

# PRD: Comprehensive Gym Management Platform

## Overview & Objectives

This Product Requirements Document outlines a **fully integrated gym management platform** designed to serve both boutique fitness studios (yoga, pilates, personal training, etc.) and large multi-location gym chains (e.g. Planet Fitness, Crunch). The platform's primary goal is to **streamline all aspects of gym operations and member experience** in one system. By unifying class scheduling, member management, billing, access control, and analytics, the platform will **free up staff time and help gyms grow** <sup>1</sup>. Key objectives include:

- **Enhanced Member Experience:** Provide members with convenient self-service tools (mobile app, online portal) to book classes, track progress, and manage their membership, all under the gym's own branding <sup>2</sup> <sup>3</sup>.
- **Operational Efficiency:** Automate repetitive tasks like billing, scheduling, and attendance tracking so staff can focus on customer service <sup>4</sup>. Reduce check-in lines and administrative overhead with self-check-in kiosks and integrated access control <sup>5</sup> <sup>6</sup>.
- **Scalability for Multi-Location Businesses:** Support **multi-location chains and franchises** with centralized oversight and local autonomy. Ensure consistent member experience and branding across all locations while allowing location-specific customizations <sup>7</sup> <sup>8</sup>.
- **Data-Driven Insights:** Provide robust reporting and analytics (membership growth, retention, revenue, class attendance, etc.) at both location and network-wide levels to inform business decisions <sup>8</sup> <sup>9</sup>.
- **All-in-One Solution:** Incorporate membership management, class bookings, staff scheduling, point-of-sale, and marketing tools into one platform, eliminating the need for multiple fragmented systems <sup>10</sup>.

By achieving these objectives, the platform will empower gym owners to **increase member satisfaction and retention**, optimize operations, and scale their business efficiently.

## Target Market & User Personas

**Target Market:** Fitness businesses of all sizes, from independent studios to enterprise gym chains. This includes boutique studios (Yoga Six, Pure Barre, etc.), mid-size health clubs, martial arts schools, and large franchises (Planet Fitness, Crunch). In total, there are ~40,000+ boutique fitness studios in the U.S., all potential users of such a platform (with additional big-box gyms globally).

**User Personas & Roles:** The system will cater to a range of user roles, each with specific needs:

- **Gym Owners / Franchise Executives:** Need high-level dashboards and controls for their entire business or network. They want to see financial performance, membership trends, and ensure brand consistency across locations <sup>11</sup> <sup>7</sup>. Owners also configure pricing, memberships, and have ultimate administrative control.

- **Club Managers (Location Managers):** Oversee day-to-day operations at a single gym location. They manage class schedules, instructor assignments, member issues, and local marketing campaigns. They need tools for **scheduling, check-ins, point-of-sale, and member account management** in their facility.
- **Front Desk Staff:** Handle member check-ins, sign-ups, retail sales (merchandise, drinks), and act as the first line of support. They require a simple, **intuitive interface for quick member lookup, check-in, and sales transactions** <sup>5</sup>.
- **Trainers / Instructors:** Need to view their class rosters, personal training appointments, and client information on the go. They benefit from mobile access to schedules, the ability to log session attendance, and track client progress or injuries <sup>12</sup>.
- **Members (Gym Clients):** The end-customers who use the gym's services. They expect a **user-friendly member portal or app** to book classes, manage their membership (view bills, update payment method), check into the facility (e.g. via QR code or app), and track their own fitness activities <sup>13</sup> <sup>14</sup>. Members also appreciate engagement features like goal tracking, community forums, or challenges, though these can be future enhancements.

Understanding the needs of each persona is critical. The platform must be **easy to use for both staff and members**, as simplicity is a major selling point in this market <sup>15</sup> <sup>16</sup>.

## Platform Architecture & Multi-Tenancy

The platform will be built as a **cloud-based, multi-tenant SaaS system**. This means a single platform instance serves many gym businesses (tenants), while keeping each tenant's data isolated and secure. Key architectural requirements:

- **Tenant Isolation:** Each fitness business (whether a single studio or a franchise network) has its own segregated data and configurations. This prevents any commingling of member data between different companies. For example, a member at Gym A will never appear in Gym B's database. Data isolation can be achieved via separate schemas or a robust tenant ID mechanism in the database.
- **Root Admin (Platform Provider) Access:** A special super-admin role (for the platform operator) can manage the overall system – e.g. onboarding new gym companies, monitoring system health, and supporting client needs. This access is **separate from any gym's internal admin**; platform admins can see all data for support purposes, but they act on behalf of the software provider, not as a gym staff.
- **Multi-Location Support within Tenants:** A single gym business (tenant) may have multiple physical locations. The architecture should allow creating multiple **center/location entries under one business account**, with the ability to share or separate data as needed. For instance, a franchise owner can have a corporate account linking all their locations. **Shared or segmented member databases** should be configurable – e.g. members can either belong to one “home” location or be recognized across all locations in that chain <sup>17</sup>. Cross-location access rules will depend on membership type (see Membership section).
- **Scalability:** The system must handle large data volumes and high concurrency. A big-box chain with dozens of clubs could have hundreds of thousands of active members in total (e.g. ~15,000 per location). The database design should use **proper indexing for fast member lookups**, and support horizontal scaling (read replicas, partitioning by tenant) to ensure snappy performance even with millions of records. The application layer should be stateless where possible to allow scaling out via

load balancers. As the **club network expands, the system should scale with them** seamlessly <sup>11</sup> <sup>18</sup>, whether launching new facilities or handling peak usage times (e.g. New Year sign-ups).

- **Reliability & Uptime:** As a mission-critical system (especially for check-ins and payments), the platform should target high availability (e.g. 99.9% uptime SLA). This involves using cloud infrastructure, database replication, regular backups of tenant data, and robust monitoring. Disaster recovery plans must exist (e.g. point-in-time recovery for databases) to protect against data loss.

By employing a modern multi-tenant architecture, the platform can serve many clients efficiently while **keeping each gym's experience uniquely theirs** <sup>2</sup>.

## Role-Based Access & Security

To accommodate the multiple user types, the platform will implement **multi-level role-based access control (RBAC)**. Each user account is associated with one or more roles that determine what features and data they can access. Key points include:

- **Predefined Roles:** The system will provide default roles such as **Owner, Manager, Trainer/Instructor, FrontDesk/Staff**, and **Member**, each with appropriate permissions. For example:
  - *Owner/Administrator:* Full access to all settings, billing info, all member data, and reports for their gym (or all gyms in their chain). Can add or remove users and assign roles.
  - *Location Manager:* If the business has multiple locations, a manager role may be limited to their specific location's data. They can manage classes, view that location's members and financial reports, but not see other locations' data (unless granted by an Owner).
  - *Trainer/Instructor:* Access to class rosters, their personal training clients, ability to input workout results or notes, but **restricted from financial or sensitive member info** they don't need.
  - *Front Desk Staff:* Permissions to check in members, sell products (POS), register new accounts (limited member data access), and update basic member info. They would not have access to high-level reports or sensitive admin settings.
- *Member:* Can log into the member portal/app to view and manage their own profile, classes, and payments. No access to other members' data or internal staff functions.
- **Custom/Granular Permissions:** Gym owners can fine-tune access. For instance, the owner could give a **head trainer** access to view attendance reports for the classes they teach, or allow a **marketing staff** to use member contact data for campaigns without seeing billing details. The platform should allow creating custom roles or adjusting permissions (e.g. via a matrix of features × roles) to fit each organization's needs.
- **Multi-Location Visibility Controls:** In a franchise scenario, **leadership teams should have full visibility across the network**, while each location's staff see only their own site's data <sup>19</sup>. The system must enforce these boundaries. For example, corporate might run a report on total members across all locations, but a local manager only sees members registered at their club. Permissions will be linked with location scopes.
- **Security Measures:** All user roles will authenticate via secure methods (password with optional 2FA). Data access checks occur on every request to ensure users can only access authorized records. Sensitive actions (like exporting member lists or viewing payroll) may require owner-level privileges.

Additionally, the platform will maintain **audit logs** of key actions (e.g. who changed a membership or deleted a payment record) for security and accountability.

This role-based system ensures that each user — from a member up to the owner — has an **appropriate, safe level of access**, and that **each location and company's data remains confidential** to them <sup>19</sup>. It provides both **granularity and peace of mind** that the right people are accessing the right information.

## Membership & Subscription Management

At the core of the platform is robust **membership management** to handle the entire lifecycle of gym members. This includes creating and selling memberships, managing member accounts, and handling billing. Key features:

- **Flexible Membership Plans:** Gym admins can configure a variety of membership types to fit their business model. For example, recurring subscriptions (monthly or weekly billing), prepaid packages or class packs, free or discounted trial memberships, drop-in passes, and complimentary/VIP memberships <sup>20</sup> <sup>21</sup>. Each membership plan can have attributes like duration, billing frequency, access level (e.g. single location vs. all locations), and price. The system supports **preset billing dates, trial periods, and special rates** as needed <sup>20</sup> <sup>22</sup>. This flexibility allows gyms to offer, say, a 7-day trial or a 10-class pack alongside monthly contracts.
- **Online Signup & Digital Agreements:** The platform will enable **online membership sales** via the gym's website or the member app. Interested prospects can browse available membership options, fill in their details, sign the contract/waiver, and pay – all online <sup>23</sup> <sup>24</sup>. **Digital agreements and waivers** are integrated so new members can sign required forms electronically during signup <sup>25</sup> <sup>26</sup>. This eliminates paperwork and speeds up onboarding. All signed documents (membership contracts, liability waivers) are stored in the member's profile for reference, ensuring **legal compliance and easy access via the app** <sup>26</sup> <sup>27</sup>.
- **Member Profiles & Account Management:** Each member has a profile storing personal info (contact, demographics), membership status, attendance history, payment history, and any notes or documents. Staff can easily **update member info, record notes (e.g. injury warnings or preferences), and attach documents** to a member's profile <sup>28</sup> <sup>29</sup>. The system maintains a **timeline of all member activities** (e.g. sign-ups, check-ins, payments) so staff and the member can view their history in one place <sup>30</sup>. Members can also log in to update their own contact/billing details as allowed.
- **Membership Actions – Upgrade, Freeze, Cancel:** Common membership changes are supported with minimal friction. Staff (or members, if permitted) can **upgrade or downgrade plans** mid-cycle, pro-rating charges accordingly. Members can request to **freeze (pause) their membership** for a set time (if the gym's policy allows), which the system will handle by pausing billing and reactivating later. Cancellations are tracked with end dates – the platform can allow cancellations online but possibly require certain notice periods or admin approval per gym policy. All these changes (freeze, cancel, etc.) can be done in a couple of clicks and even scheduled for a future date <sup>31</sup>.

- **Automated Recurring Billing & Dunning:** The platform will automatically charge members for recurring dues via their saved payment method (credit card, ACH, etc.) on schedule <sup>32</sup>. It should handle various billing cycles (monthly, every 4 weeks, etc.). If a payment fails, the system sends an automated **payment retry and reminder workflow** – e.g. notify the member of a failed payment and prompt them to update their info. **Automated payment reminders** before due dates and **past-due notifications** help reduce missed payments <sup>33</sup>. The system can even send a secure link to let members update their payment method on file when needed <sup>34</sup>. All financial transactions are logged, and receipts can be emailed to members.
- **Family / Linked Accounts (if applicable):** For gyms that serve families, allow linking family members under one primary payer account. The parent could manage child memberships, for example. (This is a nice-to-have feature to consider, given studios like martial arts often have family plans.)
- **Membership Status Enforcement:** The system will tag memberships as Active, Past-Due, Frozen, Cancelled, etc. This ties into other modules like access control and scheduling. For instance, if a membership is past due or expired, the member's check-in might be denied or class bookings might require payment. Staff dashboards highlight overdue memberships so they can follow up <sup>35</sup>.

Overall, the platform **simplifies membership management** – making it easy to sell and maintain memberships while automating the heavy lifting of billing and compliance. By providing online sign-up and self-service options, it **broadens the gym's reach** (potential members can join from anywhere, anytime) <sup>36</sup>, and by automating billing and tracking, it **cuts down administrative costs and errors** <sup>24</sup> <sup>37</sup>.

## Scheduling: Classes & Appointments

The platform offers a comprehensive **class scheduling and appointment management** system to handle group classes, personal training sessions, and other bookable services (e.g. court reservations, spa appointments in larger clubs). Key capabilities include:

- **Class Schedule Management:** Gym managers can set up a recurring class schedule (e.g. Yoga on Mon/Wed at 6pm, Spin class every weekday at 7am) with an easy interface. The system supports **recurring class templates** as well as one-off events <sup>38</sup>. It should provide multiple calendar views (daily, weekly, by instructor, etc.) for convenient management <sup>39</sup>. Classes can have capacities (max number of attendees), and the system will automatically enforce capacity limits during booking <sup>38</sup>.
- **Online Booking for Members:** Members can view the **live class schedule via the mobile app or web portal** <sup>14</sup> and reserve a spot with a single click <sup>40</sup>. The booking process should be extremely simple and mobile-friendly (e.g. two taps to book a class) <sup>41</sup> <sup>42</sup>. If a class is full, members can join a **waitlist** for that class <sup>43</sup>. The system will automatically notify the next person on the waitlist (via push notification or email/SMS) if a spot opens up <sup>43</sup>, and update their reservation status accordingly.
- **Personal Training & Appointments:** In addition to classes, the platform allows booking **one-on-one appointments** such as personal training, assessments, or consultations. Trainers can publish their available time slots, and members or staff can book them. These appointments appear on the

trainer's schedule and can also obey rules (e.g. only members with certain membership types can book a PT session, or sessions might be paid bookings). Appointment scheduling will have similar features to classes: confirmation notifications, the ability to cancel/reschedule (with possible restrictions or fees for late cancellation).

- **Waitlist & Cancellation Policies:** The system will include configurable **late cancellation and no-show rules**. For example, a gym might impose a fee if a member cancels less than 2 hours before class or misses a booking <sup>44</sup>. The platform can enforce these by tracking attendance vs. bookings and automatically applying penalties or sending warning emails. Members on a waitlist get auto-promoted when others cancel, as described. These rules help **build better booking behaviors** among members <sup>44</sup> and maximize class attendance.
- **Instructor Management & Substitutions:** Each class session is linked to an instructor (or multiple staff). Instructors should have profiles with their qualifications and a schedule of classes they teach. The system should allow easy **substitution management** – if a coach is out sick, a manager can swap in another instructor for that class, and the schedule (including what members see) updates accordingly <sup>38</sup>. Optionally, instructors might be able to request subs and have managers approve within the system.
- **Self Check-In Kiosk:** For class-based studios, we will include a **kiosk mode** for class check-ins <sup>39</sup>. This could be a tablet at the studio entrance where members quickly check themselves into their class by tapping their name or scanning a code, without needing staff assistance <sup>5</sup>. **Self check-in kiosks** help cut down lines and let instructors see instantly who has arrived <sup>45</sup>. Kiosk mode will be secure (e.g. members can only check in themselves, not others, and only within a time window of class start).
- **Calendar Integration & Reminders:** The system can offer integration for staff and members to **sync classes to their personal calendars** (e.g. Google Calendar) <sup>46</sup>. Automated class reminders (via mobile push or email/text) will alert members of upcoming bookings, reducing no-shows. Instructors could also get notified of their class rosters ahead of time.
- **Milestone & Attendance Tracking:** To enhance experience, the system could track **attendance milestones** (e.g. 50th class attended) and notify staff so they can celebrate these with members <sup>47</sup> <sup>48</sup>. This fosters a sense of progress and community. Additionally, instructors can view **attendee info and history** to personalize the class experience (e.g. see if a member is new or their 10th class, any injuries noted, etc.) <sup>49</sup>.

Overall, the scheduling component ensures that booking a spot or session is **easy and transparent for members**, while giving staff the tools to **optimize class capacity and reduce no-shows**. A well-filled class schedule benefits both members (more energy, community feeling) and the gym's bottom line <sup>50</sup> <sup>49</sup>.

## Member Check-In & Facility Access

A seamless **member check-in process** is crucial for gyms, both to track attendance and to control facility access (especially in 24/7 gyms or multi-location scenarios). Our platform will provide multiple options for check-in and gym entry:

- **QR Code / App Check-In:** Members will have a unique digital ID (such as a QR code or barcode) accessible from their mobile app or member portal. At the front desk or entry kiosk, they can scan this code to check in quickly <sup>13</sup>. Scanning can be done via a tablet's camera, a barcode scanner hooked to a PC, or turnstile scanners, depending on the gym's setup. This **touchless check-in** speeds up entry and automatically logs the visit in the system (updating attendance records and usage analytics).
- **Key Tags / Cards (Optional):** For gyms that prefer physical cards or key fobs, the system will support those as well. Each member's card ID can be linked to their profile, so swiping the card at a reader will function the same as a digital check-in. This is especially useful for members without smartphones <sup>51</sup>. However, the trend is moving toward phone-based access, so our emphasis is on mobile QR/barcodes.
- **24/7 Access Control Integration:** For gyms offering unstaffed hours or around-the-clock access, the platform integrates with **electronic door access systems** like Kisi or others <sup>52</sup>. When a member in good standing presents their credential (e.g. via Bluetooth/NFC phone app or key fob) at the door reader, our system verifies their membership status in real-time and unlocks the door <sup>53</sup>. If the member is expired or has an outstanding balance, access can be denied. This integration **automates gym entry** and can significantly **reduce staffing needs** during off hours <sup>54</sup> <sup>55</sup>. The system will log each entry with timestamp and member ID for security records.
- **Cross-Location Access:** For multi-location gym companies, if a member's plan allows access to multiple branches (e.g. a premium membership), the system should recognize them at any location. This might involve cloud-based authentication at the door systems or a unified member barcode accepted across locations. Admins can configure which membership plans include multi-location access. The system should also support if a chain wants to charge reciprocal visit fees or track guest usage (for example, if a basic member visits a non-home club, perhaps a day fee applies — this can be configured).
- **Real-Time Attendance Tracking:** Every check-in (whether via staff, kiosk, or door reader) updates the member's attendance record. Staff can easily pull up who is in the facility at any given moment, and capacity limits can be monitored (useful for small studios or in health situations requiring occupancy limits). **Integrated check-in data** also feeds into retention analytics to flag inactive members (e.g. who haven't checked in for a while) <sup>56</sup>.
- **Visitor and Guest Check-Ins:** The platform should provide a quick way to handle **drop-ins or guest passes**. Staff can check in a walk-in client by creating a temporary profile or using a "guest" feature, without requiring full registration if not needed <sup>57</sup>. This ensures that guest visits are tracked but don't clutter the core member database (and can be reported on separately).

- **Alerts & Notifications:** If a member who is flagged (e.g. requires attention for billing or has an alert note like “check ID”) checks in, the system can alert the front desk staff with a popup. Also, if a member checks into a class via kiosk and they haven’t signed the waiver or have a balance, it could notify them or staff to take action.

By offering multiple convenient check-in methods and integrating with door hardware, the system **delivers a smooth arrival experience for members** while giving gym operators control and insight. **Lines at the front desk are reduced** as members can quickly self-scan in <sup>5</sup>, and the gym can confidently operate in extended hours with **secure automated access** <sup>54</sup>.

## Member Portal & Mobile App (White Label)

A standout feature of this platform is a **sophisticated member-facing portal and mobile app**, which can be white-labeled to each gym’s brand. This enhances the member experience and engagement by putting all gym services at their fingertips. Features of the member portal/app include:

- **Custom Branded Experience:** Each gym can customize the app/portal with their logo, color scheme, and brand elements <sup>2</sup>. Members downloading the app will see the gym’s name (or a fully white-labeled app for that gym) – providing a **unified brand experience across all touchpoints** <sup>58</sup>. The app is essentially a container for the gym’s services, maintaining consistency with in-person experiences.
- **Class Schedules & Booking:** Members can **view the live class schedule and upcoming events** from the app <sup>14</sup>. They can filter by class type, instructor, or location (if multi-location access). Booking a class or appointment is extremely easy – one tap to reserve, and they’ll receive a confirmation instantly <sup>40</sup>. If a class is full, they can join the waitlist and get notified when a spot opens <sup>59</sup>. The app will display the number of spots left in class to create urgency. Members can also cancel their bookings (within the rules configured, see Scheduling section).
- **Digital Membership Card:** The app will show the member’s **QR code or barcode for check-in** prominently, possibly on the home screen for quick access <sup>13</sup>. This serves as a digital membership card. Some apps also use **Bluetooth** for check-in; we can explore allowing the app to interface with supported door readers so the phone itself acts as the key (e.g. using NFC or Bluetooth LE, as with certain access systems) <sup>60</sup> <sup>61</sup>.
- **Account & Billing Management:** Through the portal, members can see their **membership details**, next payment due date, and past invoices/receipts. They can **update payment methods** (credit card/bank info) on file easily, which ties into the billing system <sup>34</sup>. They should also be able to upgrade their membership or buy add-on services if the gym allows self-service upgrades. For example, a member could add a personal training pack to their account through the shop (with upsell prompts). All account changes could require a confirmation (and digital signature for any contract changes).
- **Attendance and Progress Tracking:** Members love to see their own progress. The app will show them how many times they’ve checked in this month, classes attended, perhaps personal records if workout tracking is integrated. For class-based studios, the app could track their class count (e.g.



“You’ve attended 8 classes in July”) and even unlock milestones or badges for achievements. If the gym uses performance tracking (like CrossFit WOD results or martial arts belt ranks), those can be displayed as well <sup>62</sup>. This feature keeps members **engaged and motivated by visualizing their fitness journey** <sup>63</sup>.

- **In-App Purchases & Shop:** Members can purchase services or products directly from the app. For instance, they could buy a **new membership package, retail items (merchandise), or even concessions** if offered <sup>64</sup>. An integrated shop means their saved payment method can be charged with one click for things like a protein shake or a gym t-shirt, which they can pick up at their next visit. This drives ancillary revenue and convenience.
- **Community & Social Features:** As an added value, the platform may incorporate community features like a news feed or announcements section (for gym news, challenges, or member shout-outs). Push notifications can be sent for class reminders, new program launches, or even when a friend signs up to the same class (if social connections are enabled). Some systems provide a **community board or feed** for members to interact or share achievements, which can be a phase 2 idea <sup>65</sup> (PushPress’s branded app includes a community feed). Initially, we will provide at least a way for gyms to broadcast announcements and for members to receive important messages.
- **Support & Feedback:** The app will have a help section or chatbot where members can contact the gym (or see FAQs). Possibly integrate a direct chat to front desk or automated responses for common queries (e.g. “What are your hours on holidays?”). Member feedback (like rating a class or instructor) can be gathered through the app to continually improve services.

All these features combine to make the member app a **central hub for the member’s fitness life with that gym**. Importantly, it is not a generic app – it’s branded for each gym, making even a small studio look technologically advanced with their “own” app. This **increases member satisfaction and loyalty**, as services are convenient and modern <sup>66</sup> <sup>67</sup>. It also opens up new revenue (via in-app sales) and marketing channels (push notifications, etc.) for the gym.

## Staff & Trainer Tools

In addition to the member-facing app, the platform will include specialized interfaces for **staff and trainers** to manage their responsibilities efficiently. This may be via a dedicated staff mobile app and/or web backend. Key features for staff include:

- **Dashboard & Daily Priorities:** Upon login, staff and managers see a dashboard with an overview of important items for the day: classes happening soon, number of check-ins so far, new leads or sign-ups awaiting follow-up, any **at-risk members** (members who haven’t visited recently) <sup>56</sup>, and alerts like expiring memberships or overdue payments <sup>35</sup>. This helps staff focus on critical tasks like reaching out to members in need of engagement or preparing for upcoming classes.
- **Member Management on the Go:** Staff (especially trainers or floor managers) will have mobile access to **member profiles and key info**. For example, a trainer can quickly look up a client’s injury notes or performance history before a personal training session <sup>12</sup>. They can add notes after a session (e.g. “John improved form today, continue same weight next time”). The staff app also allows

creating new member profiles if someone signs up in person, or editing existing accounts, right from a phone or tablet <sup>68</sup>. This mobility means staff aren't tied to the front-desk computer – they can roam the gym and still access needed info.

- **Class Management:** Instructors can use the staff app to **view their class rosters** in real time, mark attendance, and see profile thumbnails of attendees (useful for learning names). If the gym uses features like **milestone tracking or first-timer flags**, these show up so the instructor can call out a member's progress or welcome newcomers <sup>49</sup>. After class, they might log any notes or adjust attendance (e.g. mark no-shows). Managers can likewise pull up any class to see how bookings are going and even manually add or remove participants if needed.
- **Schedule & Calendar:** Trainers can manage their own schedule availability for personal training. Through integration with external calendars (Google/Outlook), a trainer could sync their session schedule <sup>46</sup>. They can set unavailable times, making it easier for the gym to know when they can be booked. The system can allow trainers to directly schedule appointments with their clients and have it all logged in the system.
- **Internal Communication:** The platform can facilitate internal comms – for example, a **messaging system or at least announcements** to staff. The staff app might include a chat feature for team members (or integrate Slack or similar). This helps coordinate subs for classes, share quick info (“Jane has a trial member at 5pm, welcome them”) etc. <sup>12</sup> (PushPress lists “Internal team messaging” as a feature of their staff app).
- **Task Management:** Managers can assign tasks to staff (like “Follow up with member XYZ about billing” or “Clean equipment at 3pm”) within the system. A simple task list or checklist can appear in the staff dashboard to ensure operational tasks are not missed <sup>69</sup>. This is especially helpful for multi-step processes like onboarding a new member (e.g. task to call them after 1 week), which can tie into CRM.
- **Staff Permissions & Profiles:** Each staff member will have a profile with their role and permissions (as described in RBAC). Managers can add staff accounts and set their roles in the admin interface <sup>70</sup>. Staff profiles may also store personal info (for payroll, see below) and qualifications (like certifications, useful for matching instructors to class types).
- **Trainer-Specific Features:** For trainers who provide workout programming or track client progress, the platform might integrate a **workout tracking module**. This could allow trainers to assign workout plans, and members to log results, which the trainer can review <sup>62</sup>. While not core to all gym operations, this is a valuable add-on for certain niches (CrossFit, personal training heavy gyms). It could be part of a premium “Train” module (as some competitors do).
- **Point-of-Sale Mode:** Staff app could include a **POS interface** to sell products on the floor (see Retail section). E.g. a trainer could charge a member for a bottle of water right after a session using the mobile app and a connected card reader, instead of sending them to front desk.

Overall, staff and trainers get a set of modern tools that **make their jobs easier and more efficient** <sup>71</sup>. By having information and scheduling capabilities in their hands, they can provide better service (like personal attention and informed coaching), and managers can ensure everyone is coordinated. The goal is to

**empower staff to focus on members, not paperwork**, by automating and simplifying daily admin tasks

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## Payment Processing & Billing

The platform will handle all aspects of **payment processing**, including recurring dues, one-time charges, and retail transactions, in a secure and integrated manner. Key requirements and features:

- **Integrated Payment Gateway:** The system will integrate with a reliable payment processor (e.g. Stripe) for handling credit card and ACH transactions <sup>72</sup> . This integration should support **automatic recurring billing** for memberships, as well as on-demand charges (e.g. buying a product or a personal training session). We will ensure the payment integration is **PCI-compliant** and does not store sensitive card data on our servers (tokenization will be used).
- **Recurring Membership Dues:** As described in Membership Management, the platform will automatically charge members on their billing cycle. It should handle proration for mid-cycle upgrades or changes. Members can have a **default payment method on file** (and optionally a backup method). The platform should allow for multiple membership fees if applicable (e.g. a member has a membership and also a locker rental fee). All successful payments generate receipts (email to member, and stored in their profile) and update the member's account status. If a payment fails, the **dunning process** kicks in: notify member, possibly retry the charge after a grace period, and flag the account if still unpaid.
- **Point-of-Sale Payments:** For any in-person purchases (retail shop items, drinks, day passes, etc.), staff can ring up the sale in the system's POS interface (see next section) and accept payment via cash or card. **Card reader hardware** (e.g. a chip & tap card reader) can be integrated so the staff can swipe/insert the customer's card and record the sale. If using a mobile staff app, support for Bluetooth card readers would be ideal. The system will calculate any sales tax and produce a receipt for the customer. All these transactions tie back to the member's profile (or as a guest sale if not logged in) for record-keeping.
- **Invoicing and One-time Charges:** For services that aren't paid upfront (e.g. a gym might invoice a corporate client or bill a member for damage fees), the system allows creating invoices and applying charges to accounts. Members could carry a balance on their account which could be paid later. However, in general the system tries to charge at point of service. If a member signs up for a membership mid-cycle, the platform can bill a prorated first payment or set an initial fee.
- **Multiple Payment Options:** The platform should support **credit/debit cards, ACH (bank drafts), and possibly other methods like Apple/Google Pay** for online purchases <sup>73</sup> . Having ACH is useful for large gyms to reduce card fees on recurring dues. International gyms might need local payment methods or multi-currency support; initial scope will focus on US (USD) but design should allow extension.
- **Payroll Integration (Overview):** While not exactly payment processing for members, integrating with payroll is a financial aspect. The platform will track things like instructor pay rates (hourly or per class) and commissions (for sales or training packages). It will compile payroll-related data (classes

taught, PT sessions conducted, etc.) that can be exported to common payroll systems or at least downloaded as a CSV <sup>74</sup>. This ensures staff compensation is accurate and easy to administer, saving time in separate systems.

- **Financial Reporting:** On the backend, the system provides reports on all financials: daily sales, monthly recurring revenue, accounts receivable, and so on. It can generate deposit reports to reconcile against bank deposits. The integration with payment processor should enable automated payouts to the gym's bank account (likely daily or per transaction). Also, the system can track **failed payments, refunds, and chargebacks** for follow-up.

By incorporating robust payment processing, the platform **ensures gyms never miss out on revenue** due to administrative error <sup>32</sup>. It **automates billing for efficiency and accuracy**, and provides the flexibility to handle everything from a monthly membership draft to a quick retail swipe. With integrated payments, **data flows into one system**, making accounting and financial decision-making much easier for gym owners.

## Retail & Point-of-Sale (POS)

Many fitness facilities sell retail products (supplements, apparel, equipment) or additional services (towels, smoothies), so the platform will include a **Point-of-Sale module** for on-site transactions and inventory management. Key features:

- **Product Catalog & Inventory:** Gym admins can maintain a list of products for sale – e.g. protein bars, water bottles, shirts in various sizes, etc. For each product, the system stores price, SKU, tax category, and current inventory stock. Inventory tracking helps the gym know when to reorder items. The system can send low-stock alerts when stock falls below a threshold. Inventory adjustments (new stock arrival, write-offs) can be made by managers. **Product and inventory management** is integrated so that all sales decrement the inventory counts <sup>75</sup> <sup>76</sup>.
- **Sales Interface:** Staff (with proper POS permission) can ring up sales through a quick interface. This could be on the main admin web app or a tablet app. They can scan a product barcode (if using a scanner) or select items from a list, adjust quantities, and apply any discounts if authorized. The interface will calculate totals, including sales tax, and then allow choosing a payment method (cash, card on file, new card, etc.). If the purchaser is an existing member, the sale can be linked to their account (and even charged to their saved card on file for a **contactless experience**). If it's a walk-in buyer, the sale can be processed as a guest or a new profile can be quickly made.
- **Hardware Integration:** For a smooth checkout, the POS can integrate with hardware:
  - **Barcode Scanner:** For scanning product UPCs or member IDs.
  - **Receipt Printer:** Print physical receipts if needed (though email receipts are often fine).
  - **Cash Drawer:** If cash is accepted, integration to open the cash drawer.
  - **Card Reader Terminal:** As mentioned in Payments, support EMV chip readers or mobile payment terminals for secure card transactions.  
We will aim to be compatible with common devices or provide our own recommended hardware set.

- **Member Account Charges:** Optionally, for things like smoothie bars at big clubs, the system could allow **charging to member's account** to be billed later. However, best practice is immediate payment; so this feature might be off by default or limited to specific scenarios.
- **Reporting & Reconciliation:** The POS ties into the finance system, providing reports on **daily retail sales, product-wise sales, taxes collected**, etc. End-of-day reconciliation can list cash vs card totals. If the gym uses an external accounting system, these can be exported or integrated via API.
- **Online Storefront (Future):** While initial scope is on-premises POS, the platform could extend to support an online store for the gym (for selling merch to members outside the club visits). This would involve shipping integration, etc., and might be a later phase.

Including POS functionality makes the platform truly all-in-one, covering a gym's **secondary revenue streams** in addition to memberships. It ensures that **selling a T-shirt or a protein shake is as streamlined as selling a membership**, all tracked in the same system <sup>77</sup>. This not only brings convenience but also allows gyms to track member spending habits (for targeted promotions, e.g. "10% off your favorite product next month for loyal customers").

## Marketing, CRM & Member Engagement

To help gyms grow and retain their member base, the platform will include built-in **sales and marketing tools** as well as integrations with popular marketing platforms. These features turn the software into a mini-CRM (Customer Relationship Management) system tailored for fitness businesses. Key aspects:

- **Lead Capture and Management:** The system will provide tools to capture leads from multiple sources – for example, a **prospect web form** that feeds directly into the platform, or importing leads from events. All leads are stored with contact info and interest/preferences. We'll have a **customizable sales pipeline** to track lead status (New, Contacted, Trial Scheduled, etc.) <sup>78</sup>. Gym staff can set reminders to follow up so no lead falls through the cracks <sup>79</sup>. Every interaction (calls, emails) can be logged on the lead's timeline. This **intelligent lead management** ensures higher conversion by keeping a structured approach <sup>80</sup> <sup>81</sup>.
- **Automated Campaigns & Nurturing:** The platform can automate certain communications. For example, when a new lead is added, the system can automatically email them a "welcome" or send a series of follow-up messages over the next few weeks (drip campaign). Similarly, for new members, it might send onboarding tips or class recommendations. These workflows are configurable by the gym or enabled through templates. The goal is to **engage leads and members with minimal manual effort**, driving them toward conversion or higher usage <sup>82</sup>.
- **Promotions and Referral Tracking:** Gyms often run promotions (e.g. "New Year 50% off first month" or referral incentives). The platform allows creation of **promo codes** and tracking their usage <sup>83</sup>. Each code can have rules (discount amount, expiration date, usage limit) <sup>83</sup>. When a new sign-up uses a code, the system notes it for reporting on campaign effectiveness. For referrals, the system can generate unique referral links or codes for members and credit them rewards when their friends join.

- **Segmentation and Targeted Messaging:** All member and lead data can be filtered to create segments – e.g. members who joined in the last 6 months, or leads who came in through Facebook campaigns, or members who haven't visited in 30 days. These segments can then be used to send targeted messages or offers <sup>84</sup>. For instance, a “at-risk members” segment (people with no check-ins in 60 days) could receive a “We miss you – here’s a free PT session” email. The platform will provide a built-in **bulk email sending** tool for these communications <sup>84</sup> <sup>85</sup>.
- **Email and SMS Integration:** Users (gym staff) can create email templates within the system for common communications (membership renewal reminders, class schedule updates, etc.) <sup>86</sup>. Using merge tags, these templates personalize each message (e.g. include member’s first name, specific class they attended). The platform will integrate with an email service (or use its own) to send these out. Similarly, **SMS texting** can be used for critical alerts like appointment reminders or quick check-in messages. Automated **appointment reminders** via text or email can significantly reduce no-shows <sup>87</sup> <sup>88</sup>. All email/SMS exchanges with a lead or member are recorded in their communication history.
- **Retention Tools:** The platform will specifically help with **member retention analytics and campaigns**. For example, the dashboard will **identify at-risk or inactive members** (based on no check-ins in X weeks or membership nearing end) <sup>89</sup>. Staff can then use the system to reach out to those members (call or send a personal email/SMS). Possibly, automated “We haven’t seen you, here’s a class you might like” messages can be enabled. Additionally, the platform can track **member satisfaction surveys** or NPS scores if the gym does those.
- **Marketing Integrations:** Recognizing many gyms might already use tools like Mailchimp for newsletters or Facebook for ads, our platform will integrate or connect with these. For example, **Mailchimp integration** can sync member email lists for newsletters <sup>90</sup>. A **Zapier integration** can allow connecting to countless other apps easily <sup>91</sup>. If the gym uses a website CMS, we can provide widgets or API endpoints to display class schedules or lead forms on their site <sup>91</sup>. The platform’s **open API and partner integrations** enable leveraging best-in-class marketing tools alongside our system <sup>92</sup> <sup>93</sup>.
- **Analytics for Campaigns:** The system will report on marketing KPIs like lead conversion rate, campaign ROI, and email open/click rates (if using built-in emailer). This helps gyms understand what promotions work. For example, it can show how many new members joined from a January promotion vs. a summer promotion. For retention, it can show the effect of win-back campaigns on reducing churn.

By offering these CRM and marketing features, the platform doesn’t just manage existing members – it actively helps gyms **grow their membership and keep members engaged**. Automation of routine communications and **easy lead tracking boosts sales efficiency** <sup>82</sup>, and targeted engagement **boosts retention by addressing issues before a member quits** <sup>89</sup> <sup>94</sup>. This is a big differentiator, turning the software from a passive record-keeper into an active growth driver for the business.

## Analytics & Reporting

Data-driven insights are vital for modern gym operators. The platform will include a comprehensive **analytics and reporting suite** to provide visibility into all aspects of the business. Features include:

- **Dashboard Analytics:** As mentioned, the admin dashboard will show key metrics at a glance: today's check-ins, new sign-ups this week, total active members, etc. It will also highlight alerts like expiring memberships or overdue payments <sup>35</sup>. Graphs or summary numbers on the dashboard give a quick health check of the business every time the owner/manager logs in.
- **Membership Reports:** Track membership growth over time, active vs. inactive members, retention rates, and churn. The platform can show **month-by-month new joins vs cancellations**. It can also break down members by membership type (e.g. 100 on basic plan, 50 on premium) to see revenue distribution. Retention reports might show the percentage of members retained after X months, helping gauge program success.
- **Attendance & Usage Reports:** These reports highlight how members are using the facility. For example: **average visits per member per month**, busiest check-in times, class attendance counts and fill rates. A **class performance report** can show which classes are most popular (and which are under-performing, suggesting possible schedule changes) <sup>95</sup>. There will also be **individual attendance reports** for trainers to see how often certain members come (useful in PT contexts) and for identifying members who have stopped coming (to target with retention efforts).
- **Financial Reports:** This covers **revenue and sales performance** <sup>96</sup>. The system can generate income statements for the gym: membership dues collected, retail sales, etc., minus any refunds. It will show recurring revenue (MRR), one-time sales, and total revenue by month. Additionally, reports for **failed payments or accounts receivable** help manage collections. Tax reports (e.g. total taxable sales, tax collected) will assist with sales tax filing where applicable. If integrated with payroll, it can report total payroll costs and commissions over a period.
- **Staff & Trainer Performance:** The system can produce stats for each staff: e.g. how many new members a sales rep signed up, or how many classes an instructor taught and their average class attendance, or PT sessions delivered by each trainer <sup>74</sup> <sup>97</sup>. This helps in evaluating performance and allocating resources (and can tie into payroll if commissions are based on these numbers).
- **Custom and Ad-hoc Reports:** Users should be able to export data or create custom queries. For instance, exporting the full member list with emails for an external campaign, or listing all check-ins between certain dates. At minimum, key data tables (members, transactions, attendance, leads) will be exportable in CSV. Advanced version might include a report builder UI.
- **Multi-Location Reporting:** For gym businesses with multiple sites, **reports can be run per location or across the whole network** <sup>8</sup> <sup>7</sup>. Corporate staff might want a consolidated view of total members company-wide, as well as the ability to drill down to each location's metrics. The platform will allow filtering or grouping by location on the reports. Also, comparisons between locations (benchmarking) might be useful to identify high and low performers.

- **Visualization and Insights:** Where appropriate, data will be visualized in charts/graphs for easier understanding. Trends over time should be clearly presented (line charts for membership growth, bar charts for revenue by month, etc.). The system might also call out insights, e.g., “Class X has a waitlist 90% of the time – consider adding another session” or “30 members have January birthdays” for fun facts. An **AI assistant** could even be envisioned to highlight anomalies or suggest actions (though that may be a future enhancement) <sup>98</sup> <sup>99</sup> .
- **Data Export & API Access:** In addition to on-screen reports, the platform will allow data to flow out via API or scheduled exports. Larger organizations might want to pull raw data into their BI systems. Our open API will accommodate that <sup>92</sup> .

With these analytics, gym owners and managers can **make informed, data-driven decisions** <sup>100</sup> . Whether it’s adjusting class schedules, identifying a dip in retention, or celebrating an increase in retail sales, the platform ensures they have the information at hand. **Reliable, actionable reporting** is a crucial component that turns data into strategic insight, helping gyms of all sizes operate smarter <sup>101</sup> <sup>9</sup> .

## Third-Party Integrations & APIs

No system exists in isolation, and many gyms have existing tools they love. Our platform will offer **third-party integrations and a robust API** to extend functionality and ease the transition for new customers migrating from other software.

- **Mindbody and Legacy Migration:** Recognizing that many studios may be switching from legacy systems like Mindbody, Glofox, etc., we will provide **data import tools**. Gyms can import member lists, membership packages, and even billing info from CSV files or through direct integration if available <sup>102</sup> . The onboarding process will include assistance to migrate data so that switching software does not mean starting from scratch. Our goal is a **seamless transition of member data and billing** with minimal downtime or double-entry.
- **Payment Processors:** Primary integration with Stripe (or similar) for payments is core. We might also integrate with alternate gateways if needed (for example, some clients might already have a merchant account they want to use). However, to keep things simple and secure, sticking to one or two major processors is preferred.
- **Email Marketing (Mailchimp, etc.):** As mentioned in Marketing, integration with **Mailchimp** or Constant Contact will allow syncing of email lists and perhaps pushing certain automations to those platforms <sup>90</sup> . For example, new leads could automatically be added to a Mailchimp list for a newsletter funnel.
- **Access Control Systems:** Integration with door access hardware like **Kisi** or **HybridAF** (as noted) is planned <sup>52</sup> <sup>103</sup> . These providers often have their own APIs; our system will connect so that membership status triggers in their system. We may start with supporting a specific brand (Kisi is mentioned as a top solution <sup>52</sup> ) and then expand.



- **Fitness Tracking & Wearables:** Though not in initial scope, down the line we could integrate with popular fitness tracking apps or devices (e.g. Fitbit, Apple Health) to import workout data into member profiles. This could enrich the member experience but is optional.
- **Calendar & CRM Integrations:** Sync with Google Calendar (for staff scheduling) is useful <sup>46</sup>. Also, some larger gym organizations might use CRM like Salesforce; while unlikely, having API endpoints for lead and member creation can allow them to connect external systems.
- **Zapier Integration:** For a broad swath of integration possibilities without custom development, we will create a **Zapier app/hook** <sup>91</sup>. This way, tech-savvy gym owners can connect the platform to thousands of other apps (e.g. send a Slack message to staff when a VIP member checks in, or add a new member to a Google Sheet). This “no-code” integration approach greatly extends flexibility.
- **Public API:** A documented REST (or GraphQL) API will be provided so that developers (either the gym’s team or third-party vendors) can build on our platform. This is also crucial for white-label partnerships. The API will cover major entities (members, classes, check-ins, payments, etc.) for reading and writing data with appropriate authentication. With an **open API and partner ecosystem**, clients can **enhance their tech stack** by leveraging our platform as the central source of truth <sup>92</sup> <sup>104</sup>.
- **Webhooks:** The system can send real-time webhooks to other systems on certain events (e.g. member\_signed\_up, payment\_failed, check\_in\_occurred). This allows further customization, like updating a third-party system or triggering custom scripts when these events happen.

In summary, by offering integrations, we ensure the platform can **fit into any gym’s existing workflow**. We also make it a future-proof choice as new tech emerges – gyms can integrate new tools via API. This approach demonstrates that our platform is not a closed silo, but a **flexible, connected solution** that can be tailored to each gym’s needs and can leverage **trusted technology partners** for additional capabilities <sup>92</sup> <sup>104</sup>.

## Scalability, Performance & Data Management

Given the potentially large scale of deployments (especially for big-box chains), the platform’s **non-functional requirements** around scalability and data handling are critical:

- **High Member Volume:** The system should efficiently handle **tens of thousands of members per gym** and potentially millions of member records across tenants. All database queries (for example, pulling up a member profile or searching by name) should be optimized with appropriate indexes. We may use a combination of relational databases (for structured data like memberships, payments) and possibly NoSQL or search engines (for full-text search in member names or scalable logging). The architecture will employ **partitioning or sharding by tenant** if needed, to ensure no single tenant’s data can slow down another’s access.
- **Concurrent Usage:** At peak times, many members might be checking in simultaneously (e.g. 9am Monday) and staff may be using the system. The app servers must autoscale to handle bursts of traffic. We will likely use a cloud platform (AWS, Azure, etc.) with autoscaling groups, and design

stateless web services so they can scale horizontally. Real-time features (like instant updates on class roster) can use web sockets or polling as needed but will be designed carefully to avoid excessive load.

- **Response Time Targets:** Common operations (looking up a member, processing a check-in, loading the class schedule) should ideally be sub-second. Even heavy reports should generate within a reasonable time (a few seconds for large data sets). We will implement caching where appropriate (e.g. caching today's class list or using CDN for static content like images in the member app) to speed up user experience.
- **Data Storage & Retention:** The system will accumulate a lot of historical data (years of attendance logs, old transactions). We should plan for data archival strategies to keep the live database lean. For instance, data older than X years could be moved to an archive storage that is still accessible if needed, or at least backups. However, often gyms want to keep data indefinitely for reporting, so we'll likely rely on robust infrastructure to store large volumes rather than purging data (except perhaps for logs).
- **Images and Files:** Member profile pictures, digital waiver PDFs, etc., will be stored in scalable object storage (like AWS S3). We do not expect these to be huge, but it's part of data management to ensure these files are stored securely and cheaply.
- **Scalability for Multi-location Chains:** When one tenant has, say, 100 locations, our design should allow them to all function smoothly under that tenant. This may involve a concept of *data partitioning by location* within the tenant as well (for example, some queries will always filter by location ID). We should test scenarios with large multi-location setups to ensure performance holds up.
- **Testing & Monitoring:** Load testing will be done to simulate high usage. Also, real-time application monitoring will be in place (APM tools) to catch any slow queries or memory issues in production. We'll set thresholds to alert the devops team if certain performance metrics degrade.
- **Database Best Practices:** We will use a **robust relational database** with properly normalized tables for core data (members, classes, etc.), and careful indexing to support frequent query patterns (e.g. index on member last name or member barcode for quick search). Transactions and data integrity are important for financial records. Read replicas can offload reporting queries from the primary. Possibly, we could use separate databases per tenant for isolation, but that can complicate management; a single multi-tenant DB with good indexing and perhaps partitioning is more likely. Regular database maintenance (index rebuilds, etc.) will be scheduled.
- **Scaling Up vs Out:** Our application layer will primarily scale out (horizontal). For the DB layer, we plan vertical scaling until hitting limits, then explore sharding (maybe by tenant or functional partition like separating analytics data from transactional). The use of a search index (Elasticsearch or similar) might be considered for quick text searches and to support any future advanced search needs (like filtering members by multiple criteria quickly).

In essence, from day one we design the system to **grow seamlessly with our clients**. Whether a gym has 100 members or 100k, the platform should deliver a **snappy experience**. A slow or laggy system is unacceptable in front-desk scenarios (nobody wants to keep a new sign-up waiting due to software).

Therefore, scalability and performance are top-of-mind in every architectural decision, ensuring we can handle the “Planet Fitness”-scale deployments as well as many small studios concurrently.

## Security & Compliance

Security and regulatory compliance are fundamental, especially when handling personal data and payments:

- **Data Privacy & GDPR:** The platform will comply with data protection regulations (GDPR, CCPA, etc.) to the extent applicable. This means providing capabilities like: member data export or deletion upon request (right to access/erasure), clearly documenting data processing in a privacy policy, and securing consent where needed (e.g. if we implement any cookies or tracking in member app). Although we’re not handling health/medical records (so HIPAA is not in scope), we still treat personal info (names, contact, attendance habits) as sensitive data. Each gym (as data controller) can trust that our platform (as processor) is handling their members’ data lawfully and securely.
- **PCI Compliance:** For payment processing, since we integrate with a payment gateway and do not store raw card numbers, much of PCI DSS compliance burden is on the processor. However, our system must enforce strong security around any payment flows (SSL encryption, never logging sensitive info, etc.). We will use **tokenization** for cards and **ensure all payment forms are hosted securely** by the processor or via encrypted transmission. Regular PCI scans and audits will be done if required, especially if we white-label parts of the checkout.
- **Secure Authentication:** All user accounts (both staff and members) will use secure password policies (minimum complexity, hashing & salting in DB). We will offer 2-Factor Authentication for staff accounts and possibly members if they want added security. For the member app, we might support biometric login (fingerprint/FaceID) for convenience which is built on top of secure token authentication.
- **Authorization Checks:** As detailed in RBAC, rigorous checks will be implemented server-side to ensure users can only access resources they’re permitted to. We will avoid exposing anything sensitive via client side. The API will use secure tokens/OAuth for third-party calls.
- **Data Encryption:** All traffic will be over HTTPS. Sensitive personal data and all credentials will be encrypted at rest. Backups also should be encrypted. We might not encrypt the entire database at field level (for performance), but definitely critical fields (passwords, any secrets) and rely on disk encryption/managed DB encryption for full coverage.
- **Penetration Testing:** Prior to go-live, we will conduct security testing (manual or third-party pen tests) to find any vulnerabilities (XSS, SQL injection, etc.). We’ll have a process to respond to any reported security issues (like a Vulnerability Disclosure Policy as referenced by our competitor’s site footers <sup>105</sup> ).
- **Uptime and Recovery:** From a compliance perspective, maintaining service availability is also important for customer trust. We’ll implement measures discussed earlier for HA (high availability), and have a clear **incident response plan** if anything goes down or if there’s a data breach. Gyms

need to know their data is safe with us and that the system will be accessible when they need it (like during business hours especially).

- **Audit Logs:** The system will maintain logs of key actions (who logged in, who changed a member's plan, who ran a report with personal data, etc.). This not only helps in troubleshooting but also in security audits, to trace any suspicious behavior.
- **Compliance for Communications:** If we send SMS or emails, we must comply with CAN-SPAM and TCPA regulations. That means giving recipients opt-out options for marketing messages, and obtaining proper consent for SMS communications. Our system will include tools for members to manage their communication preferences (e.g. "text me class reminders yes/no"). Likewise, for email marketing, initial emails to leads and members should have unsubscribe links. These compliance features protect gyms from inadvertently spamming members or running afoul of regulations when using our built-in marketing tools.

By adhering to these security and compliance standards, the platform will build trust with our clients (the gyms) and their members. We treat data security as paramount – gyms can confidently run their entire business on our platform knowing that **their member data is protected and used properly**. This is especially important as we position the software for enterprise clients who will have their own due diligence checklists.

## Pricing & Monetization

*(Note: Final pricing will be determined by business strategy, but the PRD includes an initial model for context.)*

The platform will likely use a **subscription-based pricing model** (SaaS). Key points of the proposed pricing strategy:

- **Base Subscription per Location:** Charge a fixed monthly fee per gym location using the software. For example, **\$89/month per studio location** as a baseline for the core platform (this figure is inspired by initial target pricing for boutiques). Larger gyms or enterprise accounts with many locations might have volume discounts or enterprise plans. The pricing will be simple and transparent (e.g. no long-term contracts required, month-to-month with discounts for annual commitments perhaps).
- **Tiered Plans:** We may offer different tiers or bundles of features. For instance:
  - *Basic/Core Plan:* Includes membership management, class scheduling, basic reporting, and standard integrations – sufficient for a small studio. (In our competitor example, PushPress Core is even free for basic usage <sup>106</sup>, but \$89/mo could be our basic paid plan with more included.)
  - *Pro/Advanced Plan:* Adds features like advanced reporting, automation workflows, or certain marketing tools. Possibly also include a higher limit on members or additional admin users.
  - *Enterprise Plan:* Custom pricing for large chains, including all features, dedicated support, and custom integrations.

- **Add-On Modules:** Certain features could be optional add-ons to keep base cost lower for those who don't need them. Examples:
- **Branded Mobile App:** Many competitors charge extra for a white-labeled mobile app <sup>107</sup> <sup>108</sup> . We could offer the gym's branded app as an add-on (e.g. \$X/month or a one-time setup + monthly fee). This covers the overhead of publishing and maintaining separate branded apps.
- **SMS Credits:** Since sending SMS has a direct cost, we might include some SMS quota and then charge for additional usage. E.g. 100 texts per month included, and then a small fee per text or sell bundles of credits. This was mentioned explicitly – “additional fees for SMS/email credits” – so we'll follow that: **Email might be unlimited or generous (as cost is lower), SMS on a pay-per-use basis.**
- **Access Control Hardware/Integration:** If a gym wants the 24/7 access module, that might require purchasing hardware (door readers, etc.) from our partners like Kisi. We could resell that hardware or have the client buy direct. Either way, using this feature might incur an add-on fee (for the integration support and any additional devices on the account).
- **Advanced Analytics/CRM (if separated):** Some companies have a separate CRM product. We can include basic CRM in core but possibly have an upgraded “Marketing Suite” add-on for extensive automation, AI recommendations, etc., if needed.
- **Member-Based Scaling:** Alternatively, some pricing models charge by number of active members. For example, Gymdesk has tiers by member count (e.g. up to 50 members, up to 100, etc.) <sup>109</sup> <sup>110</sup> . We need to decide which approach (per location vs per member) is more attractive. Given the prompt's suggestion, we lean towards **flat per location pricing**, which is simpler for clients to predict, with maybe a cap on fair use (if a single location has extremely high members, we'll handle in enterprise sales).
- **No Hidden Fees:** Emphasize that aside from optional add-ons and usage (SMS), everything needed to run the gym is in the subscription. Payment processing fees are typically charged by the payment gateway (e.g. Stripe's transaction fees). We might either let the client pay those directly, or act as reseller of processing (taking a small cut). Many gym software also earn revenue by **payment processing fees** (like 1% of transactions). We should consider if our model wants to include a small markup on processing or not. Transparency here is key; we might just use Stripe's standard rates and not add margin initially to stay competitive.
- **Free Trial / Onboarding:** To reduce sales friction, a **30-day free trial** could be offered (common in SaaS) <sup>111</sup> . No credit card needed to start, etc., as Gymdesk does <sup>1</sup> . Also, possibly a free tier for very small gyms (like under 5 members) just to attract new businesses, though that's optional.
- **Support & Training:** All plans should include basic support, but we could offer premium support (like a dedicated account manager) for enterprise clients. However, we likely bundle support in since customer service is a differentiator in this space <sup>112</sup> <sup>113</sup> .

In summary, the pricing will be structured to be **affordable for small studios (with a base monthly fee)** while **scaling with larger organizations** through either add-ons or enterprise packages. At ~\$89/month for a single-location studio, the software quickly pays for itself by saving admin time and improving retention. For a big chain, the value is even greater, and we'd negotiate a package that might bring the per-location cost down but with additional enterprise services. By having a clear pricing model with the flexibility for

growth, we ensure the platform is **accessible to the target market of 40K+ boutique studios as well as appealing to multi-location franchises.**

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**Sources:** The above requirements and features are informed by current industry standards and leading competitors in gym management software, including key features identified by Gymdesk <sup>66 101</sup>, PushPress <sup>13 114 115</sup>, GymFlow <sup>45 31</sup>, Club Automation/Motionsoft for enterprise needs <sup>7 19</sup>, and others. These references ensure our platform includes the **15 key features of the best gym management software** <sup>116 117</sup>, from online scheduling and mobile apps to lead management and point-of-sale integration, delivering a state-of-the-art solution for fitness businesses of all sizes.

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<sup>2 4 7 8 11 18 19 58 92 93 104 105</sup> Motionsoft - Club Automation

<https://www.clubautomation.com/products/all-products/motionsoft>

<sup>3 12 13 17 38 39 62 65 72 73 90 95 96 103 106 107 108 114 115</sup> Pricing | PushPress Free Gym Management Software

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<sup>6 51 52 53 54 55 60 61</sup> Gym Access Software | Gymflow

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<sup>15 16 112 113</sup> Gym Management Software | Gymflow

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<sup>23 24 25 26 27 33 36 37 66 67 74 75 80 81 82 87 88 97 98 99 100 101 116 117</sup> 15 Features of the Best Gym Management Software | Gymdesk

<https://gymdesk.com/blog/features-best-gym-management-software/>

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<sup>102</sup> Gym Member Management System - Gymdesk

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<sup>109</sup> Gymdesk Pricing (2025): How much does Gymdesk cost?

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