



## FITNESS SESSIONS ON **LIVE VIDEO STREAM**

An online marketplace that enables fitness trainers to schedule and stream live workout sessions to earn credits, gain exposure, and increase followers.





## PROJECT OVERVIEW

The live video streaming application helps our client monetize live feeds and on-demand fitness videos. The streaming content increased dwell time and traffic to the platform, boosting advertising and revenue opportunities. Videos published on the platform can be purchased from anywhere in the world, ensuring a sustainable business model.

## CLIENT PROFILE

Based in the United States, our client operates an online marketplace for fitness professionals. The live broadcasting application connects fitness professionals with fitness enthusiasts using live streaming technology.

## BUSINESS REQUIREMENT

The client wanted a mobile application that could leverage smartphone features to stream video content online. The proposed platform would serve as a community for fitness trainers and enthusiasts to drive user participation via live-streaming fitness workout sessions.

- ❖ Create a platform for fitness trainers to stream and monetize workout sessions
- ❖ Enable trainers to interact with clients through one-on-one workout sessions
- ❖ Create a digital repository of workout sessions and different genres of trainings
- ❖ Optimized features for uninterrupted streaming on slow connections

## QBURST SOLUTION

We developed a mobile solution using an industry-leading video streaming engine that supports a wide range of standard video streaming protocols. The application captures video from mobile devices before transcoding it on the cloud to deliver high-quality stream in multiple bitrates.

The intuitive UI and enhanced features of the application are well-suited for users (trainers, athletes, and fitness enthusiasts) to produce, promote, and share live group classes as well as one-on-one sessions.

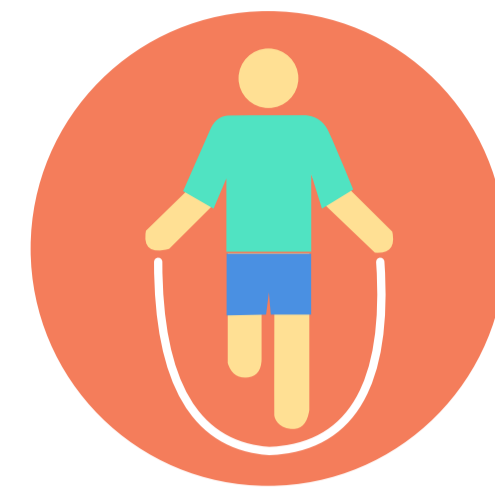


## HOW IT WORKS



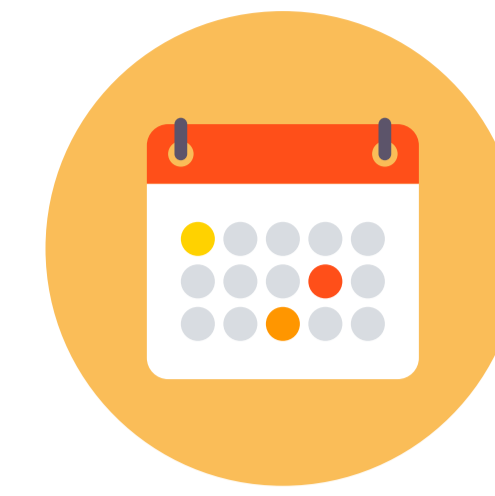
### Create Profile

Trainers and enthusiasts sign up, create profile, and upload photos.



### Offer Training

Trainers offer group or one-on-one sessions with set pricing and schedules.



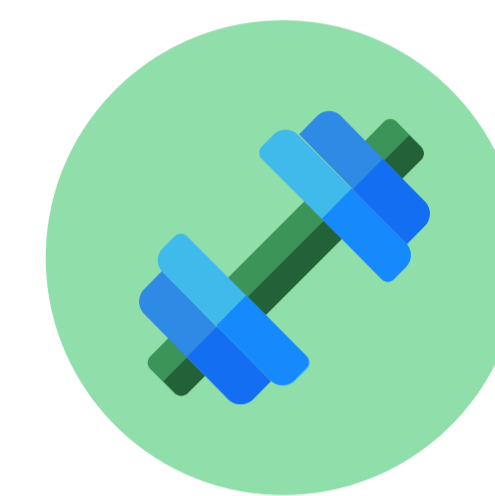
### Schedule/Take Class

Users can reserve sessions by selecting duration, workout type, and date.



### Maintain Schedule

Push notifications are sent to users informing them about status of requests.



### Begin Session

Users can start session by clicking the button that appears moments before a scheduled session.

Users can view free workout sessions without signing up; however, they are required to sign up to access paid sessions. The signing up process involves creating personal profiles, which is a key requirement to offer/join training sessions. Users can offer/join group classes or one-on-one sessions by choosing details such as pricing and slot available.

Once the paid training classes gain traction, the platform automatically records the workout videos and makes it available for repurchase. The growing online community helps trainers connect with new clients by actively posting videos to the home feed.

## KEY FEATURES

- ❖ Create profile and upload photos
- ❖ Filter classes for a specific genre
- ❖ Follow trainers to get notifications for upcoming sessions
- ❖ 'Buy' usable in-app promotional coins or 'cash out' gained coins
- ❖ Check account balance
- ❖ Approve or deny a training request
- ❖ Share content and schedule via social media
- ❖ View and manage schedules and reservation
- ❖ Upload videos from device and iDrive
- ❖ Save and manage live and purchased videos for future viewing
- ❖ Filter to see classes for a specific workout type
- ❖ Manage one-on-one sessions
- ❖ Check the status of scheduled session(s)
- ❖ Connect to online community

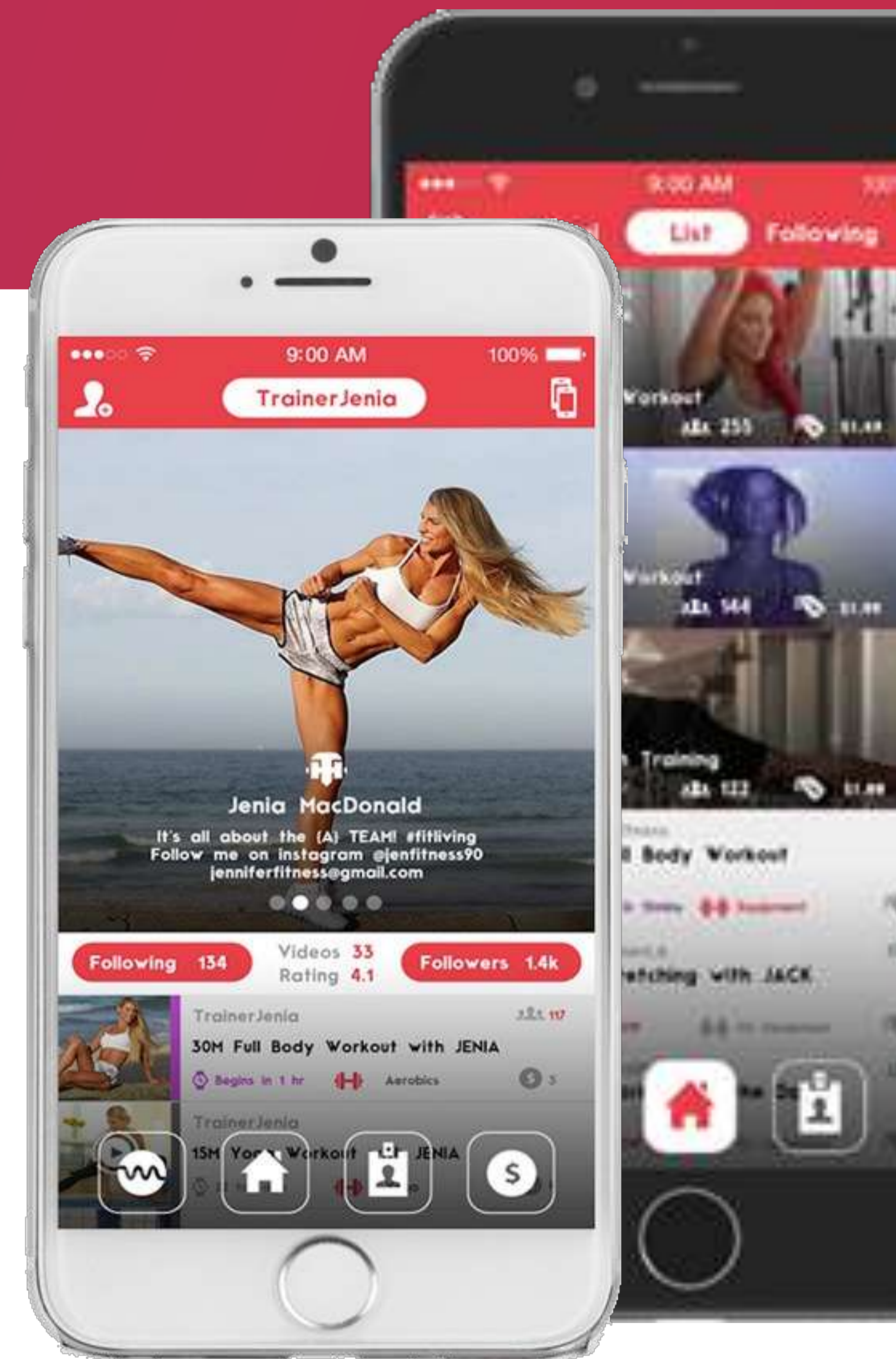


## TECHNOLOGIES

- Xcode, iOS SDK
- Wowza GoCoder SDK
- MapKit Framework
- Wowza Streaming Cloud
- iOS Cocoa Framework
- Branch SDK
- Python, Django
- Zoom SDK
- Objective-C
- Facebook Integration
- WebSocket

## BUSINESS BENEFITS

- ❖ Future-proof core architecture ensures sustainable business operations
- ❖ Steady increase of over 23% in user engagement
- ❖ Growing online community ensured customer aggregation and retention
- ❖ Enhanced streaming technology ensured faster loading time by 50%



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