

Executive Summary

Community Partner Background

Thick But Fit Crew is a woman- and minority-owned fitness center based in East McKeesport, PA. Founded in 2017 by Diana Byas, the organization aims to promote holistic health—body, mind, and soul—among senior women. It offers wellness coaching, group fitness classes, and personal training, with most members participating through Medicare-based programs like SilverSneakers. As the primary operator, Diana oversees all aspects of the organization, including finances and technology. While the organization has grown significantly, the manual and fragmented approach to financial tracking introduced inefficiencies and limited the organization's ability to scale operations and make informed business decisions.

Project Description

Project Opportunity

At the outset of the project, Thick But Fit Crew's financial data was spread across multiple disconnected Excel spreadsheets. Manual entries, lack of automation, and error-prone reconciliation made it difficult to understand revenue trends or efficiently track expenses. The absence of a centralized system presented a critical opportunity to streamline financial tracking and improve decision-making. Given the client's limited technical comfort and the operational significance of accurate bookkeeping, we prioritized creating a scalable, intuitive solution that would alleviate Diana's administrative burden.

Project Vision

Our vision was to build a simple, scalable financial management platform that would allow the client to enter revenue and expense data through a structured Google Form, with the data automatically populating a centralized Google Spreadsheet. This system would include real-time dashboards for data visualization and a user-friendly Figma interface serving as a hub for all financial tools. By aligning with the client's workflows and technical comfort, the solution aimed to make financial tracking efficient, accurate, and sustainable.

Project Outcomes

Our solution delivered results across people, process, and technology. On the people front, Diana was trained to independently use each system component, supported by customized documentation for both her and her assistant. Process-wise, the fragmented financial workflow was replaced by a streamlined pipeline—interface → form → spreadsheet → dashboards—significantly reducing month-end reconciliation time. Technologically, we implemented a fully integrated and automated financial tracking system using Google Forms, Spreadsheets, Apps Script, and Figma. Five rounds of user testing validated its

reliability and usability. The system has since been adopted and embedded into daily operations with no ongoing maintenance needs.

Project Deliverables

Our deliverables included the Google Form, a dynamic and formula-protected Google Spreadsheet, Google Apps Script automation, a Figma interface, demo videos, and editable user documentation for both managerial and staff roles. These resources were organized in a central Google Drive folder and fully transferred to the client, who now holds administrative access and maintains the solution independently.

Recommendations

To ensure the long-term sustainability of the solution, we offer five recommendations: (1) Use the Google Form comment section to track multiple submitters; (2) Leverage dashboard visualizations for financial insight; (3) Refactor the Apps Script to support new metrics dynamically; (4) Expand the Figma interface with more employee tools like clock-in/out systems; and (5) Enhance the Help feature with additional onboarding materials. These steps will ensure the system continues to scale and meet evolving organizational needs.

Student Consulting Team

Neha Tirumalai led the development of the spreadsheet system and automation tools. She is a senior majoring in Information Systems with a minor in Business Analytics and will graduate in Spring 2025. Neha will join Microsoft in Seattle as a Technical Program Manager.

Kajal Metha designed and implemented the Figma interface. She is a senior majoring in Information Systems with a minor in Human-Computer Interaction and will graduate in Spring 2025. Kajal will join Capital One in Virginia as a Product Development Program Associate.

Eshar Hans led user testing and contributed to backend design. He is a junior majoring in Information Systems with minors in Computer Science and Artificial Intelligence and will graduate in Spring 2026. Eshar will intern at Amazon in New York City as a Software Development Engineer.