

Case Study:

# iPhone Application for Fitness Videos

## Entertainment Industry

### Client Situation

Client approached Experis IT to design and develop an iPhone application for fitness expert "Denise Austin" enabling the users to watch fitness videos on their iPhone, iPod touch and iPad.

Client envisioned developing iPhone application show-casing fitness videos of Denise Austin.

Key objectives of the project were:

1. Enable the user with easy accessibility of the videos on a click, whenever they wished
2. The users also have the provision of customizing the workout as per their interest by selecting videos and making their own playlist

### Experis IT Solution

Experis IT developed an engine, which will enable users to play multiple videos automatically from their playlist.

### Technology Specifications

Experis IT developed and deployed the Workflow applications using the components:

Key Components		
Application	Denise Austin Fit In 5 - Workouts	
Solution Components	Operating System:	iOS 4.2
	Client:	iPhone, iPod touch and iPad
	RDBMS:	SQLite
	Development Tool (IDE):	Xcode
	Language:	Objective C

### About Experis IT

Experis IT is a leading provider of customized IT staffing, technical and business process solutions with offices across major markets in India and Singapore.

Now a ManpowerGroup company, Experis IT leverages its expertise by providing clients with a single source solution for highly skilled talent and technology solutions in IT.



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## Sample Screenshots

The screenshot shows the iTunes Preview page for the app "Denise Austin Fit In 5 - Workouts". At the top, there is a navigation bar with links for Store, Mac, iPod, iPhone, iPad, iTunes, and Support. Below this, the "iTunes Preview" header is visible, along with links for "What's New", "What is iTunes", and "iTunes Charts".

The main content area features a promotional banner for iTunes 10, stating "iTunes is the world's easiest way to organize and add to your digital media collection." It includes a "Free Download" button and a "I Have iTunes" button.

The app's title, "Denise Austin Fit In 5 - Workouts", is prominently displayed, along with the developer "Lionsgate". A "View More By This Developer" link is also present. The app is described as "Open iTunes to buy and download apps." and includes a "View in iTunes" button.

The app's price is listed as \$1.99. Additional details include the category "Health & Fitness", update date "Dec 28, 2010", version "1.0.1", size "392 MB", and seller "Lionsgate Entertainment Inc.". The app is rated "4+" and is compatible with iPhone, iPod touch, and iPad.

The "Description" section highlights Denise Austin as "America's favorite fitness expert" and describes the app's 5-minute target toning workouts. A "Denise Austin Fit In 5 - Workouts Support" link is provided.

The "What's New in Version 1.0.1" section notes "Bug fixes for video playback and navigation of workout menu."

An "iPhone Screenshot" shows the app's interface, featuring a red header with the title "DENISE AUSTIN FIT IN 5 WORKOUTS" and a photo of Denise Austin. Below the photo are four buttons: "Overview", "Workouts", "Customize", and "More From Denise Austin".

The "Customer Ratings" section indicates that the app has not received enough ratings to display an average, but it shows "5 Ratings" with a star rating of "★★★★★". A customer review by "Cloyes67" is displayed, praising the app's customization and 5-minute workouts.

## Client Benefits:

Following is a snapshot of the beneficial features of the application:

1. Create / Edit / Delete custom workouts.
2. Linking with Denise Austin facebook and twitter page.
3. Linking with Client shop to purchase DVD's of Denise Austin View trailers of Denise Austin fitness workouts

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can help you grow your business through IT solutions.

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