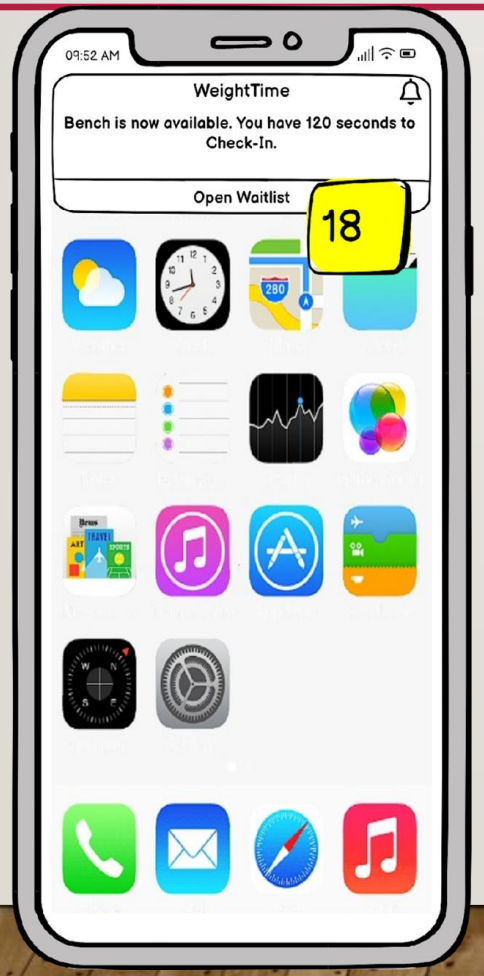
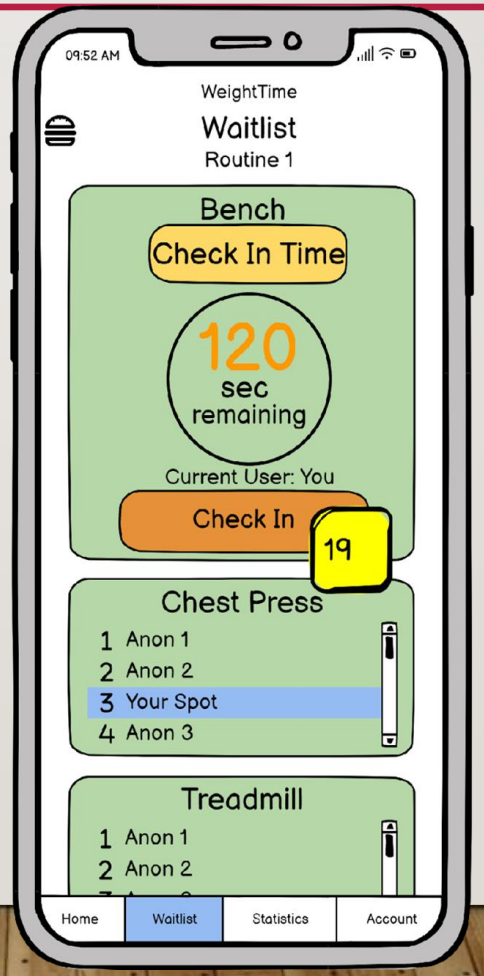
Visual Storyboard

Emma's ~~woes~~

Let me warmup now that I don't have to wait in a line







That's amazing. I am going to have a great Bench session

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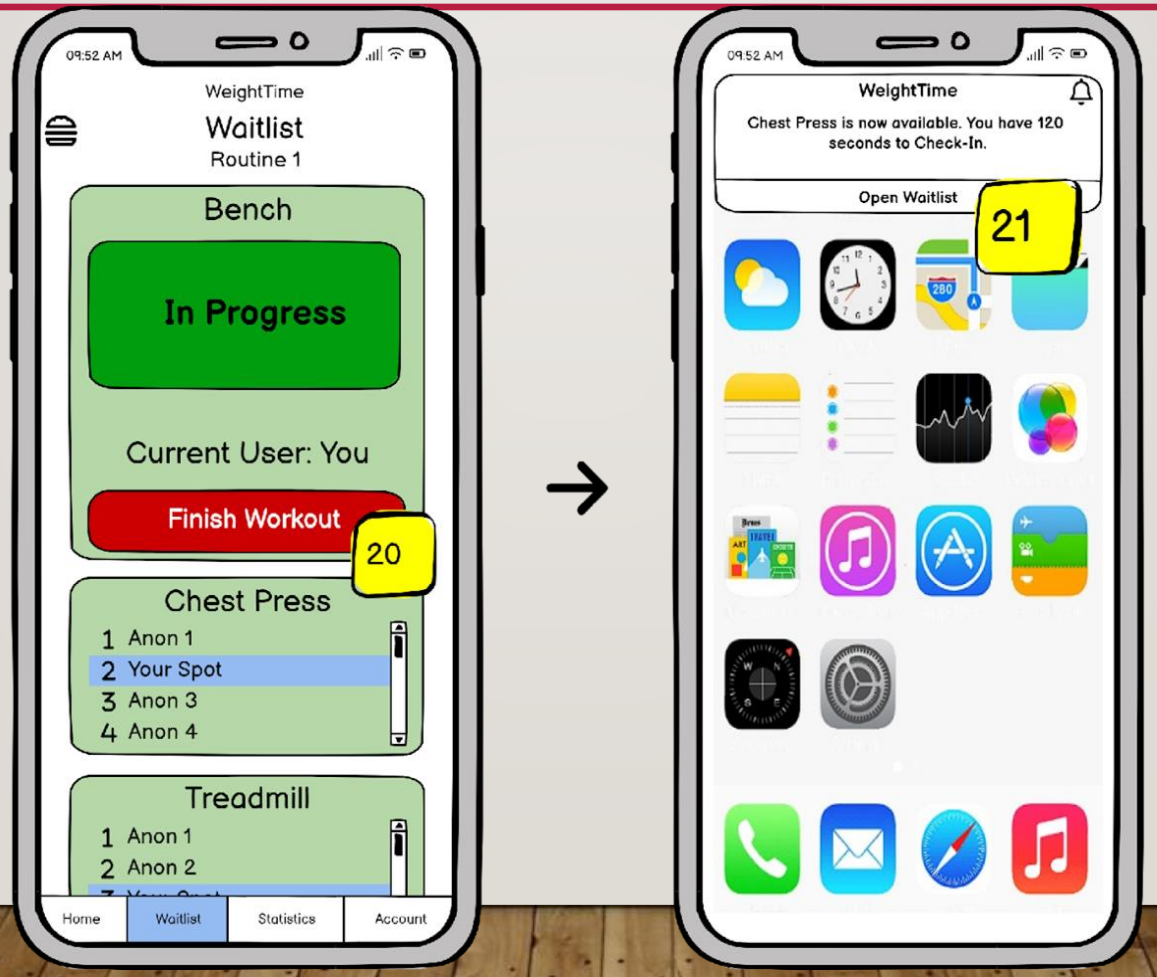
VISUAL STORYBOARD

Emma's ~~woes~~



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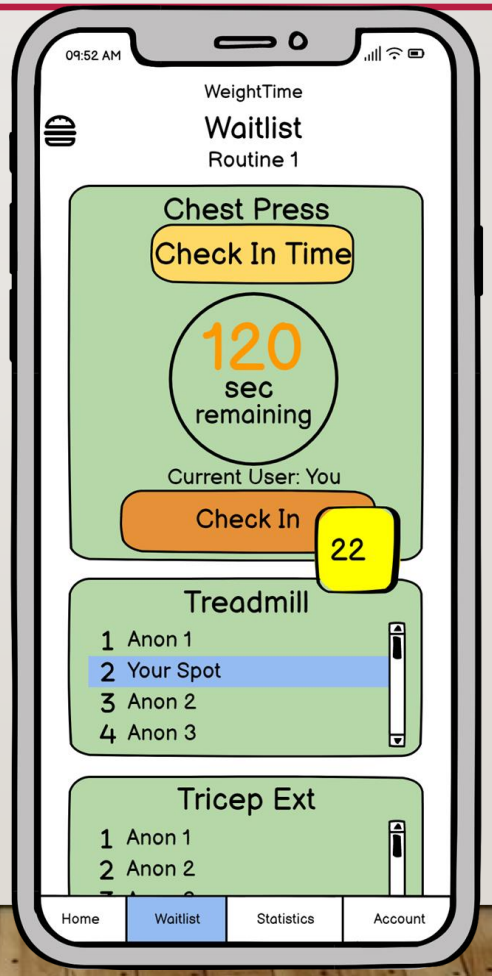
VISUAL STORYBOARD

Emma's ~~woes~~ no more!



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VISUAL STORYBOARD

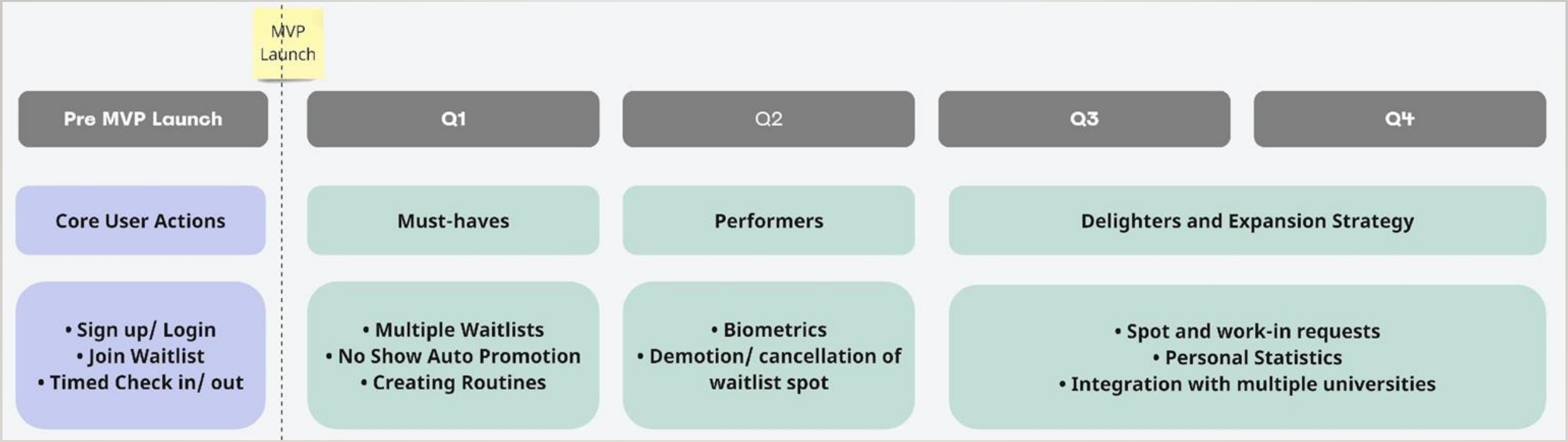
Emma's ~~woes~~ no more!

Waiting Virtually

Warmup | Working out | Working out | Working out

Spring 2023

Product Roadmap



Product Features

User Onboarding

List of equipment

Join Waitlist

Check-in / Check-out

Creating Routine

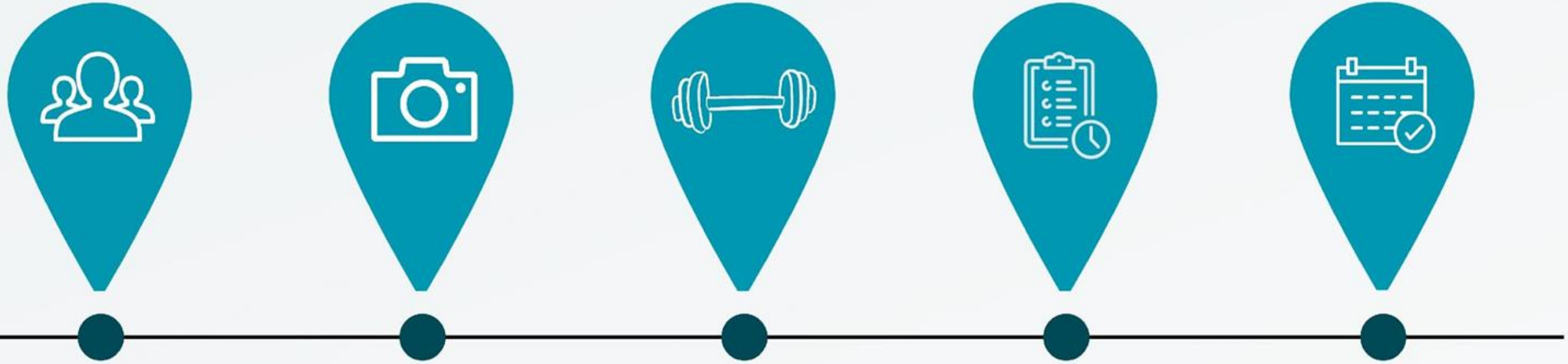
Join Multiple Waitlists

Waitlist cancellation

Spot Request

Work-in Request

Features of MVP for Launch



SIGN UP / LOGIN

User sign up / Login

CAMERA ACCESS

User should give camera access to scan QR code

EQUIPMENT LIST

Users will see list of equipment

SINGLE WAITLIST

Users can join single waitlist depending on their workout routine

CHECK IN/CHECK OUT

Users should Check In prior to using the equipment. And Check Out once they are done with it

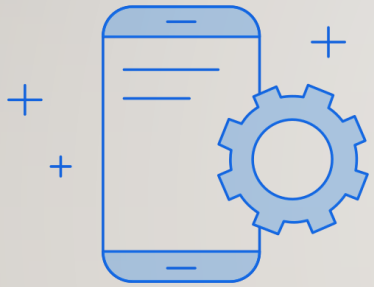
Key Metrics

*NORTHSTAR Metric- Core User Action of Joining a Waitlist

Counter Metric- User Adoption Rate

Vanity Metric- Creating Routines

Operational Needs



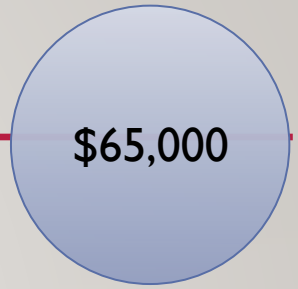
App Development

Marketing

IT & Support

Projected Costs

3 Developers	40/hr	$20,000
1 Scrum master	45/hr	$7,000
1 Product owner	40/hr	$6,500
2 Marketing Interns	15/hr	$5,000
2 Marketing Managers	35/hr	$11,000
IT and Support	40/hr	$6,500
Miscellaneous Costs	___	$10,000



Monthly Cost

Total Cost (6 months)

Addressing Risks

User Adoption	**Promote our solution's effectiveness through robust marketing campaigns.**
Technology Dependence	**Storing regular server snapshots on both local drives and cloud-based disaster recovery servers.**
No Show	**Introducing a 120-second buffer time for users to check-in**
Implementation Hesitation	**Use analytics to demonstrate the frustration students experience from waiting in line.**
Check-in/Check-out	**Time Remaining: 120 sec. Check-in or Lose Spot!** **Timely Checkout alerts**

Thank You