

**Your Reformer** - a "Reformer Pilates" experience provider in Australia - digitizes their offering through a custom video-on-demand and live streaming module functionality designed by **Smart Health Clubs**.

## IMPACT

- APP LAUNCH: AUGUST 2ND, 2021
- 330 USERS ON THE APP, 150 IN THE PIPELINE
- 5 STAR RATING ON THE APP STORE

# THE CHALLENGE

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Imagine a premium brick-and-mortar Pilates studio. Packed classes. Brilliant trainers. Premium equipment. The perfect vibe!

Then came Covid and its aftermath. It affected the best of the people and businesses and required them to learn how to pivot and rework their product offerings.

**Now imagine: If the same amazing experience is delivered to customers in the comfort of their homes.**

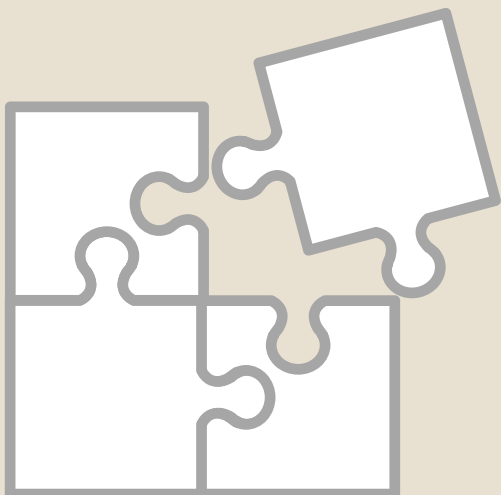
This is about what an incredibly smart team in Australia achieved when they set up **Your Reformer as an online, On Demand Pilates Studio**. They needed a tech partner who would give them:

- A **Digital Platform** which is flexible and customizable
- A premium **custom branding** experience for their customers on the App

Smart Health Clubs helped Your Reformer build this platform, and the application was launched on 2nd August 2020 :-)

## OUR SOLUTION

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**01.** A customized premium look and feel of the App to meet their stringent branding requirements

**02.** An On Demand Video solution to guide customers through the Pilates programs on their own time

**03.** Live Streaming service for their customers to replicate the studio experience at home

# MEET THE TEAM.



A small, but incredibly smart husband and wife team, Ben & Emma Stallworthy were running a brick and mortar Fitness Club until 2020 in Australia. In 2021, they decided to pivot to a virtual or online offering for their customers based on Reformer Pilates.

- **Emma Stallworthy** - A mom of 2 young ones, a Pilates expert, the heart and the soul of this new offering with a unique story to tell on how Pilates helped her own personal journey
- **Ben Stallworthy** - Business Owner and Manager par excellence, the brain behind it all

Enlisting the support of Operations Manager, **Samantha McCutcheon**, who led the App launch and worked with us to create the Your Reformer App.

## How did it all start? What was the initial idea?

**It all started with Emma.** Like many of us, she is a busy working mum, who attempts to juggle classes at her favorite studio with family time. Things got tougher once Covid hit. She struggled navigating lockdowns and not having access to studios at all.

She came up with this brilliant idea of bringing the Studio experience of Reformer Pilates into people's homes. **Emma wanted to make Reformer Pilates not only more accessible, but also pleasing in every sense.** So, they sourced beautiful Reformer beds and got them tailored to their specifications.



Your Reformer delivers a contemporary style of Pilates. It incorporates the fundamentals of the program with lots of little challenges built in, to enable steady progress and hence imbibe confidence in the user.



The YR team firmly believes: "Pilates is for everyone." That is why the programming is deliberately designed to be inclusive for both beginners and advanced learners.

The YR team wanted to integrate these Reformer Beds with an App so that when their customers used the Pilates Reformer Beds, they could view live or recorded videos from the screen of the Reformer Beds.

So, they decided to create high quality professional video content, to deliver a complete solution -

**On Demand Video + Reformer Beds.**



This is what a typical YR Pilates session at home looks like. Don't miss the very impressive Reformer Bed - we will be surprised if you don't get tempted to get one of these beds for yourself.



**Samantha McCutcheon,**  
Operations Manager

## LET'S HEAR FROM SAM. →

**Why did the YR team engage with Smart Health Clubs? What were they looking for?**

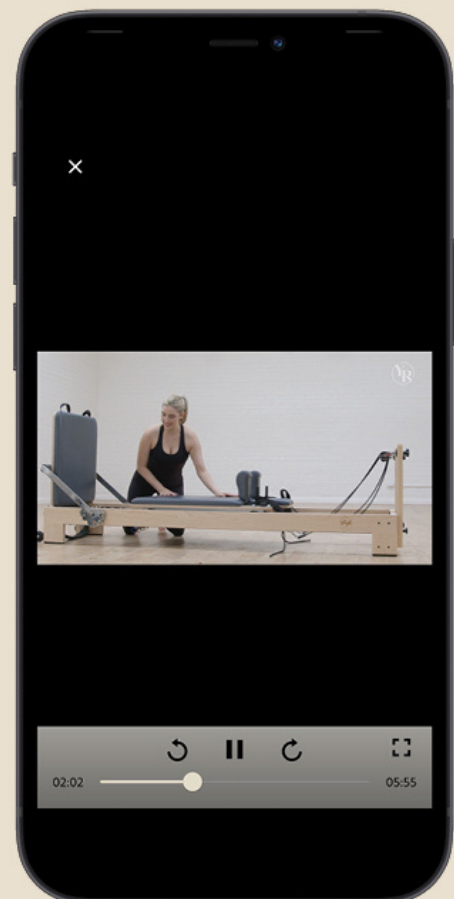
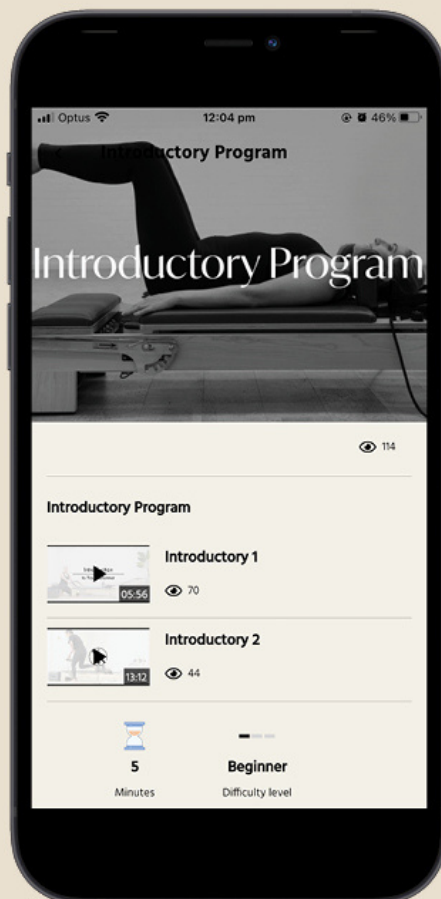
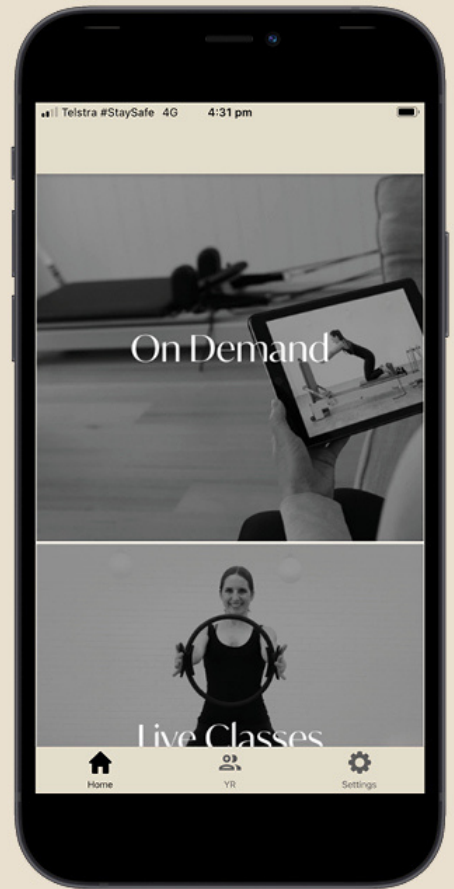
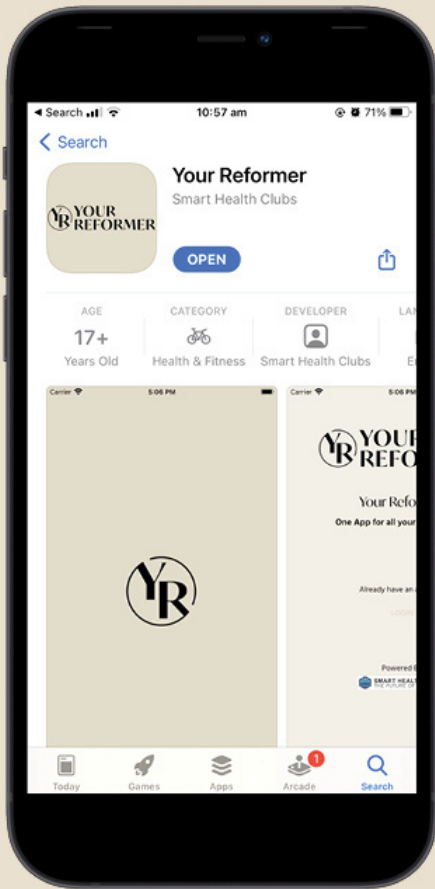
"With our amazing concept, we knew we had to have the appropriate vehicle to bring our OnDemand experience to our Customers in the most effective, easy and visually appealing way. We heard great things about the team at Smart Health Club, predominantly that they were progressive and wanting to expand to meet the needs of more markets with their App builds. We also knew that they were producing premium looking Apps for their existing customers and this was the right fit. We knew that popular video platforms were going to be clunky for us to manage so we engaged Smart Health Clubs to come up with an OnDemand App solution."

**How was this brief fulfilled by Smart Health Clubs?**

"We engaged in various conversations on the look, feel and navigation of what we were looking for with Smart Health Clubs. We needed sleek, well-designed, stripped back functions and an ability to accommodate customisation. Based on this brief, Smart Health Clubs got to work and produced an OnDemand App only for us, managing to interpret and implement all the little additions we needed. Our team went through a series of well placed, applicable training sessions with the Team at Smart Health and were able to work together to refine all aspects of our App perfectly. Their knowledge and attitude toward wanting to help us create the best version of our App was inspiring, we could feel the pride in their work and it really drove us to work well together. We are thrilled with the end product and our Customers are navigating it beautifully with little support from us."

# SOLUTION.

## A DEEP DIVE INTO SMART HEALTH CLUB'S YOUR REFORMER SOLUTION

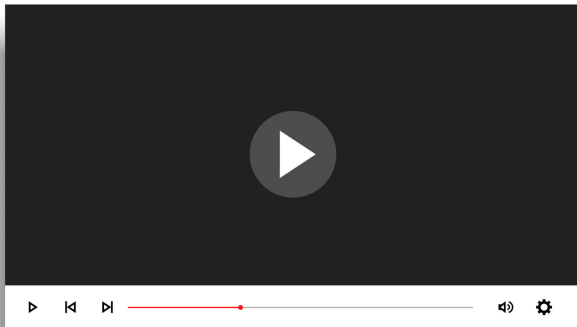


# 01. CUSTOMIZATION ACCORDING TO YR'S REQUIREMENTS.



- Since it is a virtual only App which focuses on On Demand Video and Live Streaming only, pages such as Library, Log and features such as Barcode, Notifications were stripped away. The 4 quick access icons, Barcode, Notifications, Feeds and Messages on the Top bar were also removed for a much cleaner interface.
- The App has precisely 3 tabs - Home, Club and Settings.
- Renamed some icons, For example- Club icon is renamed simply to YR.
- Only 1 icon per row with an aspect ratio 1:1. YR used the feature of Tiled icons - icons without a name below, the names appear on the top once you click on the icon. Enlarged the size of icons so that they are prominent.

# 02. ON DEMAND VIDEO.



- The app features Professionally recorded On Demand Video content.
- This content is categorised by classes based on various difficulty levels.
- Each class features various episodes with custom thumbnails, ratings and reviews.

# 03. SOCIAL MEDIA AND SOCIAL NETWORKING RELATED FEATURES.



- Custom Page on the Mobile App, which links to YR's Facebook and Instagram pages are prominently displayed on the YR page.
- Feeds and Notifications will be utilised in the future to create more specific content targeted at the right people in our community, including health advice, self care motivation, recipes and new products being added to our store.
- Groups and Friends will play an important role within the community to bring their customers together on a safe social platform so they can engage with each other on subjects and topics that are relevant to them. This feature will be launched with the first online Wellness challenge coming really soon.

# IMPACT.

## HOW IS THE YR APP DOING?

**550** REFORMERS

**330** APP USERS

**150** MORE REFORMERS  
TO BE ADDED

The YR launch was on August 2nd, 2021 and so far they have sold 550 reformers. And have 330 users on their App with around 150 more due to be added in the coming weeks. Their first challenge is coming up and they will progress to using the Feeds and Groups functionalities within the App to solidify their community and create meaningful content that will be delivered easily and promote interaction amongst users.

# OUR EXPERIENCE.

## WHY IS THE YOURREFORMER APP SPECIAL FOR US AT SHC?

We achieved many firsts with YR:

- Our first Australian customers. What a lovely feeling, though some of us wake up at odd hours to talk to them, it is always a pleasure.
- Our first customer who is not a brick and mortar establishment and has used the SHC platform to create a completely virtual offering for their customers. We call this an "Equipment B2C" solution.
- A completely different UI of the App: minimal, premium, and customized especially for YR
- Our first solution with only Video On Demand and Live Streaming modules without the customary Booking and Attendance and Instructor Sub modules most of our other customers use.