**The Business**

Our client is a small chain of gyms throughout the country. They have 15 locations scattered throughout the states. They been in business for the last 20 years and lately technology has been leaving them behind.

**The Problem**

Currently customers must travel to the main regional Gym locations to renew or cancel their membership. They cannot cancel or renew their membership at any location. This is a major hassle that affects their customer retention rate. In the past year they have seen a drop of 30% in customer membership renewal state-wide, resulting in a total loss of over $1,000,000.

**Solution**

1. Redesigned website
2. Adding functionality to allow customers to complete user oriented tasks pertaining to membership:
   1. Creation
   2. Renewal
   3. Cancelation
3. A centralized database accessible to all locations and clients

With these changes in place, we expect a 70% increase in customer renewal as well as a 10% increase in new customer sign ups. Our system is also aimed to improve customer experience.

**Timeline**

Within 15 weeks we expect a fully functional, tested website that will be ready to deploy.

**Personnel**

Roney Whonshevins – Project Lead

Jake Wagner – Software Developer

Andrew Butts – Network Engineer

James Leahy – Web Developer

Guy Banaga – Network Engineer

Adan Maxamed – Software Developer