# INFO253 Group Project (skeleton)

## Proposed subject:

* RecCentre type business with extra functionality e.g. sale of fitness goods (active wear, supps etc…), access to sports facilities such as basketball courts weights/cardio equipment etc..
* Essentially a multifunctional sports centre with a variety of services

## Interviews

* Rec Centre GM
* People who use the RecCentre
* People who don’t use the RecCentre (why?)
* Personal Trainers

## Target Audience

* Active people in general (18 – 40s/50s)
* If courts as service – sports teams (basketball/court sports etc..)

## Business Objectives

* Provide memberships for gym services
* Bookings for sport facilities e.g. courts etc..
* User friendly and effective online systems e.g. web bookings for facilities and membership sign ups etc…

## Services and Products offered

* Gym membership – weights/cardio equipment
* Personal Trainers
* Bookings e.g. basketball court
* Products such as active wear, supplements, etc..

# Project Scope

## Business Analysis (20 %)

### Business model description

* Value proposition
* Revenue model
* Target audience
* What is the product or service that the company sells?
* What is the benefit to a customer if they use their product or service?
* Who can use the product or service?
* How is the product or service different from those offered by the competition?

### Website business goals

* User friendliness
* Provide all relevant information about the business e.g. contact details, location, hours etc..
* Ability to purchase items online (active wear, supplements etc..)
* Ability to purchase membership online
* Bookings for sports facilities e.g. courts and team sports services etc..

### Website design/ design influences

Why design elements have been used in regards to business/website goals

## User Profiles and Roles (15%)

Based on the target audience information define at least one user profile and three  
user roles and some specific attributes required for each role.

## Persona’s (15%)

3 Persona’s - fictional representations of your ideal customers in regards to the business goals, challenges, motivations, concerns, etc… (based on field research of potential customers).

## Use Case Analysis (25%)

Present and briefly describe three distinctive and important scenarios.  
Within each of these scenarios you are required to create use cases for examples  
where there are no problems and two different scenarios where problems may occur  
(total of three scenarios for each)

* Use case analysis of the scenarios including a brief description of the scenario,  
  assumptions for the scenario, the actor who initiates the use case,  
  preconditions for the use case, system related steps in the scenario,  
  preconditions when the scenario is completed and the actor who benefits from  
  the use case.
* Each member of the team should be responsible for at least one of the use cases. If  
  your team has 4 members, then you need to present 4 use cases.

## Content List (15%)

## Project Management (10%)

### Roles

* Designer -
* Coordinator -
* Interviewer –

Table outlining Task (including description of task etc…)

List of stakeholders/interviewees