Business Case – Team 2

|  |  |
| --- | --- |
| **Application Name** | **FlexFit** |
| **Type of business model** | **Examples:**  **Direct sales, platform, etc. See the document "Types of Business Models"**  Freemium and Subscription model |
| **Target audience of external users**  **(Customer Segments)** | **For whom are we creating value?**   * For all Users   **Who are our most important customers?**   * Open to all * Gym enthusiasts * Users who would like to do home workouts |
| **Groups of internal stakeholders, users** | **Do we need a product development group?**   * Yes   **Do we need a sales group?**   * Yes   **Do we need a finance group (accounts payable, receivable)?**   * Yes   **Do we need a customer support team?**   * Maybe, we will try our best to make the interface user-friendly.   **Do we need an advertising management group?**   * Yes   Internal Stakeholders:  Our team members, Product Manager, developer of the application, and sales.  External Stakeholders:  Users/Customers, Suppliers, Distributors. |
| **Value propositions** | **What value do we deliver to the customer?**   * Any Customer will find it easy to use the application as there are three different levels for the user to choose from – Beginner, Intermediate and Advanced. * The application even helps to regulate a healthy diet while doing the workout regime.   **Which one of our customer’s problems are we helping to solve?**   * These days we find customers having a hard time to pick out their workout regime, so in order to solve this issue the application offers a platform for the customer to reach out to a Personal Trainer for better help and to achieve best results.   **What bundles of products and services are we offering to each Customer Segment?**   * Free Services: (Freemium)  1. Access to the main dashboard, where users can start with any of the three levels – Beginner, Intermediate or Advanced with workout videos. 2. It enables Users to access full fitness programs or mix and match your favorite workouts to build your own program. 3. Access to the Report Card (Progress of your growth)  * Subscription Model:  1. Providing live workout sessions with certified Personal Trainers. 2. According to the selected workout regime there will be a diet planned out for the User or there is an option for the user to get a diet recommendation from a Personal Trainer. 3. Premium Member - $14.99/month (all services included)   Student Member - $8.99/month (all services included)   * seasonal promotions and offer discounts will be available for all subscribed members.   **Which customer needs are we satisfying?**   * We are solving the need for a user not to go out his/her way to find a Personal Trainer or a specific Workout regime or a Workout schedule, which gets stressful. So, the application bridges the gap between a User and Personal Trainer, which would help them connect better and find easy and effective workouts. |
| **Key resources** | **What Key Resources do our Value Propositions require?**   * Computer Power - Front-end Development, Back-End Development and Database.   **Our Distribution Channels?**   * The Internet   **Customer Relationships?**   * Getting Customer Feedback and increasing offers and discounts to the existing customers.   **Revenue Streams?**   * Consumer Services, Consulting |
| **How the system is used** | **What are the main business use scenarios?**  The application is open to all. FlexFit is a one stop destination in finding your workout goals. The application offers a set of workouts for a user to select from. Many workouts take 30 mins or less and require minimal or no equipment.  It enables Users to access full fitness programs or mix and match your favorite workouts to build your own program.  The application gives you the access to be in the same platform with your certified Personal Trainer. With the help of a trainer, a User will find it easy to select his/her workout schedule and also get a recommended balanced diet from the Trainer.  To gain access to certified Personal Trainers and live workout sessions, the user has to subscribe to one of the two subscription models - Premium or Student Member.  A subscribed member, gets to download videos and workouts and use them offline.  To make the application user friendly, workouts offered are categorized in three levels:  Beginner, Intermediate and Advanced level (with training workout videos)  A progress report will help the user to be motivated and not loose track of the schedule.  FlexFit ensures customers to get customized nutrition plans through recommended Trainers. We provide Users with the latest recipes, meal prep tips. |
| **Revenue generation, Revenue streams** | Monthly User Subscription  Advertisement |
| **Key Partners/Suppliers**  **(Stakeholders)** | Gym equipment brands  Supplement and Sports nutritions brands (MTS Nutrition, Core Nutritionals, Athletics Xtreme) |
| **Expected Benefits** | Monthly Subscription Revenue |
| **Known Prototypes** | **Reference some known portals on the Internet that are similar to your business case. You will use these prototypes for developing business, user requirements.**   1. Beachbody workout:   <https://play.google.com/store/apps/details?id=com.beachbody.bod&hl=en_US>   1. Cure fit:   <https://play.google.com/store/apps/details?id=fit.cure.android&hl=en_US> |