

Case Study: BCX100 Body Confidence Challenge

Capstone + Client Engagement | Prime Digital Academy | Fall 2024

Client: Natasha Pehrson – Founder, Body Confidence Academy

Summary

A health coach and online influencer, Natasha Pehrson needed a mobile version of her web-based 100-day fitness and mindset challenge to streamline client engagement and accountability. She wanted an app that would make daily goal tracking simple, celebratory, and visually engaging. Our team delivered an MVP prototype, the basis for a mobile app that is now live in the App Store.

Role & Responsibilities

I wrote the project scope document for this capstone project, presented the MVP drafts, and coordinated multiple revisions in dialogue with the client. I created over two dozen wireframes for all the app's screen views and the logic-rich flowchart governing user navigation on our Miro team platform. I also coded several of the screen views using the technologies listed below.

Key Features

- Dashboard view that displays progress in an encouraging, visual layout
- Day-by-day task checklists and motivational milestones reinforce habit-building
- Admin dashboard allows the client to add and manage challenge content without needing developer assistance
- Gamification elements like streak tracking and celebratory messages to maintain engagement
- iPhone-optimized design makes the challenge accessible anytime, anywhere

Tech Stack

React, Redux, HTML, CSS, Node.js, Express, PostgreSQL, Expo

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