Application Development for a leading Health & Wellness Giant

About the Client

Leading wellness Giant with positive affirmation application that rewards its clients for working on their mindset and rewards them on every successful affirmation completed by issuing them a PosCoin, which can be redeemed as prizes and discounts from health positive brands.

Gap Analysis

The application was not able to match the expected user experience and was becoming a bottleneck for new-age users who wanted a better user experience.

Project Requirement

The client wanted a React-Native application for the iOS users on which the users can register on the application and directly start working on their mental health. Hence, for convenient and fast signup, client required Facebook and Apple signup through which users can directly be registered without the hassle of registering manually. Also, to notify users from time to time to complete their affirmation goals, a reliable notification flow was also required to ensure consistency.

They also wanted to give users an option for a premium experience for the users who are willing to take a premium subscription of the application. For this, a purchase method was also required so that purchases are simple and users can easily take a premium subscription.

Solutions Offered

Our team of experts performed detailed analysis of the application and the client's exact requirement, the basis on which they suggested and implemented a responsive design instead of a scroll design. This helped the client to give their users a better experience while they scroll through their application on small screen size devices without having to scroll.

Firebase application was integrated with the existing application to ensure that the users receive real-time push notifications.

In order to implement in-app purchasing capability, Apple's in-app purchase tool was integrated to ensure a hassle-free and secure buying experience for the end-user.

Lottie view was integrated in the application to boost conversions and engage users with powerful motion design experiences with the use of different display animations on different screens.

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| Results Achieved

The updated application helped the client to achieve higher revenues and a better user experience. The user was now able to make easy purchases within the application and was able to redeem their PosCoins easily for premium editorials and coupons.

Real-time analytics helped the client to improve their user engagement strategies and entice them to keep going ahead with their affirmation goals

| Benefits

- The updated application now helped the client's user to do Facebook Signup rather than creating a new account for this application

- Firebase Push Notifications helped to get a real-time update to users whenever they completed assigned goals

- This also helped clients to automate the PosCoins crediting mechanism into their users' wallets as soon as they complete a particular level.

- Apple In-App Purchase prompted the user to do more purchases thus increasing revenue by many folds for the client

- Dashboard reports immediately made available for top management using firebase analytics

- Users got more Flexibility to selected modules in the application and begin their affirmation journey