**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.

2.7 Business rules

* Physical fitness centre memberships/ classes and allied services under the brand name Cult.fit/ Cult/ Golds/ HRX/ Fitness first or any other brand name(s) and sports centre memberships/ classes and allied services under the brand name CultPlay/Cult Academy or any other brand name(s) (collectively referred to as fitness services) provided by Cultfit healthcare private limited and Jogo technologies private limited respectively.
* The charges indicated on the Platform for the Platform Services will be as determined by the Company or respective Partners, as the case may be, and is excluding taxes and other applicable charges as mentioned on the Platform.
* Memberships sold by Curefit Services Private Limited (“CFS”) (“CultPass Services”) and Jogo Technologies Private Limited (“CultPlay Services”), as the case may be, granting access to various underlying services, including Fitness Services, services from third-party fitness centres, gyms, studios, training centres, etc. (“CultPass Service Provider”);
* Purchase supplements such as personal care, protein powders, vitamins etc., smartwatches, fitness equipment including cardio products, accessories and original merchandise such as apparels, footwear and accessories from various fashion and lifestyle brands and such other Products as may be available on the Platform from time to time (collectively referred to as “Diverse Products”)

2.8 Business process over view:

AS IS

* 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.

TO BE

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

2.9 Dependencies

* 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.
* Payment : Razor pay /apple pay

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:

* No change in core business model (subscription-based services stay intact)
* No migration to a completely new backend architecture
* No IoT-based home gym hardware
* No hiring or managing real-life personal trainers
* No 1-on-1 personal coaching outside the existing model
* No separate app for meal tracking (only basic integration)

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 |
| 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 |

5 Stake holder analysis:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 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.

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 |  |  |  |