

## Case Study: Femcy

FemCy is a Singapore-based brand that offers customized health and wellness tips, diet plans and workout routines for women during their monthly hormonal cycles. Digital Aptech was tasked to develop a high-performing mobile application that would come with an attractive and user-friendly design and specific functionalities as asked by the client.

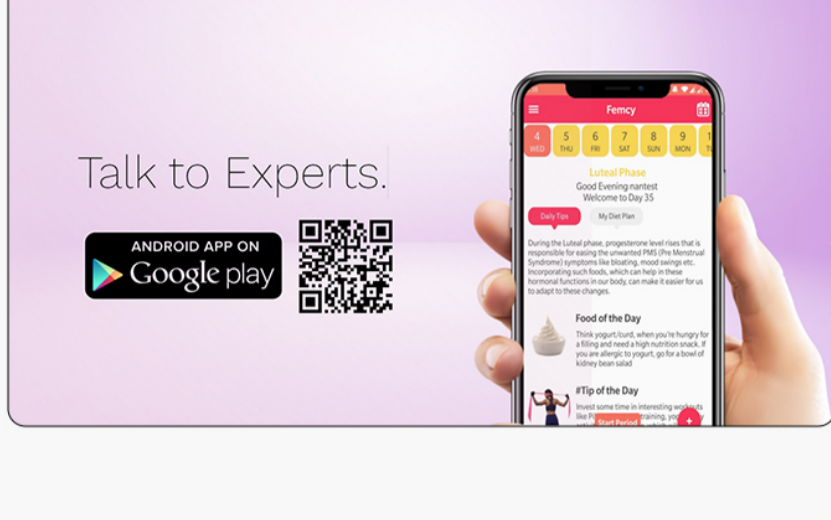
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### Project Overview

- Femcy is a mobile platform that offers customized health and wellness tips, diet plans and workout routines for women during their monthly hormonal cycles.
- Users can easily track their daily activities and get expert guidance for a healthy lifestyle

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### Client Background

- The platform wanted to offer unique science-based solutions for complete physical, mental and emotional well-being during hormonal cycles
- There was a lack of dedicated online support for women in the current market which would help them to easily manage their hormonal cycles
- The app also contains a communication module that allows users to connect with experts



### Challenges

- Inclusion of an online calendar that one can use to track their monthly cycles and plan their activities accordingly
- The mobile application would have an interactive and simple interface that would receive crucial inputs from the user and provide customized health tips, nutrition and workout plans
- Integration of a communication module to allow users to connect with experts via chat, live video/audio for suggestions and guidance
- Integration of a module to help fellow users connect and form a community

### Technology Stack used



Java



MySQL



Basecamp 2

### The Solution Provided

#### Solution #1

We designed a mobile application with a simple yet attractive UI and designed with multiple features specifically for women users



#### Solution #2

Our team included a smart and totally customizable activity tracker to record and track all activities during the menstrual cycle



#### Solution #3

We integrated an option for creating or joining a community for discussions on various topics related to female health and wellness



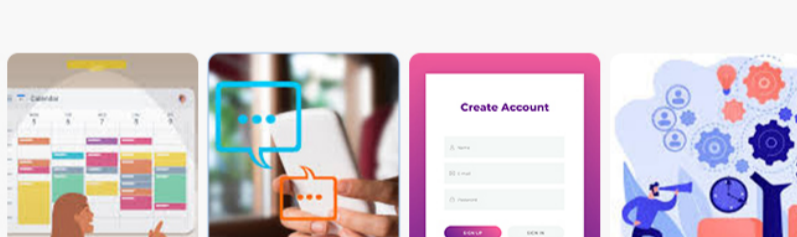
#### Solution #4

The mobile app comes with an attractive and interactive front-end with a robust backend



### Key Features and Benefits

- Online calendar for easy tracking of hormonal cycle dates
- Live chat option with experts
- Tailor-made diet and fitness charts
- Simple account creation and log-in
- Seamless user data integration with client database



### The results

- A mobile app that is visually appealing with great design, layout, colour and comes with a simple user interface and smooth navigation
- The app allows users to avail appropriate diet and workout charts according to inputs provided
- The platform provides lag-free and seamless connection with experts over live audio, video or chat
- Offers improved user experience

### Conclusion

- Users can easily access the app and enjoy a seamless, hassle-free experience across various devices without any lag, glitches or compatibility issues.
- A satisfied and happy customer base helped the platform to expand itself and add new users
- A significant rise in app downloads reflected the addition of new users to the platform
- Improved customer engagement and experience assisted in brand popularity
- Seamless integration with the client database has allowed the company to keep track of its user data and manage smooth operations



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