



**Elegant MicroWeb**  
Delivering the Value of Technology

# Case Study

**Gym Membership & Management Web & Mobile App for Australia-Based Business**



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# Case Study

## Gym Membership & Management Web & Mobile App for Australia-Based Business

### The Client

The Client owns a chain of gym and fitness training centers, and its trainers are well known as "Transformation Specialists". The business provides high-quality fitness training services to motivate and support its clients and help them to achieve their goals through exercise, nutrition and lifestyle changes. The Client offers memberships for varied durations, and special packages designed to support quick transformation and to challenge users who want to transform their bodies and health. The Client also offers a day care environment to care for children while adults participate in training sessions and classes.

### The Objective

The Client wished to create a solution that would allow its customers to track membership, book special weekly classes, book day care and complete other tasks. The Client also wanted to provide its staff and owners with the ability to track memberships, manage the calendar for weekly classes, trainer schedules, and class bookings and attendance. The Client also wished to create a Point of Sale system within the web application so its staff can enter nutritional product information, track inventory and complete product sales for customers who wish to purchase products.

### The Solution

The Elegant MicroWeb team worked in collaboration with the Client team to define and document requirements and design, develop and implement solutions and roll-out all features and functionality.

The Elegant MicroWeb team approach supported:

- Involvement and coordination with stakeholders for solution requirements and release planning
- Involvement and coordination with key product team members to plan for effective testing
- Collaboration with Client team to plan for internal and production releases
- Support to ensure network, hardware, and technology compatibility and performance
- Definition and implementation of quality and support processes to support upgrades and on-going maintenance
- Development and deployment of appropriate user training programs

The solution included:

- **Gym Member Mobile Application:**
  - Allow user to manage profile
  - Enable user to track membership status
  - Allow user to book a class and track bookings



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- Enable user to reserve and manage day care sessions
- Support user in registering for and managing personal training sessions
- Allow user to receive notifications regarding activities and messaging from administrators
- **Gym Staff Mobile Application:**
  - QR Code Integration to scan the gym member QR code
  - Validation and scanning of gym member profile for membership or session booking
  - Mark attendance of gym members and children in day care
- **Gym Super Administration**
  - Manage multiple gyms within the system
  - Manage each gym with separate payment gateway integration and accounts
  - Tracking all gym activities
- **Gym Administration Panel**
  - Gym members and membership management
  - Classes and trainer management
  - Comprehensive calendar view to align classes and trainers to coordinate availability and create time slots
  - Membership plan management
  - Product and inventory management

- Portable POS system to manage counter sales and provide accounting details
- Campaign tracker to import campaign-specific leads and management of leads
- Campaign leads synchronized with Mailchimp
- Implementation of workflow to map leads with members as sales are converted
- Export to Excel option on each listing screen
- Push and SMS notifications facilitated sent using the solution interface
- Reports
- **Support & Maintenance**
- **Training**

## The Technology

- **Web Administration Portal**
  - Server: PHP Laravel Framework
  - Database: MySQL
  - API: JSON
- **Native Mobile Application Development**
  - iOS
  - Android



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- **3rd Party Services**
  - Payment Gateway: EzyPay
  - SMS Gateway: Twilio
  - Email List Syncing: Mailchimp
- **Deployment**
  - AWS Cloud
  - iTunes store for iOS
  - Google Play store for Android

### Elegant MicroWeb Role

The Elegant MicroWeb team provided support, knowledge and skills in the following areas:

- Detail requirements and roadmap planning in close consultation with all stakeholders
- Technical feasibility
- Graphics, layout and user experience design
- Architecture, development, maintenance and support
- Continuous enhancement, upgrade and roll out
- Deployment of web portal on AWS Server
- Release native apps on Apple and Google stores
- Training and support to business users

### Conclusion

The Elegant MicroWeb team worked in close collaboration with the Client team to build an understanding of critical business requirements and to develop a foundation to ensure that the resulting web and mobile application would serve the Client needs. The solutions were delivered on time and on budget, resulting in a user-friendly interface that served the Client and its team and gym members with a broad range of features that, together, achieved the objectives set for this project.



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### **Contact Us**

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