

MIS 4596

Project Charter

Project Title	<i>MindBodyFit</i>	Product/Process Impacted	
Start Date	<i>September 1st, 2018</i>	Organization/Department	MIS
Target Completion Date	<i>December 12, 2018</i>	Champion	Anthony Messina

	Description
1. Project Description	<p style="color: red;">What problem is the team addressing? What problems do customers have?</p> <p>Our team is creating a fitness application that will motivate people to work out and eat healthier by creating incentives to help people reach their goals. The application will be sold to higher-end gyms and personal trainers. The application will be provided through the trainers and gyms, which will allow for full utilization of the gym's resources. According to our research, 70% of people in the US are overweight, and 34% are obese. Additionally, there are people who are trying to gain, or maintain weight. We are addressing this health epidemic by providing a resource for people where they will be able to use their smartphone to view their own personalized fitness and nutrition plan created by the gym's personal trainers and nutritionists. Additionally, there will be a feature to assist trainers/gyms and client communication by enabling them to keep in touch by encouraging and updating their clients through the application. Furthermore, every month will present a new fitness challenge that clients can buy into and the winner of the challenge will win all the money that people used to sign up. The application will make reaching fitness and health goals easier by including: personalized programs, reminders, milestones, a jackpot incentive program, and the opportunity to sign up for group classes before going to the gym.</p>
2. Project Scope	<p style="color: red;">What areas are inside and/or outside the work of the team? What are the boundaries (start and end points)? What specific parts of the overall problem will you focus on?</p> <p>Our focus is to motivate individuals on their fitness journey by providing a high-stake incentive program, and a trackable, personalized fitness and diet plan that depends on the individual's goals, whether they want to lose, gain, or maintain weight. We determined the demand by speaking to local gyms, and individuals. Everybody had the same intention, and that was to have a portable resource synced to their gym, which enables and motivates users to view the progress of their physique goals, have a customized fitness and diet plan that guarantees results, as well as an incentive to exercise because finding motivation can be difficult for many. We will create a mobile application that will be sold to higher-end gyms that want to provide an interactive, encouraging gym experience for their clients.</p> <p>The application will feature:</p> <ul style="list-style-type: none"> - Meal plan customized by a dietician, and clients will have the ability to log what their eating on the app. The dietician will be able to track what the client is eating because the client's application account is synced to a specific dietician and trainer. - Workout plan customized by the personal trainer, and the trainer will weekly input the client's updated body measurements, and additional data such as the amount of weight lifted for each exercise. The client will be able to view their progress. - A communication tool where the client can chat with their trainer or dietician about questions they have, or about their fitness goals. Also for encouragement. - A calendar that will provide group classes, and the ability to sign up for it. - Videos (How-to-moves). - A gym blog about health, and fitness topics. - Monthly Challenges with a jackpot incentive in the end. Users will sign up with a payment and the winner takes all the money at the end of challenge. - A dashboard that provides fitness progress, a diet grade that the dietician weekly checks and grades to make sure the client is not eating anything bad, the monthly challenge stats and who are the runner-up's to win the prize.

	<p>The features align well with the scope, business objectives, and mission. The application includes everything that benefits both sides, the gym and their clients. Gyms need to attract and retain customers and clients need one tool to reach their health goals.</p>																				
<p>1. Project Goal and Deliverables What must the team deliver to be successful? Does the team goal link to the key performance parameters established by the sector leadership teams? What is the baseline performance? How will the goal be measured?</p> <p>To be successful our team must deliver an application that accomplishes all the goals listed above.</p> <p><u>Measures of success:</u></p> <ol style="list-style-type: none"> 1. <u>MindBodyFit Prototype</u> <ul style="list-style-type: none"> - Number of participating gyms - Number of Users - Customer Satisfaction - Amount of Usable Data to formulate business insights and improve application for users. Ex: How many people reached their fitness goals? 2.) <u>App Revenue</u> <ul style="list-style-type: none"> - Service Charge from participating gyms - Percentage from jackpot buy-in fitness plans 3.) <u>Number of Gym Partnerships</u> <ul style="list-style-type: none"> - Gyms who adopt MindBodyFit for their specific use of gym members. 	<table border="1"> <thead> <tr> <th data-bbox="792 226 1019 1087">Metrics (propose specific metrics for your project, e.g., cost reduction, time reduction, customer satisfaction, etc.)</th> <th data-bbox="1019 226 1149 1087">Baseline</th> <th data-bbox="1149 226 1295 1087">Current</th> <th data-bbox="1295 226 1604 1087">Goal</th> </tr> </thead> <tbody> <tr> <td data-bbox="792 1087 1019 1234">Customer Satisfaction with the application as a whole.</td> <td data-bbox="1019 1087 1149 1234">0</td> <td data-bbox="1149 1087 1295 1234">0</td> <td data-bbox="1295 1087 1604 1234">Achieve a 88% customer satisfaction rate.</td> </tr> <tr> <td data-bbox="792 1234 1019 1409">Success rate with clients reaching their fitness goals.</td> <td data-bbox="1019 1234 1149 1409">0</td> <td data-bbox="1149 1234 1295 1409">0</td> <td data-bbox="1295 1234 1604 1409">Achieve a 75% success rate.</td> </tr> <tr> <td data-bbox="792 1409 1019 1535">Number of Users</td> <td data-bbox="1019 1409 1149 1535">0</td> <td data-bbox="1149 1409 1295 1535">0</td> <td data-bbox="1295 1409 1604 1535">Gain 15,000 users within the first year of business.</td> </tr> <tr> <td data-bbox="792 1535 1019 1703">Number of Gym Partnerships</td> <td data-bbox="1019 1535 1149 1703">0</td> <td data-bbox="1149 1535 1295 1703">0</td> <td data-bbox="1295 1535 1604 1703">Partner with 15 gyms within the first year of business.</td> </tr> </tbody> </table>	Metrics (propose specific metrics for your project, e.g., cost reduction, time reduction, customer satisfaction, etc.)	Baseline	Current	Goal	Customer Satisfaction with the application as a whole.	0	0	Achieve a 88% customer satisfaction rate.	Success rate with clients reaching their fitness goals.	0	0	Achieve a 75% success rate.	Number of Users	0	0	Gain 15,000 users within the first year of business.	Number of Gym Partnerships	0	0	Partner with 15 gyms within the first year of business.
Metrics (propose specific metrics for your project, e.g., cost reduction, time reduction, customer satisfaction, etc.)	Baseline	Current	Goal																		
Customer Satisfaction with the application as a whole.	0	0	Achieve a 88% customer satisfaction rate.																		
Success rate with clients reaching their fitness goals.	0	0	Achieve a 75% success rate.																		
Number of Users	0	0	Gain 15,000 users within the first year of business.																		
Number of Gym Partnerships	0	0	Partner with 15 gyms within the first year of business.																		
<p>4. Business Results Expected</p>	<p>We expect to create a functioning prototype in order to represent what the application will ultimately look like once it is fully built, with all proposed features included.</p>																				
<p>5. Team members</p>	<p>Who is this team accountable to? Who is your champion? Who is on this team? What are the specific skills/roles of each team member? Who can the team turn to for expert guidance?</p>																				

	We are accountable to our professor, Anthony Messina. Our champion is Anthony Messina. Our team consists of Cindy Lian, Callie Swanson, Eric Donohue, and Caroline Lykhokon. We can turn to our professor for guidance.			
6. Support Required and risks	<p>What additional resources does the team need? What obstacles does the team see, and how can they be resolved?</p> <p>Resources:</p> <ul style="list-style-type: none"> - Prototyping software: JustinMind - Market research (i.e. Number of gyms that provide an application to their members) - Research on current fitness and diet applications. <p>Risks:</p> <ul style="list-style-type: none"> - Clients will not reach their fitness goals. - Clients will prefer other applications. - People cheating on the incentivized monthly challenges. - Gyms not willing to pay for the software. 			
7. Customer Benefits	<p>How will this project help the customer of the organization? Could improvements have a negative impact on the customer?</p> <p>This project will benefit gyms by attracting and retaining customers by providing the application to their members. On the other side, clients will have a personalized fitness and diet plan, be able to track their progress, and be motivated by the incentivized monthly challenge where the winner wins the jackpot of money. The application’s features will encourage clients to reach their goals.</p>			
8. Technology Architecture	<p>What are the specific tools/technologies you will be using? What is the experience of team members with these tools?</p> <p>We will be using Justinmind. All team members have previous experience using this software for prototyping capabilities.</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	Callie Swanson		9/11/18	9/20/18
Analysis	Eric Donohue		9/20/18	10/5/18
Design	Cindy Lian		10/6/18	10/15/18
Implementation: Construction	Caroline Lykhokon		10/16/18	11/3/18
Implementation: Testing	All members		11/4/18	11/14/18
Installation	All members		11/15/18	11/17/18

