**Document 1 - Business case document**

1. Executive summary

Cult.fit is a leading health and fitness company providing digital and offline fitness, nutrition and mental well-being services. Despite its success, several gaps exist in the app, affecting user experience, engagement and retention.

This project aims to address these challenges through a structured approach using the waterfall software development life cycle. The objective is to improve app functionality, enhance engagement and boost customer satisfaction while ensuring a smooth integration with existing services.

2. Business objectives

* Increase user retention and engagement.
* Improve app navigation and usability.
* Enhance integration between digital and offline services.
* Boost customer satisfaction and loyalty.
* Strengthen the company’s brand value

3. Project scope

* Enhancing user interface and experience.
* Introducing AI-driven personalized recommendations.
* Improving integration between fitness, nutrition and mental well-being services.
* Implementing better customer feedback mechanisms.

4. Project initiation reasons

Why I this project initiated?

* The current app lacks a seamless user experience.
* Engagement and retention rates are lower than expected.
* User struggle with navigation and personalization.
* The integration between digital and offline services needs improvement.

What are the current problems?

* Low engagement: Users do not interact frequently with the app.
* Navigation issues: The app lacks intuitive interface.
* Lack of personalization: Users don’t receive tailored recommendations.
* Retention challenges: users are not motivated to continue using the app.

How many problems could be solved with this project?

* Improved navigation and usability – Better user experience.
* Enhanced personalization – Increased engagement.
* Better service integration – More seamless experience.
* New engagement features – Higher retention rates.

What are the resources required?

* Human resources: Business analysts, UI/UX designers, software developers, testers and project managers.
* Technical requirements: AI-driven personalization tools, cloud-based infrastructure, mobile app development frameworks.
* Financial resources: Budget allocation for development, testing and deployment.

How much organizational change is required to adopt this change?

* Employee training for new features and workflows.
* Process update to align with enhanced digital services.
* Customer support improvement to handle advanced functionalities.

Time frame to recover ROI?

Expected Return on Investment within 12-18 months through:

* Higher user retention rates.
* Increased subscription renewals.
* Boosted in-app purchases.

How to identify stakeholders?

* Survey and feedback analysis to understand user pain points.
* Workshops and interviews with trainers and experts.
* User behaviour analytics to track engagement patterns.

Internal stakeholders:

* Senior management.
* Development and product teams.
* Marketing and customer support teams.

External stakeholders:

* End-users.
* Fitness trainers, nutritionists.
* Business partners and sponsors.

**Document 2 - Business analyst strategy**

1. Elicitation technique to use

To identify and validate requirements effectively, the following elicitation technique will be used:

* Interviews – conducting structured discussion with key stakeholders (users, business owners and technical team)
* Survey and Questionnaires – Collecting feedback from existing users to identify pain points.
* Workshops – engaging cross functional teams to brainstorm potential improvements.
* Prototypes – Create mock-ups or wireframes to validate requirement visually.
* Document analysis – Review existing app documentation, customer feedback and analytics data.

2. Stakeholder analysis (RACI Matrix)

The RACI (Responsible, Accountable, consulted and informed) matrix ensures clarity in stakeholders roles.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Activity | Business team | Development team | QA team | Project sponsor | customer |
| Requirement gathering | R | C | I | A | C |
| Design approval | C | R | I | A | I |
| Development | I | R | C | A | I |
| Testing and UAT | I | C | R | A | C |
| Go-Live approval | I | I | I | A | R |

Responsible (R) = Person/team executing task

Accountable (A) = Final decision maker or owner of the task.

Consulted (C) = Provides input and expertise.

Informed (I) = Needs to be kept updated but does not contribute directly.

3. Document to prepare

* Business requirement document (BRD) – Captures business needs and objectives.
* Functional requirement document (FRD) – Defines detailed functional aspect of the system.
* Software requirement specification (SRS) – Includes technical and functional requirements.
* User stories and use cases – Defines user interaction and workflows.
* Test cases and UAT scenarios – Ensures verification against business needs.
* Change request document – Logs any modifications requested post sign off.
* Project status reports – Communicates progress to stakeholders.

4. Process for document sign – off

* Share the draft version of the document with stakeholders for review.
* Conduct review meeting to address the concerns and incorporate feedback.
* Obtain email confirmation or digital signoff from key decision makers.
* Store signed off documents for reference.

5. Client approval process

* Present detailed walkthrough of proposed solution.
* Address client feedback and adjust document accordingly.
* Obtain formal approval via email, digital signature or an approval management tool.
* Maintain a record of approvals for audit and compliance purposes.

6. Communication channels

To ensure smooth collaboration the following communication methods will be used

|  |  |  |
| --- | --- | --- |
| Communication Type | Channel | Frequency |
| Status updates | Emails and meetings | Weekly |
| Requirement discussions | Virtual meetings and workshops | As needed |
| Change requests | Jira/Confluence | Ongoing |
| UAT feedback | Shared documents and calls | Post - UAT |
| Stakeholder approvals | Email and e-signature tools | As required |

7. Handling change requests

* Log the change requests in a change request document
* Analyse the impact on scope, cost and timeline.
* Discuss feasibility with the development and business teams.
* Obtain client approval before implementation.
* Update documentation to reflect the change.

8. Updating progress to stakeholders

* Weekly status reports detailing progress, risks and upcoming milestones.
* Bi-weekly review meetings with stakeholders.
* Real-time tracking via Jira, Confluence or a similar project management tool.
* Escalation matrix to handle blockers efficiently.

9. Obtaining UAT Sign-off

* Conduct a User Acceptance Testing session with stakeholders.
* Provide UAT scripts and scenarios for validation.
* Document issues and feedback during testing.
* Once issues are resolved, obtain a formal sign-off from the business team via email or a sign-off form.

Conclusion

By following this structured waterfall SDLC approach, the Cult.fit app enhancements will be systematically planned, executed and validated, leading to improved user experience, engagement and retention.

**Document 3 – Functional specification**

Functional specification document

1. Project overview

|  |
| --- |
| Project Name: Cult.fit app enhancement project |
| Customer Name: Cult.fit |
| Project version: V1.0 |
| Project sponsor: (Project sponsor name) |
| Project manager: (Project manager name) |
| Project initiation date: (DD/MM/YYYY) |

2. Functional requirement specifications

|  |  |  |  |
| --- | --- | --- | --- |
| Requirement ID | Requirement name | Requirement description | Priority |
| FR0001 | Log In | User should be able to login | 10 |
| FR0002 | User Registration | New user should be able to register using email or phone | 10 |
| FR0003 | Workout training | Uses should be able to log their workouts, track calories burned and view history. | 9 |
| FR0004 | Nutrition guidance | User should get personalized meal plan and track calorie intake | 8 |
| FR0005 | Subscription management | User should be able to purchase, renew or cancel subscriptions. | 9 |
| FR0006 | Payment integration | Secure payment options (Credit/Debit card, UPI and wallet.) should be integrated | 10 |
| FR0007 | Push notification | User should receive alerts for upcoming classes, reminders and offers. | 7 |
| FR0008 | Mental wellbeing section | User should access guided meditation, stress relief sessions and expert articles | 7 |
| FR0009 | Customer support | User should be able to contact support via chat, email or phone. | 8 |
| FR0010 | Reports and analytics | User should access progress reports for progress and nutrition tracking. | 6 |

**Document 4 – Requirement traceability matrix**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Requirement ID | Requirement name | Requirement description | Design | D1 | T1 | D2 | T2 | UAT |
| FR0001 | Log In | User should be able to login | Yes | Pending | No | Complete | No | pending |
| FR0002 | User Registration | New user should be able to register using email or phone | Yes | Pending | No |  | No | Pending |
| FR0003 | Workout training | Uses should be able to log their workouts, track calories burned and view history. | Yes | Pending | No | Complete | No | Pending |
| FR0004 | Nutrition guidance | User should get personalized meal plan and track calorie intake | Yes | Pending | No | Complete | No | Pending |
| FR0005 | Subscription management | User should be able to purchase, renew or cancel subscriptions. | Yes | Pending | No | Complete | No | Pending |
| FR0006 | Payment integration | Secure payment options (Credit/Debit card, UPI and wallet.) should be integrated | Yes | Pending | No | Complete | No | Pending |
| FR0007 | Push notification | User should receive alerts for upcoming classes, reminders and offers. | Yes | Pending | No | Complete | No | Pending |
| FR0008 | Mental wellbeing section | User should access guided meditation, stress relief sessions and expert articles | Yes | Pending | No | complete | No | pending |
| FR0009 | Customer support | User should be able to contact support via chat, email or phone. | Yes | Pending | No | Complete | No | Pending |
| FR0010 | Reports and analytics | User should access progress reports for progress and nutrition tracking. | Yes | Pending | No | complete | No | pending |

**Document 5- BRD Template**

Business requirement document template for the Cult.fit app enhancement project following water fall SDLC methodology.

1 Document control

Document name Cult.fit app enhancement – business requirement document

Version: 1.0

Prepared by: business analyst

Reviewed by: (reviewer name)

Approved by: (approver name)

Date: 24/3/25

Status: Draft/in review/Approved

2 Project overview

2.1 Project name:

Cult.fit App enhancement.

2.2 Project sponsor:

[Project sponsor name]

2.3 Project manager:

[Project manager name]

2.4 Business owner:

[Cult.fit business team]

2.5 Project background:

Cult.fit provides digital and offline fitness, nutrition and mental well-being services. While the app has been successful, gaps in user experience, engagement and retention need to be addresses to enhance customer satisfaction and drive business growth.

2.6 Business objectives

* Improve user experience by optimizing app performance.
* Enhance customer engagement through personalized fitness and nutrition recommendations.
* Increase subscription retention through better user insights and notifications.
* Provide a seamless payment experience and support multiple payment gateways.

3. Scope of the Project

3.1 In- scope:

* Enhancing login and registration process.
* Implementing personalized workouts and meal recommendations.
* Integrating secure payment gateways.
* Improving user engagement through push notifications.
* Introducing guided meditation and mental well-being features.
* Developing an analytics dashboard for progress tracking.

3.2 Out of scope:

* Hardware or wearable device integration.
* Expansion of offline gym services.

4 Functional requirements:

|  |  |  |  |
| --- | --- | --- | --- |
| Requirement ID | Requirement name | Requirement description | Priority |
| FR0001 | Log In | User should be able to login | 10 |
| FR0002 | User Registration | New user should be able to register using email or phone | 10 |
| FR0003 | Workout training | Uses should be able to log their workouts, track calories burned and view history. | 9 |
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| FR0009 | Customer support | User should be able to contact support via chat, email or phone. | 8 |
| FR0010 | Reports and analytics | User should access progress reports for progress and nutrition tracking. | 6 |

5 Stake holder analysis:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
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Responsible (R) = Person/team executing task

Accountable (A) = Final decision maker or owner of the task.

Consulted (C) = Provides input and expertise.

Informed (I) = Needs to be kept updated but does not contribute directly.

6 Assumptions and constraints

6.1 Assumptions:

* User will have internet access
* Third-party API integrations (e.g., payment gateways) will function as expected.
* User will adopt new features with minimal resistance.

6.2 Constraints:

* Budget limitations for development and testing.
* Compliance with data security and privacy regulations.

7. Risk and Mitigation strategies

|  |  |  |
| --- | --- | --- |
| Risk | Impact | Mitigation strategy |
| Poor user adoption | High | Conduct user testing and gather feedback before release. |
| Technical issues with new feature | Medium | Implement rigorous QA testing before deployment. |
| Delays in third-party integration (API). | High | Plan buffer time for development and testing. |

8. Sign-off process

* Requirement review: The document will be shared with stakeholder for review.
* Feedback incorporation: Revision swill be made based on stakeholders’ feedback.
* Final approval: The Project Sponsor and Business Owners will provide formal sign-off via email or a document approval system.

Signatures:

|  |  |  |  |
| --- | --- | --- | --- |
| Role | Name | Signature | Date |
| Business owner |  |  |  |
| Project sponsor |  |  |  |
| Project manager |  |  |  |