

A CASE STUDY BY DIGI**CORP**



Seamlessly connecting you with a
Licensed Massage Therapist

www.digi-corp.com



COMPANY OVERVIEW

Spahack started in 2014 with a vision to create a platform for massage therapists and consumers to enhance the consumer's knowledge to the benefits of massage therapy; increase the ease of finding a massage therapist to match consumers' busy lifestyle through a beautiful and easy to use app; and present more opportunities to massage therapists to perform massage so they may focus on what they do best.



PROBLEM

Bring massage therapists and consumers closer in order to make it easier for consumers to receive and therapist to provide massage services



PROBLEM DESCRIPTION

The client, from the experiences of his own and others, knew that it was difficult to find good massage therapists and finding them at a convenient time and location. There are massage parlors out there providing massage services but finding and visiting them at a convenient time is a big problem. Even if someone could visit a massage parlor, finding a therapist with right skills and expertise is another problem. If you get lucky and find a good therapist at a massage parlor, finding her again is next to impossible. There had to be an easy way to solve these problems and the client knew that technology could help solve them. That's how the Spahack was born.

A close-up, low-angle shot of a woman lying down, receiving a massage. Her eyes are closed, and her expression is relaxed. A hand is visible, gently massaging her shoulder. The lighting is warm and soft, creating a serene atmosphere.

SOLUTION

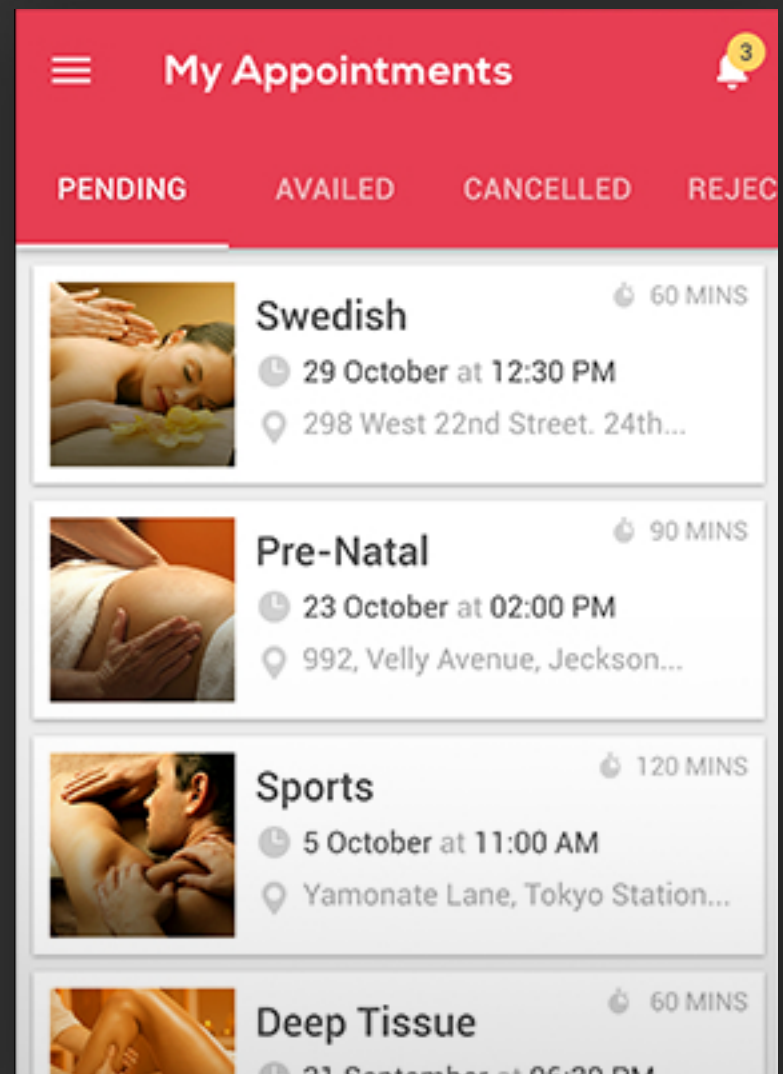
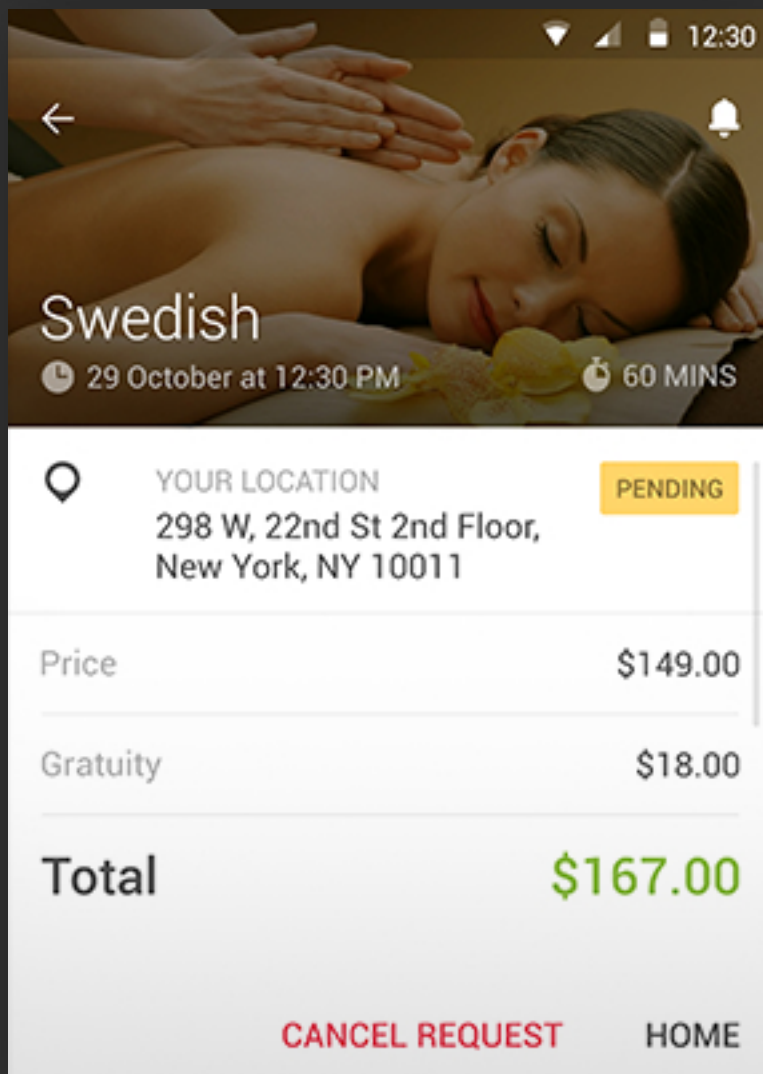
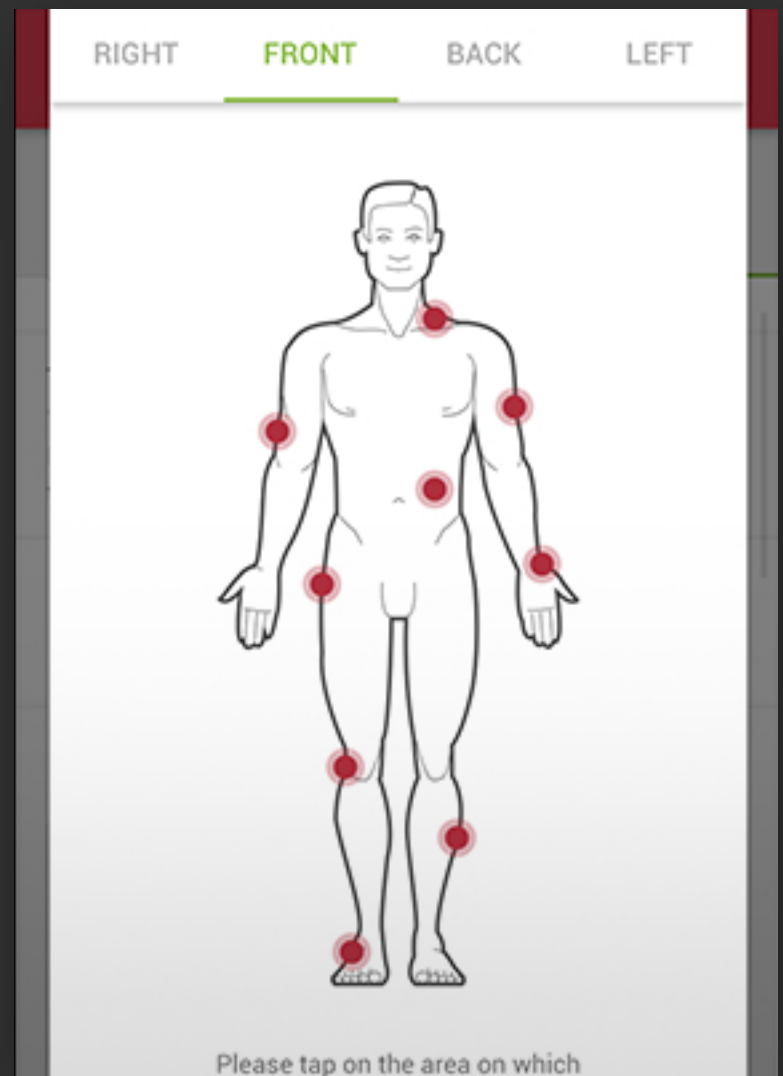
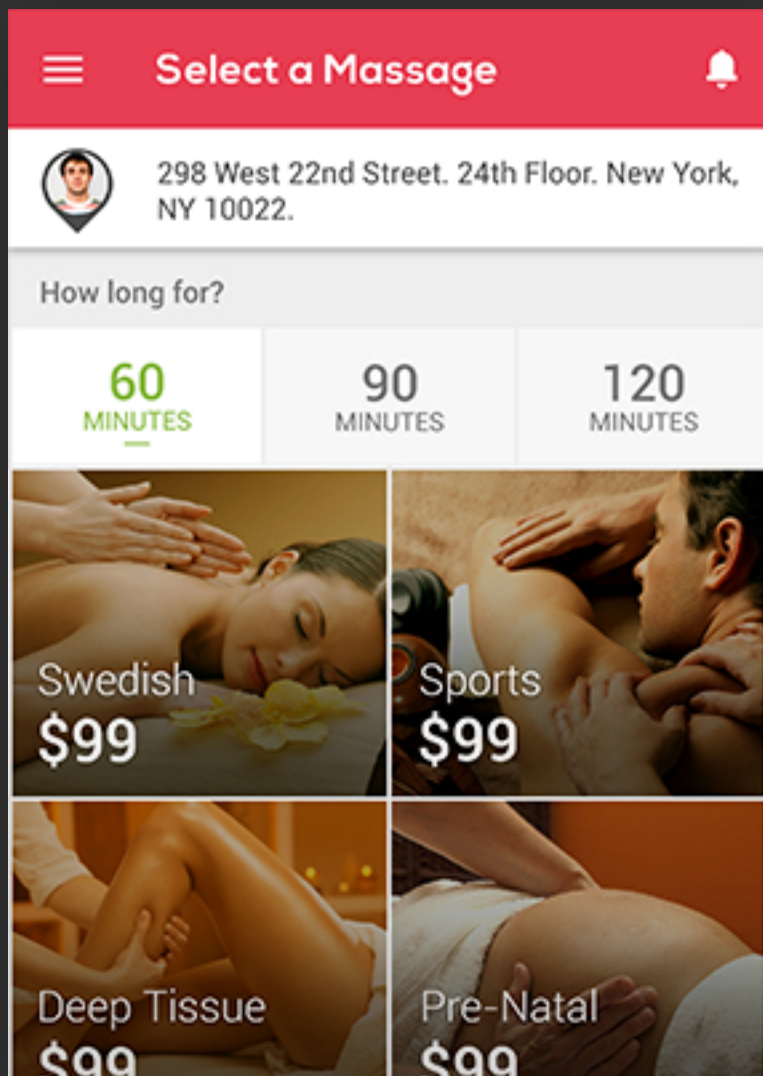
The client discussed the problems with Digicorp. We jointly laid out a strategy to build a platform for massage therapists and consumers to receive and provide massage services easily, quickly and without a hassle.

Digicorp developed an end-to-end solution consisting of backend system for administration of consumers, massage therapists, service management and massage rates; a frontend system consisting of iOS application, Android applications, and a marketing website. Web services were developed to connect backend system with iPhone and Android applications and make it scalable to integrate with third party systems in future. Braintree payment gateway services were integrated to facilitate payments to/from consumers and therapists.

The mobile app allows consumers to create their profile, find massage therapists around their current location, look at therapist ratings and reviews, book massage appointment, enter payment information, view past invoices, view past messages, refer friends, share on social media and get customer service.

The mobile app allows therapists to create their profile, schedule their service time, change visibility, modes of service (at home, at office, at massage parlor etc), view massage reservations, take consumer preference notes, view massage requests, start/stop massage, view past massage reservations, view payments received, refer app to friends and get customer service.

Digicorp also suggested and developed a web-based administration module which allows the administrator to easily manage consumers, therapists, massage prices, massage requests, invoices, and payments. We created various reports to give the client a birdseye view for taking better decisions. Along with this, we designed a stunning marketing website to help create awareness online, to explain how spahack works and to encourage users to signup and download the apps.



←

SIGN UP

LOGIN

as a provider

PERSONAL DETAILS

First Name

Stephenie

Last Name

Garton

Email

stepheniegarton@hotmail.com

Mobile Number

+1-512-12345678

Speciality

SWEDISH

SPORTS

DEEP TISSUE

PRE-NATAL

≡

Dashboard

3

SUN

MON

TUE

WED

THU

FRI

SAT

08

09

10

11

12

13

14

APPOINTMENTS (38)

REQUESTS (17)

08:00 AM

09:00 AM



Micheal Frame

Swedish | 60 MINS

10:00 AM

11:30 AM



Robert Flores

Sports | 90 MINS

01:00 PM

02:00 PM



Nancy Webb

Pre-Natal | 120 MINS

03:30 PM

05:00 PM



Carolyn Fields

Swedish | 90 MINS

←

Set Preference

3

November 2015

SUN

MON

TUE

WED

THU

FRI

SAT

08

09

10

11

12

13

14

Start Date

09 NOV 2015

End Date

11 NOV 2015

Full Day

08:00 AM - 11:30 AM

01:30 PM - 02:30 PM

04:30 PM - 06:00 PM

Time Slot

07:30 PM

To

✓

DONE

≡

Notifications

TODAY

5 new notifications



Jennifer Wringley

has accepted your request

2 Mins Ago



Samuel Baxton

has rejected your request

10 Mins Ago



Stephenie Garton

90\$ credited

2 Hrs Ago



Robert Andrew

has cancelled your appointment

5 Hrs Ago

09:00 AM

10:00 AM

4






▼



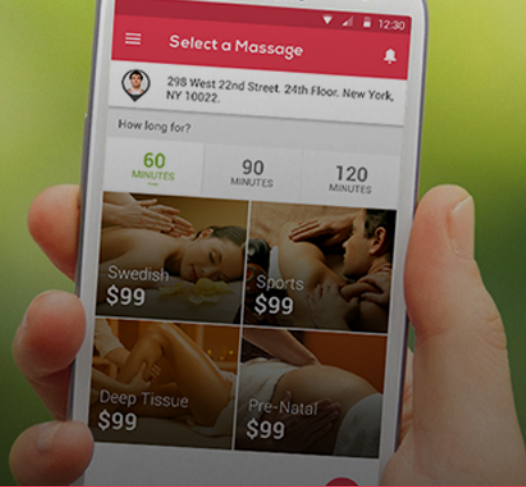
Carolyn Fields

10 Hrs Ago

06

DIGICORP

RESULTS



- Spahack mobile application changes the way consumers book spa appointments specifically massages.
- Spahack is beautiful and easy to use app that gives consumers the flexibility to book last minute spa appointments seamlessly and directly with the massage therapists for their choice.
- The application allows consumers to receive massage at their preferred location (i.e. Home, Office, Massage Parlours etc)
- Consumers can now book last minute massage (today and tomorrow), typically priced lower than standard massage rates.
- Spahack enables massage therapists to serve more consumers and hence increase their business
- Massage therapists can fill up their last minute open slots and increase their reach quickly.

“Spahack is an app that allows you to book a last minute massage appointment faster, easier, and cheaper. We work with licensed massage therapists to help fill their last minute open slots for a cheaper and competitive rate to the client.

When I was interested bringing my idea to a reality, I knew DIGICORP was the way to go. Sanket and his team has worked very closely with me to understand my idea and bring it together in the form of a beautiful and user friendly app. I cannot thank them enough for their hard work in getting Spahack up and running.



Jimit Patel
Founder - Spahack



SERVICES PROVIDED

- Consulting and Business Strategy
- UI and UX Design
- iPad Application Development
- iPhone Application Development
- Android Application Development
- API development
- Website Development and support



CODE TO CRAFT

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