

Yoga Mobile App For a Wellness Company

How enriching their yoga app with a premium individual plan feature allowed a wellness company to introduce a subscription-based model and **monetize their existing solution**.

About the client

The world's favorite and most advanced mobile yoga studio to date! **Enjoyed by over 7 million fans worldwide.**

This app is beautiful, simple and delightful to use. **289 poses** and breathing exercises, all shown in stunning HD video, make it the largest database of yoga poses. Search for poses by skill level, fitness goal or by type.

37 Programs pre-installed

- **individually designed** for better health and wellbeing
- **suitable for all levels:** beginner, intermediate and advanced
- **four soothing breathing exercises** to aid relaxation and meditation

Features

- 289 poses and breathing exercises
- 37 predefined programs
- HD video demonstrations for all poses
- 3D muscle images for every pose

Technologies



TapJoy SDK



SQLite



Google Analytic Services



Facebook API



Twitter API

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