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|  | GymBuddies - Workout Buddy Finder |
| Project Vision Document | |
| **Version 1.0** | |
| September 29, 2024 | |
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# **1** **Introduction**

In today's fast-paced world, maintaining a consistent fitness routine can be challenging, especially when facing it alone. The GymBuddies app aims to revolutionize the fitness experience by connecting like-minded individuals in Toronto, fostering a community of mutual support and motivation. Developed by Bun Tao Industries, a student-led startup passionate about health and technology, Gym Buddy addresses the common hurdles of accountability and social connection in fitness journeys.

## **1.1** **Purpose**

The purpose of this Project Vision Document is to outline the key objectives, features, and scope of the GymBuddies app. It serves as a guiding document for the development team, stakeholders, and potential users, providing a clear understanding of the project's goals and the problem it aims to solve. This document will help align all parties involved in the project, ensuring a focused and efficient development process.

## **1.2** **Scope**

The GymBuddies application will be developed by our organization in the given timeframe where the application asks the user to register with their email or phone number and fill out necessary information. With geolocation services and matching algorithms, the user would be able to see other profiles, match with potential buddies, and chat using the integrated communication tool.

### **1.2.1** **In Scope**

The mobile application must allow first time users to register with their phone number or email and ask for verification. After registering, the user must be able to fill out information regarding their profile, fitness goals, and workout preferences. Integrating geolocation services is necessary for finding workout partners and gym meeting spots. Users can filter out profiles based on preferences and search profiles in a certain location. Also, users can track their workouts, their buddies’ workouts, and can challenge them on various activities. The messaging system must be secure for user communication. Users can verify their profile by sending a selfie picture while holding out a government-issued ID (users can blur out details other than their birthdate and name). A reporting system must be in place for security purposes. The developers must design the frontend and implement the backend infrastructure to support the app's functionality. The developers must create a comprehensive documentation of the application, while including user manuals and API documentation. The app must comply with app store guidelines and policies to ensure successful submission and ongoing availability of the app on major platforms (Google Play Store and Apple App Store).

### **1.2.2** **Out of Scope**

* Integration with fitness tracking devices or other third-party apps.
* Implementation of a payment system for premium features.
* Development of a web-based version of the application.
* Social media integration
* Creation of content such as workout plans or nutritional advice.

## **1.3** **Definitions, Acronyms, and Abbreviations**

|  |  |
| --- | --- |
| **Term** | **Explanation** |
| Mobile Application | A software application designed to run on mobile devices such as smartphones and tablets. In this context, it refers to the Gym Buddy app that will be developed for iOS and Android platforms. |
| Geolocation Services | Technology that uses data from a device's GPS, cell towers, or WiFi access points to determine its physical location. In Gym Buddy, this will be used to help users find nearby workout partners and convenient meeting spots. |
| UI/UX | User Interface/User Experience. Refers to the design of the app's visual elements and overall user interaction flow to ensure ease of use and user satisfaction. |
| SDK | Software Development Kit. A collection of software development tools used for creating applications for specific platforms or operating systems. |
| PIPEDA | Personal Information Protection and Electronic Documents Act. Canada's federal privacy law for private-sector organizations. It sets the ground rules for how businesses must handle personal information in the course of commercial activity. |
| Mobile Application | A software application designed to run on mobile devices such as smartphones and tablets. In this context, it refers to the Gym Buddy app that will be developed for iOS and Android platforms. |
| Geolocation Services | Technology that uses data from a device's GPS, cell towers, or WiFi access points to determine its physical location. In Gym Buddy, this will be used to help users find nearby workout partners and convenient meeting spots. |

**1.4** **References**

|  |  |  |
| --- | --- | --- |
| **Reference File Name** | **Version** | **Description** |
|  |  |  |
|  |  |  |

This section also contains links to all other places that were referred to in this document. These may include:

· Web sites

· URLs or network locations

· Research done for similar products

|  |  |
| --- | --- |
| **Name** | **Link** |
| SWOT Analysis | **<https://www.businessballs.com/strategy-innovation/swot-analysis/>)** |
| PIPEDA | https://www.priv.gc.ca/en/privacy-topics/privacy-laws-in-canada/the-personal-information-protection-and-electronic-documents-act-pipeda/pipeda\_brief/ |
| Why SWOT Analysis is Important | https://www.business.com/articles/swot-analysis-for-small-business-planning/ |
| Delivering Business Requirements Summary | George Brown Brightspace |
| GymBuddy | https://apps.apple.com/ca/app/gymbuddy/id1487984748 |
| Fit-Buddy | https://apps.apple.com/us/app/fit-buddy/id6450426723 |

**2** **Positioning**

## **2.1** **Business Opportunity**

There is a market need for a comprehensive fitness partner matching service that efficiently couples users based on exercise requirements and geography. This project jumps on the opportunity to create a solution that not only enhances users' fitness journeys but also fosters social connections. With urban areas providing a diverse population and numerous fitness facilities, the app can cater to a wide audience, ensuring scalability and long-term growth potential.

## **2.2** **Problem Statement**

|  |  |
| --- | --- |
| The Problem of | People are becoming more and more health-conscious, but they lack the motivation to go to a gym and have difficulty finding suitable workout partners. |
| affects | App Users |
| the impact of which is | Lack of accountability leads to unmet fitness goals  Unfulfilled fitness goals, social isolation, and decreased physical activity are all interrelated issues that harm people's health. |
| a successful solution would be | A mobile application that will help users match other users based on their fitness goals, schedules, and location preferences, helping them find workout buddies easily. This would lead to improved fitness results, and a more engaging fitness community. |

## **2.3** **Product Position Statement**

|  |  |
| --- | --- |
| For | Individuals struggle with motivation and consistency in their fitness routines. |
| Who | need a convenient way to connect with workout partners based on their fitness goals, schedules, and location. |
| The <product name> | GymBuddies is a fitness partner matching mobile application |
| That | provides personalized matching to help users find compatible gym buddies and improve consistency in their fitness routines |
| Unlike | General social networking or fitness-tracking apps (FitBuddy and GymBuddy in the IOS store) |
| Our product | utilizes a filter based matching system, and geolocation services, and incorporates shared physically related hobbies to create meaningful connections and enhance user engagement through fitness activities beyond just the gym. |

## **2.4** **SWOT Analysis**

## **<Reference:** [**https://www.businessballs.com/strategy-innovation/swot-analysis/**](https://www.businessballs.com/strategy-innovation/swot-analysis/)**)**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| Personalized filter system: Matches users based on fitness goals, schedules, and location preferences, creating a unique user experience | Limited Platform: The first demo is only available on Android, which restricts the potential user base and feedback to just one platform. |
| Geolocation integration: Helps users find workout partners nearby | Lack of Start User Base: The app created by a start-up company, Gym Buddy would be entering the market with no existing user base |
| Social connection: Provides a platform for building fitness communities, encouraging motivation | High dependency on user-generated content: The success of the app relies heavily on users actively creating profiles, engaging with the platform, and consistently participating in workouts. |
|  | Limited Financial Resources: The lack of financial resources could restrict marketing efforts, making it difficult to reach a wide audience and grow the user base. |
| Opportunities | Threats |
| Growing health-conscious trends: Increasing interest in fitness and wellness creates a larger potential market for social fitness | User safety and security concerns: Meeting strangers for workouts involves certain safety risks, and users may be hesitant to use the platform unless there are strong trust and safety features, such as user verification and a robust reporting system. |
| Partnership with gyms and fitness centers: collaborations with local gyms, studios, and fitness trainers to expand app usage and promote services. | Technical challenges: Bugs, crashes, or user experience issues may lead to negative reviews |
|  | Privacy Regulations: The app must adhere to the rules regarding privacy laws PIPEDA enforces. |

# **3** **Stakeholder and User Descriptions**

# **3.1** **Stakeholder Summary**

|  |  |  |
| --- | --- | --- |
| Stakeholder Name | Represents | Role |
| Project Team Members | Bun Tao Industries | Represents the core development team. They are responsible for designing, developing, and implementing the Gym Buddy app. Their role includes coding, testing, and iterating on the app throughout the project lifecycle. |
| End Users | Gym Buddy App Users | Represents the diverse group of app users, including fitness enthusiasts, gym newcomers, experienced athletes, social exercisers, and busy professionals. They provide valuable feedback on user experience, feature requests, and app usability. Their role is to actively use the app, engage with its features, and contribute to its ongoing improvement through direct feedback and usage data. |
| Ad Agencies | Advertising Partners | Represents the primary revenue source for the app. They provide targeted advertisements to be displayed within the app. Their role is to supply relevant ad content, negotiate ad placement and frequency, and provide metrics on ad performance. They also offer insights into user engagement and help optimize the app's monetization strategy. |
| Firebase | Cloud Service Providers | Represents the provider that would be the backend hosting platform for the mobile application. |
| Local Gym Owners | Fitness Industry Partners | Represents potential business partners and venues where the app will be primarily used. They provide insights into gym operations and user behavior. Their role is to offer feedback on features and potentially collaborate on app promotion or integration with gym services. |
| App Stores | Distribution Platforms | Represents the primary distribution channels for the app. They are responsible for reviewing and approving the app, hosting it for download, facilitating updates, and potentially processing payments. Their role includes enforcing platform-specific guidelines, providing analytics, and influencing the app's visibility through rankings and featuring. |

## **3.2** **User Summary**

|  |  |  |  |
| --- | --- | --- | --- |
| **User Name** | **Description** | **Responsibilities** | **Stakeholder** |
| Fitness Enthusiast | Represents the primary user of the Gym Buddy app, looking for workout partners. | Creates and maintains profile. Sets fitness goals and preferences. Searches for compatible workout partners. Communicates with potential partners. Schedules workout sessions. | Project Team Members  Local Gym Owners |
| Gym Newcomer | Represents users new to fitness routines, seeking guidance and motivation. | Creates a profile with limited fitness experience. Seeks partners with similar beginner status. Uses app to learn about different workout types. Relies on partner matching for motivation. | Project Team Members  Local Gym Owners |
| Experienced Athlete | Represents advanced users looking for equally skilled partners. | Creates detailed profile with specific fitness goals. Searches for partners with similar advanced levels. Coordinates specialized workout sessions. Provides feedback on advanced features. | Project Team Members  Local Gym Owners |
| Social Exerciser | Represents users primarily interested in the social aspect of working out. | Sets specific availability times in profile. Searches for partners with matching schedules. Utilizes quick-match features. Provides feedback on scheduling functionality. | Project Team Members  Local Gym Owners |

# **4** **Stakeholder Requirements**

|  |  |  |
| --- | --- | --- |
| **ID** | **Requirement** | **Stakeholder** |
| 01 | **User Profiles and Registration**  Users can create profiles using their email or phone number, set fitness goals, and provide basic information (age, gender, fitness level). | App Users |
| 02 | **Location-Based Matching**  Users can find gym buddies based on their location. The app uses GPS to suggest nearby workout partners. Users can also navigate the map to explore buddies in a particular area. | App Users |
| 03 | **Filter-Based Matching**  Users can set filters to see profiles that match their preferences. | App Users |
| 04 | **Swipe-Based Matching**  Users can “swipe” on others to gauge interest. The other party can swipe back to match with the other person and become workout buddies | App Users |
| 05 | **Chat and Communitcation**  Users can chat with others using the in-app messaging system and can create group chats with their buddies. | App Users |
| 06 | **Notification System**  Users would be notified when they receive messages, new potential matches, and challenges from their buddies. | App Users |
| 07 | **Automated Reporting System**  Users can report malicious profiles or behavior from other users through an automated system in the app. This allows for quick flagging of potential safety issues or policy violations. | App Users |
| 08 | **Verification System**  Users can verify their profile through an automated process by submitting a selfie photo holding their ID. For privacy, users may blur out all ID details except their name and birthdate. The system automatically compares this information to the user's profile data for verification. | App Users |
| 09 | **Workout tracking**  Users can track their own workouts, and their buddies' workouts. | App Users |
| 10 | **Achievement Tracking and Challenges**  Users can set fitness challenges (e.g., running 5 miles in a week) and track their progress. Achievements can be shared with buddies. Users can challenge their workout buddies. | App Users |
| 11 | **Gym Location Integration**  Users can use the geolocation services to show nearby gyms, their facilities, and user reviews. | App Users  Local Gym Owners |
| 12 | **Bug Report System**  Users would have access to an in-app bug reporting system. | App Users |
| 13 | **Privacy and Security**  User data (including location) is secure and not shared without consent. | App Users |
| 14 | **Profile Deletion**  Users can completely delete their profiles and associated data from the app. | App Users |
| 15 | **In-App Advertisements**  Team Members would monetize the app by allowing advertisers to serve ads to users. | Ad Agencies  Project Team Members |
| 16 | **Database Integration**  App must require a robust and scalable database system to for the app’s functionality. The database should support real-time updates and ensure data integrity. | Project Team Members  Cloud Service Provider |
| 17 | **App Store Compliance**  The app must adhere to the guidelines and policies set by major app stores for content, functionality, and user data handling. | App Stores |
| 18 | **Version Management**  The app must support easy updates and version management through app store platforms. | App Stores  Project Team Members |
| 19 | **App Store Optimization**  The app listing must be optimized for discoverability within app stores, including appropriate keywords, descriptions, and visuals. | App Stores  Project Team Members |

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# **5** **System Features**

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| **ID** | **Feature** | **Stakeholder Requirement ID** |
| 1 | Profile creation and customization system allowing input of age, gender, fitness level, and fitness goals. | 1 |
| 2 | GPS integration for location-based identification and display of potential nearby workout partners. | 2 |
| 3 | Customizable profile filtering system to display matches based on user-defined preferences. | 3 |
| 4 | Mutual interest matching system with swipe functionality, enabling users to indicate interest and form workout partnerships upon mutual approval | 4 |
| 5 | In-app chat functionality for communication between gym buddies. | 5 |
| 6 | Comprehensive push notification system alerting users to new messages, potential matches, and buddy-initiated challenges. | 6 |
| 7 | Automated user reporting system for flagging malicious profiles or behavior, enabling swift identification of potential safety issues or policy violations. | 7 |
| 8 | AI-powered profile verification system using selfie and ID photo submission, with privacy-preserving options for users to obscure sensitive ID information except name and birthdate. Automated cross-checking of submitted data against user profile information. | 8 |
| 9 | Workout tracking functionality with visibility of gym buddies' activities. | 9 |
| 10 | Fitness challenge creation and participation system. | 10 |
| 11 | Integration with geolocation services to display nearby gyms, their distance, and their facilities. | 11 |
| 12 | Integrated user support system featuring in-app bug reporting functionality | 12 |
| 13 | Secure handling of all user data (including location). | 13 |
| 14 | The system provides a mechanism for users to completely delete their profiles and associated data from the app. | 14 |
| 15 | The system would provide ads to users. | 15 |
| 16 | Cloud-based database integration system for secure storage and real-time synchronization of user data, including profiles, workout history, messaging, and app usage statistics. | 16 |
| 17 | Compliance checking system to ensure adherence to app store guidelines before submission. | 17 |
| 18 | Automated version update system integrated with app store platforms. | 18 |
| 19 | App store listing management system for optimizing app visibility and user acquisition. | 19 |

# **6** **Assumptions**

* Assumption that we will have the resources to host such an application.
* Assumption that the app would be created using Android Studio using the latest SDK for the Android version and Swift for the iOS version.
* Assumption that we will be able to implement all of the features of the app.
* Assumption that the project will be able to attain its current scope.
* Assumption that our application will allow a seamless integration of users.
* Assumption that the app would utilize Google Maps for integrating location services.
* Assumption that the app would pertain to PIPEDA privacy regulations

# **7** **Constraints**

**Quality**

* The application should be responsive and have a very readable layout.
* The application should be functional and work properly.

**Responsiveness**

* Application should be capable of finding gym partners nearby and at a quick rate.
* Application should be able to give a platform for users to communicate with one another about fitness related topics.
* Application should allow users to personalize their goals, schedules and other such preferences to their liking.

**User Satisfaction**

* Understandable layout that’s easy for users to use.
* The application should be functional and efficient when the users use the application and its own features.

**Communication**

* Project members are in similar time zones and have an easy method of communicating with one another.

**Time**

* Sprint 1 is required to be finished by the time scope of September 29th.
* Further sprints must be completed by the specified deadlines.
* The app must be completed by March 28, 2025