Custom Coaching Platform Development for Coaching Company

PROJECT DETAILS

Custom Software Development, Mobile App Development, Web Development

Jul. 2022 - Ongoing

$200,000 to $999,999

" *"Their business model is very unique, and their communication is top-notch — I love working with them."*

PROJECT SUMMARY

Beehive Software Inc. has developed a custom disease management coaching platform for a coaching company. Deliverables have included a mobile app, a web app for coaches, and CRM and third-party integrations.

PROJECT FEEDBACK

Beehive Software Inc. has built an effective UX for clients, including several valuable features that have helped increase the client's staff's efficiency. The team consistently delivers on time and communicates their progress effectively through Slack. Their responsiveness also stands out.

The Client

Please describe your company and position.

I am the CEO of Mastering Diabetes

Describe what your company does in a single sentence.

An online coaching program to help (1) people living with diabetes and (2) overweight people to reverse insulin resistance, lose weight, lower their A1c, and gain energy using food as medicine.

The Challenge

### What specific goals or objectives did you hire Beehive Software Inc. to accomplish?

• Develop a custom coaching platform for chronic disease management
• Develop a mobile app for people living with diabetes, weight loss needs, and cardiovascular conditions
• Develop a web app for coaches to manage multiple clients with ease

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Cyrus Khambatta
CEO, Mastering Diabetes

Healthcare

Austin, Texas

CLIENT RATING

5.0
Overall Score
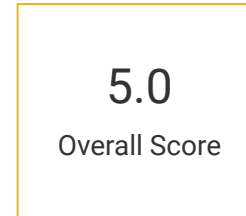
Quality:	5.0
Schedule:	5.0
Cost:	5.0
Would Refer:	5.0

The Approach

How did you find Beehive Software Inc.?

• Online Search

• Referral

Why did you select Beehive Software Inc. over others?

• Pricing fit our budget

• Great culture fit

• Good value for cost

• Referred to me

• Company values aligned

• High confidence in the founding team

How many teammates from Beehive Software Inc. were assigned to this project?

2-5 Employees

Describe the scope of work in detail. Please include a summary of key deliverables.

Develop a coaching platform for Mastering Diabetes members, including a coaching dashboard and a members app. The platform's objective is to be a scalable way of facilitating the communication between the coaches and the members and help them in reversing insulin resistance using a low fat plant-based diet.

• Round 1: Scope The following is the list of frontend clients and high-level description of the long term features requested (for the MVP and beyond): Members app (mobile only) that allows members to:Login Smart onboarding process User journey depiction In-app content including text and videos Notifications Group and/or one-on-one chat, depending on the member tier Device / apps integrations Logging capabilities of glucose, insulin, fasting, meds, activity, food (simplified) Recipe

book Coach dashboard (a.k.a "coaching portal") that allows coaches to:Communicate with their members View members status, logging history, and engagement stats View a specific member with all the history Content Management System that allows Mastering Diabetes team to update content and journeys Main deliverables Frontend clients List of features in members app User login Standard user login.The credentials will be generated and managed by the platform in response to a webhook request from the CRM (currently Ontraport, but it may change) when a new user was created / has met the conditions to start their program. Smart onboarding process with a questionnaire that allows assessing the state of the perspective member:Mastering Diabetes already has an existing onboarding quiz in Typeform. The current onboarding quiz is used to get people to the discovery call with a salesperson. Typeform goes to the CRM (currently Ontraport) and Pipedrive via Zapier. Today's experience: Person goes on site -> personalized coaching -> see video -> fill out questionnaire -> get either a Calendly link or a group call (webinar) -> pay on phone in one-on-one with sales person or get a link to pay in the group call. We will use the current system for the time being and integrate it to the app. Mastering Diabetes thinks there is value in providing the onboarding questionnaire + a notification about it to the coach. The coach in the small group or one-on-one should reach out immediately to the member. In future versions - this process should recommend a tier, a group and a coach they should work with. The onboarding should be in the app. User journey and in-app content The user journey depends on the type of diabetes (out of 5 types based on the onboarding questionnaire: T1, T1.5, T2, pre, gestational). In the future it may depend on the psychological status as well. The journey is built out of blocks (i.e. sections). Each block has multiple pieces of 10-15 lessons, made out of a video and/or text. Each lesson will take a day, thus a block will take 10-15 days to complete. The journey is linear, the member has to complete a block before moving on to the next. Inside a block, members have to watch the lessons in the order they are provided. Once they mark the lesson as completed the next lesson will be enabled. Once all the lessons (of a block) are marked completed,

chat).
• 8 types of user logs (glucose, food via image capture, exercise, fast, insulin, log hydration, meds, weight; Note that as part of the fast there will be fast tracking, since this is only part of the weight loss program it's listed there separately). The logs will include a + button menu to reach the various log features.
• Me screen changes: my logbook to view the history of everything logged by the user (it should also show a lesson that was finished) + move settings to be inside of it.
• Weight loss program: ability to have different content/journey controllable from CMS + replace log blood glucose with log fasting in the home page.
• Push notifications according to this spreadsheet, both chat notifications as well as daily reminders.

• Next lesson link (animated upon completion).
• Chat link.
• Four tasks of the day that the user can mark (one of the tasks will be dependent on whether it's diabetes or a weight loss program).

• Change in + menu : show track fast and hide log insulin and log glucose.
• Change the home page (show track fast) and change one of the daily tasks.
• Track fast with a timer.
• Ability to go back to the timer from homepage while the timer runs in the background.
• Later version or if time/budget permitting: iphone home screen view of timer.
• Different color palette (not certain).

• Connect members to coaches (need definition from Mastering Diabetes)
• List of members page - including an overview of the members and key metrics related to their progress.
• Member page with the entire logbook and profile of a specific member.
• Archive chat - a feature that allows coaches to archive chat of

The Outcome

What were the measurable outcomes from the project that demonstrate progress or success?

• Increasing the efficiency of our current coaching staff
• Decreasing the number of hours our coaches spend on administrative work Increasing the number of clients our coaches can interact with at any moment
• Developing a clean and effective UX for clients, including in-app chat, in-app content, and being able to log daily activities efficiently
• Amount of data tracked by members
• Satisfaction of coaches

Describe their project management. Did they deliver items on time? How did they respond to your needs?

They always delivered on time and were very clear in their ability to communicate exactly what new features were added, what bugs were fixed, and what open tasks remain. We communicated in real-time via Slack, and they have always been very responsive to our needs.

What was your primary form of communication with Beehive Software Inc.?

Virtual Meeting

What did you find most impressive or unique about this company?

Their business model is very unique, and their communication is top-notch — I love working with them.

Are there any areas for improvement or something Beehive Software Inc. could have done differently?

Before starting the project, we talked about ongoing software maintenance costs briefly. As the project was nearing completion

and as we transitioned to maintenance mode, we began talking about the cost of monthly maintenance once again.

I would have liked to have this conversation in more depth at the beginning of the project, and I'll take responsibility for not talking about it in detail at the beginning. This would have helped us plan our expenses better, but it is something that I'm realizing was part of my responsibility.