



# CASE STUDY

## Fitness & E-commerce

Building an E-commerce Platform  
for Personal Trainers



### CHALLENGE

Develop an e-commerce marketplace to connect personal trainers with clients seeking customized fitness programs. The platform also provided gym facilities with an integrated scheduling tool to manage trainers efficiently.

### SOLUTION

To ensure the platform met business and user needs, the team developed a modular e-commerce system with key innovations:

1. Powered Trainer Matching System:
  - o Developed algorithm to match clients with trainers based on fitness goals, availability, and user preferences.
  - o Allowed trainers to set dynamic pricing based on experience and location.
2. Seamless Scheduling & Payment System:
  - o Built a real-time availability calendar that synced with trainers' personal schedules.
  - o Integrated Stripe for secure payments with automated trainer payouts.
3. Gym Facility Management Portal:
  - o Created a white-label dashboard for gyms to manage their in-house trainers.
  - o Allowed gyms to track trainer performance and client bookings in real-time.
4. User-Centric Mobile & Web App:
  - o Designed an intuitive mobile-first UI for clients and trainers.
  - o Added video consultations for virtual training sessions.

### BENEFITS

By combining powered matching, automated scheduling, and a seamless e-commerce experience, Successfully disrupted the fitness industry, creating a scalable and engaging platform for trainers, clients, and gyms alike.

### ABOUT CLARITYBOLD

ClarityBold specializes in delivering comprehensive project management assessments and providing fractional project management leadership. We help businesses optimize their project operations and ensure successful outcomes through expert evaluations and strategic support.

### AT A GLANCE

#### CHALLENGES

- Competitive Market: Needed a unique value proposition to differentiate from existing fitness apps.
- Scalability: Required a robust backend to handle thousands of trainers and clients.
- Payment Integration: Needed a secure, multi-tiered pricing model for trainers and clients.
- User Experience: Required an intuitive interface for easy booking and scheduling.

#### BENEFITS

- Faster Trainer-Client Matching: Reduced trainer-client matchmaking time by 60% through driven recommendations.
- Increased Revenue Streams: Boost earnings by 35% through direct client bookings.
- Higher Gym Engagement: Partnered with gym facilities to streamline trainer scheduling and client onboarding.
- Scalability & Growth: Achieved 1,500 trainers and 10,000 clients within the first six months.
- Seamless User Experience: 95% of users reported high satisfaction with the scheduling and payment features.