

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>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 through a partnership of various companies, that leverages the large employee base to minimize large healthcare costs. 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 our unique platform that maximizes the motivation to workout. Additionally, there will be a features that closely monitor and target fitness actively so it can be easily recorded for companies to better analyze their employees. Furthermore, every month will present a new fitness challenges 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 will 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, easy-to-use accountability touchpoints for accurate monitoring. 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>	
2. Project Scope	<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 workout, 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 on both the employee/employer. 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"> - 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. 	

	<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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3. Project Goal and Deliverables	Metrics	Baseline	Current	Goal
<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 Companies - Number of Users - Customer Satisfaction - Amount of Usable Data to formulate business insights and improve application for users. <p>Ex: How many people reached their fitness goals?</p> 2.) <u>App Revenue</u> <ul style="list-style-type: none"> - Service Charge from participating Employer - Percentage from Competition Buy-ins 3.) <u>Number of Client Partnerships</u> <ul style="list-style-type: none"> - Gyms who adopt MindBodyFit for their specific use of gym members. 				
	Employee Satisfaction	0	0	Achieve a 88% customer satisfaction rate.
	Success rate with clients reaching their fitness goals.	0	0	Achieve a 80% monthly active users.
	Number of Employees	0	0	Gain 1,000 users within the first year of business.
	Number of Client Partnerships	0	0	Partner with 15 Companies within the first year of business.

4. Business Results Expected	<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. The results of our solution is supposed to save companies money while allowing us to capture revenue from a two-tier strategy.</p>
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5. Team members	<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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6. Support Required and risks	Resources: <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. Risks: <ul style="list-style-type: none"> - Clients will not reach their fitness goals. - Companies will prefer other applications. - People cheating on the incentivized monthly challenges. - Companies not willing to pay for the software. - Faulty tracking monitor 			
7. Customer Benefits	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.			
8. Technology Architecture	We will be using Justinmind. All team members have previous experience using this software for prototyping capabilities.			
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 of Market	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