



Cygnets **Infotech**
IT is about you



COMPREHENSIVE BACKEND DEVELOPMENT SERVICES TO A US BASED HEALTH AND FITNESS TECH STARTUP

BUSINESS SCENARIO:

Client being a fitness freak wished to develop a comprehensive digital platform to bring together all the contemporaries of the fitness domain. After doing an extensive research about the current solutions, client developed a business model but being a non-technical person, they sought a technology partner to carry out a feasibility study of the Concept and to shape the idea into a profitable technology solution.

Based on our experience in the Health and Fitness domain, client shouldered Cygnets' Mobile Application Development Experts to execute the idea with following specifications:

- Proof of Concept Study
- Technical Feasibility Study
- Integrated Website and Mobile Application Development

PROJECT DETAILS:

- **Customer:** Independent Software Vendor (ISV)
- **Country:** US
- **Domain:** Health and Fitness
- **Technology:** Angular, JPA, Postgres SQL, NGINX, NODE JS, Objective C, Java
 - Development Framework: Play Framework, iOS 10.0, Android 4.4
 - Application Design Structure: Lightweight, Stateless and Web-friendly architecture
 - Browser Compatibility: Fire Fox, Chrome, Safari
 - Development Environment: Windows, Xcode 8, Android Studio

CYGNET'S SOLUTION:

Cygnnet Infotech delivered comprehensive backend development services along with the analytical and support services. After conducting a feasibility test of the business model, a fully-functional website and an interactive mobile application was developed with following features:

Features of Website and Mobile Application:

- **Personalized Signup:**

Each of the end-user i.e. gyms, clients and trainers could sign-up using Facebook Signup, email sign-up and signup with mobile number. Apart from that, following was the personalization done for each user:

 - **Gyms:** The onboarding process for Gym was quite simple, after filling necessary details like the name and the address, Gyms had to upload the pictures of their infrastructures and can also upload information regarding the trainers and their specialty.
 - **Clients:** The clients could define the range in miles to find the Gym or personal trainer, client can also upload their measurements and select the specialty they were looking for.
 - **Trainers:** The trainers could add photos, videos of their workout and define their specialties and reveal their availability by sharing the calendar.

CLIENT'S PROFILE:

Client heads a Washington DC based tech startup that focuses on providing comprehensive technology solution for lifestyle, sports, health and fitness domain. With health consciousness being one of the major trends amongst the cosmopolitans, client chose to cater cutting-edge technology solutions to all the participants of the chain.

- **Online Coaching:**

The online coaching is a service that clients can opt from trainers and trainers can offer coaching by approaching potential leads. Once signed up for the program, client can share a 4-week nutrition and diet plan either from the website or the mobile application. Clients can chat with the trainers for their doubts using the interactive messaging tool integrated into the website as well as the application. Clients can also share their updated measurements as well as their progress photos.

- **Content Promotion:**

The trainers can also upload helpful and promotional content like promotions, blogs and newsletters. And instead of overwhelming the client with irrelevant information, the Cygnet team built an automation tool that filtered the content and only sent the relevant content to the clients based on their choices and priorities.

- **Payment Processing and Gateways:**

The client had multiple monetization strategies liked fixed commission charge from gyms and trainers for rendering their services and from clients to get services. Also, client had a promotional plan for trainers where they can pay a fixed charge and approach potential leads via the messaging tool. The payments were accepted in the system via PayPal, Apple Square and all the major credit cards.

BENEFITS TO THE CLIENT:

- 43% reduction in the development hours with the use of Agile Methodology
- Clear transparency about the upcoming sessions in the calendar
- Secure payment through Payment Gateway
- Relevant connections made and relevant content to improve health and fitness
- Perfect Integration of Data entered by the End Users in the Mobile Application and the Web Application



Cygnets Infotech

IT is about you

For more information, please visit www.cygnets-infotech.com **or email** inquiry@cygnets-infotech.com

US Office: Cygnets Infotech LLC. 125 Village Boulevard, Suite 315, Princeton, NJ 08540
Tel +1-646-915-0021 | Fax +1-201-642-1181

Other Offices: SOUTH AFRICA | AUSTRALIA | NEW ZEALAND | UK | GERMANY | INDIA - AHMEDABAD
AND PUNE

Connect with us and stay in touch

