

Fitness Territory

Description

Fitness Territory is a federal chain of fitness clubs, which is represented in 13 Russian cities. The company transferred the club membership cards distribution to online sales. We have restarted the TerFit website, including redesigning the interfaces, introducing the new visual style, changing the technological platform and integrating the site with multiple services.

Project description

- content of the pages gets adapted to a selected club;
- timetable is updated from ERP 1C:fitness;
- each club operates in its own 1C:fitness;
- each club is connected to an independent acquiring;
- routing of applications and payments: integrations depend on a club.

The project consists of:

- catalog of the clubs;
- online store selling passes;
- classes timetable connected to the catalog of coaches and fitness services;
- news catalog;
- jobs catalog.

Tasks and solutions

Tasks

The previous version of the website was launched more than 5 years ago and has got totally out-of-date. We were supposed to reinvent the logic of the site and interface operation with the focus on usability. The majority of the site visitors use their mobile devices to enter it.

The site has three major aims: presentation, sales and service.

Potential clients are expected to plunge into the atmosphere of a selected club, assess its great infrastructure and get interested in it! They also must have an opportunity to select and buy a club pass on the website by paying with a card, FPS (Faster Payments System) or in installments.

The current clients of the club must have an opportunity to check the most up-to-date timetable, filter it and obtain the details about available coaches and services as well as follow the events and projects of their clubs.

Solution

We have developed a flexible system which provides connection to any number of the clubs within one website as well as centralized access to their services. The navigation is adaptable — one can select a club and proceed to the sections content adapted to this very club.

The chain owns several clubs in Moscow and its region. We have connected the clubs to the metro map and Moscow map to facilitate the club selection for users.

Presentation.

A client is expected to get interested and willing to buy a pass to the club without even visiting it. A tour is the best selling tool, thus the club page visual component is prioritized. There have been prepared special presentation videos for each club, which are aimed to plunge a visitor into the club atmosphere from the very first view. The page contains multiple photos of the club zones with descriptions, whereas in the mobile version a client can see the most important zones in due sequence without unnecessary swiping - all these features persuade users to get immersed and appreciate the scale of the club.

Sales.

The price and list of the cards vary depending on the club.

Different clubs operate as different legal entities, thus payment acceptance and receipt creation is carried out with regard to the particular club selected by a user.

Application forms presented on the website and landings send data to 1C:Fitness of the corresponding club of the chain.

Service.

We have launched various services for the current clients — timetable, news, results of the club tournaments.

Timetable of the clubs is executed in independent 1C:fitness platforms (each per club) and updated automatically four times a day.

All the databases of fitness-services, coaches and class times are connected in the timetable service. It enables the clients who work out with a particular coach to learn their timetable right from his personal page. Whereas clients who would like to take up a particular kind of sport can see all the available coaches and timetable on the page of this very sport.

Achieved goals

The traffic volume and structure remained the same, but upon the launch of the new version of the website we can highlight the following:

- bounce rate has dropped by 30% from 14,1% down to 10,8%;
- card store traffic has increased by 70% (sales data can't be disclosed under NDA);
- users stopped complaining about out-of-date timetables on the website, as now they get updated four times a day and contain information about cancelled training or substitution of a coach if he is on a sick leave.