# **Business Profile**

Fictitious recreation centre based on field research (heavily based on UC Rec Centre)

Centre Name - Ilam Recreation Centre

Description - The Business for our analysis is a non-fictional recreation centre based on our field research. The Centre name is Ilam Recreation centre, which is a privately owned commercial centre based in Ilam. The facilities the centre has available for use are a fully equipped weights room, 2 indoor basketball courts, an indoor badminton court and private rooms for Zumba and boxing classes. The Centre offers 3 main forms of services.

1. Gym membership

2. Court/indoor Facility hire

3. Purchase of products

The products offered include basic activewear, small range of supplements and gym accessories. There are two main membership types being basic and premium, and a flat casual rate for casual visits. In general, the target audience for Ilam Recreation Centre is anyone interested in fitness but as the centre is based in Ilam there is a focus on targeting University students for membership. Hence a deal is offered for students in order to make membership more appealing and to compete with other fitness centres in the area. A variety of classes are offered to members on premium membership, for example yoga, Zumba and aerobics.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Membership Type** | **Joining Fee** | **6 months** | | **12 months** | | **Student discount %20** |
|  | | **Public** | **Student** | **Public** | **Student** |
| **Basic** | **$50** | **$180** | **$144** | **$360** | **$288** |
| **Premium** |  | **$300** | **$240** | **$600** | **$480** |
|  | | | | | | |
|  | **Public** | **Student** |  | | | |
| **Casual Entry** | **$10** | **$8** |

# **Business Analysis**

## **Revenue model**

- The revenue model for Ilam recreation centre is mainly subscription based with two main membership deals.

o Basic Membership – Access to the weights room and sports facilities (no access to classes)

o Premium membership – Access to the weights room, sports facilities and free access to all classes.

But the centre also offers sale of merchandise, booking of courts and personal trainers which can be purchased both on the website and in store. There is also a flat rate price for any casual visits.

## 

## **Value Proposition**

- Convenience – All products and services can be accessed online through the website. For example, membership sign up can be complete through the website, the purchase of products and booking of sport facilities can also be accessed online at home.

- Value

o Ilam recreation centre offers membership prices equivalent to, if not cheaper than competitors that use a similar revenue model. The gear and facilities provided are of top quality and are well maintained.

o Student discount is also offered being as the centre is based in Ilam near the university. And in order to compete with the university gym the student discount is in place to encourage students to sign up.

- Guidance – in the form of trainers to help those new to the Centre get started on their fitness journey.

## 

## **Market Opportunity**

- Being that there is a large fitness movement nation-wide (according to source) there is great opportunity to be capitalised on within the fitness sector, especially in Christchurch as according to sources interviewed within our market research Christchurch has seen a vast increase gym/fitness participation.

- The fact that the centre is also based in Ilam presents the opportunity to attract university students, especially with the offered student discount.

## 

## **Competitive Environment**

- The main local competitors for the Ilam recreation centre are:

o The UC Rec Centre

o Snap Fitness Riccarton road

o Anytime fitness Riccarton road

- These three businesses are direct competitors of the Ilam Recreation Centre being that they are also offer weights rooms. Only two of the three businesses follow a similar revenue model to the Ilam Recreation Centre, as the UC Rec Centre technically offers free membership to students.

## **Competitive Advantage**

- Of the three competitors, only two follow a similar revenue model to that of the Ilam Recreation Centre. And so, in order to compete with them the membership subscription fees are competitively priced.

- The offer of student discount gives Ilam Recreation Centre a competitive advantage over both Snap and Anytime Fitness.

- As Ilam Recreation Centre offers the sale of relative fitness products and the bookings of sport facilities, there is a competitive advantage over that of Snap and Anytime fitness as they do not offer any products or services as substitutes.

## **Market Strategy**

- Local marketing strategy is regular pamphlet drops to the houses in the area to breed awareness for initial start-up. As the majority of local residents are university students the pamphlet drops should help create awareness amounts students which is one of the Ilam Recreation Centres target audience groups.

- Online marketing in the form of a Facebook page and website site advertising are the main means of attracting external customers.

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# **Website Business goals**

In general, the business goals for the site are that it is to be designed in way that allows users to easily access general information about the Centre, such as location, contact details and the Centre staff. A system to support payment through the website will need to be included in order to provide the convenience of subscribing to a membership plan, booking a trainer or purchasing an item from the store online. The goal for the website is that it will handle the bulk of customer traffic, as opposed to in store purchases to keep required in house staff numbers at the lower end of the spectrum.

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# **Website Design Goals**

## **Generic Design Goals**

- As far as generic usability of the website goes, the goals are that the website is:

o User friendly

o Clean and presentable

o Provides all relevant information

o Can accommodate the intended specialised functionality

## **Specific Design Goals**

- The specific design goals based on the specialised requirements for The Ilam Recreation Centre are:

o Payment system

o Ability to purchase items through the website

o Ability to sign up as a member

o Booking of sports facilities (courts etc..)

o Appointment booking for personal trainers

o User login with user details (membership status etc..)

## 

## **Revenue Model Design Influence**

As the Ilam Recreation Centres revenue model includes three main revenue streams, the website will need several different webpages to handle each. The goal is to have one main webpage for product purchases, bookings and membership subscription each of which will need support pages in order to handle specifics.

## **Value Proposition Design Influence**

In regards to the value proposition the website is to provide convenience in that the bulk of products and services offered by the Centre will be available for purchase through the website. The goal is that the website will have a payment system that will allow users to purchase items stocked by the centre, subscribe to a membership plan and book trainers and sports facilities through a webpage.

## **Target Audience Design Influence**

The target audience for the Ilam Recreation Centre is students and sports teams and in general anyone interested in fitness. Because of the diversity of the target audience the website will likely see users with a range of tech skills and so will be designed to accommodate a base case user with little to no technology skills. By producing a website that has a fluid and purposeful format and layout in order to provide an easy to navigate interface for inexperienced users, the goal is that anyone who has browsed a website before will be more than capable of navigating the Recreation centres website with ease.

**User Profiles**

* 1st Instance
* Female mid 20’s, part-time polytechnic student who likes to keep fit and socialise with people in her own age near her area so she goes to zumba once a week to keep fit and have fun while exercising.
* 2nd Instance
* Male early 20’s, full-time university student who likes a good workout with the right contact by attending thai-boxing classes at the gym nearby three times a week, in hoping to increase his fitness regime and be an amateur fighter.
* 3rd instance
* Female late teens, high school student wanting personal fitness wanting individual training. Wanting to keep fit and healthy.

**User Roles**

* **User Roles**
* Rec Centre manager - in change of the day to day business to keep the rec centre running, mainly checks the website for feedbacks for the Rec Centre, but also handles and signs off on court bookings and purchase orders if anything irregular occurres ie. changing a purchase order at a customer’s request.
* Receptionist - in charge of court bookings, and purchase orders made online by the rec centre customers. Can also handle general enquiries made by the rec centre customer, serving as a ‘middleman’ between the rec centre manager and the rec centre customer.
* Rec Centre Customer- uses the website to book courts at particular times, buy merchandises off the website and check up on information regarding the rec centre. Can also sign up as a member on the website and ask questions regarding the rec centre which is either handled by the receptionist or the manager, depending on the complexity of the question.
* Rec centre gym staff – Maintains the gym equipment and helps the manager maintain the gym in an overall. Works closely with the rec centre manager by regularly checking the website for feedback from the customers on the gym equipment condition, gym standards and expectations in the feedback forum within the website. Uses the website as well to check if they are booked for a session to help customers with the equipment’s and their workout sessions.

**Personas**

* **Persona**



* Persona 1
* Eliza Muse is a 24 year old, recent uni graduate who likes to keep in touch with her former university classmates by booking a badminton court for her and her friends to use each Saturday morning at 10am to 11am. As she does this every week and this is the only time that can accommodate her and her friends busy lives she would like to reserve the court months at a time ahead of the scheduled booking so she doesn’t have to visit the website each week to book the court they desire. At this current time the rec centre website can only allow bookings two weeks ahead of the current time.



* Persona 2
* Jane smith is an 18 year old undergraduate student studying Computer Science. She is wanting a cheap solution for fitness training. She wants a personal trainer for a one on one fitness training. She is wanting to train to keep herself fit and healthy and to keep her mind clear for upcoming exams. She would prefer to train with us as the rec centre doesn’t really have personal trainers for individual people.
* Persona 3



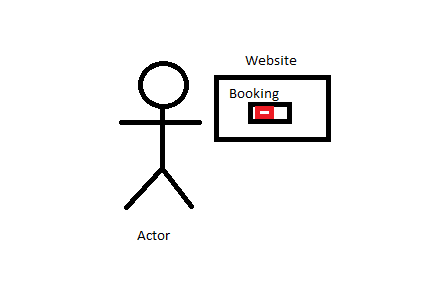
* Ian Carl is 20 years of age, a second-year commerce student who loves contact sports. He enjoys playing rugby, and seeks an extra workout regime to strengthen himself. He attends wrestling classes every Tuesdays and Fridays, and goes to the gym every other day. Now, he wants to mix his schedule and attend Thai-boxing classes but they are clashing with his current wrestling class. He wants to know if we offer the classes and if they were clashing, could it be rearranged as the current gym have their schedules fixed and it's not possible for him to attend both classes.

**Use Cases**

**Case 1**

**Use case scenario 1 - Customer booking a court**

**Instance 1: Blue skies scenario**



**Description:** the actor which is a customer of the Ilam rec centre is trying to book a court on the rec centre website instead of booking through the rec centre receptionist.

**Assumptions:**

The Actor is a member of the rec centre, so the actor is able to do booking on the website. (Same for the other instances).

**Pre-conditions:**

The actor has logged in on his account on the rec centre website. (Same for the other instances).

**Steps:**

1. The customer/actor selects the court they want to book
2. The customer sees the available times for the court they want to book and based on this knowledge, they select the the time they want and is currently available to book.
3. The system acknowledges the booking by an alert popping up saying that the actor has successfully booked the court at the time that they chose.

**Post-conditions:**

The customer/actor has successfully booked a court through the rec centre website and is able to go to the specific court and time that the actor chose.

**Benefiting actor:**

The actor and the rec centre receptionist (does not have to book it manually for the customer).

**Instance 2: Unsuccessful booking**

**Steps:**

1. The customer/actor selects the court they want to book
2. The customer sees the available times for the court they want to book, but tries to book a time that is already booked/unavailable.

**Post-conditions:**

The system acknowledges the unavailable booking by an alert popping up saying that the time selected is unavailable and to try to book a different time or a different court.

**Benefiting actor:**

The Rec centre website manager can improve the booking page and make it impossible to try and book a court at an unavailable time slot (ie. make time slots that are unavailable not seen to customers trying to book a court), which benefits future customers from trying to book a time slot that is unavailable.

**Instance 3: Wrong time slot selected**

**Steps:**

1. The customer/actor selects the court they want to book
2. The customer sees the available times for the court they want to book, but accidentally selects and confirms the the wrong time slot.
3. The system acknowledges the booking by an alert popping up saying that the actor has successfully booked the court at the time that they chose.

**Post-conditions:**

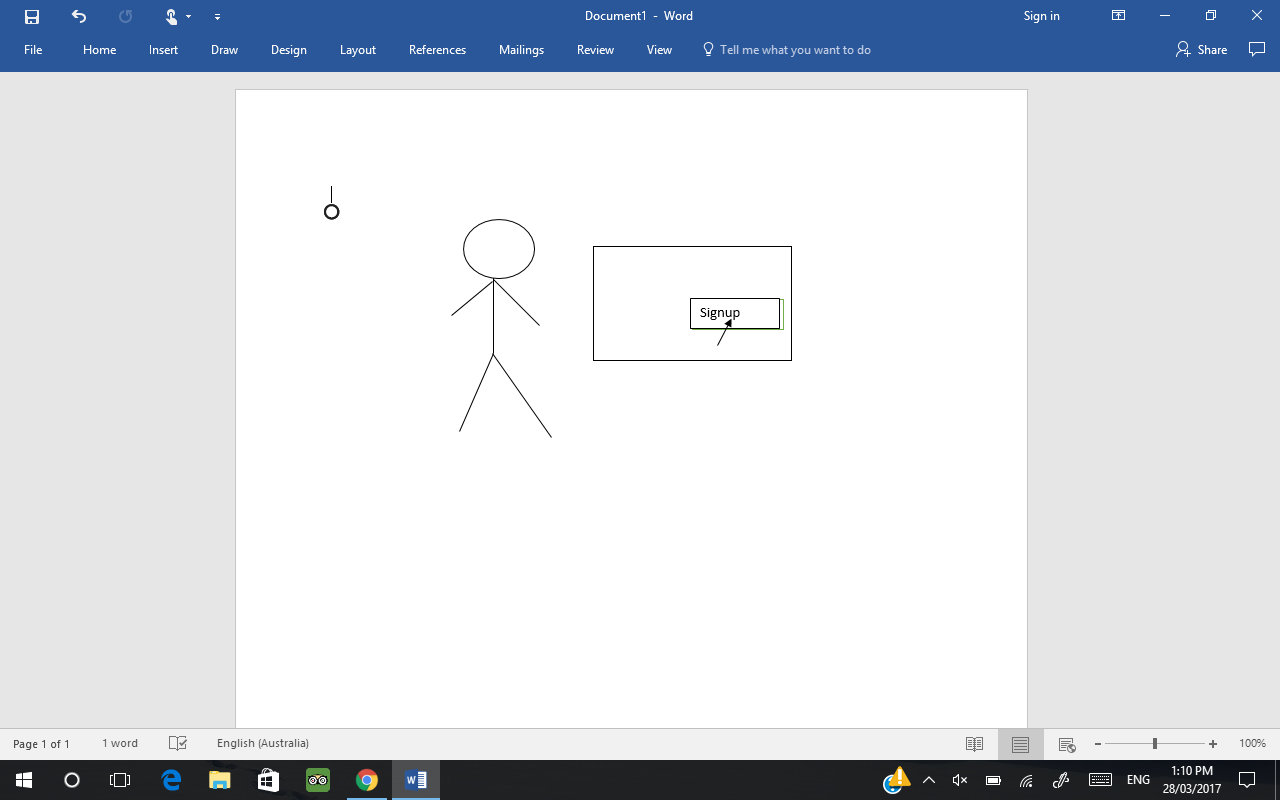
The customer/actor has to email/dial the rec centre receptionist to either cancel the booking or change the time of the booking they initially selected.

**Benefiting actor:**

The Rec centre website manager can now add an “are you sure” pop up after they confirm the booking, so the customers can revisit the booking and make sure they have booked the proper time and court. Also future customers who book on the website benefit from making this mistake as it is becomes harder to make this mistake.

**Case 2**

**-customer trying to sign up for membership.**



**Instance 1: Blue skies scenario**

**Description:** The actor which is the customer has heard about the rec centre and is signing up for the subscription.

**Assumptions:**

The customer has contacted different rec centres and determined this one may be able to suit their needs the best.

**Pre-conditions:**

The customer has a stable internet condition to complete the signup process.

**Steps:**

1. The customer chooses their username and password
2. The customer enters their email address
3. The customer selects the type of membership they want
4. The customer enters their credit card details and confirms the details
5. An email is sent the customer with a link they click to confirm their registration is proper

**Post Condition:**

The customer has successfully signed up to the rec centre and can access the facilities and make purchases.

**Benefiting actor:**

The actor benefits because they now have access to the rec centre, but the rec centre also benefits as they have another customer to provide their service to and make the money they need to keep providing the service to others.

**Instance 2: Card type not accepted**

**Steps:**

1. Actor/Customer enters their payment method which is a mastercard.
2. The customer submits the information but the system says that the card type is not supported when it is a option in the payment method.

**Post Condition:**

The customer was unable to pay so they contacted the rec centre and told them the problem. They give him the first month subscription for free and fix the problem on there end.

**Benefiting actor:**

The rec centre are the main party that benefits as they found out about the problem earlier rather than later and were able to fix it. They also helped the customer and admitted it was their problem and not the customers. Now the customer is there three or four times a week and has a 12 month subscription.

**Instance 3 Password not accepted:**

**Steps:**

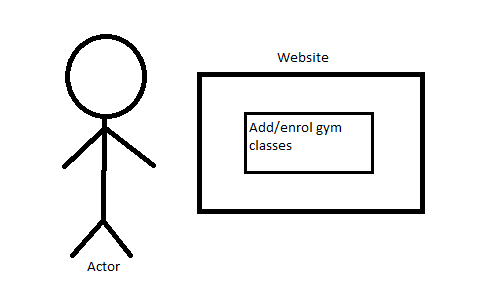
1. A customer tries subscribing for a three month subscription and enters all their details.
2. The system says password does not match requirements and must be eight characters long with a special character and capital letter.
3. The customer tries this but again does not accept the password.

**Post Condition:**

The customer contacts the rec centre and they say it was the customers fault because he was clicking login instead of signup. He hangs up and the re centre take the login button away from the subscription service.

**Case 3**

**- Customer allocating gym sessions/classes**



**Instance 1: Blue skies scenario**

**Description:** The actor which is the customer of the rec centre is attempting to attend multiple gym classes by going through the website to allocate the classes.

**Assumptions:**

The Actor has the membership required for the rec centre, so the actor is able to log on, view and allocate gym classes through the website. (Same for the other instances).

**Pre-conditions:**

The customer must have a rec centre account and a stable internet connection to successfully view and select the preferred classes to join.

**Steps:**

1. The customer goes on the website and views the classes offered.
2. The customer could identify the classes that he/she wants to attend. The customer then decides based on the information such as type of class, duration of class and available timeslots that are given.
3. The system acknowledges the changes with a pop up alert confirming the action and the actor has successfully allocated his/her selected gym classes to attend to.

**Post-conditions:**

The customer/actor has successfully booked the classes through the rec centre website and attend the classes.

**Benefiting actor:**

The customer does not have to physically go to the rec centre and register with the receptionist. The rec centre receptionist does not have to allocate the classes and help the customer as it was done manually by the customer.

**Instance 2: Unsuccessful registration/allocation**

**Steps:**

1. The customer selects the classes he/she want to book.
2. The customer sees the time slots available for the classes they want to book, and tries to book for the preferred slot.
3. The customer chose the preferred class but was unsuccessful due to the class being full.

**Post-conditions:**

The system replied with an error pop-up stating that the class session is unavailable as it is full and gave other options on the empty slot sessions for the current class.

**Benefiting actor:**

The customer managed to attend the classes that he/she wanted to sign up for and the rec center retains a satisfied customer.

**Instance 3: Clash of gym classes**

**Steps:**

1. The customer selects the classes that he/she wants to attend.
2. The customer sees the time slots available for the classes they want to book, and tries to book for the preferred slots.
3. The website shows that the time slots for the chosen classes are available, but the classes are clashing with one another therefore making the customers attempt to have multiple classes in one day unsuccessful.

**Post-conditions:**

The rec centre advised the customer on the other time slots for the classes on different days and helped building a personal session that accommodates to the customer’s schedule preference.

**Benefiting actor:**

The customer was able to create a personalized schedule with the help of the website that accommodates to his/her time. A staff member from the gym helped with the process and this reinforces the credibility of the gym.

**Case 4**

# **Scenario**

For this scenario, the actor is a customer and is attempting to purchases x number of products through the online store by initiating the check-out process.

# **Use Case Instance 1**

- Idealistic instance without issues

## Use Case Diagram

## 

## **Description**

The customer has initiated the checkout process of the online store with x number of items to their basket to pay for the items.

# 

## **Assumptions**

- The product database is up to date

- There is sufficient stock of the products in the basket

- The network connection between the user the server is stable

## **Preconditions**

- The user’s basket it not empty

- The user has initiated the checkout process

## **Postconditions**

- The total cost of the user’s basket has been calculated

- Payment for the items has been validated

- Delivery details have been provided

- The ordered has been confirmed

## **Steps**

1. The user has accessed the online store via the website

2. The user adds products to their cart

3. The check-out process has been initiated

4. Delivery information provided and validated

5. Payment information provided and validated

6. Order confirmed

## **Benefiting actors**

- The customer has benefitted from the transaction as they have purchased their desired goods

- The Recreation Centre has benefitted as a profit has been made on the purchased items

# **Use Case Instance 2**

- Unstable Network Connection

## **Description**

The user has attempted to initiate the check-out process but has been disconnected from the website due to network stability issues caused by excess traffic accessing the website at the same time.

## **Assumptions**

- The check-out process has been initiated but fails due to network stability issues

- The user is accessing the website at the same time as many other users

- On reconnection attempt the user has access to the website again

## **Preconditions**

- The user’s basket is not empty

- The check-out process has been initiated

## **Postconditions**

- The user has regained connection to the website

- No forms of validation have been completed as the check-out process has been interrupted

- The user’s order has not been placed due to interruption

- When the user reconnects to the website they still have their selected items in their basket

## **Steps**

1. The user has accessed the store via the website

2. Items have been added to their basket

3. The check-out process is initiated but is interrupted

4. Network stability issues cause the user to disconnect from the store

5. The user refreshes the page and has access to the website again and is free to reinitiate the check-out of their goods

## **Benefiting Actors**

The only benefitting actor in this case is Recreation Centre itself, as if statistics about the disconnects due to heavy traffic have been recorded they can later be analysed. Which could provide the centre with the knowledge of whether they need to upgrade their server hardware in order to accommodate traffic.

# **Use Case 3**

- Invalid credit card

**Content List**

|  |  |  |  |
| --- | --- | --- | --- |
| Page/Category | Page Content | Need Text | Need Picture |
| Home | Membership Advertisement | Yes | Yes |
|  | Navigation Bar | Yes | No |
|  | Description of Rec Center | Yes | Yes |
| Login | Navigation Bar | Yes | No |
|  | Login Form | Yes (field name) | No |
| Signup/Register (Website) | Navigation Bar | Yes | No |
|  | Register Form | Yes (field names) | No |
| Membership Signup | Navigation Bar |  |  |
|  | Membership Register Form | Yes | No |
| Contacts/Info | Navigation Bar | Yes | No |
|  | Description of rec center  Phone, email, address, key staff members | Yes | Yes |
| Booking | Navigation Bar | Yes | No |
| -Sports Facilities | Timetable | Yes | Yes |
| -Trainer | Timetable | Yes | Yes |
| Shop | Navigation Bar | Yes | No |
| -Products | Deals | Yes | Yes |
|  | Description of products | Yes | Yes |
| -Checkout | Review of products | Yes | Yes |
|  | Credit card information input | Yes | No |

**Project Management**