

Case Study: Body Prime

Body Prime is a UK-based business that offers workout, diet, nutrition and fitness plans. The business approached Digital Aptech to develop an attractive website with a great design, UI and UX that would list the brand's offerings in a visually appealing way.

Avg. reading time: 2 min



Project Overview

- Body Prime collaborated with Digital Aptech to develop a world-class lifestyle and fitness platform
- Our team utilized WordPress to design a responsive and fast website with specific features as requested by the brand
- We were tasked to integrate a membership login portal and an online payment gateway for secure and smooth membership fee payment

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Client Background

- Body Prime is a UK-based business that offers workout, diet, health, nutrition and fitness plans.
- These plans are subscription-based and are provided by trained and certified fitness experts.
- The platform offers membership-based plans and features and also includes an online payment gateway



Challenges

- The brand did not have any virtual presence, which was limiting its growth and success as well as revenue generation
- It wanted to give its potential customers a hassle-free payment experience while paying for subscriptions
- Accurate display of fitness and diet plans for each member based on their body types, fitness goals, and existing medical conditions

Technology Stack used



WordPress



Membership Plugin

The Solution Provided

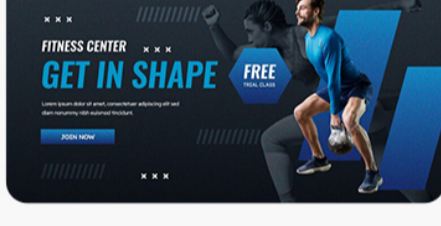
Solution #1

A well-organized business website neatly listing all services and offerings of the business



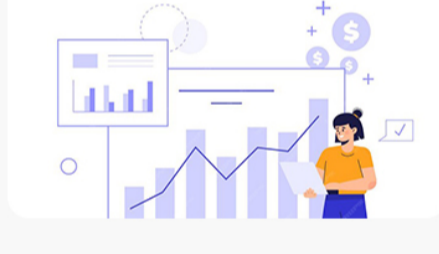
Solution #2

An attractive, user-friendly and responsive business website that will serve to attract customers



Solution #3

A scalable solution that would allow the business to add to the list of its offerings as it expands its catalog



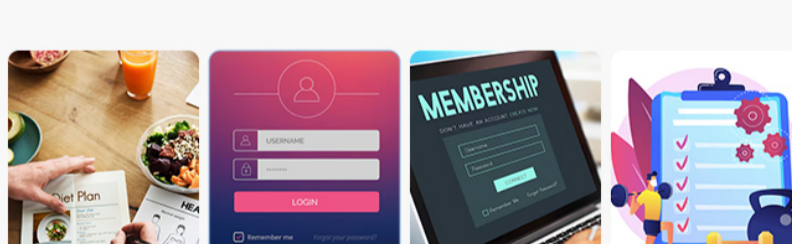
Solution #4

Integrating a secure and efficient payment gateway for hassle-free payment of subscriptions



Key Features and Benefits

- Clear display of diet chart and fitness plans
- Easy and simple membership login
- Online payment for membership
- Pricing of various plans with a dedicated pricing page
- A specific On-demand page for trending and highly useful workout plans
- A dedicated page for all trainers and fitness experts with integrated personal social media handles



The results

- A WordPress-powered website with details and specifications of various services and offerings listed clearly
- An attractive and easy-to-use dashboard
- Users can access the business's services listing easily
- Secure e-payment gateway along with encryptions

Conclusion

- Customers of Body Prime have been highly satisfied with the well-designed website
- Improved user experience due to useful features an easy user interface and attractive designs
- Streamlining operations has helped the brand to reduce the total overhead cost as the company
- A well-functioning and responsive website has contributed to higher customer engagement
- It has helped the business to get a virtual presence that has helped it to reach out to its potential target audience
- The website has helped in maintaining a superior customer relationship which promoted better revenue



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