National College of Ireland

TOTAL FITNESS & NUTRITION

The requirements for a Total Fitness and Nutrition website

By: Alan Harper

Submitted for the B.Sc Hons Technology Management

11/05/2016

School of Computing, National College of Ireland

Supervisor: Dr. Eugene O'Loughlin

Table of Contents

Executive Summary

In summary, the business that my client owns is called Total Fitness and Nutrition. This project was all about gathering the requirements for a proposed website for his business. This involved eliciting requirements and understanding what my client wanted from the proposed website.

My client is based just outside Dublin in a town called Stamullen in County Meath. He offers a high level service of nutritional advice and fitness training from his gym. He is highly educated and knowledgeable in these fields and feels he has a lot to offer to any potential clients. As mentioned, the purpose of this project is to gather the requirements for a website for his business. He is of the opinion that having a website, will give him a strong online presence and also a professional one, enabling him to run the business more efficiently and promote his business to a higher degree.

For this project, I undertook a business analysis approach as stated by the book "A guide to the business analysis body of knowledge" or BABOK. I found this to be very interesting as I had not come across some of the elicitation techniques in past projects and it also provided me with a challenge. I enjoyed carrying out the techniques to elicit information and then to analyse that information and produce results.

In short, to summarise, I worked closely with my client the owner and operator of Total Fitness and Nutrition and other key stakeholders such as my supervisor Eugene O'Loughlin throughout this project to gather the requirements for a Total Fitness and Nutrition website to the standard that my client was wishing for. Those requirements were then analysed and results were produced. All of my results will be displayed in this final document. I will also have a personal project website for my own progress throughout the duration, as well as attempting to build a prototype of the desired Total Fitness and Nutrition website.

Introduction

This document represents the elicitation and analysis of the requirements needed for my project, which is the requirements for a Total Fitness and Nutrition website.

Firstly, the project is about gathering the requirements that would be needed for a website for the Total Fitness and Nutrition business which my client is currently running. The proposed website's purpose will be to help my client run his business more efficiently and in the hope that the website would attract more business for him and increase profitability. Those requirements will then be analysed and I will produce results based on the information I have gathered and analysed.

My client currently runs a small fitness business based in Meath. I approached him about this project enquiring with him if I could base my project on his business and explained to him how I was of the opinion that it was a good opportunity for both of us, as it would be a topic that I am interested in and also it would be good for John, my client, as he is currently pondering his options in terms of creating a website for his business.

John is currently studying at the Middlesex University London, for his MSc in Sport and Exercise Nutrition, whilst also working with the IIHA (Irish Ice Hockey Association) where he provides the players with nutritional advice and support. He is also part of the setup with the Dublin GAA team where he does testing such as hydration tests and provides nutritional advice too.

The intended target market of customers will be people of all ages that are interested in their fitness, health and wellbeing. Anyone from an energetic young person to an elderly person who feels they may want to try improve their standard of living for the latter years of their life is welcome and John will try his best with all of his clients and provide a high quality of service equally to each individual or group. A proposed website would be designed to be user-friendly, yet have a plentiful amount of relevant content, as well as a facility to book a one on one or group training session and a section to purchase goods and services amongst other features which will be discussed throughout this document.

Project Proposal

Project Scope:

The scope of the project is to identify and gather the requirements that would be needed for a website for the Total Fitness and Nutrition business. My client and I held a brainstorming session at the beginning of November as we had only briefly discussed a few ideas in the weeks previous to this via social media platforms. We both felt that this session was extremely productive as it brought a lot of ideas and possibilities to the table. The website will need to be user friendly, dynamic and easy on the eye, whilst providing users/customers with enough relevant information and any extra information they may require when it comes to their fitness or personal

health/nutrition. This could come in the form of training programs and regimes or there's a possibility for products such as a brochure type of booklet setting out exercises and training routines to follow.

My client will be able to sell products through the website so costs of products and delivery etc. comes into the project scope for that. He may have to strike a deal with a courier for delivering products or he could process payments through the website

The website will be compatible on mobile phones, and also there is potential for expansion into the android play store and the Apple app store in the future.

My client and I will use the MoSCoW tool to rank the level of importance of the elements that will make up his potential website. This will hopefully help to eliminate any possible scope creep for this project and keep our risk management to a minimum.

Objectives

There are a wide range and variety of objectives that I have set out for this project.

My overall objective or goal is to have completed any required work and any extra work that may be needed, to the best of my ability, which will hopefully result in an excellent grade. The topic is gathering the requirements needed for a website for the Total Fitness and Nutrition business.

As part of my objectives, I aim to have every deliverable completed to the best of my ability, after sufficient research and work done on each one, I also aim to have each deliverable submitted by its deadline date on the way to completing this project. A reflective journal is something which I also aim to keep updated throughout the course of this project, mainly just to keep track of what I've done and the targets I've met, then at the end of the project it will be good to look back on everything that has been recorded and all the goals that I will have hopefully reached.

The main objective of this project is to gather all the requirements that would be needed for a proposed website for my clients business. The basic wants and needs my client has for the website, and also some developmental elements such as databases or user interface that would be needed in order to build and produce the website.

To gather or elicit these requirements, I will need to use certain requirements elicitation techniques such as interviews, surveys and brainstorms etc. to achieve this.

To be successful in this project, I feel one of my objectives must be to hold regular meetings with my client. This way, I can inform the client of any possible changes that may have to be made to the project, the progress of the project, and also, if my

client decides they want to make any changes to what we originally agree on as the design, layout and functionality of the website, then this meeting will be a good chance for them to inform me of any changes that they would like.

Also, I aim to meet with my project supervisor as many times as I am required to, as well as any extra meetings that myself or my supervisor may feel we need to have. I feel that meeting with my supervisor will definitely help with my progress over this project as they will be able to offer help and any guidance that I may need. The supervisor will also sign off on my project journal.

Another objective of mine is to have a clear cut plan of what the layout and design of my client's proposed website will be, as well as having a great knowledge of what my client requires to be on their website. I can achieve this by productive meetings with my client and conducting interviews etc. I am of the opinion that any work you do, should meet and exceed any expectations. The requirements for the final design, layout and content of the website that myself and my client agree upon will be an objective I have to set out to accomplish and complete over the course of this project.

Background

As a background to this project, I have been aware of my client and his business for some time now. It is a fitness business in which John, the owner and operator, provides his clients with highly thought out programs of workouts for a certain period of time, tailored specifically to that client for what their needs and wants may be. John also provides them with any relevant nutritional and dietary information if they wish and will give them advice on how they should plan their training and diets around everyday life. John wants his tagline as such to be "eat well, train hard and become a better you. I will guide you every step of the way."

My client currently doesn't have a website for his business, which is the main reason behind this project and the goal of the project is to gather the requirements for a website for his business. I will show in my results how I elicited the requirements from my client, and his clients, as to what they require from the website.

The information my client provides on Twitter about his career progress is very interesting; and so got me intrigued to find out more about him, in meetings since I have discovered that he is now studying for an MSc in sports and exercise nutrition in London.

As part of the background to this project, I have an interest in fitness myself. I like to keep fit and healthy which requires both some exercise and a balanced diet. I play

sports such as football and golf and I also have a keen interest in many other sports, rugby, darts and MMA to name but a few.

Technical Approach

A big part of my approach to this project definitely involved conducting a plentiful amount of research, and gathering a large amount of data and then trying to implement this as information into my project, for instance, things like researching, analysing and evaluating the other gyms in a similar area. As part of that research, I checked out the websites of my client's competitors and what they have to offer which will enable me to make suggestions to my client in terms of his "wants" for his proposed website and what I think he will need, which in turn enabled me to gather all the requirements I needed.

For this project I also conducted some research on every deliverable before I started to develop and submit that specific deliverable. This will involve researching documents, and sections of documents that I've never seen or worked on before.

I was quite flexible when planning the requirements for the content and design of my clients proposed website as it is quite possible that my client would like changes to be made at any particular time, and I had to account for some change management. I might have thought there was something that should most definitely be on the website whilst my client may have been more skeptical about that particular feature. Doing the MoSCoW analysis really helped to combat this as we made a combined MoSCoW analysis which I put the finishing touches on and allowed us to come to a conclusion on what we thought were must haves starting of and then what we probably should have and also some features that we could have. As part of my benchmarking I compiled a SWOT analysis on Total Fitness and Nutrition and displayed those results to my client. He was very pleased with the SWOT and he felt it was very accurate in terms of where is business is at at the moment, and where it has the potential to go in the future, with the aid of a website.

I had aimed to submit all deliverables by their due date in my approach to undertaking this project and I was successful in doing so, this being my last piece of documentation to submit. In order for me to do this, I had to carry out sufficient research on each of the deliverables so that I could complete it to the best of my abilities, sometimes with new knowledge as I had not encountered some elements of this project before.

Special Resources Required

In order to complete this project successfully, there are a number of special resources I will have to use.

The computers in the college and the software that they contain will be very useful and a core aspect to the special resources I will require.

The library is a special resource that will be required also, as there are many books for research that I may need to study. The BABOK is very useful for the Business Analysis specialisation and so I will be working closely with that book. BABOK contains very useful information regarding to the elicitation techniques I used throughout the course of this project.

My own laptop is another special resource that I require for this project as I will have to do plentiful amounts of research and developing at home also. Microsoft Word and PowerPoint will be central to the development of the documents and then obviously having access to the internet will contribute to my research and gathering of information

Eugene as my supervisor is another one of my resources, he will monitor my progress and guide me on the right paths throughout the duration of this project.

I will also be creating my own personal website for this project which will contain a bit about myself as well as my progress on the project and the documentation etc. Wordpress is what I will use for this and so that is another of the special resources required.

Microsoft Office is also a very integral resource I needed for this project.

WBS Project Plan
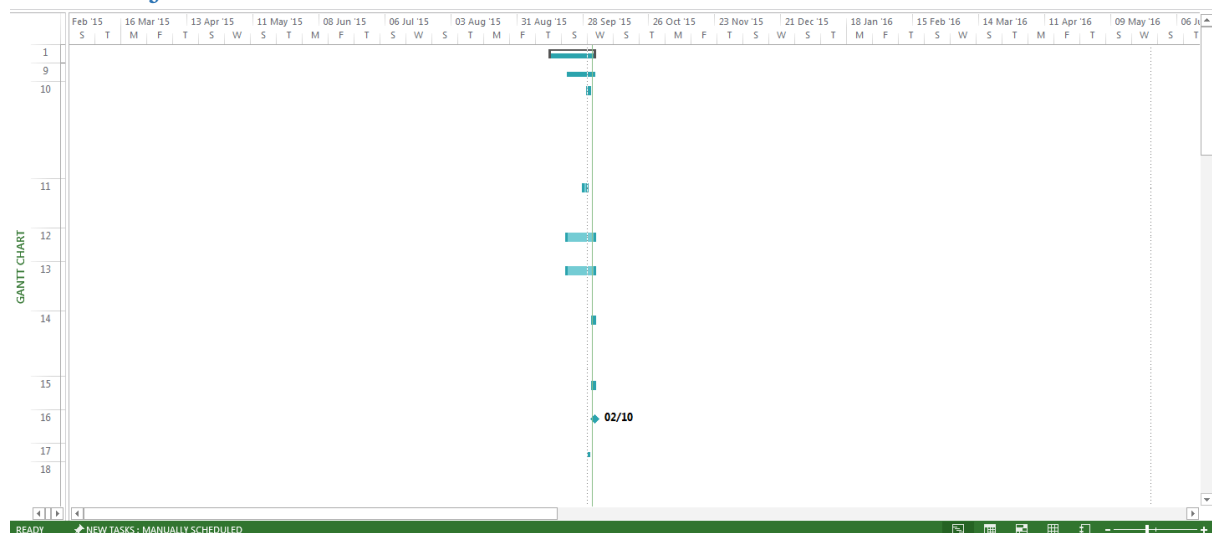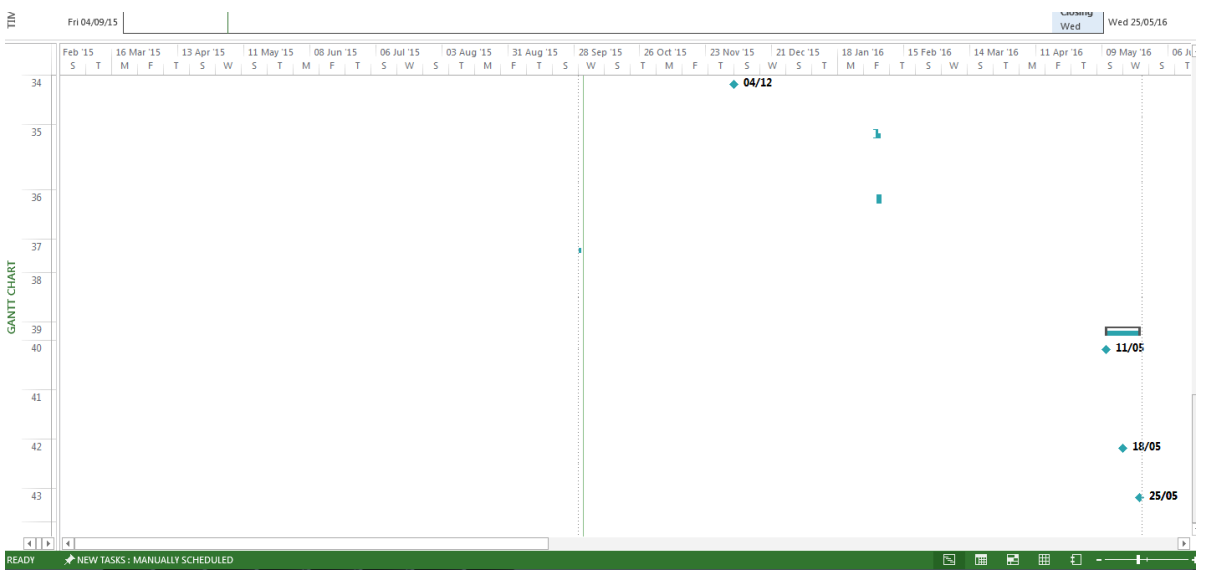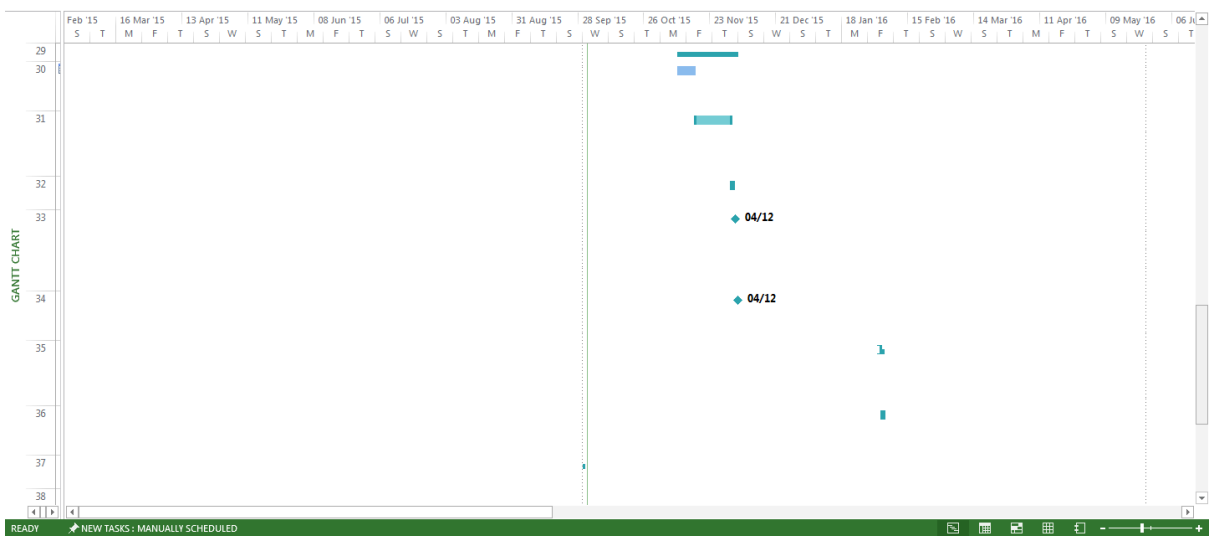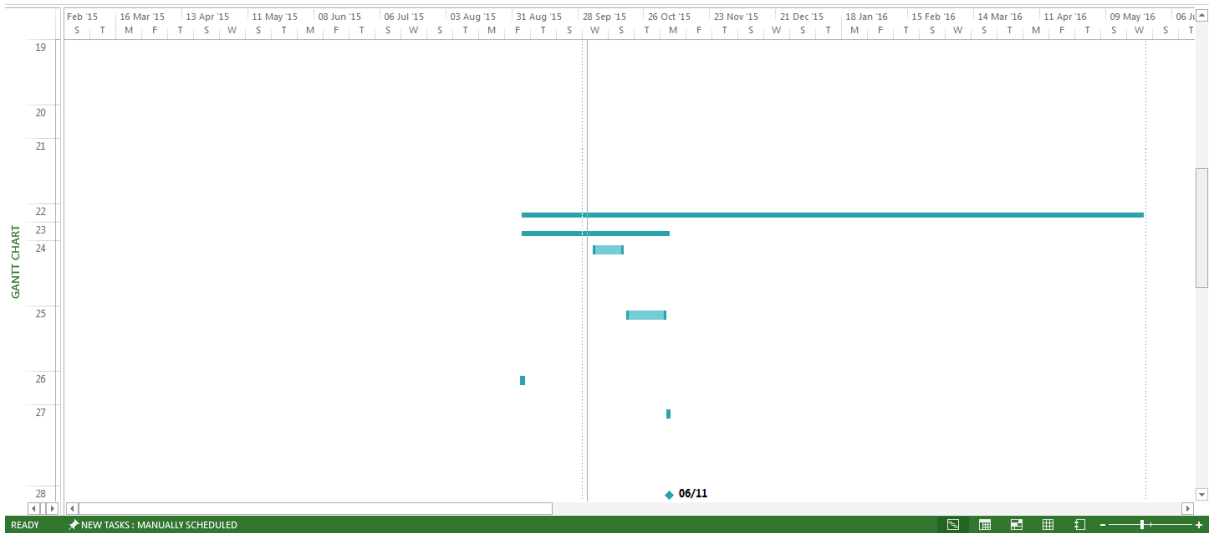
My original project plan did change from time to time throughout the project, however, I based it around the deliverable dates and these stayed largely the same

so in terms of when each document had to be delivered, my plan stayed the same and I submitted each deliverable on time.

Stakeholder List
1. John Keenan (my client)
2. Myself
3. Local community
4. John's clients
5. Local and participating families
6. Potential website designer
7. Potential website developer
8. Nutrition and fitness product suppliers
9. NCI
10. Supervisor – Eugene O'Loughlin

Business Case and Need

My client is currently studying to obtain an MSc in Sport and Exercise Nutrition. He deals with his clients largely through Facebook, WhatsApp and general mobile phone social media communication. My client would like a solution to this and he feels that to have one platform where he can display all of his relevant information and content, such as a website where people could also book classes/training sessions and buy products etc. would be the best option to pursue at this time. We both agreed that a website would be a good platform for his needs, with potential for future expansion to a chain of gyms, specific sports programs and a mobile app amongst other opportunities that this could lead to.

The website would enable my client to have one solid platform where he can post all of the relevant information and updates for his business, as well as communicate and arrange bookings with clients. He feels there is a need for this at this stage of his business and that it would also contribute to possible future expansion.

Requirements Elicitation

Requirements are a key part of any project or solution to a business need. They are essentially the foundations for a project and contribute to forming plans as to what needs to be carried out throughout the course, or towards coming up with a possible solution. Without requirements you can't have project, and as I mentioned they serve as the foundation so requirements need to be clear, concise and consistent.

According to *Paul, Yeates and Cadle,* in *Business Analysis, second edition, "Less than 12% of project time is allocated to the requirements analysis phase"* whilst *"a large proportion of errors (over 80%) are introduced at the requirements analysis*

stage". For such a small amount of time being spent on the requirements analysis stage, it's interesting to see that 4/5's of the errors in the project are introduced at this stage.

As part of the requirements elicitation, some of the techniques I will be using are: Brainstorming, Interviews and Surveys amongst the others I will discuss below.

Brainstorming:

Brainstorming is "a team activity that seeks to produce a broad or diverse set of options through rapid and uncritical generation of ideas" (Babok, version 2.0, page 223). It is an excellent technique to encourage creative thinking about a project or solution to a problem/need etc.

I carried out two main brainstorms for this project which gave me some direction as to what I should rate as an actual requirement for my client's website.

Interviews:

As part of the requirements elicitation, I will also use interviews. According to BABOK the purpose of an interview is "a systematic approach designed to elicit information from a person or group of people in an informal or formal setting by talking to an interviewee, asking relevant questions and documenting the responses." (Babok, page 177)

An interview gives you the chance to ask questions directly to a stakeholder, questions should be recorded as should the answers you obtain to those questions from the stakeholder. These answers can be used to gather requirements and provide you with feedback or suggestions that could lead to changes in a project/structure etc.

According to www.evalued.bcu.ac.uk, the main advantages of interviews are:

- They are useful to obtain detailed information about personal feelings, perceptions and opinions
- They allow more detailed questions to be asked
- They usually achieve a high response rate
- Respondents' own words are recorded
- Ambiguities can be clarified and incomplete answers followed up
- Precise wording can be tailored to respondent and precise meaning of questions clarified (e.g. for students with English as a Second Language)
- Interviewees are not influenced by others in the group
- Some interviewees may be less self-conscious in a one-to-one situation.

As the interviewer, I feel I need as much information as possible from my client as to what he wants from his website. In the coming weeks and months I plan to interview

at least one of his clients as well so I will need to compile a list of suitable questions for that interview also.

Objectives of first interview:

- ➢ *Hi, how are you?*
- ➢ *To get started, I just want to ask, how beneficial do you think a website would be to your business?*
- ➢ *(Improvised Question): So, you clearly feel the need for a website at this point then?*
- ➢ *What would be your preferred layout for the website?*
- ➢ *In terms of content, what are you hoping to include on your website?*
- ➢ *Would you like to sell products through your website?*
- ➢ *How do you feel about possible future expansion? Are you looking to build a large business or stay small, focused and possibly niche?*
- ➢ *Of how much benefit do you think your website will be to your clients?*
- ➢ *Have any of your clients ever suggested you should get your own website?*
- ➢ *Great! So, let's just clear up some more final details about the content, layout of functionality and that'll be all for today. Thank you.*

Objectives of second interview (to one of John's clients):

- ➢ *Hi, how are you?*
- ➢ *To get started, how beneficial do you think a website would be to the Total Fitness and Nutrition business? Rank your answer between 1-10 if you wish, 1 being non-beneficial and 10 being very beneficial*
- ➢ *You are of the opinion that a website would be very useful for this business then, do you think many other clients would feel the same?*
- ➢ *What would you like to be on the website in terms of content?*
- ➢ *Would you be interested in purchasing products from the website?*
- ➢ *Would you like to sell products through your website?*
- ➢ *How do you feel about possible future expansion? Would you like to see things such as a mobile application, more gyms, and more trainers?*
- ➢ *Would you prefer to book appointments through the website?*
- ➢ *Would you be interested in interactivity, such as downloadable e-books on the website?*
- ➢ *Do you think that a website would benefit you and other clients in terms of your needs and what you are trying to get from this business?*
- ➢ *Thank you so much for your time this has been really helpful, all the best!*

Functional Decomposition:

According to Babok 2.0, the purpose of Functional Decomposition is to decompose processes, functional areas, or deliverables into their component parts and allow each part to be analysed independently.

Babok 2.0 states that functional decomposition involves breaking down a large problem into smaller functions or deliverables. The primary goal of functional decomposition is to ensure that the problem is separated into sub-problems that are as independent as possible. This provides the ability to scale and manage.

There are some advantages and disadvantages to functional decomposition as there are to any technique. Some of the advantages of functional decomposition according to Babok 2.0 are that it can create a conceptual model of the work that needs to be completed to deliver the new business solution. And another is that it can provide all stakeholders with a consistent view of the scope of the effort.

Some of the disadvantages according to Babok 2.0 are that there is no way to be certain that all the components have been captured.

My Functional Decomposition results will be posted in the Results section of this document.

Prototyping:

A prototype is a mock up or prototype version of a product or service. It is a test version of sorts. With a prototype you can receive feedback then make any required changes to better the product or service.

searchmanufacturingerp.techtarget.com describe a software prototype as "In software development, a prototype is a rudimentary working model of a product or information system, usually built for demonstration purposes or as part of the development process. In the systems development life cycle (SDLC) Prototyping Model, a basic version of the system is built, tested, and then reworked as necessary until an acceptable prototype is finally achieved from which the complete system or product can now be developed."

The benefits of prototyping according to www.sqa.org.uk are:

- Prototyping helps to eliminate ambiguities and improve accuracy in interpretation of system requirements and functionality
- Prototyping helps to ensure that the solution does what it is supposed to do - not what the developer thinks it ought to do, or how
- Prototyping allows the developer to quickly demonstrate (or walkthrough) a system or part thereof, albeit limited in that its purpose may be to simply provide an insight or overview of a system (e.g. look and feel of the user interface), or to focus on a component part in detail but possibly in isolation (e.g. standalone rather than integrated)

- Prototyping helps to identify and address problems early on (eg missing, confusing or misunderstood features)
- Prototyping allows the developer to explore ideas and exchange feedback with the client and end-user. This is an important step in preparing to develop a solution that is fit for purpose, does what it needs to do, and does it well
- Prototyping helps to firm up how the final solution will look and function. Acceptance allows the developer to progress to the next stage and to be focussed on what needs to be done
- Prototyping gives the client and end-user a greater sense of involvement, ownership and a better appreciation of the final solution
- Prototyping helps the developer to estimate development costs, timescale, skills and potential resource requirements
- Prototyping serves as a useful reference point - in that it can be referred back to as necessary (e.g. as a reminder or even in the event of a dispute further into the development lifecycle)

Benchmarking:

Benchmarking according to BABOK is "Benchmark studies are performed to compare the strengths and weaknesses of an organization against its peers and competitors." (Babok, page 156)

Benchmarking essentially is a comparison, benchmarking is conducted to compare organisations and their methods or practices against the best practices of competitors in that specific industry.

According to BABOK, Benchmarking requires that the business analyst:

- ➢ Identify the area to be studied
- ➢ Identify organizations that are leaders in the sector
- ➢ Conduct a survey of selected organisations to understand their practices
- ➢ Arrange for visits to best-in-class organizations
- ➢ Develop a project proposal to implement the best practices (Babok, page 156)

Document Analysis:

Another technique I will use is Document Analysis. This is essentially the elicitation of requirements of a system that is already in existence, by studying any of the available documentation and then going on to identify the relevant information.

According to BABOK 2.0, document analysis is used if the objectives is to gather details of existing solutions, including business rules, and attributes.

I will research and study similar businesses and their processes and evaluate them. Then I can assess what my client wants to do and what his vision is for achievements and progression over the coming years in terms of what the website can do for him.

An advantage of using document analysis is that you're essentially already starting with some material, not starting with a blank page as such.

A disadvantage according to BABOK 2.0 is that it can be time consuming and even a tedious process to locate the relevant information. I will have to limit the time I spend on document analysis as I do not want any scope creep.

Surveys:

Surveys are another technique I plan to use over the course of this project. They'll be used to gain some feedback as to what people want on the website etc. Surveys essentially set out a number of questions to stakeholders in the hope that a large number of them will respond in a relatively short period of time, thus resulting in gathering some feedback. Surveys can be useful for identifying the characteristics of a stakeholder or group of stakeholders.

Objectives of first survey:

➢ *What gender are you?*
➢ *In what age bracket do you fall?*
➢ *Which 3 modes of communication would you prefer to use?*
➢ *How often would you use the gym a week?*
➢ *How much would a website for this business be of benefit to you?*
➢ *How likely are you to purchase products from the proposed website?*
➢ *Would you like to receive news and offers through the website or a newsletter?*
➢ *How beneficial to this business do you feel a website would be?*
➢ *Would you prefer to book classes/appointments through the website?*

User Interface Design (UI)

During one of our meetings, my client confided in me that he would like to use any and as much information as possible from this project to bring to developers or for himself when creating his website. I explained to him that there would need to be User Interface Design (among other things) in order to maximise the user or customer experience, because, at the end of the day that is what he wants to provide, a top quality service.

Jakob Nielsen's designed what he calls the 10 general principles for interaction design. They are sometimes called "heuristics" due to the fact that they are a wider set of rules of thumb and not specific usability guidelines so to speak.

I will list the 10 heuristics below with a short description of each, retrieved from www.nngroup.com

- **Visibility of system status:** The system should always keep users informed about what is going on, through appropriate feedback within reasonable time. This is critical in my opinion, if the system fails or is having some problems then you should be able to see that problematic status along with some feedback in order to try to come up with a potential solution or to contact the relevant people etc.
- **Match between system and the real world:** The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order. This is a no-brainer for me. There wouldn't be much logic in using a system in which you don't understand the language or syntax and instead are being bombarded with system oriented terms that the likes of developers would understand but the majority of end-users or customers would not understand.
- **User control and freedom:** Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo. Security measures and backup plans are essential. The support undo and redo idea works very well in my opinion.
- **Consistency and standards:** Users should not have to wonder whether different words, situations, or actions mean the same thing. The coding and development should be to a certain standard that is clearly outlined to the end-user in order for there to be clarity and consistency. An error message explaining what the problem is, is always helpful.
- **Error prevention:** Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action. This may be a more costly option to pursue, depending on coding standards and capabilities etc. however, it would obviously be a good choice to make, similar to the six sigma model, it eliminates any errors from occurring in the first place, and in this case, present the end-user with a confirmation option before they proceed to make an error.
- **Recognition rather than recall:** Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate. This also

makes sense to me. It means that the user doesn't have to worry about trying to remember a huge amount of information and actions, but rather be given instructions when needed and or appropriate.

- **Flexibility and efficiency of use:** Accelerators - unseen by the novice user - may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions. Again, this is a logical step to take when developing. It means that all users are catered to and can efficiently use the system.
- **Aesthetic and minimalist design:** Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility. This is a clever step, it can be taken in order to defend the possibility of information overload. Any system will not be successful or at least retain success and have continued success if there is too much design and information to be taken in constantly.
- **Help users recognize, diagnose, and recover from errors:** Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution. This contributes to error prevention in my opinion. Yes, it is not eliminating or preventing errors, but, if you can help the user to recognize, diagnose and solve the problem themselves through concise, clear error messages.
- **Help and documentation:** Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

Results

Brainstorm:

As I previously mentioned, myself and my client sat down together and had a brainstorming session in early November. We started off by throwing ideas around and recording these ideas as we went along. Basically, my client John, would like to have a website to better his business and to provide more opportunities for himself and his business as a whole and in the hope that it will present many opportunities to him in the future.

In the brainstorming session we came up with ideas for the layout of the proposed website, the functionality of the website, what sort of content would be displayed and accessible on the website, the varying links and tabs that would be on the website for example, would there be a section for customers to buy products etc.?

Below is an image of our first rough brainstorm together, it is signed by both myself and my client.
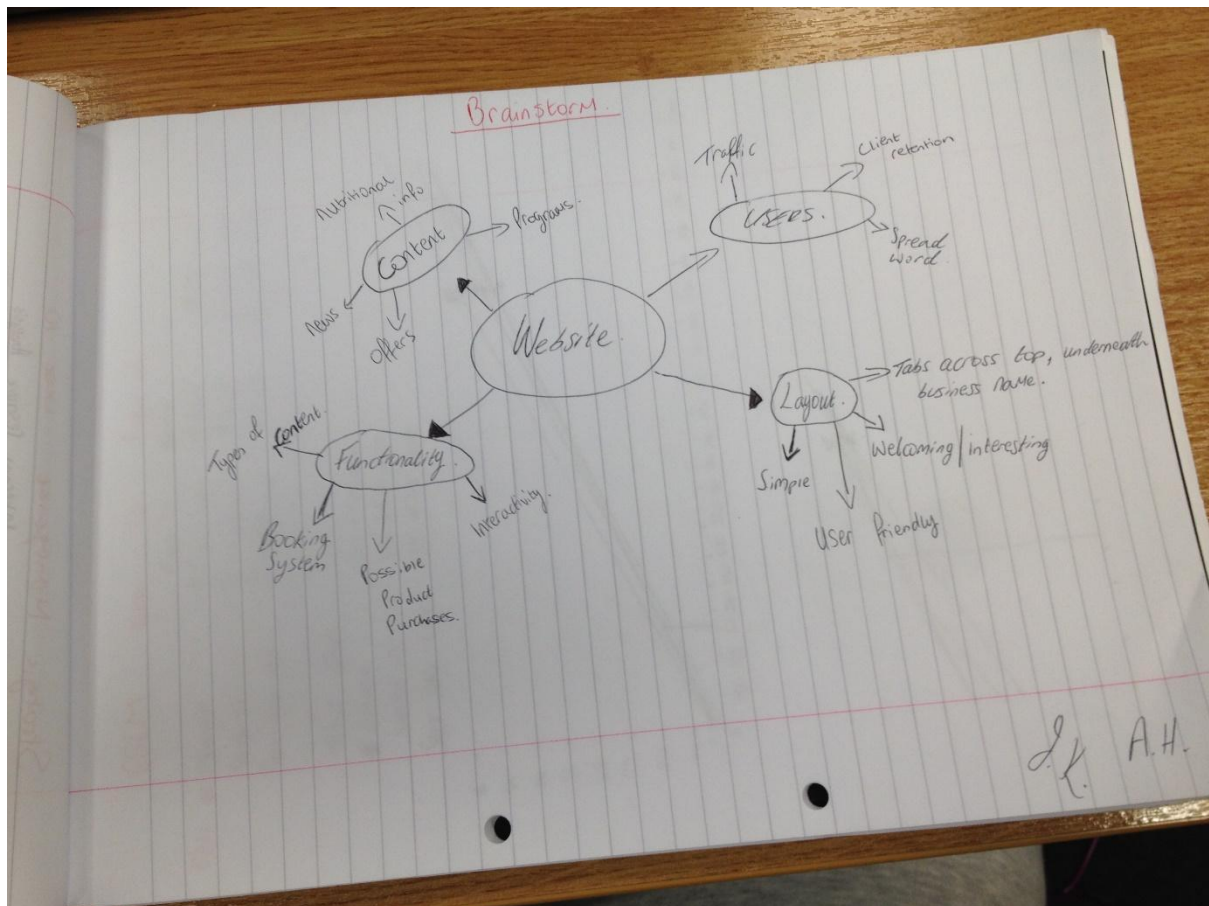
When the project moved further along, we then sat down for a second brainstorming session as we felt that this one would be more productive as we already had an idea of the direction we wanted the project to go in.

We started by again putting the project website in the centre as this is what the aim or goal of the project is. Then we used some guidance from the final MoSCoW analysis that we done together to branch of into in the brainstorm and expand on some ideas.

In terms of content we were further along now with more of a structured idea as to what would be displayed on the website. We decided that we wanted tabs/links to Home page, Services page, Blog page, About page and Contact page for definite.

In terms of layout, John wants his tabs/links to be in a horizontal sequence at the top of his website. We decided that the website should most definitely be user-friendly and efficient, eliminating factors such as information overload or over complicating a process.

For the functionality of the website, we decided that there should definitely be a section to book a consultation, and also a schedule where available times for consultations/classes/nutrition appointments are displayed and can be interacted

with to book an available time. Also, possibly the functionality to purchase products or merchandise if John decides to add this feature to his website, this could possibly come at a later date.

The results of the second brainstorm are displayed below:
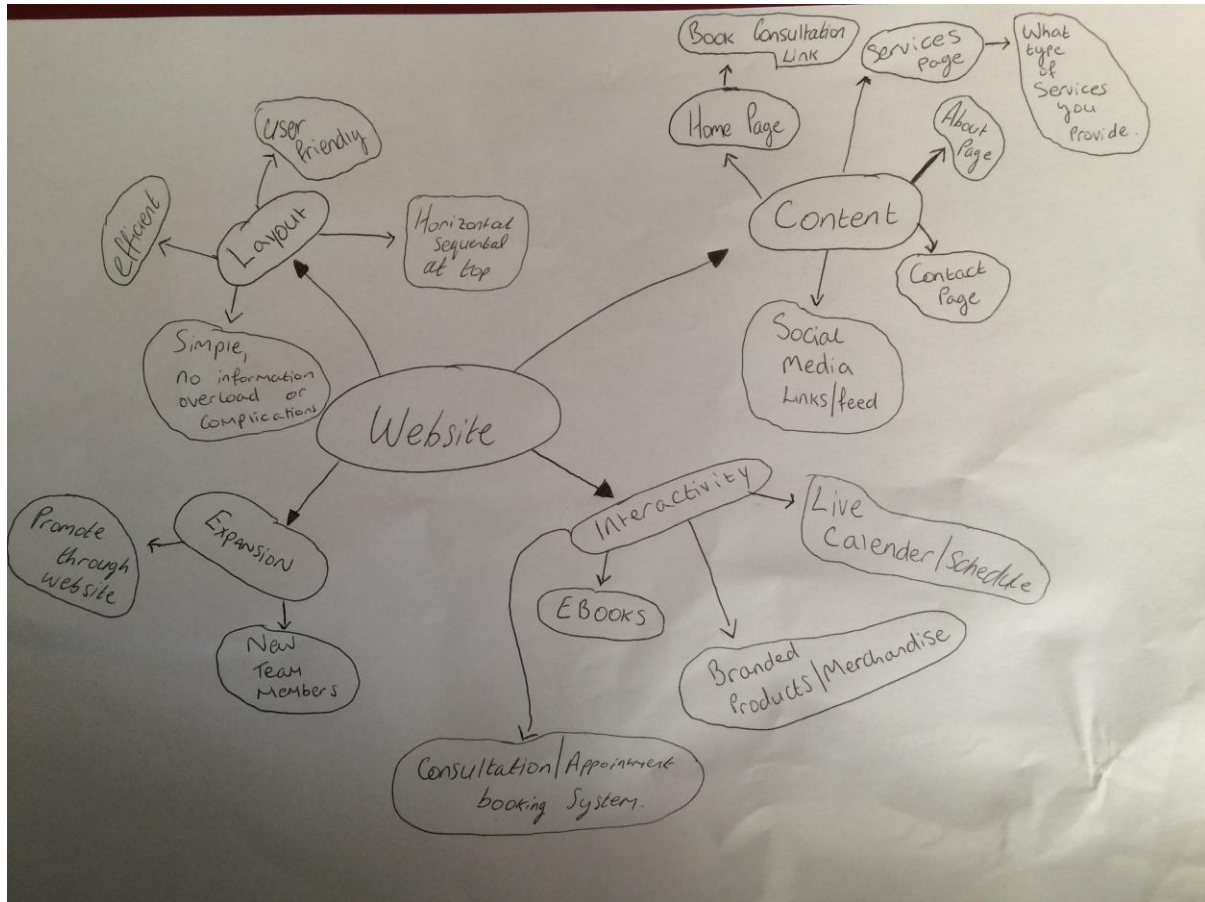
First Interview (main results):

Me: How much more productive do you feel your business would be with the addition of a website?

Client: Well, I feel the addition of a website would provide myself and my customers with a solid online platform through which we can communicate and organise business.

Me: Very good I understand. How do you feel about possible future expansion? Are you looking to build a large business or stay small, focused and possibly niche?

Client: Yeah I'm thinking more towards staying small and focused, in the sense of staff numbers and the amount of gyms I plan to open. I would like to tailor some of my personal training in to areas for golfers, rugby players and

football players as I have massive interest in, and vast knowledge on these sports, although not exclusively to these sports.

Me: In terms of content on your, what are you looking to have included on the website?

Client: Well, I would like to have a nice, bright, welcoming home page. Some images there and a latest news section, also a feed of my latest social media posts. Then I would like a tab where my clients can choose to book a class or appointment at whatever time they want in my available working hours, for whatever day they want. This means that there will have to be some sort of schedule displaying the available and unavailable times. I would also like a tab where my clients can purchase products. An about me tab displaying my information is also something I want to have.

Me: Of how much benefit do you think your website will be to your clients?

Client: I think having this website would be of benefit to all of the stakeholders. It will allow me to run my business more efficiently as well as giving me an online presence where I could possibly have advertising to boost interest and get the Total Fitness and Nutrition brand circulating around Dublin and hopefully the rest of Ireland. People aren't going to travel miles and miles either so it may provide me with a good opportunity to deal with people who can't travel to me, to provide them with information online. I will be able to post updates and send newsletters through the website also which will give me a better amount of contact with many of my followers and clients.

Second Interview (main results):

Me: To get started, how beneficial do you think a website would be to the Total Fitness and Nutrition business? Rank your answer between 1-10 if you wish, 1 being non-beneficial and 10 being very beneficial

Chris (John's Client): I think it would be extremely beneficial. It would give John and Total Fitness and Nutrition a professional online base. He is so dedicated to his work and always takes as much time as possible with his clients and so I think that a professional online voice such as a website could be a great way for him to put himself and his business out there. If I had to use a ranking system I would say definitely from 8 upwards is how beneficial this website could be to Total Fitness and Nutrition, especially with building for the future in mind.

Me: What would you like to be on the website in terms of content?

Chris: Well, to be honest, John creates fantastic nutritional advice documents so this along with his amazing workout plans and routines would be great to

see some of this information online. Obviously these all have to be tailored to the specific client or group of clients, so I guess it would be great to see an option to book a consultation with John also. I always like to read the about me sections on websites to try delve into the culture of the people I'm dealing with and what their ideals are, and knowing John personally, I know he could make a brilliant about me section so I think this would also be very useful to see on the website. I'd like to see some images an videos from training sessions also.

Me: Would you be interested in purchasing products from the website?

Chris: This is definitely something I would have an interest in yes. Especially if it's clothing that will be tailored to have Total Fitness and Nutrition logos on it, as well as things like shakers with the logo too. I would also be interested in purchasing my protein powder and other supplements as I like to give my business locally and would love to keep supporting John's business.

Me: How do you feel about possible future expansion? Would you like to see things such as a mobile application, more gyms, and more trainers?

Chris: To be honest, it works very well at the moment, but it most likely is only a matter of time before it grows too large for John to manage all week, every week alone. So I do think it is inevitable there will have to be more people brought in. In terms of expanding around the city and country, yes I would love to see John open up some more gyms and sky rocket his business, I think he is very deserving of this and I would be deeply satisfied to see a rapidly growing Total Fitness and Nutrition. I would just hope that if this happens, the same service will be provided and John's ideals will never change.

Me: Would you prefer to book appointments through the website?

Chris: I honestly don't mind booking classes through phone communication or social media, it is just a tad frustrating how it can sometimes take a while to get in contact and receive a reply from John as he could be in the middle of a session or busy elsewhere, so yes I would like to have the option of booking appointments and sessions via a professional link on the website.

*Me: Would you be interested in interactivity, such as downloadable eBooks on the website?*

Chris: I think this is actually a great idea! John is highly educated when it comes to nutrition. The advice he gives us and the diet plans he creates are highly effective and I would definitely love to see a downloadable version or eBook of his blog posts and some of his documents on tips for losing weight etc.

Me: Do you think that a website would benefit you and other clients in terms of your needs and what you are trying to get from this business?

Chris: Well yes, I think it would be of benefit to all of the stakeholders. Providing John with a good online presence and providing all of us and the local community and businesses with an online source to recommend and to visit to make the whole process of booking appointments and finding information even more efficient.

Functional Decomposition:

Below is the result of the first preliminary functional decomposition I completed with my client. There is definitely room for expansion here and I may compile another functional decomposition in the coming weeks.
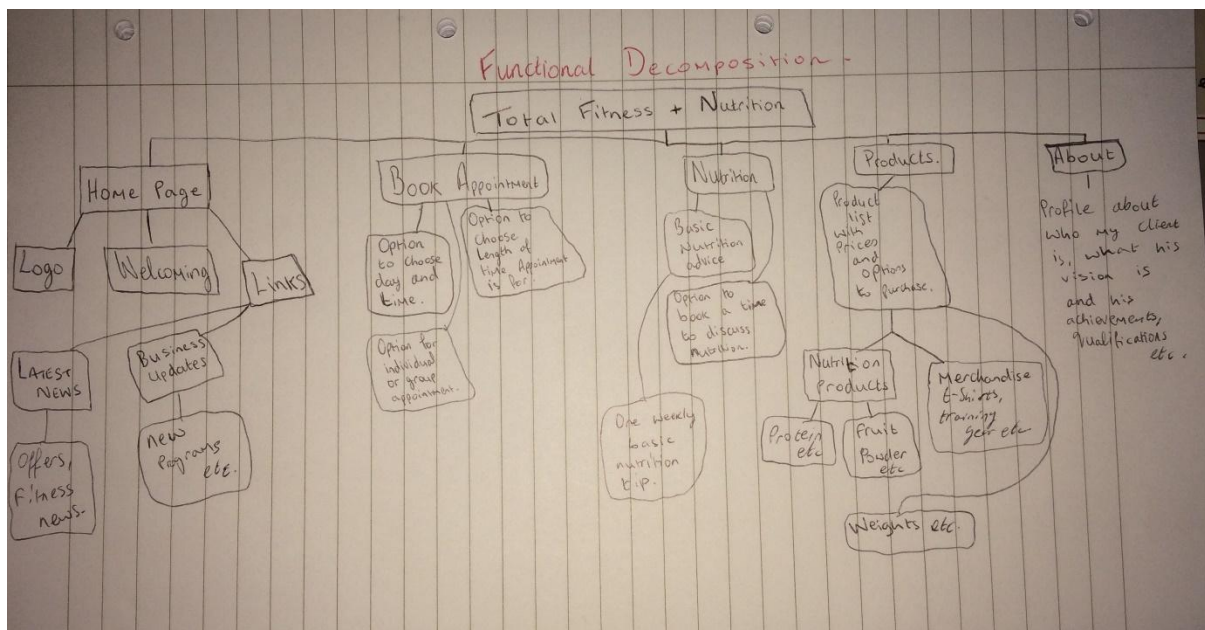
Following on from the first functional decomposition, this is the second and final one I completed, and also used it as a foundation for the mock-up website I made for my client and for this project. At this stage I had a much clearer idea of what John wanted and I could incorporate that to my own ideas and gather the requirements then of what would be needed. In many ways the second functional decomposition is like a fine tuned version of the first one with some changes and tune ups being made.

The second functional decomposition is displayed below.
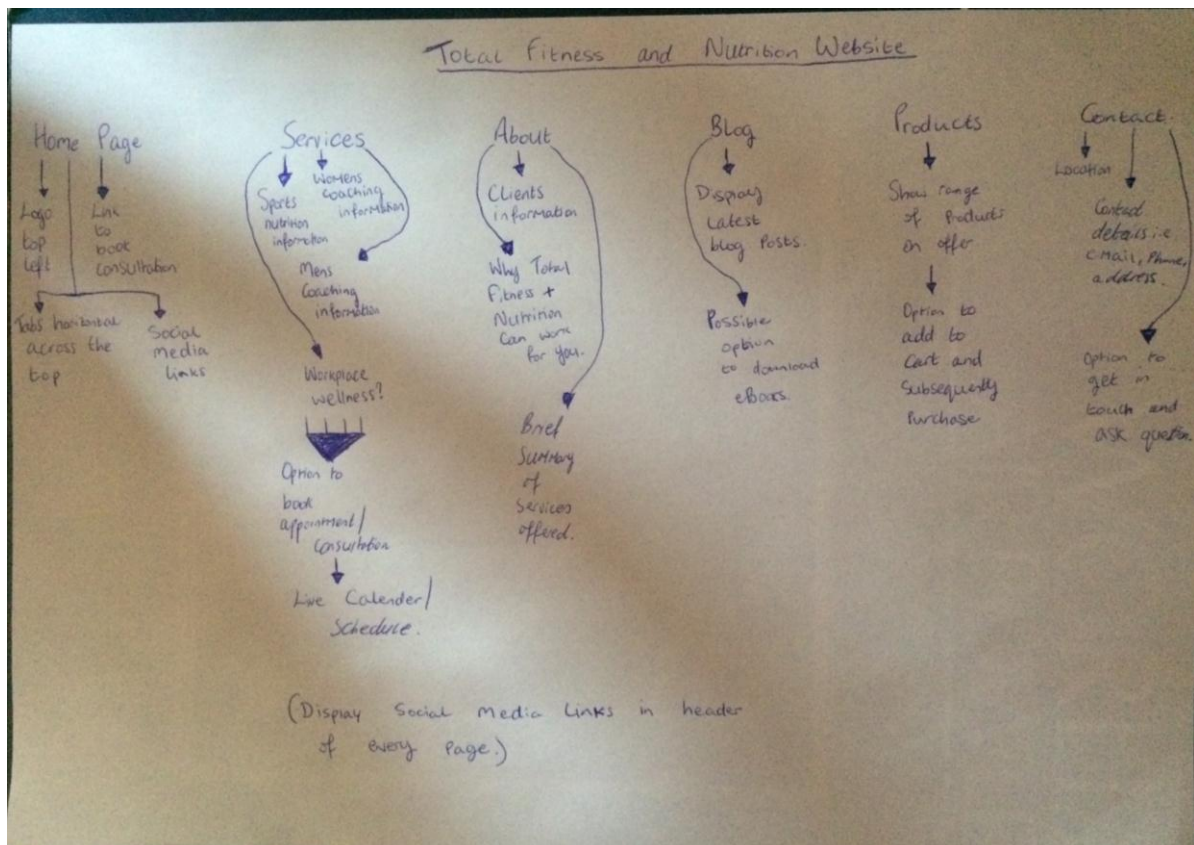
Prototyping:

I will display the prototype of John's website during my final presentation.

Benchmarking:

As part of using the benchmarking technique, I done a short SWOT analysis as benchmarking essentially is comparing the SWOT of similar organisations.

Total Fitness and Nutrition SWOT:

Strengths:

- Loyal customer base
- Experienced and knowledgeable owner
- Skilled with social media + basic computer skills
- Future potential
- Perfect mixture of fitness and nutrition

Weaknesses:

- One man team
- No website

- Small property

Opportunities:

- Open more gyms
- Sell products
- Gain and retain customers

Threats:

- Loss of customers or no customer retention
- Local competitors

When I benchmark this against other fitness or nutrition businesses in the same area, I found that my client's business most certainly has huge potential to steadily grow over the coming years. My client's main competitors are Platinum Gyms in Balbriggan, and Pro-Fitness Gym in Balbriggan.

Both of these gyms happen to actually be very good gyms, however, I believe that with a bit of customer retention and loyalty, some hard work, and some promotion like having an online presence through a website, that Total Fitness and Nutrition can not only be a competitor to these two business, but to surpass them one day and become the market leader in this area of Ireland and others too hopefully.

Platinum gyms are highly modern and provides members with great facilities. However, they do not promote much about nutrition at all. Whilst at Pro-Fitness, one of their leading trainers departed to open his own gym on the south side of Dublin recently, thus taking a huge bunch of clients out of the Pro-Fitness gym. This could open the door to a big opportunity for Total Fitness and Nutrition and with the help of a solid, online presence through this proposed website, my client could really see his business rise rapidly.

Pro-Fitness do promote healthy eating and nutrition substantially more than Platinum, both still focus more on the training aspect of things though. I think this is good for my client as there are a large number of people who would like to train 3 times or less a week and so rely on the nutritional side of things, and the nutritional side of things is where my client can really excel. Some of his clients already come to him for nutritional advice alone, and working with both the Irish Ice Hockey team and the Dublin Senior GAA team in nutrition related work is fantastic promotion for my client which is sure to keep attracting business.

So, in comparison to these two main competitors, I think once the word is out so to speak, that Total Fitness and Nutrition can get up to and surpass their levels in the coming years. With an influx of clients that will also increase profitability and those profits will enable my client to promote his business, run his business more efficiently, be innovative and even to expand or at first to hire more trainers.

Document Analysis

Again, similar to benchmarking, I done some research, analysing and evaluating on existing gyms in my clients area in order to identify his competitors and how they work, are they doing something he should be doing? Is he already doing more than they are?

The answers to most questions is that he is already at or near the level all of the existing gyms and fitness establishments in the surrounding area in terms of knowledge levels and ability to coach or train. What my client is lacking in comparison to his main competitors is at least one partner or employee to help out with things like training, financials and the overall maintenance of the business. If my client could acquire a bigger property there is no limit to the amount of success he could achieve. I believe that with the aid of a professional website this success could come to fruition.

Both pro-fitness and platinum have websites of a decent standard. If my client could use a website for a bit of extra promotion and efficiency then there is no reason why he should not gain a high level of new business.

These two biggest competitors seem to have a strong base of customer retention so if my client could also build a large base of loyal competitors then he would be enabled to compete at a higher level with his own competitors. He could run things like sales and offers to promote his brand and to try entice new customers into joining Total Fitness and Nutrition.

I intend for John's website to meet and exceed expectations so that it is at the very least on the same level as his main competitors. To do this, at some point he has to offer more than his competitors can or be offering something that they can't. I think first of all his expansive nutritional knowledge gives him the edge there, that's already one thing that he has to offer so that needs to be displayed and promoted on the website.

Also, the idea of producing short documents about nutrition, diets, weight loss, weight gain, strength and conditioning training etc and having them available as eBooks should garner a lot of attention, especially in today's technology driven world.

Finally, there is an opportunity to train specific athletes as well I think. This is something that the other gyms also do not offer. And it is interesting to see from the survey results the number of people who now partake in MMA, this is most likely due to the rise of Conor McGregor in the UFC and his incredible ability to self-promote.
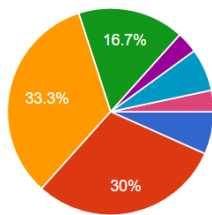
Summary

What gender are you?
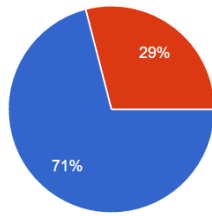
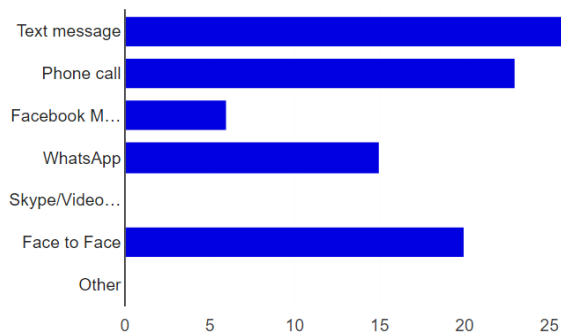|		
Male	**22**	71%
Female	**9**	29%

In what age bracket do you fall?

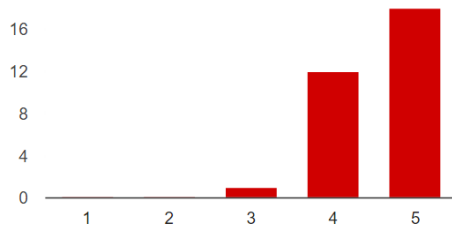|		
Under 20	**2**	6.5%
20-24	**9**	29%
25-29	**10**	32.3%
30-34	**5**	16.1%
35-39	**1**	3.2%
40-44	**2**	6.5%
45-49	**1**	3.2%
50+	**0**	0%

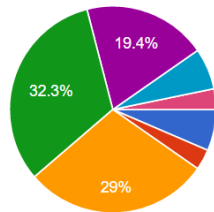**Which of the following 3 modes of communication would you prefer to use?**

How much would a website for this business be of benefit to you?
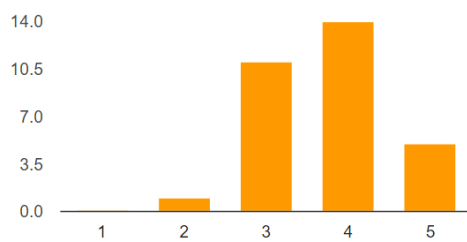
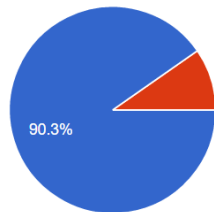**How beneficial to this business do you feel a website would be?**

**How often would you use the gym each week?**

One day a week	2	6.5%
Two days a week	1	3.2%
Three days a week	9	29%
Four days a week	10	32.3%
Five days a week	6	19.4%
Six days a week	2	6.5%
Seven days a week	1	3.2%

Would you prefer to book classes/appointments through the website rather than through social media/private messaging?
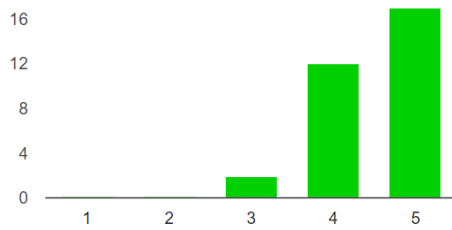

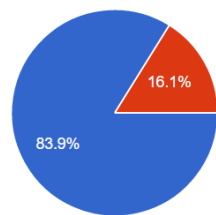|		
Yes	28	90.3%
No	3	9.7%

How interested would you be in seeing the Total Fitness and Nutritions social media updates displayed on the website?
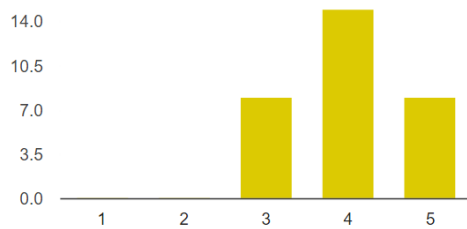
How likely are you to purchase products from the proposed website?

Would you like to receive news and special offers through the website or a newsletter?

Yes	26	83.9%
No	5	16.1%

What are your main reasons for being a Total Fitness and Nutrition client?
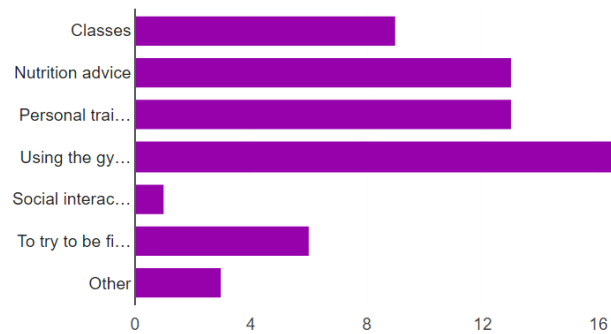
Which sports do you engage most in?

Golf	14	45.2%
Football	22	71%
GAA	8	25.8%
Rugby	4	12.9%
Tennis	1	3.2%
Cricket	1	3.2%
MMA	5	16.1%
None	2	6.5%
Other	2	6.5%

How interested would you be in a tailored program to suit your sporting needs?
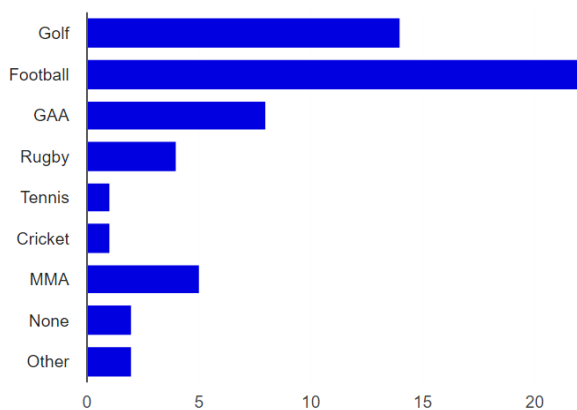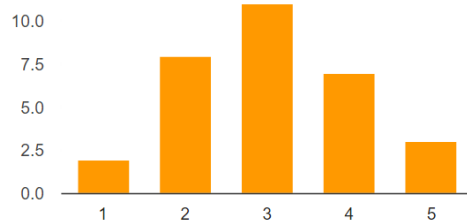

I found a number of the results from my survey very interesting, which led to some ideas and also provided the linkage between the survey results and what should go into the proposed website.

First of all, there was a strong showing that people felt the website would be very useful not only for themselves, but also for the Total Fitness and Nutrition brand as a whole.

There was a large number of people that said the main reason they use Total Fitness and Nutrition is for nutrition advice and or gym usage. This could be a representation of the sheer knowledge John possesses about nutrition.

MoSCoW Analysis

Must haves:

- Bright, welcoming home page
- "About" section
- "Services" section
- "Contact" section
- Option to book a class/consultation

Should haves:

- Links to Total Fitness and Nutrition social media
- Images
- "Meet the team" section
- "Blog" section

Could haves:

- Success stories
- Discount for full up-front payment
- Rewards

- E-Book downloads
- Newsletter subscription
- Option to purchase products
- Images and videos from training sessions
- Google maps link to show location and directions
- Specific sport tailored training
- Workplace wellness coaching and information

Won't haves:

- Live chat
- Online classes

Supervision Arrangements

In October we were informed who our supervisors for the project were going to be. My supervisor is Eugene O'Loughlin, a bit of news I was delighted to hear as Eugene has lectured me on many different modules during my time in NCI and he is an extremely approachable and helpful man.

Eugene's door was always open to me throughout the course of this project and he was always extremely helpful in answering and assisting with any of the queries I had. He provided me with guidance in each meeting we held and made some useful suggestions as to new approaches I could take or how to change certain approaches or processes I was using at that time.

Mid-Point Presentation

My mid-point presentation took place in February and it went quite well I thought. At that stage of the project I hadn't finished all of my elicitation techniques however I did have some preliminary results to display. I also had started my personal project website so it was nice to be able to present the preliminary results and documentation on that.

Project Document

This is the final, overall document for our project. My aim is that it is designed so that it is easy on the eye and user friendly in terms of readability and understanding what the project is about and what type of work has been done on this particular project.

Showcase

At the end of the college year on the 25th of May, we will be given a chance to showcase our projects. At this stage we will have completed our project, hopefully to receive successful results. At this showcase, I will be hoping to display the work I've done over the college year on my project to potential employers and more. This is where we get the chance to show off all of the work that went into the project over the year and hopefully to impress lecturers and potential employers etc. It is a good opportunity for me to display all of the hard work I completed in my research and elicitation, using the various techniques and then analysing my information to create results.

Reflective Journals

Each month I will be documenting my progress on the project and general information about what is happening around the project. I have completed my September, October, November, December and January journals so far, and will complete the rest of the journals accordingly by month as the project progresses. They can then be compiled into one, yearlong journal at the conclusion of the project.

These journals will be a good reflection on how the year and the project as a whole went come the end of the college year.

Below are my journals to present:

Reflective Journal October

This is my reflective journal for the month of October. All in all it was actually quite a strange month for us regarding our final year project. There was much confusion about the format the project should be for our particular stream. Eventually, this resulted in us receiving a two week extension for our Requirements Specifications document.

It was a pretty frustrating and disappointing month for us as a class because we felt that we were falling way, way behind on our project and it was still unclear as to what we actually had to do for the project.

A couple of meetings were held and the project was discussed. We were given our supervisors for our project which was pleasing for us. I plan to meet with Eugene, my supervisor, over the coming week.

I managed to meet with John, my client, two times during the month of October to discuss what his wants and needs are for the website and in turn I gathered some requirements.

For the coming month, I intend to meet with my project supervisor Eugene, and hold some more meetings with my client. I also intend to complete and submit the second deliverable for the project before its deadline.

Reflective Journal November

This is my reflective journal for the month of November. It was a better month for me in terms of the project as there was a bit more clarity in terms of what our stream had to do. I worked on the Requirements Specification Document. I had some research to do for certain parts of the document, for example, the various techniques I would be using.

So, with this I got to work on reading the BABOK, trying to enhance my knowledge of certain techniques I would be using such as surveys and interviews. I feel the BABOK is a really good tool to use as it is a widely accepted standard for business analysis techniques.

I then compiled the document under the different headings such as techniques used etc. I feel I will definitely make many changes to this document before the mid-point presentation in February.

I felt I worked well in completing the Requirements Spec Document as I had some research to do and then implemented that information into the Requirements Spec Document. We had a lot of work to do in the particular week, so I had to manage my time well, especially as factors such as personal life and work life take up time also.

Going forward, for the month of December, I aim to do more research on my topic area and I also will try to gather any more requirements for the project. As I mentioned before, I want to complete a successful project and achieve the highest grade that I can, and to do this I need to stick to my plan, which will be changed in parts over the coming months, and implement any of these changes that may be needed. Also I need to work as hard as I can to complete each deliverable and to submit them on time.

Reflective Journal December

This is my reflective journal for the month of December. We were starting to piece together our projects better now, we were also beginning to receive more information as to the structure of the project and the grading rubrics. I had a lot more clarity now as to the direction I was going to go in with my project. Again, I tried my best to fit in some research when I could, BABOK was the tool I used mainly for this.

I feel the BABOK is a really good tool to use as it is a widely accepted standard for business analysis techniques. I conducted an interview with my client John in December which I feel was quite productive and also gave me some results.

I then compacted and compiled the results of this interview which I will display in my project document.

Going forward, for the month of January, I aim to do more research on my topic area, prepare my midpoint presentation and document, and I also will try to elicit any more requirements for this project. I'm aiming to work on the project in the week before we are due back in college as we have exams in early January and with 5 exams this semester, I have plenty to be studying for!

My original plan will change in parts over the coming months, and I will need to implement any of these changes that may be needed as well as reducing the risk of scope creep to a minimum. Also I need to work as hard as I can to complete each deliverable and to submit them on time.

Reflective Journal January

This is my reflective journal for the month of January. I had a lot of studying to do in late December and early January as our exams started on the 6th of January, and we had 5 of them! So I didn't do a whole lot of project work until our exams were finished, in the week before we went back for semester 2.

I got to work on compiling my midpoint presentation document. I needed to do some more research on certain areas of the document that I still needed to complete also.

I also made a start on one of my planned surveys. I will be completing this and analysing the results over the coming week.

Going forward, for the month of February, I aim to perform a good mid-point presentation and conduct any more necessary research on my topic area. With the workload being much less so far for us this semester in terms of our other modules, it gives me that bit more time to work on the project. I just have to juggle personal and work life with college life and keep all in balance.

Again, my original plan will change in parts over the coming months, and I will need to implement any of these changes that may be needed as well as reducing the risk of scope creep to a minimum. Also I need to work as hard as I can to complete each deliverable and to submit them on time and update my final document as I go.

Reflective Journal February

This is my reflective journal for the month of February. At this stage we were a couple of weeks back in to our final ever semester in NCI, provided we finish here at

the level 8 course and don't pursue a masters etc. also we had our exams in January so these were now over us as well.

I compiled my midpoint presentation document and submitted that, I then had to prepare my slides for the midpoint presentation. To have this information I had to have provisional results from some of the techniques I was using. So, I made a start on one of my planned surveys and got the required results. I will be completing and analysing more results over the coming weeks.

I then performed my midpoint presentation which I felt went quite well. I was prepared for it and felt I had done enough work up to that point to receive at least a decent grade.

Going forward, for the month of March, I aim to carry out some more techniques and work on my personal project website. I also aim to meet with Eugene when appropriate. With the workload being much less so far for us this semester in terms of our other modules, it gives me that bit more time to work on the project. I just have to juggle personal and work life with college life and keep all in balance.

Again, my original plan will change in parts over the coming months, and I will need to implement any of these changes that may be needed as well as reducing the risk of scope creep to a minimum. Also I need to work as hard as I can to complete each deliverable and to submit them on time and update my final document as I go.

Reflective Journal March

This is my reflective journal for the month of March. At this stage of the year we were more than halfway through our final ever semester in NCI as we had the reading week to come and it would be the final semester of course, provided we finish here at the level 8 course and don't pursue a masters etc.

Having finished my midpoint presentation I didn't actually complete a huge amount of work in March on the project. I completed a second brainstorming session as well as making some updates to my personal project website. I had my monthly meeting with my supervisor Eugene which as always was productive and provided me with more useful information to use for the project. I was also in contact with my client, providing him with updates on how the project was going and conversing about the requirements I had gathered and assessed thus far. I had already got quite a few provisional results from my elicitation which I displayed and talked about in my midpoint presentation.

Going forward, for the month of April, I aim to carry out some more techniques such as a second interview and a second functional decomposition, and work on my personal project website as well as beginning to build a prototype or mock-up of my client's website to demonstrate at the presentation. I also aim to meet with Eugene

when appropriate. With the workload being much less so far for us this semester in terms of our other modules, it gives me that bit more time to work on the project, however we have an assignment and 2 exams over the first couple of weeks of April so it will be towards the end of April when I really begin to put in most of this work as the documentation is due in on the 11th of May. I just have to juggle personal and work life with college life and try keep all in good balance as I'm working quite a number of hours each week at this time and with there being such a small staff it is hard to cut my hours.

Again, my original plan will change in parts over the final weeks of the project, and I will need to implement any of these changes that may be needed as well as keeping the risk of scope creep to a minimum. Also I need to work as hard as I can to complete each deliverable and to submit them on time and update my final document as I go.

Reflective Journal April

This is my reflective journal for the month of April. At this stage of the year we had finished our final ever semester in NCI, provided we finish here at the level 8 course and don't pursue a masters etc.

Having finished my midpoint presentation and then completing our exams, I was now free to give all my attention to the project from mid-April onwards. Work life and personal life were the only other elements I had to juggle with and to try find the right balance between the three. I completed a second interview in April, this time it was with one of John's clients. I felt it was a very productive interview and gave me a really good insight into what the actual customer or end user as such, wants from the website and how beneficial they think it may be to the Total Fitness and Nutrition business. I also continued to make updates to my personal project website and began to develop the prototype version of John's website. I had my monthly meeting with my supervisor Eugene which as always was productive and provided me with more useful information to use for the project. I was also in contact with my client, providing him with updates on how the project was going and conversing about the final document and its requirements I had gathered and assessed thus far. I had already got quite a few provisional results from my elicitation which I displayed and talked about in my midpoint presentation.

Going forward, for the month of May, I aim to finish off my document, design my showcase poster and prepare my final presentation. I am also aiming to work on my personal project website as well as the prototype or mock-up of my client's website, which I will demonstrate at the presentation. I also aim to meet with Eugene when and if it is appropriate and possible. I will have more time to work on the project alone at the beginning of May before it is due to be submitted on the 11th. I just have to juggle personal and work life with college life and try keep all in good balance as

I'm working quite a number of hours each week at this time and with there being such a small staff it is hard to cut my hours.

It was a brilliant experience working on this project all year and I really enjoyed the challenge.

Acknowledgements

I would like to acknowledge and thank Eamon Nolan who was our lecturer for this module all year. His continued help and support was fantastic and really provided me with a strong platform on which to work on my project. He also organised very relevant seminars to assist us with our projects.

I would also like to acknowledge and thank Eugene O'Loughlin. Eugene has lectured a module to me every year I've been in the NCI and so I was delighted when I found out he would be my supervisor for this project. I couldn't have asked for a more helpful supervisor, his door was always open and he was always willing to help out and provide as much guidance as he could.

I would also like to thank my client for his continued co-operation over the duration of this project.

At this time I would also like to thank Chris, one of the clients of Total Fitness and Nutrition. He duly co-operated when I asked him could I interview him.

I would also like to thank the National College of Ireland. I had a fantastic time over the years I've spent studying here and it is an experience I will never forget.

Bibliography

Babok version 2.0

Business Analysis, Paul, Yeates and Cadle. Second edition

http://searchmanufacturingerp.techtarget.com/definition/prototype - Accessed on 28/03/2016

http://www.evalued.bcu.ac.uk/tutorial/4c.htm - Accessed on 5/04/2016

http://www.sqa.org.uk/e-learning/IMAuthoring01CD/page_06.htm - Accessed on 30/03/2016

https://www.nngroup.com/articles/ten-usability-heuristics/ - Accessed on 27/04/2016