



# Weight Watchers

Case study

## Customer profile



Weight Watchers International operates in 30 countries, it offers products and services for weight loss/maintenance. The brand is featured by such celebrities as Oprah Winfrey.

## Need & Challenge

The Client needed to create best-in-class mobile products for weight loss on the basis of the original program.

## Business objectives

- ✔ Deliver easy-to-use and functional iOS and Android mobile products for program adopters
- ✔ Integrate calorie count, recipes, activity tracking and social interaction features into 1 application
- ✔ Provide users with healthy lifestyle assistance (24/7 Expert Chat and advice from a Certified Coach)

## Project overview

Qulix team needed to develop and support iOS and Android application, implement new features and improve product's quality.

The major challenge was to provide effective communication between several remote teams. We implemented daily stand-ups, weekly meetings and development demos via video communication tools to establish reliable relationships with the in-house engineers and instantly get feedback on the work done.



## Features

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### Social experience

Interaction with the community, sharing progress, recipes and achievements



### Activity and weight tracking

Integration with Apple Health, monitoring weight dynamics



### Food and Healthy eating

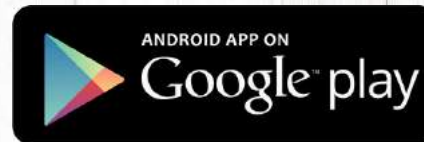
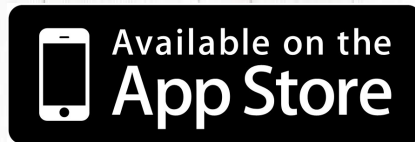
FitPoint diet management system, bar code scanning

## Result

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Due to cooperation with Qulix Systems the Client released stable iOS and Android products with rich functionality. We keep on working with Weight Watchers on systems support.

## Download Weight Watchers application:



## Tools and Technologies



### Contacts

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