How BODi Enhanced Its Fitness & Wellness Apps

Project Summary

BODi wanted to expand its offering by adding live classes, personalized meal plans, and an extensive library of workout videos.

BODi turned to X-Team to ensure their apps could handle the ambitious new features with high performance, seamless functionality, and a superior user experience.

Client

BODi is a fitness and wellness company that offers a digital streaming platform, Openfit, which combines fitness, nutrition, and wellness. They provide workout and nutrition apps with live workout classes, hundreds of workout videos, and a personalized meal plan and tracker. BODi was formerly known as The Beachbody Company, which also operated the brands Beachbody On Demand and Team Beachbody. In 2023, the company changed its name to BODi.

Challenge

BODi had several apps with workout videos that subscribers could follow along with at home for a few dollars a month. They originally brought X-Team onboard for performance improvements of these apps. They decided to add live classes, a personalized meal plan and tracker, and hundreds of workout videos, which meant that their apps would need significant upgrades.

Services

BODi's app is written entirely in TypeScript. The strongly typed JavaScript superset made it easier and faster to onboard new people to the project because there was significantly less risk of code errors or bugs. Additionally, BODi's mobile apps use React Native, which meant that X-Teamers could use their JavaScript skills to write the same code for both iOS and Android apps, significantly speeding up development.

X-Team developers also used the Redux-Saga library to create a global event bus to connect all of BODi's apps. This setup meant that developers spread across different teams, working on different parts of different apps, could understand and react to what the other teams were doing. It made the separate aspects of the apps feel like part of a cohesive whole.

For the web app, X-Team developers decided on Gatsby because of its performance improvements. They created a pre-production environment that smoke tests everything before it goes live, along with several techniques, from asset optimization to prefetching, to make sure the web app runs as fast as it possibly can.

Results

Creating Cohesive, Fast Apps with Great UX

Together with X-Team developers, BODi was able to create cohesive, fast applications with great UX. Mashable named their Openfit app the "best app for real-time feedback," saying that it "gives you access to personal trainers without having to pay a personal trainer fee."

Company	BODi
Industry	Health Tech
Headquarters	Santa Monica
Project Start	2017

Rapid Growth and Subscriber Milestones

BODi's web app grew rapidly, and it quickly hit the milestone of 100,000 subscribers. X-Team's developers worked on the checkout of the app, and users reported virtually no issues at launch. As a result, BODi has seen a steady stream of income from the web app without any technical hiccups.

Continuous Improvement and Streamlined Features

BODi and X-Team are continuously working to make the app faster and more streamlined. This is reflected in the user reviews of the app, which frequently mention how the app is only getting better over time.