

Mobile Weight Tracker For a HealthTech Company

How expanding the offering with iOS and Android mobile applications helped a HealthTech company grow its user base by **24%**, stabilize its position among the peers, and increase profits through premium functions by **32%**.

Challenge

The Customer approached *instinctools with the request to improve the existing web application to bring a competitive mobile product for weight tracking to the market in the shortest time possible.

Project's goals

- Deliver simple, user-friendly mobile application for both iOS and Android
- Upgrade functionality with new features
- Improve product quality

Solution

Agile approach allowed our team to develop and deploy a high-quality product within 1 month.

Key features



Detailed graphs showing weight history:

- Body Mass Index calculator
- Daily Calorie Intake calculator
- Total Weight Loss/ Gaining calculator
- Average Daily/ Weekly Loss/ Gaining calculator



Monetization through premium functions:

- Online consultations from a certified coach
- Personal diet system management



PIN lock to secure your privacy



Multiple language localization



Time-to-goal estimate



Track body measurements



Community Chat

Technologies



iOS



Android



Java



Swift

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