

# CASE STUDIES

Product Design, Solution & Implementation  
for a Tech Startup?

# Case Studies

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Product Design, Solution & Implementation for a Tech Startup?

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# Overview

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**Company :** Truweight Wellness Pvt. Ltd.

**Industry :** Weight-loss counselling

**Location :** Bangalore

The demand for services in the Fitness and Slimming segments have spurt up phenomenally over the past few years. Fitness Services continue to account for nearly half of this segment. Slimming products have grown rapidly at a rate of 35-40% in 2014-2015, driven by urban consumers who are placing a great premium on looking slim and fit, and the wider availability of products through retail or direct selling channels.

Product Category	Growth Rate (%)
Fortified Foods & Beverages	54-55
Dietary Supplements	22-25
Naturally Healthy Products	17-18
Better-For-You (BFY) Products	4-5

Growth Rates for various categories in the Nutrition foods, Beverages and Supplements segment



# About Truweight

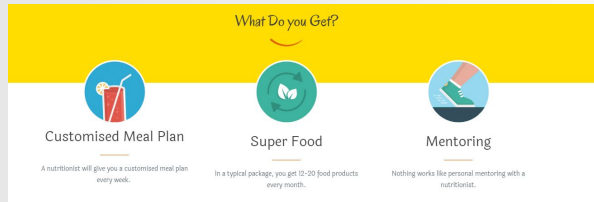
# About Truweight

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Truweight Wellness Pvt. Ltd. is India's first of its kind company that provides weight-loss counselling for people from across India through superfoods instead of pills, gadgets or other falsities.

They Provide:

- Customised nutrition plan
- Super-food kit
- Mentoring through the online channel as well as at their weight loss centers.



\*source: [truweight.in](http://truweight.in)



# About The Engagement

## About The Engagement

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Truweight had weight loss centers operating in Hyderabad. The business house was quick to realise the technology was already changing the way the health industry functions.

The Business challenges described were:

- Technology to create scale on a Pan India basis
- Brand Value through Technology channels
- Highly responsive and User Friendly interface
- Functionality to create Personalization of services





# Area of Opportunity / Business Context

## Area of Opportunity / Business Context

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Websites and Mobile Apps help scale up and overcome location constraints without compromising on the level of services offered. Well designed websites and mobile apps create a great engagement platform for the customer that subsequently leads to brand recognition and loyalty. The solution to serve the business needs had to be a technology- driven customer- centric solution.

A website and Mobile App as the marketing channels with a highly responsive, fluid and easy to use interface for the users, a UI design that increases brand connect and finally customer engagement. The channels were to connect customers to their personal dietician for real- time counselling and provide access to their food products from anywhere across the country.

# How Thrymr Helped



## How Thrymr Helped

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At Thrymr, we design website and Mobile Apps based on budget and design. An end- to -end solution had to be tailored for the business outcomes to be realised. Thrymr build cross- functional teams and quickly started development on the website and the Android and Mobile Apps. The designed applications were satisfactorily tested on various parameters and finally deployed for the business.

Our development team was up to the task in adding functionality to the wireframes received. The front-end of the web platform was 100% responsive, designed and developed in HTML5/CSS3 using the cutting edge Bootstrap 3 Framework.

For the mobile platforms, Native Android and iOS applications were developed, replete with advanced features. Thousands of downloads from both Apple and Play store have been recorded

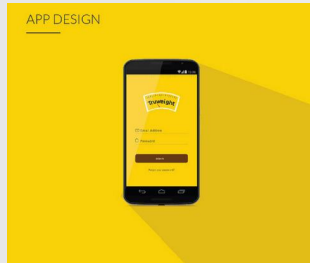
since. Websockets with JSONs were used for push-based features like notifications and chats.

The middleware was written in the all-powerful Java-8 language and was built on the Play! Framework, a low-footprint, open-sourced, MVC (Model View Controller) architecture web application development framework. The Database used was Postgres, a high-performance, open source, relational database. Nginx was used as the front-end proxy web server to streamline usage surges and increase performance. Configured with SSL, it made sure that all communication between client and server was safe and secured with 256 bit encryption.

Chat client for the customers to interact with the dieticians was developed and integrated with the application. Customization features were also added.

# Design Screens

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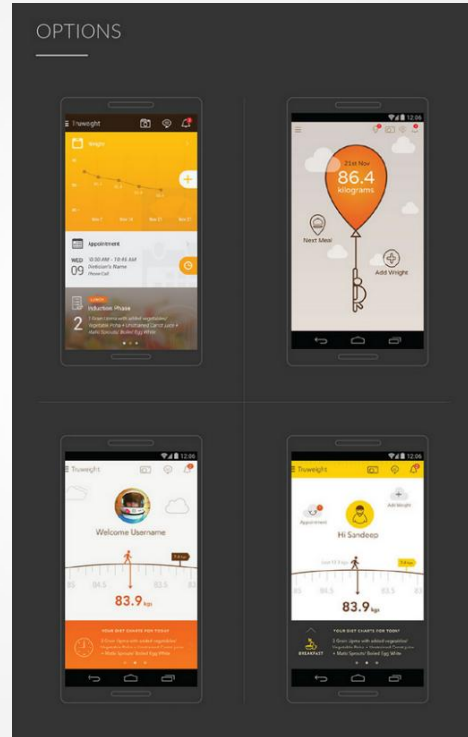
A simple and recognizable UI interface



Clean and Clear use of Icons



Clean and functional Website Design



Customization Options



# The Result

## The Result

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Positive reviews were received upon the launch of the Website and Mobile App due to the convenience offered. Without having to visit a Weight Loss center, customers were able to

- Seek Personalised Services
- Book Appointments
- Chat with Dieticians
- Measure & Track Weight Loss
- Track their diet plan
- Browse & Select superfoods
- Provide Feedback The Business benefited by the following
  - Increased reach and subsequent increase in customers
  - Lower cost and increase in profitability
  - Brand value and the mobile app as a brand property

As we discuss the benefits, the customers base of Truweight has crossed the **1 million** mark. **Truweight Well Pvt. Ltd.** has had increased revenues and will be receiving additional investor funding for business expansion. At **Thrymr**, we feel proud to be part of an effort in creating a cutting edge world class website and mobile app that has contributed to the success of Truweight.



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