Dublin City University - School of Computing

BSc in Enterprise Computing

4th-year project proposal (CA472)

Idea Proposal

2020/2021

Student name	Student number
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Project Title:

GymNow

Date:

2/11/20

Project Summary (1 page):

For our ca472 project, we have been tasked with introducing and developing a brand new product/service. During the project, we will produce a fully functional specification of the idea including business models, market analysis, financial plans and prototype software of our idea. The concept for our idea is to introduce a nationwide gym membership and booking platform for local small-scaled gyms to advertise their product and services. The application will offer users to search their current or searched location for gyms and return the gyms that are signed up to the application in that area. Each return list of gyms will display their facilities, prices, reviews and available time slots for booking. The user will have the ability to book and pay for their desired gym and then arrive at that gym and display their booking.

Our application will provide a platform for users to make comparisons for their possible gyms with quickness and ease without having to apply their own research and time to make these comparisons, which currently is not available. The application will also offer users variety in their membership if they opt into our monthly/yearly membership. This membership will allow users to make their desired bookings to all gyms signed up to the app without having to pay the inflated one time charge. This provides a new value to a customer's membership compared to an ageing standard gym membership. For the local small scale gym owners, our app will provide a platform for their company and advertise and expand with a new larger customer base. Our application will also provide future stability and insurance for small scale gym business as the need to adapt, innovate and invest in revised business models for gyms after Covid-19 has increased massively. Our application provides a booking service and advertisement which will become essential for these businesses to recover post-Covid.

Our concept application will also feature a gym clothing, supplements and fitness equipment marketplace in conjunction with some key partners. The marketplace will advertise our key partner's products/services to which the users of our apps will be to buy from with potentially discounted prices on some of these products. The gyms and fitness centres we partner with to display on our application would not have to pay any fee to be advertised and so we would provide free advertising for them, which we believe would entice many gyms to sign up to use our service.

When creating an account on our application users will be asked for information such as their name, address, health conditions, date of birth etc. This information will be placed in our database and would only be used to pass onto a gym when one of our users makes a booking through our application at their gym or class. Our users can benefit from not having to fill out lengthy questionnaires when signing up for gym memberships or using the gym as a guest with another member, and also avoid having to pay expensive gym memberships or visitor fees. With our application users can just pay a one-time fee to use a facility or attend a class and we would take a small percentage of this fee which is paid to the gym.

Our goal with GymNow is to provide a new model for gym memberships and increase gym customers options when exercising. We also want to support local small gyms and provide a platform for them to recover and thrive. We feel there is a major gap in the fitness market for our application and there are major values GymNow can provide for both gym customers and owners

Expected Technical Delivery (1 page):

For the final technical delivery, we plan to develop a web app to which users can search an area and be returned a list gyms with available slots their times, price and reviews most likely in a table format. This data will be fetched from a database most likely Postgres as we have experience with this database management system. The user will be able to click on the gym slot in question which will direct them to another web page including that gym slot and a booking tool. Once the user has clicked booked they will display a confirmation page and a link to the homepage. The slot will then be moved to the booked table in the database and when the user searches for that area again the slot they booked will no longer be visible.

The homepage will display many images relating to our signed up gyms, a location search box and current location finder. The prototype will also display a slideshow marketplace displaying the gym gear & supplements which can be bought from our partners.

Our delivery of the MVP will be a working prototype but not to the extent we would like, the destinations users can search will be a dropdown menu where we would like them to search any area they would like. The available bookings slots will be fixed and will be the same every time the web page is loaded with that destination. If the web page is loaded on a different day the slots which have been booked will not reappear this would have to be done manually in the database.

The Prototype will be a web app developed using a Django framework with JavaScript, CSS, HTML and Postgres database integration.
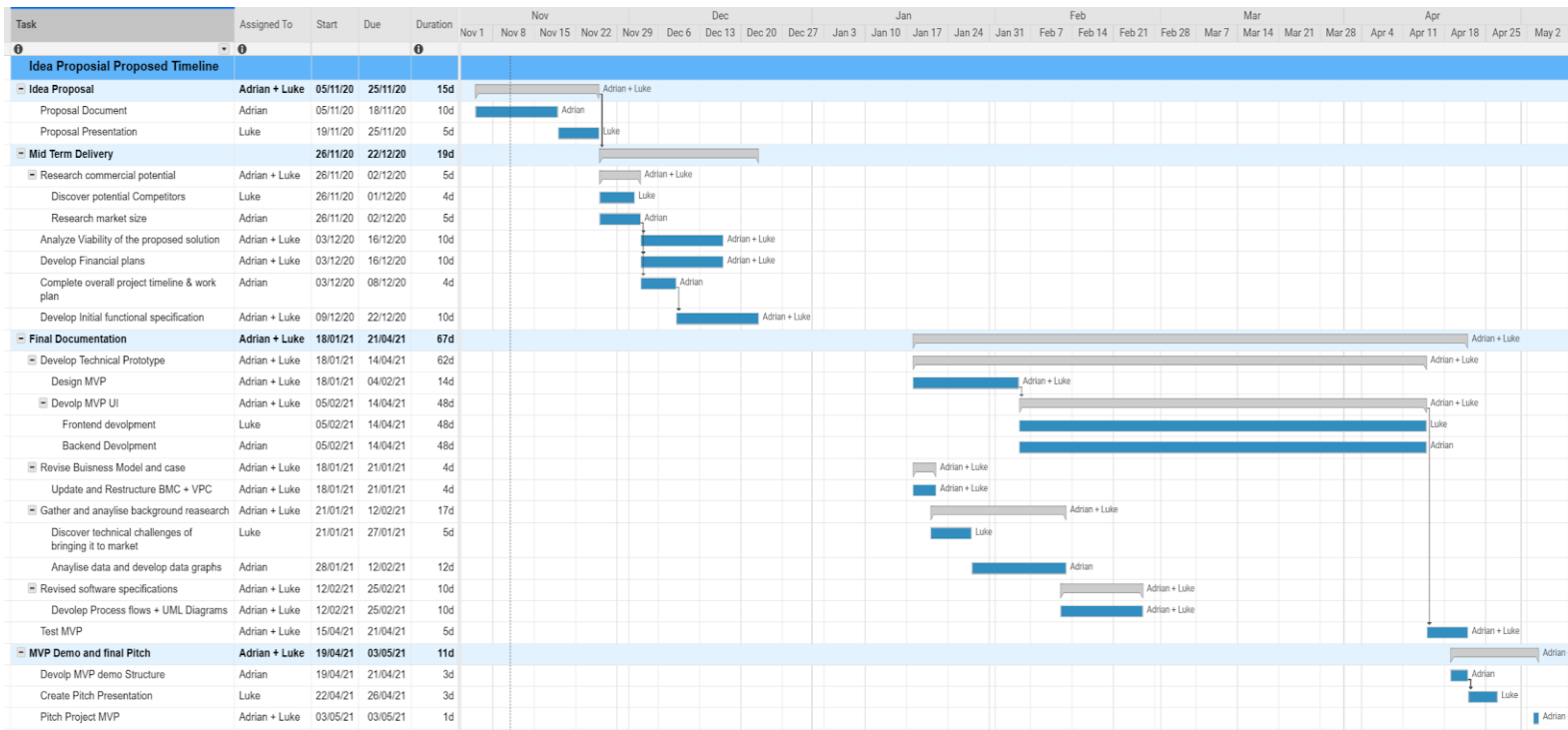
Market Rationale (1 page):

The target market for our application is aimed at people of any age range who have an interest in fitness and attending the gym or fitness classes and any gyms/fitness centres who wish to advertise their service on our platform, as well as the businesses who want to advertise their products on our application. For our market research, we began by discussing with friends who attended gyms/ fitness classes what might be their current issues or problems with attending the gym. We then reached out through email to gyms in Dublin and back in our home towns with a brief description of our idea and feedback from you about our project idea and what your day to day issues/problems with our service would be and some of the things you would like to gain from our booking application. We also plan to gather further market research from sports teams we are involved with through questionnaires.

From our initial basic research, we conducted in discussing our idea with friends, colleagues we were able to gather that many of them found difficulty in finding availability when booking a gym or fitness class slots. From our research, we found that for a one-time fee to use the gym people would be willing to pay approx €5. Another struggle for some of our friends we talked to was their difficulty in being able to afford to pay upwards of €300 for a yearly subscription. We discussed the viability in our research with potential customers, we wanted to know would customers actually visit other gyms if it didn't cost any extra on their membership. The results were an overwhelming yes, which reinforced our value propositions. We have found it difficult to get in contact with gym owners. When carrying out secondary research we plan to find statistics and analysis on gyms financials and gym members habits, one example of this we found is that the majority of health clubs and gyms lose 50% of their new members within the first six months[1], our application would certainly provide a solution to this as our users only have to pay a one-time fee to use a gym or class. We also found that only 18% of members actually go to the gym consistently[1], which would decrease the value they would gain from paying annual membership fees.

When marketing our application and attempting to raise awareness of our product we will use social media and partner channels. Social media platforms such as Instagram and Facebook is where we will be focusing most of our advertising efforts. Some of the main value propositions to potential customers will be our simple to use user interface and the amount of choice the user has when selecting the gym as well as the ability to compare prices in real-time. For gym owners then the main value proposition of our application for them will be the increased customer base they will gain as well as the free advertising we provide when displaying their gym on our platform free of charge.

Proposed Timeline (1-page max):

Task	Assigned To	Start	Due	Duration
Idea Proposial Proposed Timeline				
− **Idea Proposal**	Adrian + Luke	05/11/20	25/11/20	15d
Proposal Document	Adrian	05/11/20	18/11/20	10d
Proposal Presentation	Luke	19/11/20	25/11/20	5d
− **Mid Term Delivery**		26/11/20	22/12/20	19d
− Research commercial potential	Adrian + Luke	26/11/20	02/12/20	5d
Discover potential Competitors	Luke	26/11/20	01/12/20	4d
Research market size	Adrian	26/11/20	02/12/20	5d
Analyze Viability of the proposed solution	Adrian + Luke	03/12/20	16/12/20	10d
Develop Financial plans	Adrian + Luke	03/12/20	16/12/20	10d
Complete overall project timeline & work plan	Adrian	03/12/20	08/12/20	4d
Develop Initial functional specification	Adrian + Luke	09/12/20	22/12/20	10d
− **Final Documentation**	Adrian + Luke	18/01/21	21/04/21	67d
− Develop Technical Prototype	Adrian + Luke	18/01/21	14/04/21	62d
Design MVP	Adrian + Luke	18/01/21	04/02/21	14d
− Devolp MVP UI	Adrian + Luke	05/02/21	14/04/21	48d
Frontend devolment	Luke	05/02/21	14/04/21	48d
Backend Devolment	Adrian	05/02/21	14/04/21	48d
− Revise Buisness Model and case	Adrian + Luke	18/01/21	21/01/21	4d
Update and Restructure BMC + VPC	Adrian + Luke	18/01/21	21/01/21	4d
− Gather and anaylise background reasearch	Adrian + Luke	21/01/21	12/02/21	17d
Discover technical challenges of bringing it to market	Luke	21/01/21	27/01/21	5d
Anaylise data and develop data graphs	Adrian	28/01/21	12/02/21	12d
− Revised software specifications	Adrian + Luke	12/02/21	25/02/21	10d
Devolep Process flows + UML Diagrams	Adrian + Luke	12/02/21	25/02/21	10d
Test MVP	Adrian + Luke	15/04/21	21/04/21	5d
− **MVP Demo and final Pitch**	Adrian + Luke	19/04/21	03/05/21	11d
Devolp MVP demo Structure	Adrian	19/04/21	21/04/21	3d
Create Pitch Presentation	Luke	22/04/21	26/04/21	3d
Pitch Project MVP	Adrian + Luke	03/05/21	03/05/21	1d

Link: https://app.smartsheet.com/b/publish?EQBCT=313c887a87924796af291426d46f302b

Workload Distribution (for teams with 2 or more members):

How will the workload be distributed? Technical and Commercial components? Bullet point listing is adequate.

- For the technical aspect of the project, we will split up the workload mostly even overall. Adrian will oversee the design of the prototype as he has had more experience in dealing with software development projects and their lifecycle and design over his Intra.
- The development of the MVP will be split into two key aspects of the prototype, Frontend and backend. We plan to work on both of these as a team equally although we might see Luke have slightly more focus on the frontend and Adrian on the backend.
- For the commercial components of the project, we have discussed splitting the market research and financial plans between us. Luke and Adrian both will reach out to potential app customers which include Local sports teams, student alumni and friends.
- Luke will take a leading role in reaching out to gym owners and discussing their pains and gains, our project idea and the feasibility of our app
- Adrian will oversee the financial plans of the project, we plan to analyse gym membership prices rate, customers usage habits and the potential avenues for profits with commission rates and advertisement.
- Each Deliverable documentation and presentation shall be worked on together. The documentation and spec will be discussed and analysed together and we will split each section of the documentation into who feels more comfortable discussing the section.

Staff Consulted

Who did you consult in the preparation of this document? If any staff member agreed to act as the project advisor, please add their name here.

We reached out to our supervisor Cathal Gurrin during the process of completing this document to get his feedback and thoughts.

References:
[1]=**https://www.glofox.com/blog/10-gym-membership-statistics-you-need-to-know/**