

# Web2.0 online fitness and daily nutrition planner

## CASE STUDY

Algoworks helped client in development of a Web2.0 portal using open source CMS with the objective of offering effective online fitness training, dynamic daily exercise and nutrition plan to its users.

### CUSTOMER

Client is a motivated community of industry leaders in fitness training and has no web presence. Client wanted to increase customer reach by offering services online.

### BUSINESS SITUATION

Client wanted to come up with a portal to provide auto generated fitness solution integrated with a CMS for easy content update. The application needed to have following features:-

- An online fitness training solution which is easy to use and has intuitive UI.
- Role based user registration and access.
- Secure payment gateway integration.
- Daily exercise and nutrition program based on user fitness goal.
- Calculators and graphs to analyze progress.
- Easy content management.
- Web2.0 features like forum, blog.

### SOLUTION

Algoworks proposed a robust and scalable solution based on LAMP platform. The core of application was developed on CakePHP framework. Joomla was integrated with the framework to provide CMS capabilities. Flash and Ajax helped to provide highly interactive UI with dynamic analytical capabilities e.g. graphs. This technology stack helped us in achieving following goals:-

- Low cost and quick development.
- Highly interactive and user friendly UI.
- Easy content management.
- Ready to use Joomla Web2.0 features like forum, blog.
- Graphical analysis of user fitness progress.

### BENEFITS

- ✓ Quick, low cost and open source development.
- ✓ Highly secure application access and payment.
- ✓ Well designed and auto generated user program.
- ✓ Effective progress bars, graphs, calculators, slide shows.
- ✓ Interactive and user friendly UI and flow.

### Portal Development

Platform - LAMP

Domain:

CMS, Fitness training

### Engagement Key points

- Engagement started in 2008 and ongoing
- Peak Team Size - 4
- Team composition -Development manager, technical Lead and Software developers
- SDLC: Agile

### Tools and Technology used

- PHP5
- Joomla
- CakePHP
- Ajax/jQuery/Prototype
- Flash
- MySQL 5
- Linux

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