

MIS 4596
Project Charter

Project Title	Workout Optimization	Product/Process Impacted	New 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 affects all gym members. Gym members never know how packed the facility will be until they arrive, and if it is overcrowded, they may potentially leave without working out. This can decrease customer satisfaction with that gym and potentially cause them to look elsewhere. 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>GymTyme will be beneficial to both the gym members and to the gym facility as a whole. The members will be able to see what machines are being used in order to plan out their workout. GymTyme will be an essential app to all gym members who want to make the most out of their time and workout.</p>	
2. Project Scope	<p>The creation of the application describing the correlation between the density of the gym (how many people are inside) and members' willingness to enter or leave the gym.</p> <p>We will also need to create an automatic system that will plan out a workout for gym members based on the availability of the machines in the gym, and the muscles that the members identify they wish to work out that day. The app has to show the capacity of the overall gym and have an in-depth capacity breakdown by section.</p>	

<p>1. Project Goal and Deliverables</p> <ol style="list-style-type: none"> 1. Decrease machine wait time by 50% 2. Increase gym member retention rate by 25% 3. Increase gym membership sales by 10% 4. Improve customer satisfaction by 35% 5. Increase gym machine usage by 30% <p>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 implementing this service for gyms we hope to decrease machine wait time by 50%. By implementing this service, we expect gyms will see an increased gym member retention rate of about 25%.</p>		Metrics	Baseline	Current	Goal	
		Decrease machine wait time by 50%	6 minutes	5 minutes	3 minutes	
		Increase gym member retention rate by 25%	50%	60%	75%	
		Increase gym membership sales by 10%	5%	10%	15%	
		Improve customer satisfaction by 35%	15%	25%	50%	
		Increase gym machine usage by 30%	50%	60%	80%	

<p>4. Business Results Expected</p>	<p>The gyms that decide to take advantage of our services will be able to identify their most used machines and least used machines which will enable them to determine which ones they need more of and which ones they can potentially get rid of.</p> <p>Gyms will increase membership, customer satisfaction, and increase gym efficiency. Members will be able to maximize their workout routine with minimal wait time or interruption.</p>
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5. Team members	<p>This team is accountable to Munir Mandviwalla</p> <p>Team members:</p> <ul style="list-style-type: none"> ● Rachel Jarlsberg ● Kyle Fogarty ● Andrew Melville ● Julie Bin <p>Support: Our Project Mentor - TBA and Professor Munir</p>			
6. Support Required and risks	<p>The additional resources the team will need is to establish a relationship with the gym owners in order to access to a gyms database and access system to track the number of members who are signing in and signing out. Potential risks are the gyms owners denying access to their database systems but this can be resolved by informing management of all the potential customers that will be obtained from this application after it is implemented.</p>			
7. Customer Benefits	<p>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 complication this product could have on the gyms is that they could see some members coming less frequently because they see that the facility is at its maximum capacity.</p>			
8. Technology Architecture	<p>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.</p>			
9. Overall schedule/Work Breakdown Structure (Key milestones & dates)	Responsible individual	Output (notes, diagrams, interviews, screen prints)	Date started if in progress Or Expected completion date	Date completed or date completion is expected
Planning	Rachel Jarlsberg	Status report and Charter	Started 1/20/16 Expected completion: 1/27/16	1/27/16
Analysis	Kyle Fogarty	Research on the correlation between the	Start: 1/27/16 Expected completion:	2/10/16

		willingness to enter a gym based on how full the gym is.	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