

MIS 4596
Project Charter

Project Title	Workout Optimization	Product/Process Impacted	Gym Facilities
Start Date	1/20/16	Organization/Department	Temple University/ Management Information System
Target Completion Date	4/20/16	Champion	Munir Mandviwalla

	Description
1. Project Description	<p>Wait-time at the gym is a problem that affects all gym members on a daily basis. Gym members never know how packed the facility will be until they arrive to the gym, and many times they will leave without working out if it is too crowded. Most gym members also plan their workouts out before they go to the gym, i.e. legs, biceps/triceps, back, etc., but they are unable to predict the peak times for machines.</p> <p>We would like to address both of these issues by implementing a system that will allow for gym members to see the exact amount of people inside the facility on a real-time basis. They will also be able to see at what machines members are currently working out.</p> <p>An added feature will be a system that automatically plans out a personalized workout for paying gym members based upon customers' selection of the muscles they would like to work out that day.</p>
2. Project Scope	<p>The creation of the application is expected to be developed inside but we will conduct research using outside information such as online data related to the correlation of how full the gym is and a members willingness to enter or leave the gym. The start date would be January 20,2016 and the end date would be April 20,2016. The specific parts of the overall problem that we will be focusing on is finding algorithms to calculate how full the gym is, how many available machines are in the gym, and lastly a system that will automatically plan out a workout based on the availability of the machines in the gym.</p>

1. Project Goal and Deliverables	Metrics	Baseline	Current	Goal
	1. Decrease machine wait time by 50% 2. Increase gym member retention rate by 25% 3. Increase gym membership sales by 20% 4. Improve customer satisfaction by 50%	Decrease machine wait time by 50%	6 mins	5 mins

Our team is planning to deliver a service for gyms that can improve the efficiency at which the users can complete their workout to improve satisfaction. By

Increase gym membership sales by 15%	5%	10%	15%	
Improve customer satisfaction by 50%	15%	25%	50%	

4. Business Results Expected

The gyms that decide to take advantage of our services will be able to identify peak times for certain machines. They will also be able to determine which machines they need more of, and which machines they can potentially get rid of.

Financially, the gym can charge an extra fee for the added feature of the personalized work-out program. This service will also attract new members to the gym which will increase sales for the participating facilities.

5. Team members

This team is accountable to Munir Mandviwalla

Team members:

- Rachel Jarlsberg
- Kyle Fogarty
- Andrew Melville
- Julie Bin

Support: Our Project Mentor - TBA and Professor Munir

6. Support Required and risks

The additional resources the team will need is access to a gyms database and access system in order to track the number of members who are signing in and signing out. Gyms denying access to their database systems could be a potential problem but it can be resolved by informing management of all the potential customers will be obtained from this application after it is implemented

7. Customer Benefits

This product will benefit customers of the organization because the customer will now be informed of when the organization is busy and when it is having slow hours. The customer will also have a selection of workout routines that will help maximize their work out utilization. The only negative impact this product could have on a customer is that the customer gets deterred from going to the gym because it is too busy.

8. Technology Architecture

We will be using JustInMind as a prototyping software to create our application. We will also be using a data gathering service that has yet to be determined from a gym to analyze membership activity.

			1/27/16	
Analysis	Kyle Fogarty	Research on the correlation between the willingness to enter a gym based on how full the gym is.	Start: 1/27/16 Expected completion: 2/10/16	2/10/16
Design	Julie Bin	Prototype	Start: 2/10/16 Expected completion: 3/9/16	3/9/16
Implementation: Construction	Andrew Melville	Put everything together	Start: 3/9/16 Expected completion: 3/16/16	3/16/16
Implementation: Testing	Andrew Melville	Check for errors	Start: 3/16/16 Expected completion: 3/23/16	3/23/16
Installation	Rachel, Kyle, Julie, Andrew	Final Review and check the application	Start: 3/23/16 Expected completion: 3/30/16	3/30/16