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:

Date:

Project Summary (1 page):

Include a brief summary of the overall idea and describe why you chose this project? Please provide enough detail so that a reader can understand your concept without needing additional explanation.

Our overall project idea is about developing an application where users can create an account or login, the user can then enter the date, time and either use their current location or any location which they desire. When the user then searches based on these filters, our application will display the available gym/fitness class slots, and how much the one time fee will be to use the facility. When the user then selects the gym they wish to use the available times and the price of this slot will be displayed for the date they have selected. Users will also have the choice of viewing such options on the main page of the application such as gyms classes near their current location, the week's best deals, and the best gyms based on reviews. We would also display advertisements on the application such as gym clothing, supplements and anything fitness related. The advertisers would pay us a fee to display their product on our application and we would have features for our members such as discounted prices on some of these products. The gyms and fitness centers 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 and date of birth. This information 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. Alternatively they will pay an application membership fee which will allow them to go to any of the signed up gyms at a reduced one time fee, but some gyms/fitness classes may have varied charges which we would have to take into consideration.

We chose this project idea because we are both very passionate about fitness and staying healthy, we are also both quite active in our day to day lifestyle, either going to gym or training with our relevant sports teams. Now more than ever with this current situation with covid 19 and into the future when gyms are back open, we believe that staying fit and getting some sort of exercise is of great benefit to peoples mental health and well being. After discussing some emerging problems we gyms and fitness classes with our friends and family, there was a lot of the same problems came up such as the rising price in gym memberships with students simply not being able to afford it, and more recently people being unable to book a slot in their gym as it was always booked up on the day they wanted to attend. We felt there was certainly a gap in the market for our application where users have a wide variety of gyms or classes to choose from at a one time fee which they could afford.

Expected Technical Delivery (1 page):

With regard to the technical delivery, what do you intend to deliver in your final project delivery?

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 gym, a search box and 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.

Market Rationale (1 page):

Include a brief summary of the market for the idea. Who the potential users would be. Suggest how you intend to validate this market by your primary and secondary research.

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.
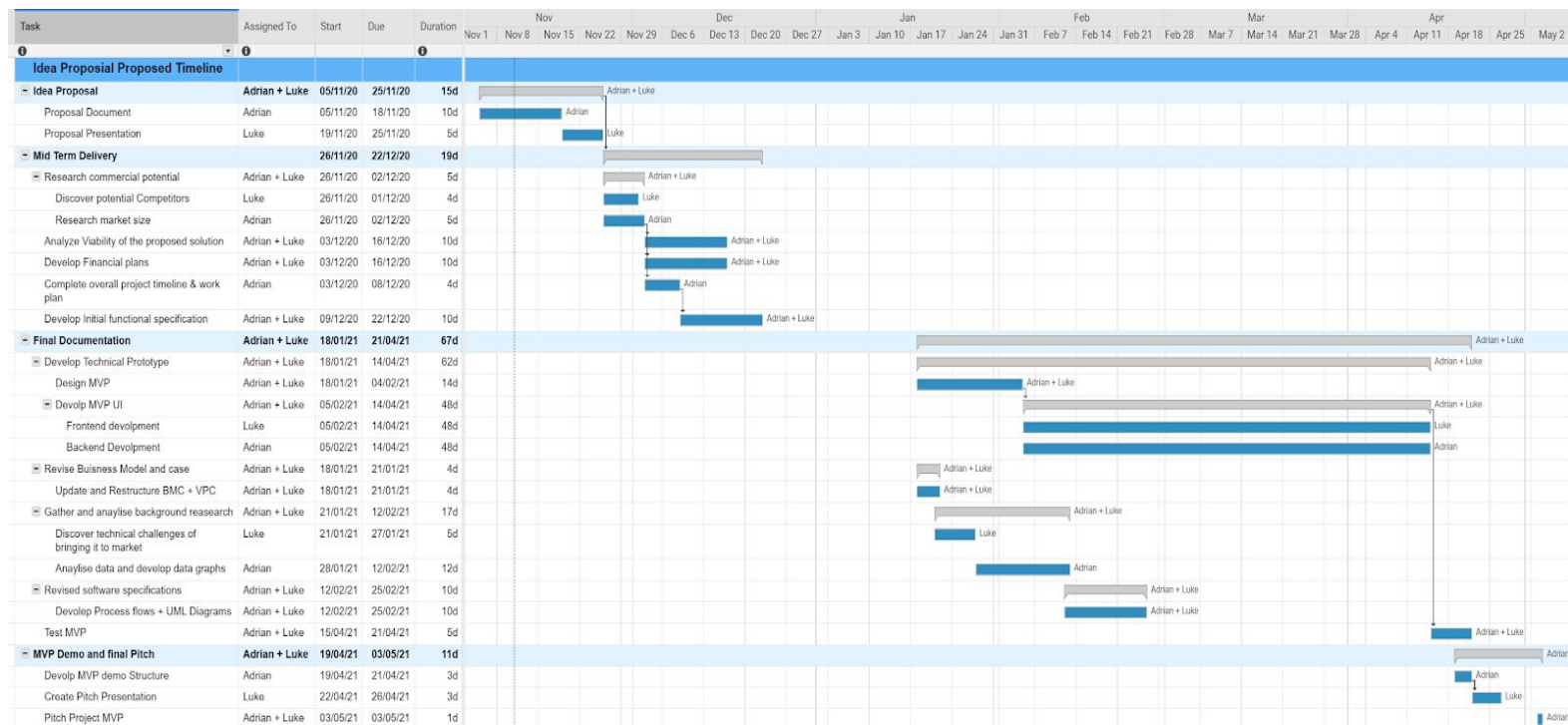
From our initial basic research we conducted in discussing our idea with friends, colleagues we were able to gather that many of them found difficulty in finding availability when booking gym or fitness class slots. From our research we found that for a one time fee to use the gym people would be willing to pay approx €5. Another struggle for some of our friends we talked to was their difficulty in being able to afford paying 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.

https://www.finder.com/ie/gyms

Proposed Timeline (1 page max):

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….

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