

4/29/2026

Changemakers: Creativity and Value Creation

Assessment 1: Project Management
& Innovation.

Changemakers: Creativity and Value Creation

ACCA 5033

Student Name: Evgeni Veselinov Iliev

Student ID: 2424555

Group: 1

Lecturer's Name: Dr. Fahad Ahmed

Table of Contents

Introduction	2
Task 1: Project Management and Design	3
1.1 Management and Planning	3
Gantt Chart:	4
Project Schedule and Constraints	4
1.2 Project Design	5
User Flow Chart Diagram:	6
Simple Wireframe:	7
Task 2: Enterprise and Innovation	8
2.1 PEST and SWOT Analysis for a Tech Company: Google/Fitbit	8
PEST Analysis:	8
SWOT Analysis:	9
2.2 Potential Tech Start-up	9
Logo Concept:	9
A possible pricing model could be:	10
Task 3: Project Reflection.....	11
Conclusion.....	13
References	14

Introduction

This assignment is based on my project idea called FitLink, which is a fitness booking and progress-tracking web app for gym users and personal trainers. The aim of the project is to make it easier for users to book personal training sessions, set fitness goals, and monitor their progress in one simple place. This idea links technology with health and wellbeing, because it uses a digital system to support better organisation, motivation, and communication between trainers and clients.

The assignment will cover the project management and planning of FitLink, including its scope, resources, timeline, development method, and design ideas. It will also explore enterprise considerations, including PEST and SWOT analysis, legal and ethical issues, business strategy, and possible funding. Finally, the reflection will explain how this project could help me develop new skills, contribute positively to society, and manage possible risks or challenges.

Task 1: Project Management and Design

1.1 Management and Planning

The project I have chosen is FitLink, a web-based fitness application for local gym users and personal trainers. The problem it aims to solve is that many gym users struggle to stay organised with their training, bookings, goals, and progress. In many small gyms, personal training sessions are still arranged through WhatsApp, paper notes, or informal conversations. This can lead to missed sessions, poor tracking, and a lack of motivation. The proposed solution is a simple web app where users can create an account, book PT sessions, record fitness goals, track basic progress, and receive reminders.

The project scope will include a login system, user dashboard, trainer booking page, progress tracker, and admin area. The app will not include medical diagnosis, advanced AI coaching, or payment processing in the first version, because this would increase legal, security, and development risks. This is important because a project needs clear scope, deliverables, and risks to be managed properly [1].

The main technologies used would be HTML, CSS, JavaScript, React, Node.js, and MongoDB. React would be used for the front-end interface, Node.js for the back-end server, and MongoDB for storing user details, goals, and booking data. Other resources would include a laptop, internet access, GitHub for version control, Figma for design, and Trello or Microsoft Planner for task management. Security would also be needed because the app stores personal data, so the design should follow UK GDPR principles such as data minimisation, accuracy, security, and accountability [4].

The development method I would use is Agile, mainly because this project would benefit from small improvements over time. The Agile Manifesto values working software, customer collaboration, and responding to change, which fits this project because gym users and trainers may give feedback that changes the design [2]. Instead of trying to build everything at once, I would create a basic working version first, test it, and then improve it in short stages.

A key constraint is time, because the project would need to be completed within the assessment period. Another constraint is skill level, especially if advanced security or mobile app features are needed. Budget is also a constraint because paid hosting, premium design tools, and professional testing may not be possible at student level. A further risk is privacy, because fitness data can be personal. Therefore, the app should only collect necessary information, use strong passwords, and make it clear what data is being stored.

Gantt Chart:



Figure 1: Gantt Chart

Project Schedule and Constraints

Stage	Main Activity	Output	Constraint
Planning	Define aim, users, features	Project scope	Time limit
Research	Look at similar apps and user needs	Requirements	Limited user access
Design	Wireframes and flowchart	Prototype design	Design skill
Development	Build front-end and back-end	Working app	Coding complexity
Testing	Test with users	Feedback and fixes	Small test group
Evaluation	Reflect and improve	Final report	Word count

Figure 2: Project Schedule and Constraints

1.2 Project Design

Requirement Type	Requirement
Functional	Users can register and log in securely.
Functional	Users can book available PT sessions.
Functional	Trainers can view bookings.
Functional	Users can record weight, goals, and training notes.
Functional	Admin can manage users and bookings.
Non-functional	The system should be easy to use on mobile and desktop.
Non-functional	Personal data should be stored securely.
Non-functional	Pages should load quickly and clearly.
Non-functional	The app should be simple enough for beginners.

Figure 3: Requirements Specification

The design should be user-centred because a fitness app is only useful if people can understand it quickly. ISO 9241-210 explains that human-centred design focuses on users, their needs, and usability throughout the system life cycle [3]. For this reason, FitLink should avoid confusing fitness jargon and use simple words such as “Book Session,” “My Goals,” and “Progress.”

User Flow Chart Diagram:

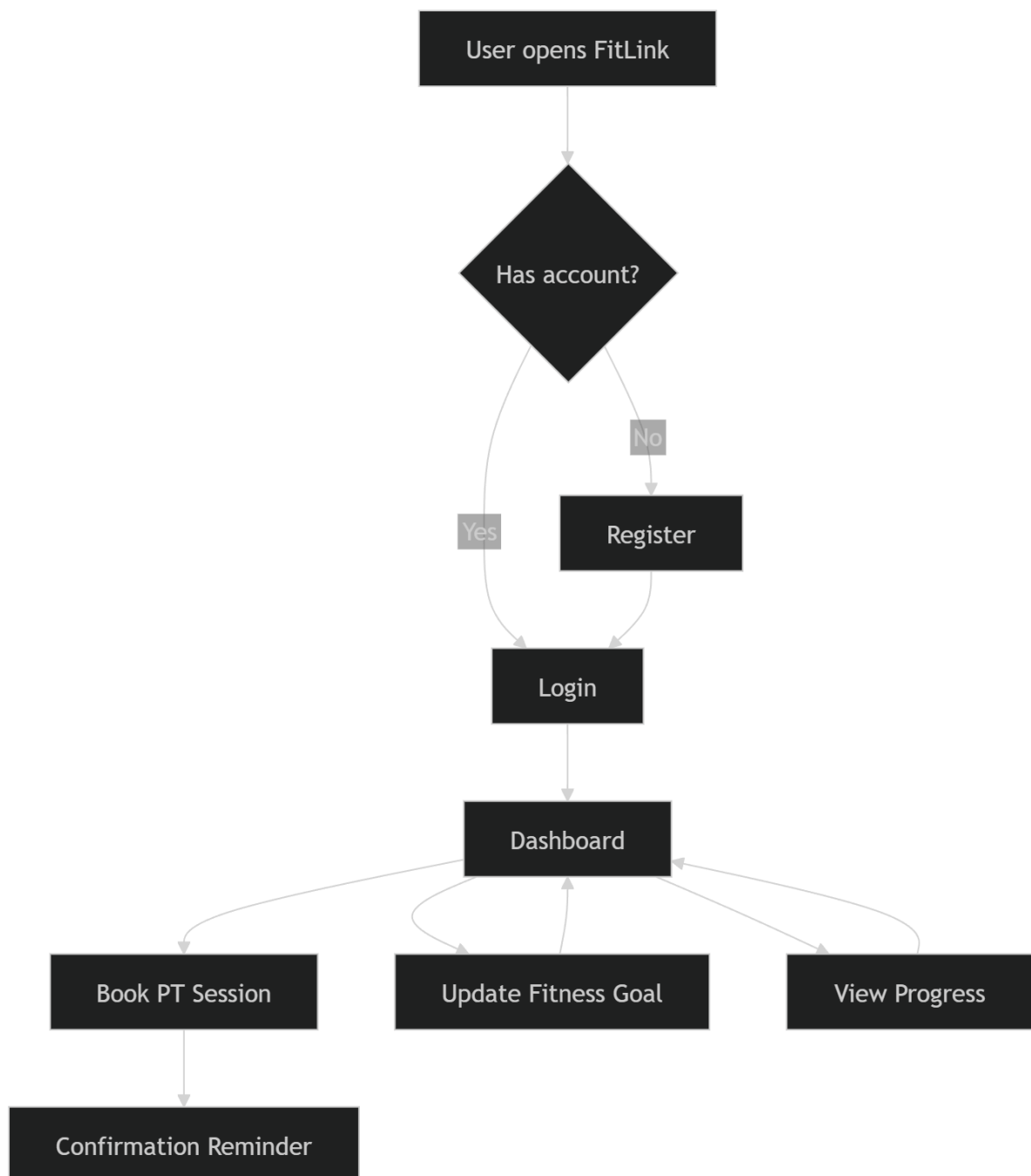


Figure 4: User Flow Chart Diagram

Simple Wireframe:

FitLink Logo		Home	Login	Help
Welcome back, User				
Book PT Session	My Goals		Progress	
Upcoming Session: Tuesday 6:00pm				
Current Goal: Lose 5kg / Improve Strength				
Progress Notes:				
Week 1: 3 workouts completed				
Week 2: 4 workouts completed				

Figure 5: Simple Wireframe

This design is simple on purpose. A critical point is that technology should not make fitness feel more complicated. The app should support the user, not replace discipline, trainer advice, or personal responsibility.

Task 2: Enterprise and Innovation

2.1 PEST and SWOT Analysis for a Tech Company: Google/Fitbit

A useful company to compare FitLink with is Google/Fitbit, because Fitbit works in the fitness technology market and deals with wearable devices, health data, user accounts, and digital wellbeing. Google states that Fitbit uses security practices to help protect user data, including encrypted data transmission [9]. This is relevant because FitLink would also need to handle personal fitness information responsibly.

PEST Analysis:

Factor	Key Considerations
Political	Fitness and health technology companies must follow data protection laws. In the UK, this includes UK GDPR principles such as lawfulness, fairness, transparency, minimisation, and security [4].
Economic	Health and fitness apps can grow because people are willing to spend money on wellbeing, but competition is high. Large companies have more funding, marketing, and technical resources.
Social	There is strong public interest in physical activity because regular exercise can support physical and mental health [7]. The NHS also recommends adults stay active regularly [8].
Technological	Wearables, cloud systems, mobile apps, and AI coaching create opportunities, but they also create risks around security, accuracy, and privacy.

Figure 6: PEST Analysis

SWOT Analysis:

Strengths	Weaknesses
Strong brand recognition.	Users may worry about how health data is used.
Advanced technology and security resources.	Some users may find apps too complicated.
Ability to connect wearables, apps, and cloud services.	Digital tools may exclude people with low digital confidence.
Opportunities	Threats
More people are interested in health, fitness, and wellbeing.	Data breaches could damage trust.
Growth in personalised fitness support.	Strong competition from Apple, Garmin, Samsung, and smaller apps.
Partnerships with gyms, health services, and workplaces.	Changing laws and privacy expectations.

Figure 7: SWOT Analysis

The legal and ethical considerations are very important. Fitness data may not always be medical data, but it can still reveal sensitive information about a person's lifestyle, health, routine, and body. An ethical company should not collect more data than needed. It should also explain clearly how data is used. The ICO says data protection by design means privacy should be considered from the start of a project, not added at the end [5]. This matters for FitLink because trust is part of the product. If users do not trust the app, they will not use it.

2.2 Potential Tech Start-up

The start-up name would be FitLink Ltd. The name suggests linking users, trainers, goals, and progress in one place. The logo could be a simple chain link shaped like a dumbbell, showing connection and strength.

Logo Concept:

FitLink

===∞===

Fitness • Goals • Progress

The business type would be a private limited company. This would be suitable because a private limited company is registered with Companies House and can have directors and shareholders [11]. This structure can make the business look more professional and protect the founder's personal assets more than operating informally as an individual.

The business strategy would be to start small and local. FitLink would first target independent gyms, personal trainers, and small fitness communities. Instead of trying to compete with large apps immediately, the focus would be on personal service and simple design. The first version could be offered free to a small number of trainers in return for feedback. After improvement, the business could charge a monthly subscription to trainers or gyms.

A possible pricing model could be:

Customer	Pricing Idea
Individual gym user	Free basic account
Personal trainer	Monthly subscription
Small gym	Team subscription
Future feature	Paid progress reports or booking add-ons

Funding could come from personal savings, university enterprise support, local business grants, and innovation funding. Innovate UK provides funding opportunities for innovation and technology businesses, including grants and support programmes [12]. Another realistic route would be a small pilot partnership with a local gym, where the gym helps test the product in exchange for discounted use.

The main enterprise challenge is that the idea is useful but not unique. Many apps already exist. Therefore, FitLink must compete through simplicity, trust, and local connection. A big lesson from this analysis is that innovation does not always mean inventing something completely new. Sometimes it means making an existing process easier, cleaner, and more human.

Task 3: Project Reflection

This project would give me a strong opportunity to develop new skills because it combines technical work, planning, design, enterprise, and reflection. I would not only be learning how to code an app, but also how to think like a project manager and a business owner. The main technical skills I want to develop are front-end design, back-end development, database management, and basic cybersecurity. I would also improve softer skills such as communication, problem solving, time management, and confidence.

One skill I especially want to build is planning before building. Sometimes it is tempting to start coding straight away, but this can create problems later. Project management teaches that clear scope, deliverables, communication, and risk management are needed to turn an idea into a real outcome [1]. I also want to practise Agile working, because it allows feedback and change during the project rather than pretending the first plan will be perfect [2].

The project could have a positive impact on society by helping people become more active and consistent with their fitness. Physical activity has benefits for physical health, mental health, and general wellbeing [7]. The NHS also explains that adults should aim to be active regularly and include strengthening activities where possible [8]. If FitLink helps even a small group of people attend sessions, set goals, and keep training, then it could support healthier habits.

However, I also need to be realistic. An app alone cannot change someone's life. People need motivation, community, discipline, and sometimes professional support. This is why I would design FitLink as a support tool, not as a replacement for trainers, doctors, or personal responsibility. For example, the app could include a message saying users should seek medical advice before starting intense exercise if they have health concerns.

There are several risks and challenges. The first risk is privacy. Users may enter personal data such as weight, goals, attendance, and training notes. To reduce this risk, I would collect only necessary information, use secure login, and explain privacy clearly. The ICO's data protection principles and privacy-by-design guidance would be useful here [4], [5].

The second risk is security. A weak app could be attacked through poor passwords, insecure databases, or broken access control. To reduce this, I would follow secure software development guidance from NIST and be aware of common web risks identified by OWASP [6].

The third risk is low user engagement. People may sign up but stop using the app. To reduce this, I would keep the design simple and include useful reminders, progress summaries, and trainer encouragement. A human-centred design approach would help because it focuses on real users and their needs [3].

The fourth risk is project size. If I try to build too many features, the project may become unfinished. To reduce this, I would focus on a minimum viable product: login, bookings, goals, and progress notes. Extra features such as payments, AI plans, and wearable integration could come later.

Overall, this project would help me grow because it connects technology with real life. It is not just about making an app; it is about solving a simple problem in a useful way. A good project should be practical, honest, and built around people.

Conclusion

FitLink is a realistic project idea because it solves a clear problem for gym users and personal trainers. The project would require careful planning, a clear scope, suitable technology, and a development method such as Agile. The design work shows how users could move through the system and how the app could remain simple and accessible.

The enterprise analysis shows that fitness technology has strong opportunities, but also serious legal and ethical responsibilities. Companies working with fitness or wellbeing data must protect privacy, build trust, and avoid collecting unnecessary information. As a start-up, FitLink would need to begin small, focus on local users, and build value through simplicity rather than trying to compete directly with large technology companies.

Reflecting on the project, I believe it would help me develop technical, professional, and business skills. It could also contribute positively to society by encouraging healthier routines. The main risks are privacy, security, user engagement, and project size, but these can be reduced through careful planning, secure development, and user-centred design.

References

- [1] Project Management Institute, “What is Project Management?” Accessed: Apr. 10, 2026. [Online]. Available: PMI webpage.
- [2] K. Beck et al., “Manifesto for Agile Software Development,” Agile Manifesto, 2001. Accessed: Apr. 10, 2026. [Online]. Available: Agile Manifesto webpage.
- [3] International Organization for Standardization, “ISO 9241-210:2019 Ergonomics of human-system interaction — Human-centred design for interactive systems,” ISO, 2019. Accessed: Apr. 10, 2026. [Online]. Available: ISO webpage.
- [4] Information Commissioner’s Office, “A guide to the data protection principles,” ICO. Accessed: Apr. 10, 2026. [Online]. Available: ICO webpage.
- [5] Information Commissioner’s Office, “Data protection by design and by default,” ICO, Feb. 5, 2026. Accessed: Apr. 13, 2026. [Online]. Available: ICO webpage.
- [6] National Institute of Standards and Technology, “Secure Software Development Framework,” NIST; and OWASP Foundation, “OWASP Top 10:2021.” Accessed: Apr. 13, 2026. [Online]. Available: NIST and OWASP webpages.
- [7] World Health Organization, “Physical activity,” Jun. 26, 2024. Accessed: Apr. 15, 2026. [Online]. Available: WHO webpage.
- [8] National Health Service, “Physical activity guidelines for adults aged 19 to 64” and “Benefits of exercise,” NHS. Accessed: Apr. 15, 2026. [Online]. Available: NHS webpages.
- [9] Google, “Google Fitbit health and data privacy,” Google Safety Centre. Accessed: Apr. 15, 2026. [Online]. Available: Google webpage.
- [10] Alphabet Inc., “Annual Report 2025 Form 10-K,” Feb. 4, 2026. Accessed: Apr. 15, 2026. [Online]. Available: Alphabet investor report.
- [11] GOV.UK, “Set up a private limited company,” GOV.UK. Accessed: Apr. 16, 2026. [Online]. Available: GOV.UK webpage.
- [12] UK Research and Innovation, “Innovate UK,” UKRI. Accessed: Apr. 16, 2026. [Online]. Available: UKRI webpage.