

Paper Reference(s)

1185 3185

Edexcel GCSE

Information & Communication

Technology

Case Study

Summer 2008

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Turn over

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'Zest for Life' is a small chain of health and fitness studios. The aim of the company is to encourage members to make fitness a high priority and develop a healthy lifestyle. Members are able to work individually on a variety of gym equipment. They can take part in the wide range of classes that are organised throughout the day. They can also work on a one-to-one basis with highly qualified personal trainers.

There are six studios in the chain and more than 1200 members in total. Adult members can take out full or off-peak membership. Full membership allows free access to all of the facilities at all times. Off-peak membership allows access to the facilities at certain times of the day only. Under 16s are given junior membership which allows restricted access to facilities. Members are allowed to visit any of the studios in the chain.

Each studio has a computer which is linked directly to head office. Head office has three networked computers with the capability to deal with day-to-day administration tasks and any advertising which is required.

'Zest for Life' has recently developed a website which is regularly updated. Members can book classes on-line via the website.

COLLECTING MEMBERS' DATA

Personal data is collected from members when they join a studio. This data is entered into a database. Part of the MEMBERS file is shown.

MEMBER-ID	SURNAME	FORENAME	DATE OF BIRTH	GENDER	MEMBER TYPE	LAST VISIT
1036	Briggs	Reece	07/07/93	M	J	06/11/07
0046	McShane	Leanne	09/12/75	F	F	13/05/08
1075	Nannar	Kulbir	25/02/79	M	F	24/02/08
1062	Jones	Carl	16/11/94	M	J	31/12/07
1145	Skirrow	Edmond	15/09/80	M	O	17/04/08
0076	Logan	Justine	16/05/84	F	O	21/10/07
0672	Singh	Amandeep	29/03/89	M	F	14/04/08

After the member's data has been entered the member is issued with a membership card. The card is swiped each time the member visits a studio. The information collected is then recorded on the computer system. The data is used to track individual member's attendance and to produce management information about the usage of studios.

MONITORING MEMBERS' PROGRESS

Each member is allocated a training mentor. The training mentor is responsible for setting targets for individuals, monitoring progress against the targets and generally encouraging members.

In order to monitor members' progress the mentors record personal statistics in a spreadsheet. This is done on the first visit to a studio and on a regular basis after that. One statistic that is used is Body Mass Index (BMI). BMI is calculated for adults by dividing weight (kg) by height squared (m²). This allows staff to place members in one of three categories 'U' – underweight, 'A' – within acceptable weight limits or 'O' – overweight.

Part of the MEMBERS_STATS file is shown.

NAME	WEIGHT(kg)	HEIGHT(m)	BMI	CATEGORY
Huckle: Robyn	62.73	1.85	18.3	U
McShane: Leanne	63.64	1.64	23.7	A
Nannar: Kulbir	60.84	1.77	19.4	A
Lackland: Daniel	80.84	1.79	25.2	O
Skirrow: Edmond	70.00	1.69	24.5	A
Logan: Justine	44.01	1.56	18.1	U
Singh: Amandeep	73.18	1.87	20.9	A

CONTACT WITH MEMBERS

To encourage members to maintain their fitness levels 'Zest for Life' monitors their attendance. The training mentors are responsible for contacting members who have not attended a studio for more than one month.

Head office produces a monthly newsletter. This is available to all members for collection at the studios and is also available via the 'Zest for Life' website.

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