

Mobile Fitness Application

Client Background

Our Client is a European company standing at the pioneering forefront of cutting edge online gambling software development. The Client also takes advantage of tremendous opportunities offered by applications for mobile phones and now they are proud to provide a wide range of applications for iPhone/iPod Touch, iPad and Android.

Business Challenge

Due to the growing demand for mobile applications and a large market that uses the iPhone as a lifestyle tool, the Client was planning to deploy an iPhone application which enables users to plan, arrange and adjust their fitness training and diet patterns. The deployment was to provide access to fitness-related content, such as multimedia guides on individual exercises and pre-set fitness training programs.

The challenge was to bring together a number of advanced capabilities:

- Performance charts and visualizations;
- Calorie tracking functionality with an accompanying nutrition information database;
- A number of modes based on a the user's training goals and physical abilities;
- A personal scheduler for organizing activities and reviewing performance statistics;
- A built-in music player.

Project Description

The project involved cross-the-board activities throughout the product development lifecycle. The application started out as a collection of rough paper-based wireframes and vaguely defined functional specifications provided by the Client. Once these materials have been scrutinized, both the baseline requirements and the preliminary cost estimations were elicited in a series of meetings between the project task force and the stakeholders. The product owner reserved additional modifications for later stages of the development lifecycle, so in order to provide for maximum adjustability, an iterative development methodology, and Scrum in particular, was obviously most suited for the project.

The Scrum methodology enabled us to resolve one of the basic challenges faced by the development team – the need to minimize time to market and make the application available on the iTunes store within a tight timeframe. The project was split into five iterations, each up to a month in length, which allowed for frequent feedback loops between intermediate builds.

The project planning phase also included selecting an adequate scheduling approach. While several project plan versions were developed for teams comprising one, two or three developers, the approach involving two developers was preferred since it provided the required balance between efficient workload distribution and optimal development speed.

Overview

Client

Pioneer of online gambling software development;
Founded in 2001

Industry:

Sports & Entertainment

Country:

Belarus

Business Value:

Improved end-user training efficiency

Technical Value:

Highly-functional and visually rich mobile solution

Development Model:

Scrum

Services:

Development, Design, QA

Tools and Technologies:

- iPhone SDK 3.0,
- Xcode

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Value Delivered

Throughout the feedback-driven process, the application's feature set and user interface underwent a series of modifications based on further market analysis and the Client's revisited objectives. As a result, the application submitted to the iTunes Store became a compelling offering, unparalleled on the market.

With the solution designed and developed by iTechArt, it is easy to choose the exercise mode according to end users' abilities and keep track of the consumed calories. This smart application combines everything a consumer may need for ideal fitness, efficient weight loss and nutrition monitoring.

iTechArt implemented a solution that provides a number of inherent features that dramatically increase end-user performance:

➤ **Rich content**

There is no need in additional download from the internet. 200 exercises with video and audio instructions grouped according to body parts and equipment.

➤ **Four Fitness Program selection modes**

Personal Trainer, Expert Mode, Quick Recipes and Fast Mode: the 4 modes suit anyone.



➤ **Convenient training regime**

User-friendly layout allows for browsing through the exercises and tasks during the session. The application automatically resumes from the interrupted exercise if the user has to receive a call or SMS.

➤ **Calorie counter**

The user can track consumed and burnt calories by adding the food they have eaten and activities they have performed.

➤ **Body Tracker**

A powerful tool for monitoring consumers' body parameters and body mass index (BMI). The changes in the body parameters can be viewed in form of graphs.



iTechArt provides in-depth, high-quality and cost effective software development and consulting solutions to corporations across Europe and North America using both onsite and offsite service delivery models. iTechArt was founded in 2003 and has developed substantial strengths Application Development, Project Management and Outsourcing areas. iTechArt possesses deep domain knowledge through its proven research and implementation strategies across many industries including, Financial Services, Marketing & Digital Media, Security, Healthcare & Life Sciences, Retail and many more. We deliver the most effective and competitive solutions to our clients to achieve mutual business growth and success.

Quick Facts

Founded: 2003
Headquarters:
Iselin, New Jersey, USA
Development Centers:
Minsk, Belarus; Kiev, Ukraine
Team: 400+ employees

Industries

Financial Services
Marketing & Digital Media
Security
Healthcare & Life Sciences
Retail
and others

Services

Application Modernization
Enterprise Mobile Development
Custom Software Development
IT Staff Augmentation
Software Testing & QA
Software Maintenance

Technologies

Enterprise Platforms
RIA
Mobile
Web & Intranet Portals
Middleware
Business Intelligence