Success story

Enhancing development capabilities for a premier fitness app company through team augmentation services

Customer	Country	Industry
Leading Fitness Solutions Provider	India	Healthtech

About the client

The client is a leading app-based wellness and fitness platform in India, offering an integrated approach to health and wellness through technology. With a network of over 8,100 partner gyms and fitness centers across more than 75 cities, their membership plans provide access to a vast network of premium gym centers across the country. By catering to both individual users and enterprises, the client helps improve employee productivity, engagement, and overall well-being.

Tech stack

PostgreSQL   php   Laravel

Addressing the need to scale and revamp a leading fitness platform

The client had established a strong user base of 1 million through their mobile app, which provided access to gyms, wellness services, and health programs. As the platform gained traction, they saw an opportunity to broaden their offerings and deliver more comprehensive, personalized wellness experiences.

With plans to introduce AI-driven health assessments, personalized diet plans, doctor consultations, and corporate wellness initiatives, the client envisioned a more robust and scalable architecture to support this evolution.

To achieve this, they set out to revamp their application with advanced features tailored to individual users and enterprises. To accelerate development without compromising on quality, the client partnered with Daffodil Software for team augmentation. This collaboration allowed them to seamlessly extend their in-house team with skilled developers, especially those with deep expertise in building scalable digital platforms and implementing AI solutions for healthcare applications.

Daffodil Software was required to:

✅ Deploy a dedicated team of developers with expertise in AI technologies for healthcare to complement the client's in-house team and accelerate delivery timelines.

✅ Revamp the existing mobile application to improve load times, UI responsiveness, and support for modular feature expansion without disrupting the user experience.

✅ Develop and integrate AI-based health assessment tools capable of analyzing user data to deliver personalized fitness, diet, and wellness recommendations.

✅ Create a robust admin panel to manage users, partner gyms, wellness professionals, corporate clients, and usage analytics from a single interface.

✅ Build a secure backend that complies with data privacy standards for handling sensitive health and personal data, supporting the scale of a rapidly growing user base.

Modernizing fitness application for scalability, speed, and feature expansion

To revamp the existing mobile application, our team began by conducting a comprehensive code audit and gap analysis. The objective was to rebuild the mobile backend to enhance performance, support advanced features, and ensure long-term scalability to meet the demands of a growing user base.

The backend of the fitness mobile app was completely modernized using PHP with the Laravel framework, which offered a clean and modular structure ideal for handling complex logic and rapid feature development. PostgreSQL was used as the primary database, chosen for its stability, advanced querying capabilities, and support for handling health-related and activity-tracking data.

Our team re-engineered the APIs to support upcoming features like AI-driven fitness assessments, personalized workout and diet plans, real-time gym access tracking, and corporate wellness integrations. Emphasis was placed on improving response times, securing user data, and ensuring seamless connectivity with the mobile frontend.

The team also supported agile delivery practices, helped set up CI/CD pipelines for faster and more reliable deployments, and collaborated closely with the client's team to maintain consistent progress. This team augmentation model allowed the client to scale development capacity quickly and efficiently, without the delays of long-term hiring, ultimately enabling a smooth transition to a modern, scalable, and feature-rich fitness app.

Some of the key features we developed were:

AI-enabled smart fitness coaching

We introduced AI-powered fitness coaching to deliver a personalized training experience to every user. This virtual assistant analyzes user inputs such as fitness goals, current activity levels, and health metrics to recommend optimized workout routines and provide real-time feedback. The feature learns from user behavior and continuously adapts plans, making fitness guidance feel truly one-on-one.

Flexible gym scheduling

The revamped app includes a flexible gym booking system that allows users to explore partner gyms and reserve workout slots based on their subscription plans. Users can select gyms by location, availability, or amenities and plan sessions in advance or on the go. Whether it's booking for a week or a single session, this feature brings convenience, control, and transparency to users managing their fitness schedules.

Diet and nutrition management

We developed a personalized diet and nutrition planning feature that helps users align their meals with fitness goals. Whether they aim for weight loss, muscle gain, or overall wellness, users receive tailored meal suggestions based on their preferences, dietary restrictions, and health data. The backend processes this data using predefined logic and nutrition APIs to recommend practical, easy-to-follow diet plans.

In-app fitness store

To support the client's retail strategy, we built a dedicated fitness shopping module within the app. This eCommerce feature enables users to browse and purchase branded fitness products such as supplements, workout gear, and wellness accessories. The integration supports secure payments, product recommendations based on user activity, and delivery tracking.

How revamped fitness app improved performance and expanded revenue opportunities?

The modernization of the mobile app enabled the client to deliver a more responsive, scalable and feature-rich fitness platform that aligned with their evolving business goals. By augmenting their internal team with skilled developers from Daffodil Software, the client accelerated development timelines without compromising quality. The revamped backend architecture significantly improved app performance, reducing load times and enabling seamless integration of advanced features like AI-driven coaching, personalized plans, and real-time gym tracking.

With the introduction of new modules such as fitness shopping and corporate wellness support, the platform unlocked new revenue streams and boosted user engagement. These advancements played a pivotal role in expanding the platform's user base from 1 million to over 6 million, further solidifying the client's position as a leading fitness solutions provider.
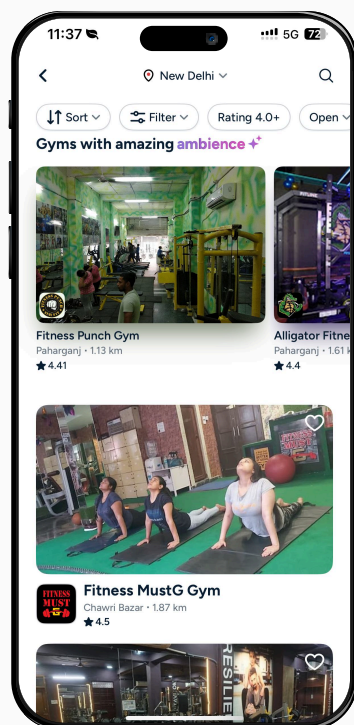
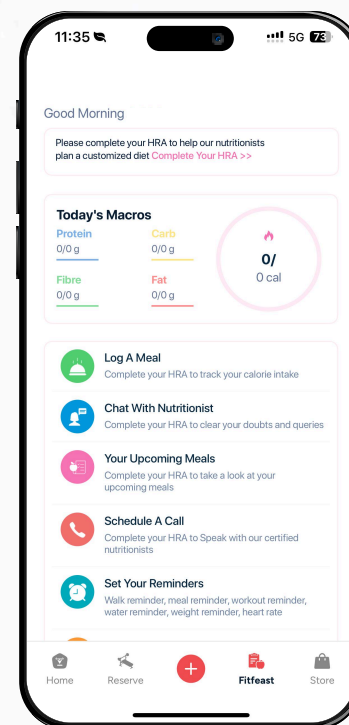|	
6M	Expanded user base
8100+	Partner gyms and fitness centers
75+	Cities

Services used

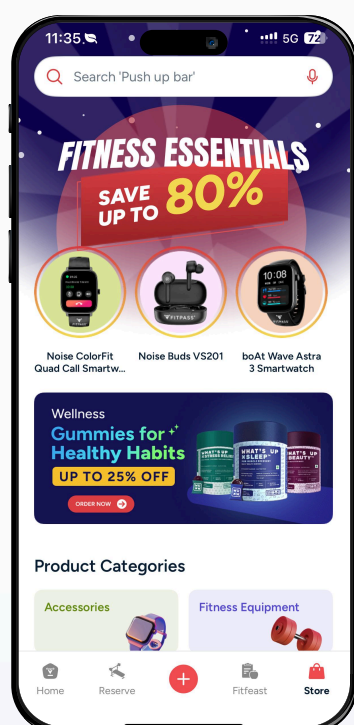**Team Augmentation**

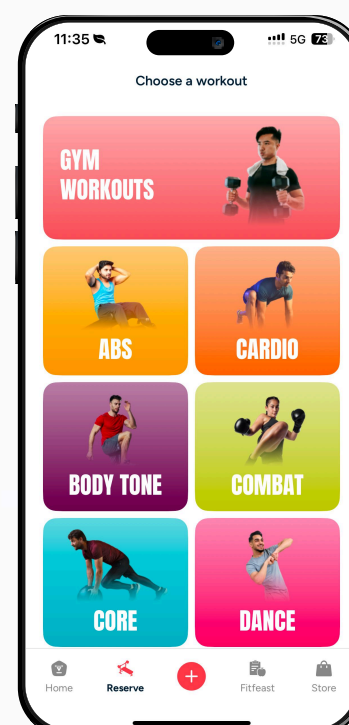**AI Development Services**

Product snapshots

Flexible gym booking system that allows users to explore partner gyms

Personalized diet and nutrition planning feature that helps users align their meals with fitness goals

Dedicated fitness shopping module that enable users to browse and purchase branded fitness products

Dashboard to select preferred workout type

Have a software product vision in mind?

Setup a personalized consultation with our technology expert.

Let's Talk