

Introduction:

Fitapp is an online platform for user to choose and engage their favourite fitness or sports activities without going through all hassle. Think of it like Airbnb only for the fitness industry where people get to go online to search and book the activities that they want. Fitapp will launch in a city with plans to go multi cities in the future.

Background:

Fitness businesses are run on a very traditional way of doing reservation. A customer would have to whatsapp the Yoga trainer to check on the schedule. Sometimes classes tend to be full or the trainer actually switch their time or dates, so customer need to check with them constantly. Most of the trainer will announce it on facebook or whatsapp. If a customer wanted to book a badminton court, they will need to call the owner to check on the availability and then book it. Fitapp aims to eliminate all these tedious and redundant processes and make life easier for both sides.

Target Audience:

Our target target audience is divided into two groups – partners and users.

Partners are sport facilities owners and fitness instructor that use our platform. They are basically the service provider for the users.

Users are the general public who does sports and fitness regime. Estimated age for this group will be in the range of early twenties to forties.

Minimum Viable Product (MVP) Features:

- Facebook or email login and registration
- Online schedule and reservation
- Push notification for updates and reminders
- Online payment gateway
- Different pricing structure for different partner
- Automated email confirmation and notification
- Can follow and get notification of selected activities
- Daily sales generator
- Separate login for partner account

From a user account perspective

User will see 4 buttons at the bottom of their screen – Explore, Notification, Bookings and Profile. Explore is the main page and user should be able to find a list of sports and fitness activities (the products) on the main page for them. There is a search bar should they want to search for a specific product. Inside each product, user will see schedule, pricing and profile. They will be able to book and pay after selecting the pricing and schedule here.

Under notification, user will see booking confirmation, cancelation or schedule adjustment done from the products that they are following. User has the option of following certain products of their choices.

Under bookings, user will be able to see the bookings that they have made, both upcoming and booking history.

The profile page is where they update their profile, billing details and personal information.

From a partners account perspective

Everything remains the same for partner account except under the profile page, partner have the option to sign in and edit their products. This means through this app, they can edit the schedule of their classes, cancel, change of timing and change the price of its products.

Application should be made available for both Android and iOS user.

