

Bannister: a smarter way to train

BANNISTER 



Client: Diego Alcubierre, Canada

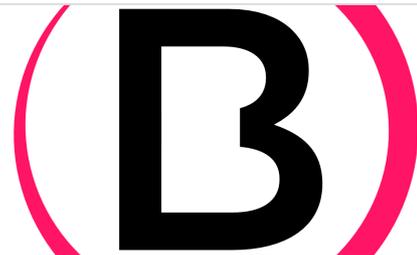
Diego is a certified running coach and personal trainer located in Canada.

Website:

Bannister - A cutting-edge running training system.

Bannister is the only running system that provides unlimited, tailor-made, professionally designed training programs that constantly adapt and adjust to your fitness and your training

 <https://bannister.coach/>



Overview

Diego is a successful running coach, focused on growing his business. The idea

was quite simple: to provide a powerful tool that would help runners become better athletes. He had many ideas for features and functionality, but he was initially unsure about his plan's feasibility.

In the past, Diego had attempted to manage the concept using Excel files, but he found

the process to be less than ideal – and certainly not scalable. The solution he imagined would implement all the logic contained in the worksheets but would deliver faster results for his clients. It would also make it easy for him to manage, no matter how many users were on the system.

Until he launched the Bannister app, his primary business model consisted of selling one-to-one coaching sessions and personal training. Because not everybody can afford personal coaching, his audience was limited, making it impossible to achieve sustainable growth. The app's focus would be to offer an innovative online system that would make running coaching more affordable, accessible, and fun.

There were many apps out there that addressed the problem, but the available solutions were generalized and not tailored to the individual. Short of working one-on-one with each runner—a logistically impossible feat—Diego wanted to create a platform that would help him reach more runners all over the world. The solution he imagined would help him scale his business while facilitating two-way communication and customized training tips for runners everywhere.

Challenges

When Diego first came to us, he had an amazing idea, but he lacked the technical knowhow to make it happen. He had approached several developers and received such a varied range of proposals that it confused the matter even further. Many communicated with him only about the technical end of the work, using technical jargon that he didn't really understand.

What Diego really needed to know was whether his idea would work, what features were most useful, and what kind of success he might expect from the effort. He needed to confirm the idea's viability before he forged ahead so that no time or money would be squandered.

Approoted's approach prioritizes viability, as we want to maximize value for our clients. We are not the kind of developers who take on projects just to fill time, and won't allow them to waste money on ideas that won't help them reach their goals.

With this in mind, the first step for us was to create a minimum viable product (MVP). This way, Diego and our team could better understand the audience, their motivations, and whether the app would deliver the desired results.

The main challenge was prioritizing what features to develop first, both to reduce the development effort, keep the budget in line, and validate the idea.

We applied an iterative process that looked like this:

1. **Brainstorming:** What core features were essential to have for the first version of the app?

2. **Development Begins:** We developed those features in small batches. Testing: We released the features into a testing environment so the client could get feedback.
3. **Updates:** Leveraging feedback from the client, we made updates and adjustments as possible. We maintained close contact throughout the process to make sure we were always on the same page. As a result, no development time was wasted on anything the client didn't need or wasn't working.
4. **Continued Improvement:** We continued to brainstorm new features based on actual results and feedback from users and the client.

The MVP we created was a working prototype of the app with a small set of features that helped the client test the idea quickly with a small group of users. Based on the enthusiastic response, it was clear that there was a strong desire for what Diego had to offer. As a result, we went on to develop a complete solution, focusing on UI/UX improvements.

Solution

One of the Bannister app's critical features was integration with Strava, the top app and social network for runners and cyclists. This integration is essential to user success and satisfaction as it bridges the support Diego provides with a system that the users already like and are familiar with. Integrating with Strava also eliminated the need for further development, keeping Diego's costs down and allowing him to launch quickly.

Success

The client chose to work with us over other agencies because we showed a sincere interest in his needs and idea. He felt that we genuinely wanted to help him build his product and were not solely focused on getting the gig and blindly developing the software.

- We helped the client keep costs low while validating the business idea. As a result, the client was not forced to invest time and money into useless features.
- We kept the internal quality of the software high to make refactoring and scaling up easier for future versions of the app. This approach reduces

costs and makes it easier to change the current implementation or add new features.

- When working on the second version, the process went quite smoothly because of the work we did during the initial stages. Now the client is ready to launch the full version of the product in mid-October.

From the Client

“I would highly recommend working Approoted to any company seeking a trustworthy software development agency. They are great at building quality software, but they are also a team that cares about your business and its success.”