

Product Ideas

Membership packages with flexible hours

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Online Reservation system for peak hours

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Nutrition and wellness products during less crowded hours

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Mobile app for real-time capacity updates

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Online booking system for classes and equipment

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Promotions highlighting off-peak hours

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Testing

Pilot program: small scale reservation system for testing

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User Experience Testing: group students to test the new mobile app/ online booking

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Usage: Track attendance while testing ideas

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Student satisfaction surveys and focus groups

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Pilot program: small scale reservation system for testing

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Analytics Tools: Use technology to track engagement on app usage

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Hurdles

Addressing user concerns regarding data privacy and security

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Budget constraints for improvements

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Ensuring real-time data accuracy and reliability for the crowd meter

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Resistance to change from staff or students

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promoting the app to ensure widespread awareness and adoption

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Must figure out how to track attendance data

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Marketing Strategies

Social media campaigns highlighting off-peak benefits

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Fitness promotions for new members.

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Student ambassadors telling people about the app

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Community events to raise awareness about facility features

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Targeted emails for new students to try out gym app/website

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Interactive social media content showcasing product

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Design of App

User Friendly Interface

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Real-time updates on current occupancy levels

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Visual representation of gym layout with real-time crowd information for specific areas

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Color-coded indicators (e.g., green for low, yellow for moderate, red for high) to quickly convey crowd status.

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Historical data showing peak and off-peak times for better planning

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Option to reserve equipment or spaces in advance based on crowd meter status

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