**Health Club Case Study**

I am the general manager of a health club in the Waukesha area. I am looking to implement new services and programs for our members, but I am lacking the technology to gather, manage and maintain that information. Our facility has state-of-the art equipment, an indoor and outdoor pool, basketball courts, exercise classes, wellness classes, and snack bar or merchandise sales. I am looking for a model company so that I can expand into other areas someday. I rely on and work closely with two other stakeholders including a finance manager and a sales manager. My other stakeholders include my employees, which consist of membership services, trainers, and instructors.

The health club has 600 members with two membership levels – full and limited. Full members have access to all activities in the club and limited members can only participate in activities by paying a fee. All members can purchase merchandise and services with a card or by cash. All the cash sales and charges are entered into an accounting software run in the back office. The cash is deposited in a bank daily and credited to the main account. A daily report is produced to show all sales transactions. Members also have the ability to register for wellness and activity classes that are facilitated by certified trainers. Basic member information is stored, but does not include member preferences, activities and history.

Below is a list of features that I would like to have and a list of features that are needed to be competitive in this industry.

Want List:

Promote special offers

Offer discounts

Utilize social networking

Use email communication

Implement scan-able ID cards

Need List

Manage memberships and charges

Interface with the accounting system

Schedule courses/activities and facilitators

Analyze sales and marketing trends

I am looking for an IT Consulting Firm to evaluate my current business situation and come up with solutions for my company. If your team is interested in this challenge, please send me any particular questions that you need answered. I am expecting a professional invite in the form of a letter that includes a list of questions we will be discussing so that I can come prepared to our first meeting.

Tasks:

1. Read the case study above.
2. Prepare a list of questions for an interview to gather requirements.
3. Prepare a professional, block-style letter that includes some introduction and a list of questions, in the order that you would ask them.
4. Attach the letter to an email and send to your instructor.

Note: Once the interview is completed and discussed by the team, you should be able to start preparing a project scope document.

#### Rating Scale

3: Exceeds requirement

2: Meets requirement; no revision necessary

1: Meets requirement; minor revision necessary

0: Does not meet requirement; information missing or incorrect

#### Scoring Guide

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| Criteria | Ratings |
| Interview invite is in the form of a professional, block-style letter | 3 2 1 0 |
| Interview invite includes an appropriate greeting and salutation | 3 2 1 0 |
| Interview invite includes a list of relevant questions | 3 2 1 0 |
| Interview invite includes questions in a top-down format | 3 2 1 0 |
| Interview questions are relevant to obtaining system requirements | 3 2 1 0 |
| Interview correspondence is created in a Word document and uploaded or sent | 3 2 1 0 |
| Outline evidences correct grammar, punctuation, and spelling | 2 1 0 |
| TOTAL POINTS POSSIBLE | **20** |