shyft

India-based company provides a wellness platform to help users track, reverse & manage specific health conditions & chronic ailments. Provides global experts who are rigorously trained on the Shyft curriculum to bring the user the best practices for their needs.
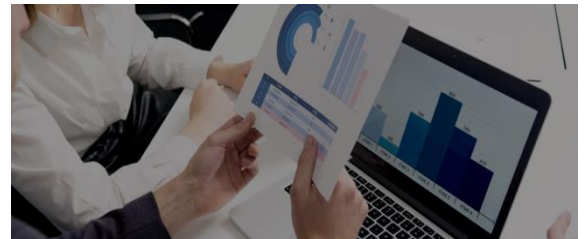
Global health-tech platform helping patients manage chronic ailments & women's health issues with lifestyle change.

Engagement Overview

Crownstack partnered with Shyft in 2022 as an Engineering partner, working closely with the Syft team. We support their wellness platform to care of Pixel Perfect UI and crash-free applications to end users, along with the features suggested by Shyft to keep updated among competitors. The scope included the mobile applications of the platforms.

About the Customer

Shyft is a personalised wellness platform that offers guided nutrition, meditation, and yoga classes. Shyft offers various Yoga-based interactive classes and DIY content focused on managing specific conditions across women's health, chronic ailments, everyday wellness, and mental health.

Over 90% of Shyft customers see either a reduction in their symptoms or a reduction in medication. They have served over 20,000 customers who have seen significant improvement in their health within two months of beginning their online yoga sessions/ nutrition sessions with Shyft.

Industry	Wellness and Fitness Services

Business Challenges

- As the Shyft platform grew, there was a need to add more features to provide better services and user experience and new features for the user so they have a more extensive user base who can use the Shyft application. We partnered with them to address the following:
    - To develop the new features and also revamp the existing feature sets.
    - The feature delivery velocity needed to improve to deliver value to customers quickly
    - A seamless user experience must be integrated for their existing and new users.

○ The code structure needed to be improved to enable teams to work more efficiently and effectively.

Business Solution

Our Engineering team worked with the Shyft team to conceptualise the solution and implement various new features with their existing platform.

- Introduced many new features by increasing sprint velocity for better usability on the media, like Recipe, My Nutrition, My classes, Onboarding Questionnaire feature and Fresh chat. The team also revamping the home screen, Profile Section and Settings.
- The team also appropriately assisted the Shyft engineering team by overhauling the libraries, similar to Zoom SDK, Firebase combination, and route Flow.
- The team enhances the user experience by following UI best practices.

Technology Stack

Frontend	React Native, TypeScript
Workflow	Slack, Github, Figma

Business Outcome

- Overall, existing and new user onboarding has increased due to better performance and unique features.
- Overall platform performance and user experience are improved through better UI integration & code quality.

Further Links

Learn More About Crownstack's Offerings
Learn More about Shyft
Shyft App on Google Play Store

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