

# MIS 4596

## Project Charter

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

|                               | <b>Description</b>  |  |
|-------------------------------|---|--|
| <b>1. Project Description</b> | <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 targeted to the overall fitness market however, we will be specifically targeting larger companies that self-insure their employees health insurance. Within that category we understand there are two types of employees, one that already has motivation to workout and the other that needs motivation. We feel MindBodyfit can incentivize employees to be healthier, which will allow us to capture and monetize off the numerous benefits to all parties involved. The application will be provided through the company, gym, trainers, and users, which will allow for full utilization of the gym's resources. According to our research, companies that are offering on-site clinics and wellness programs can cut health expenses up to 55%, reduce short-term sick leave 32%, and increase productivity 52%. We are addressing the huge variable of health care costs by providing a resource for employees 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. Also, there will be a program for unmotivated employees where they will start with an allotted amount of money and be deducted money as they fail to complete requirements of the program. 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. When the users use our application, we will be able to account for all the exercise activity which we can relay to our companies/partners for them to better assess their risk on their health care costs.</p> |  |
| <b>2. Project Scope</b>       | <p>Our focus is to motivate employees 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 companies, employees, and research on the extreme costs of Healthcare. 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 larger companies that want to provide an interactive, encouraging, and accountable gym experience for their clients.</p> <p>The application will feature:</p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- 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.</li> <li>- 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.</li> <li>- A calendar that will provide group classes, and the ability to sign up for it.</li> <li>- Videos (How-to-moves).</li> <li>- A gym blog about health, and fitness topics.</li> <li>- 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.</li> </ul>  |  |

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|  | <p>- 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> <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> |
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| <p><b>1. Project Goal and Deliverables</b></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> <p>1. <u>MindBodyFit Prototype</u></p> <ul style="list-style-type: none"> <li>- Number of participating gyms</li> <li>- Number of Users</li> <li>- Customer Satisfaction</li> <li>- Amount of Usable Data to formulate business insights and improve application for users.</li> </ul> <p>Ex: How many people reached their fitness goals?</p> <p>2.) <u>App Revenue</u></p> <ul style="list-style-type: none"> <li>- Service Charge from participating gyms</li> <li>- Percentage from jackpot buy-in fitness plans</li> </ul> <p>3.) <u>Number of Gym Partnerships</u></p> <ul style="list-style-type: none"> <li>- Gyms who adopt MindBodyFit for their specific use of gym members.</li> </ul> |  | <p><b>Metrics</b></p>   | <p><b>Baseline</b></p> | <p><b>Current</b></p> | <p><b>Goal</b></p>   |
|---|--|---|------------------------|-----------------------|--|
|   |  | <p><b>Customer Satisfaction with the application as a whole.</b></p>  | <p>0</p>               | <p>0</p>              | <p>Achieve a 88% customer satisfaction rate.</p>               |
|   |  | <p><b>Success rate with clients reaching their fitness goals.</b></p> | <p>0</p>               | <p>0</p>              | <p>Achieve a 75% success rate.</p>                             |
|   |  | <p><b>Number of Users</b></p>   | <p>0</p>               | <p>0</p>              | <p>Gain 15,000 users within the first year of business.</p>    |
|   |  | <p><b>Number of Gym Partnerships</b></p>                              | <p>0</p>               | <p>0</p>              | <p>Partner with 15 gyms within the first year of business.</p> |

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| <p><b>4. Business Results Expected</b></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> |
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| <p><b>5. Team members</b></p> | <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.</p> |
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| <b>6. Support Required and risks</b>   | Resources:<br><ul style="list-style-type: none"> <li>- Prototyping software: JustinMind</li> <li>- Market research ( i.e. Number of gyms that provide an application to their members)</li> <li>- Research on current fitness and diet applications.</li> </ul> Risks:<br><ul style="list-style-type: none"> <li>- Clients will not reach their fitness goals.</li> <li>- Clients will prefer other applications.</li> <li>- People cheating on the incentivized monthly challenges.</li> <li>- Gyms not willing to pay for the software.</li> </ul> |  |  |  |
| <b>7. Customer Benefits</b>  | 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.   |  |  |  |
| <b>8. Technology Architecture</b>  | We will be using Justinmind. All team members have previous experience using this software for prototyping capabilities.   |  |  |  |
| <b>9. Overall schedule/Work Breakdown Structure</b> (Key milestones & dates) | <b>Responsible individual</b>  | <b>Output (notes, diagrams, interviews, screen prints)</b> | <b>Date started if in progress Or Expected completion date</b> | <b>Date completed or date completion is expected</b> |
| 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   |