NISI Process: GymSignup

Step 1: Write Down the Monetizeable Pain Statement:

It is too difficult to sign up for Crossfit gym classes online.

* Too many user interactions are required to sign up for a single class.
* No advantage is taken by the fact that user activity is highly likely to be repeated on a daily or weekly basis.
* Submission of credentials is cumbersome and is required too often (web).
* The current filtering options are either nonexistent (iOS) or too cumbersome to use (web)
* Class details are not shown at all in a useful way (particularly bad on iOS)

Big Idea Hypothesis:

(1) For users of Crossfit or other small gyms that require class registration to workout, who find it unnecessarily cumbersome to signup for those classes especially on mobile devices, (3) Gymclass is a smartphone app that allows class signup in as frictionless a manner as possible. The workflow closely matches how users actually select their gym classes in the context of the rest their weekly schedule. Unlike the Zenplanner web interface and/or iOS app, Gymclass displays the class details most relevant to the user, and requires minimal user interaction to signup or modify an existing class signup.