Build a subscription based mobile (IOS, Android) & web portal to access live videos workout.

TECHNOLOGY STACK

- 🔥 CodeIgniter3
- 🤖🍎 Native (IOS, Android)
- stripe Stripe
- UI/UX design
- 🔥 Firebase
- 23 23 video API

CASE STUDY

REQUIREMENT

The client's goal is to create a subscription-based web and mobile app that provides access to live workout videos, with the aim of helping users prepare for bodybuilding competitions. The app could potentially include additional features such as personalized workout plans, nutrition advice, and progress tracking. The target audience for this app would likely be fitness enthusiasts and bodybuilding competitors looking to improve their skills and techniques. The app could be monetized through weekly, monthly, quarterly and yearly subscription fees.
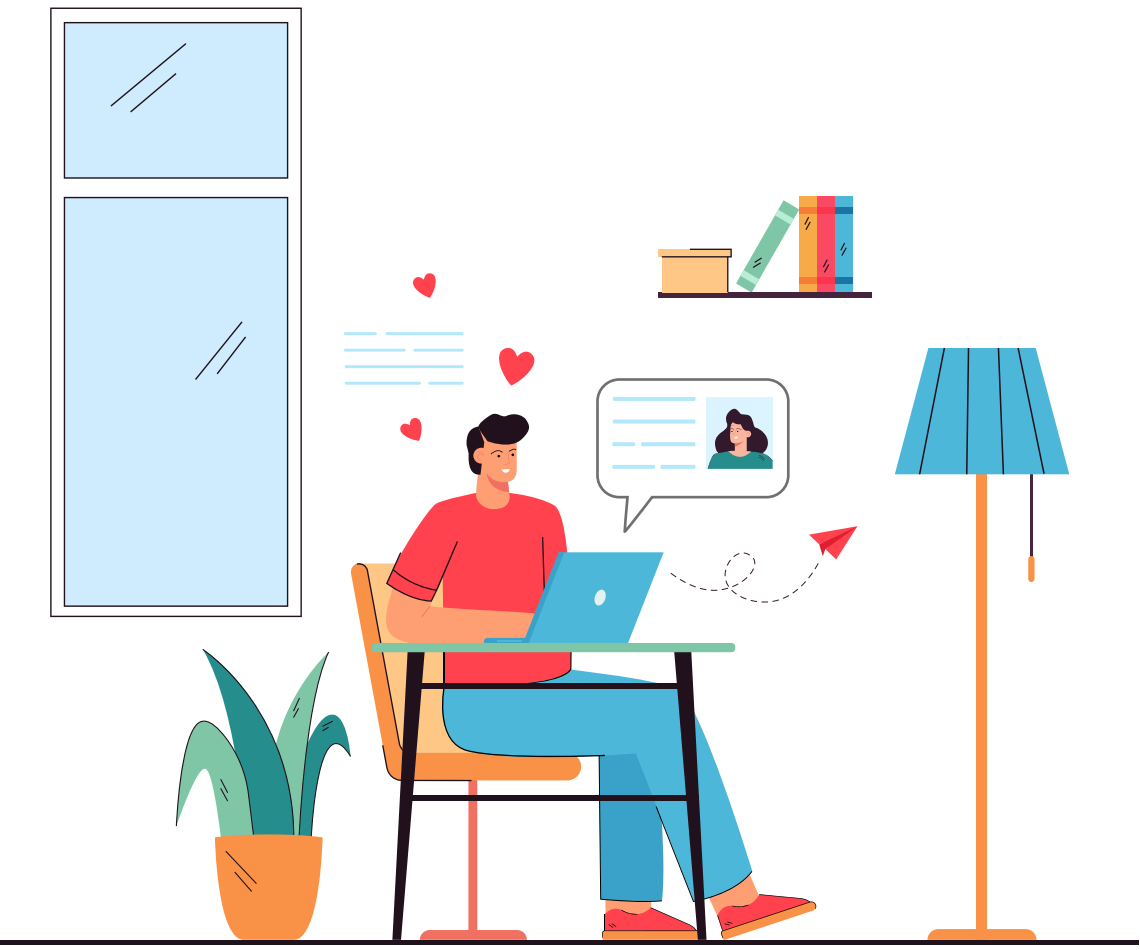
THE CHALLENGE

As a client, it's understandable to want to experience some freemium features before committing to a paid membership. By providing this freemium feature, we hope to demonstrate the value of our services and prove that we are committed to helping you achieve your fitness goals. We understand that committing to a paid membership can be a big decision, and we want to make sure that you feel confident in your choice.
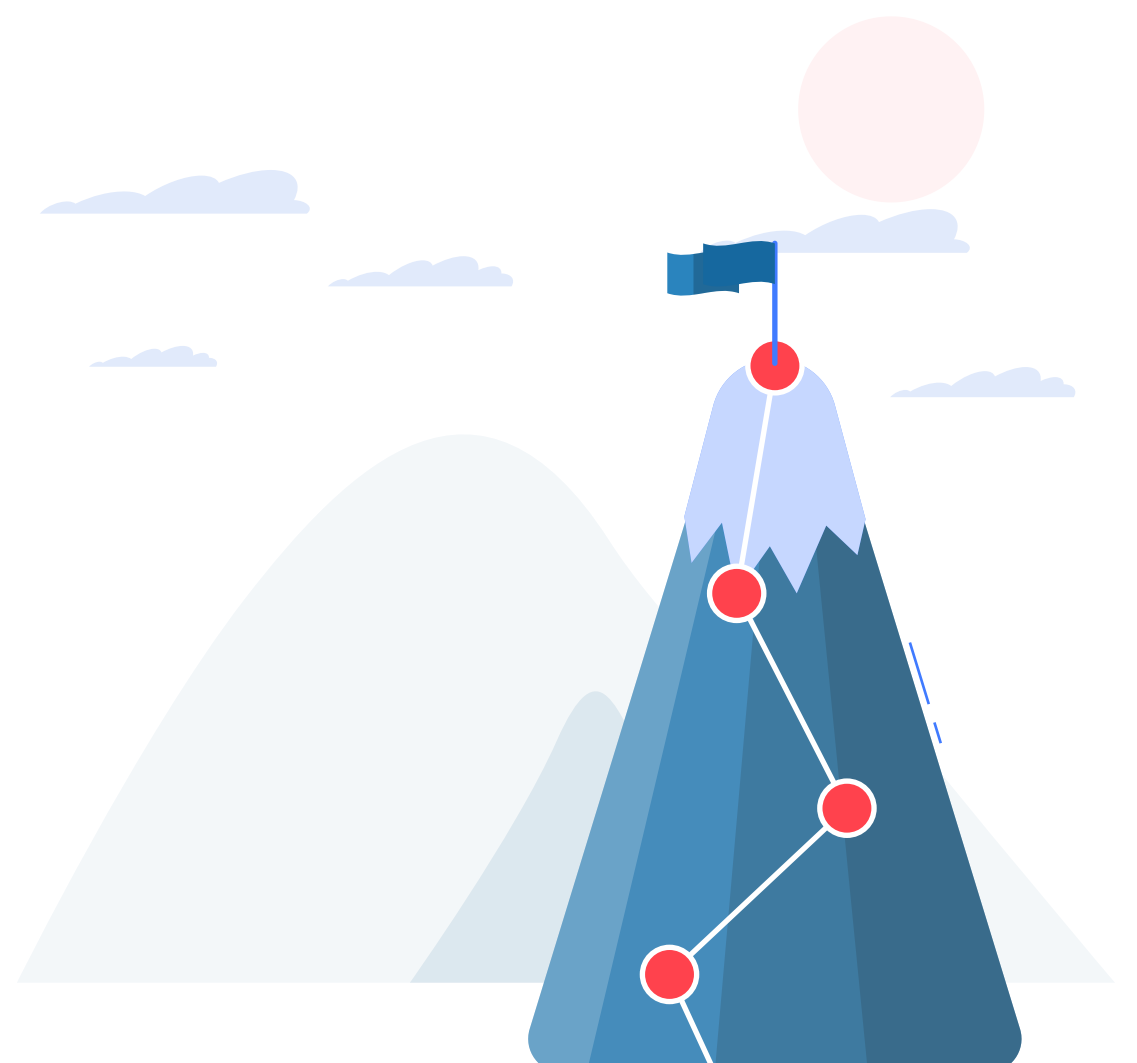
There is a weekly QA session where all the questions and concerns of the week are collected and answered in one video. This weekly QA session can be an excellent tool for providing valuable information and building trust with audience.

UI/UX design is crucial for a good user experience and can reatly impact user engagement. It's important to prioritize user needs.

THE SOLUTION

Building a project from scratch can be both challenging and exciting. It requires a well-planned approach and effective communication with the client to ensure the project's success. In this case, after several discussions with the client, a scope of work was finalized, and a team of six people was assigned to the project.

To ensure timely delivery of the project, a milestone-wise delivery approach was adopted, and the team started working on wireframes to finalize the design elements with the client. The process involved iterating on the design until the client was satisfied with the final product. This approach allowed the team to identify potential issues early in the development process, saving time and resources.

To ensure the quality of the product, the team conducted smoke testing and manual testing with more than 1000 test cases. This helped identify and fix any bugs or issues before launch, ensuring a smooth user experience for the end-users.

Load balancing & optimizing the database queries were essential for providing a seamless user experience and ensuring that the platform can handle heavy traffic loads. The team's attention to detail and commitment to quality is commendable, and these efforts are likely to result in high levels of user engagement and satisfaction.

With the milestone-wise delivery approach and quality testing, the team was able to complete the project before the client's mega event, which was a significant achievement. The successful delivery of the project is a testament to effective project management, communication, and collaboration among the team members.
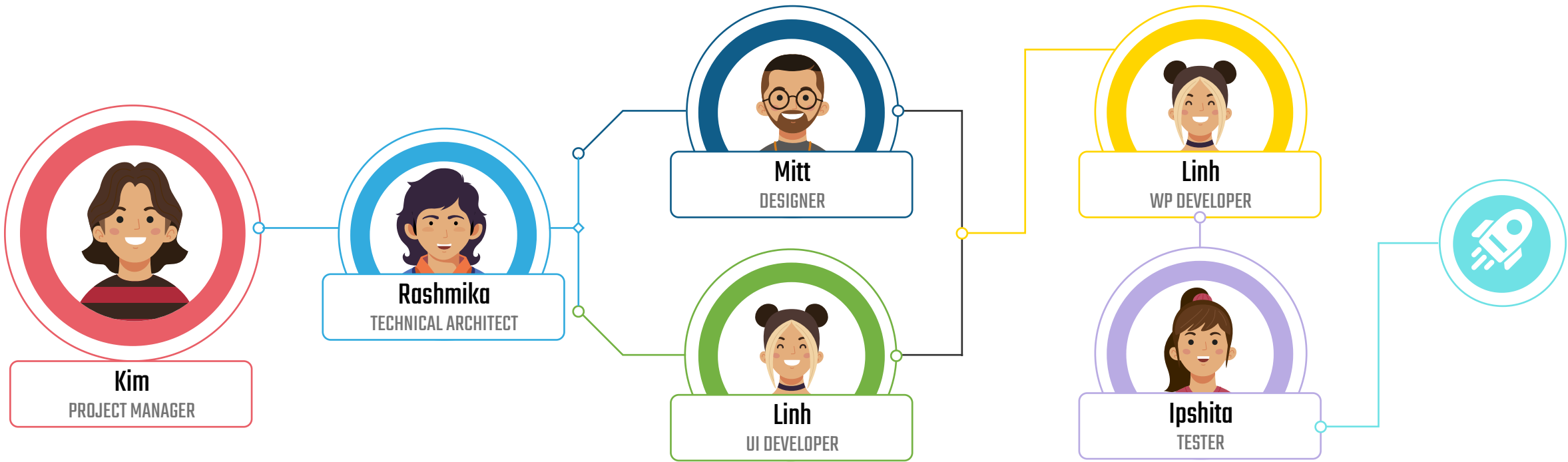
We have developed a CMS-based admin panel that allows the admin to manage input data for both the app and website. The admin dashboard provides visibility into user activities and we gave customizable reporting capabilities to aid in the development of marketing policies.

PROJECT EXECUTION

1 Kick-off
Kick off your execution phase.

2 Tackle Tasks
Complete your tasks and deliverables.

3 Manage Your Resources
Workload, allocation, & utilization are monitored to avoid conflicts.

4 Communicate Often
Internal & external stakeholders are aware of progress.

5 Quality Control
Project deliverables meet the required standards.

6 Execution Closure
Deliverables are completed & documentation is up to date.

TEAM STRUCTURE

Kim
PROJECT MANAGER

Rashmika
TECHNICAL ARCHITECT

Mitt
DESIGNER

Linh
UI DEVELOPER

Linh
WP DEVELOPER

Ipshita
TESTER

32+
Happy Clients

10+
Hard Workers

421+
Projects Complete

1,063
Hours Of Support