Frontline Fitness Internal Web App

Objective

To build a 100% **internal management system** for Frontline Fitness.
Clients **only fill an external Google Form** during onboarding.
After that, all processes — client assignment, progress tracking, scheduling, reminders, and reporting — are managed **internally** by Sales, Trainers, Dietitians, Managers, and Customer Success teams.
Clients will not interact with the platform after form submission.

Full Functional Requirements

1. Sales Interface

Lead Management
a. As a sales executive, I want to track all incoming leads and inquiries.
Acceptance Criteria:

- Capture key lead details: source of inquiry, interest level, preferred program, call notes.
- Set lead priority (e.g., "High Priority," "Follow-up Required").

Sales Call & Follow-Up Tracker
b. As a sales executive, I want to schedule and manage calls.
Acceptance Criteria:

- Schedule calls with reminders.
- Track call statuses (Pending, Called, Closed).

Conversion and Assignment
c. As a sales executive, I want to complete onboarding setup after conversion.
Acceptance Criteria:

- Mark leads as "Converted."
- Assign Trainer and Dietitian manually.
- Set Subscription Start and End Dates manually.
- Send the Google Form link to the client for onboarding.
- After form submission, client data appears in the Web App for internal management.

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2. Client Onboarding (External via Google Form)

Client Intake Process
a. As a new client, I want to fill my onboarding details through an external Google Form.
Acceptance Criteria:

- Client receives a Google Form link after subscription confirmation.
- Form collects:
  - Basic Personal Information
  - Health Goals
  - Medical History (if any)
- Once submitted, the data auto-syncs to the internal Web App.
- Clients do **not** access any system features afterward.

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3. Manager Interface

Staff Assignment and Monitoring
a. As a manager, I want to monitor and manage all internal assignments.
Acceptance Criteria:

- View assigned Trainers and Dietitians and their client loads.

- Reassign clients when necessary.
- Oversee session scheduling across staff.

Performance Monitoring
b. As a manager, I want to analyze staff and program performance.
Acceptance Criteria:

- Access reports on attendance rates, client satisfaction, client progress, and retention.

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4. Customer Success Interface

Manual Consultation Reminders
a. As a Trainer or Dietitian, I want to manually set consultation reminders for my clients.
Acceptance Criteria:

- Staff members manually create reminders for fitness and nutrition consultations.
- Date, time, and notes can be set per reminder.

Automatic Renewal Reminders
b. As the system, I want to send automatic renewal reminders for subscriptions.
Acceptance Criteria:

- Once a Subscription End Date is set, the system automatically schedules a renewal reminder.

Internal Client Dashboard Access
c. As authorized staff, I want to view each client's internal dashboard.
Acceptance Criteria:

- Dashboard shows:
  - Client Attendance History
  - Next Consultation Date
  - Workout and Diet Progress

  - Program Details (Plan, Start Date, End Date)
  - Client’s Current Location (for scheduling awareness)
  - Achievements Earned (e.g., completed 10 sessions, hit weight milestones)
- Only accessible internally to assigned Trainer, Dietitian, Manager, and Customer Success team.

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5. Trainer Interface

Client Management
a. As a trainer, I want to access profiles and track assigned client progress.
Acceptance Criteria:

- View full client profile and goals.
- Track attendance and session notes.
- Schedule and manage training sessions.

Progress and Workout Management
b. As a trainer, I want to update workout completion and progress milestones.
Acceptance Criteria:

- Log completed workouts and fitness goals achieved.
- Update client achievements as progress is made.

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6. Dietitian Interface

Client Nutritional Tracking
a. As a dietitian, I want to monitor client nutritional habits and progress.
Acceptance Criteria:

- View weight logs and health metrics.

- Record weekly progress updates.

Renewal and Testimonial Tracking
b. As a dietitian, I want to handle client renewal and testimonial collection.
Acceptance Criteria:

- System reminders for renewal follow-ups.
- Collect testimonials from completed clients.

Consultations and Guidance
c. As a dietitian, I want to offer ongoing personalized consultations.
Acceptance Criteria:

- Schedule and conduct regular nutrition consultations.
- Provide tailored advice and adjustments.

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7. Subscription and Access

Subscription Management
a. As sales/admin, I want to manage client subscriptions internally.
Acceptance Criteria:

- Manually assign subscription plans and dates.
- Trigger automatic renewal reminders based on dates.

Internal-Only Access
b. As a client, I do not interact with the platform after onboarding.
Acceptance Criteria:

- Client services managed by internal staff through chat, calls, and consultations (external communication methods).

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8. Additional Features (Internal Only)

Progress Visualization
a. As internal staff, I want to see client progress charts.
Acceptance Criteria:

- Weekly and monthly progress graphs available internally (weight, measurements, goals).

Detailed Reporting
b. As management, I want detailed reports for operations and performance.
Acceptance Criteria:

- Reports on attendance, consultations completed, renewal rates, client satisfaction.

Notifications and Alerts
c. As all internal users, I want timely notifications and alerts.
Acceptance Criteria:

- Session reminders, consultation reminders, renewal alerts, and assignment updates automated.

Quick Visual Flow (Internal Workflow Diagram)

pgsql
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Lead Inquiry
     ↓
Sales Follow-Up
     ↓
Lead Conversion
     ↓
Assign Trainer, Dietitian, Subscription Start & End Dates
     ↓
Send Google Form Link to Client
     ↓
```

```
Client fills Google Form
     ↓
Data auto-syncs into Web App Backend
     ↓
Client Profile Created Internally
     ↓
Authorized Staff Access Client Dashboard
     ↓
- Auto Renewal Reminders (System)
- Manual Consultation Reminders (Trainer/Dietitian)
     ↓
Internal Services Begin (Training, Diet, Follow-Ups, Progress
Tracking)
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