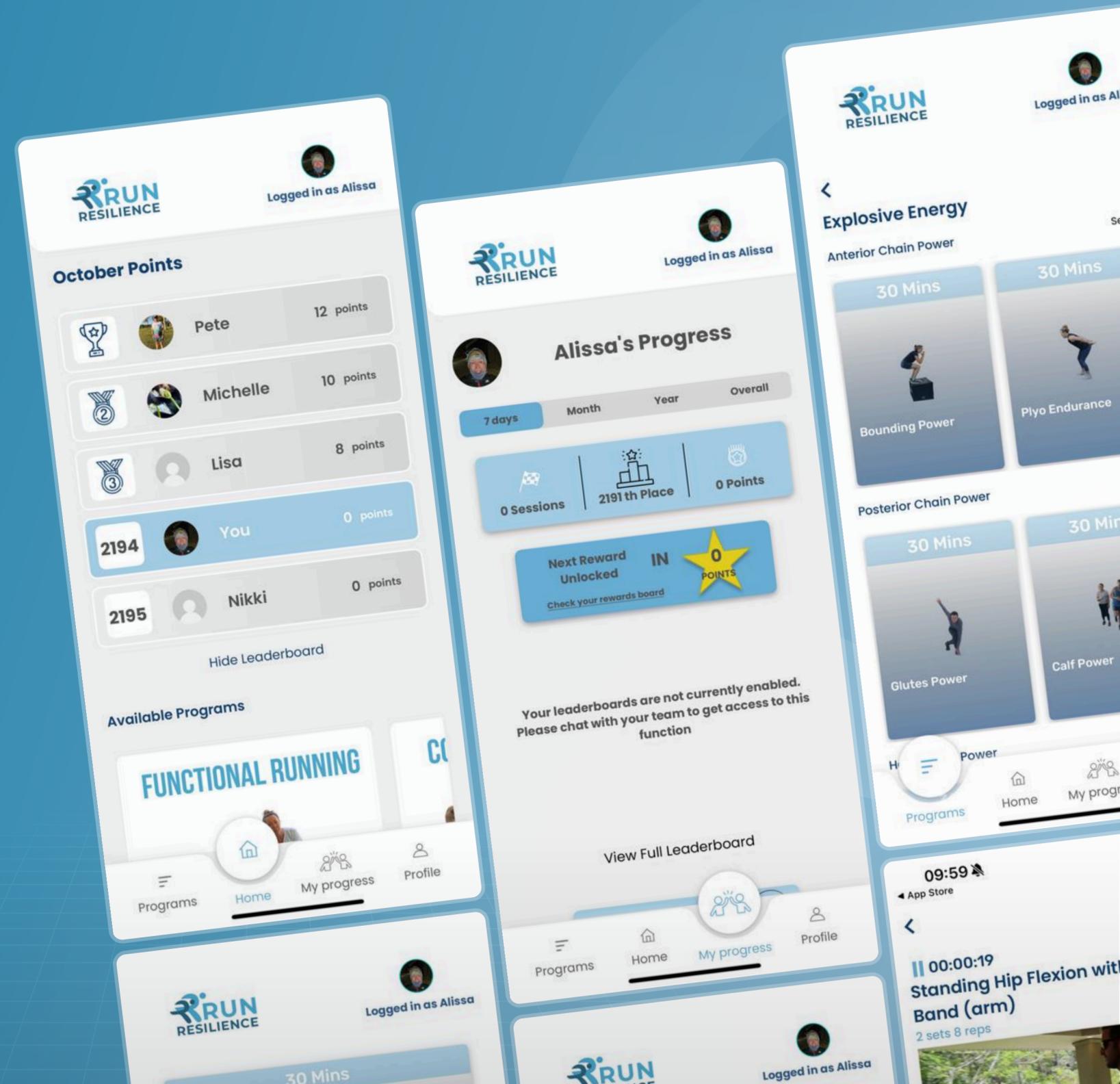**CASE STUDY**

Optimizing Performance: A Case Study on Pursuit Lab and NUS Technology's Development Partnership

Client: **Pursuit Lab (Alissa Wilkinson)**

Overview

Founded by Alissa (Williams) Wilkinson, an expert in the health and fitness domain, Pursuit Lab was born from avision for a unified platform to revolutionize how clinics manage their clients and how clients experience their fitness journey. Alissa identified a significant gap in the market for a tech solution that could seamlessly connect program design, progress tracking, and payment management, all within a single ecosystem – **PhysThrive**.

■ Industry
Health & Fitness

■ Market
Australia

■ Frontend
**Ruby on Rails (HAML),
VueJS, React Native (Mobile)**

■ Backend
Ruby on Rails

■ Database
PostgreSQL

■ Infrastructure
Heroku Cloud Platform, Firebase

■ Integrations
**Stripe Payment Gateway,
AWS S3, Zendesk**

A Fragmented and Inefficient Workflow

Alissa recognized a critical inefficiency in the health and fitness industry. Clinics and coaches were managing their businesses through a disjointed patchwork of tools, relying on spreadsheets for programming, email for communication, and text messages for client check-ins.

This fragmented approach was not only time-consuming and prone to human error, but it also severely limited their ability to scale. It was nearly impossible to deliver truly personalized client experiences consistently, track progress effectively, or manage billing and subscriptions in one place. The industry needed a unified platform to bridge this gap, automating administrative tasks and centralizing all aspects of the clinic-client relationship.

Building a Digital Health Ecosystem

NUS Technology's team of experts approached the project as a strategic partner. We worked closely with Alissa to understand her vision and build a comprehensive solution comprising two key components: a powerful management Web-app for clinics and an intuitive Mobile-app for their clients.
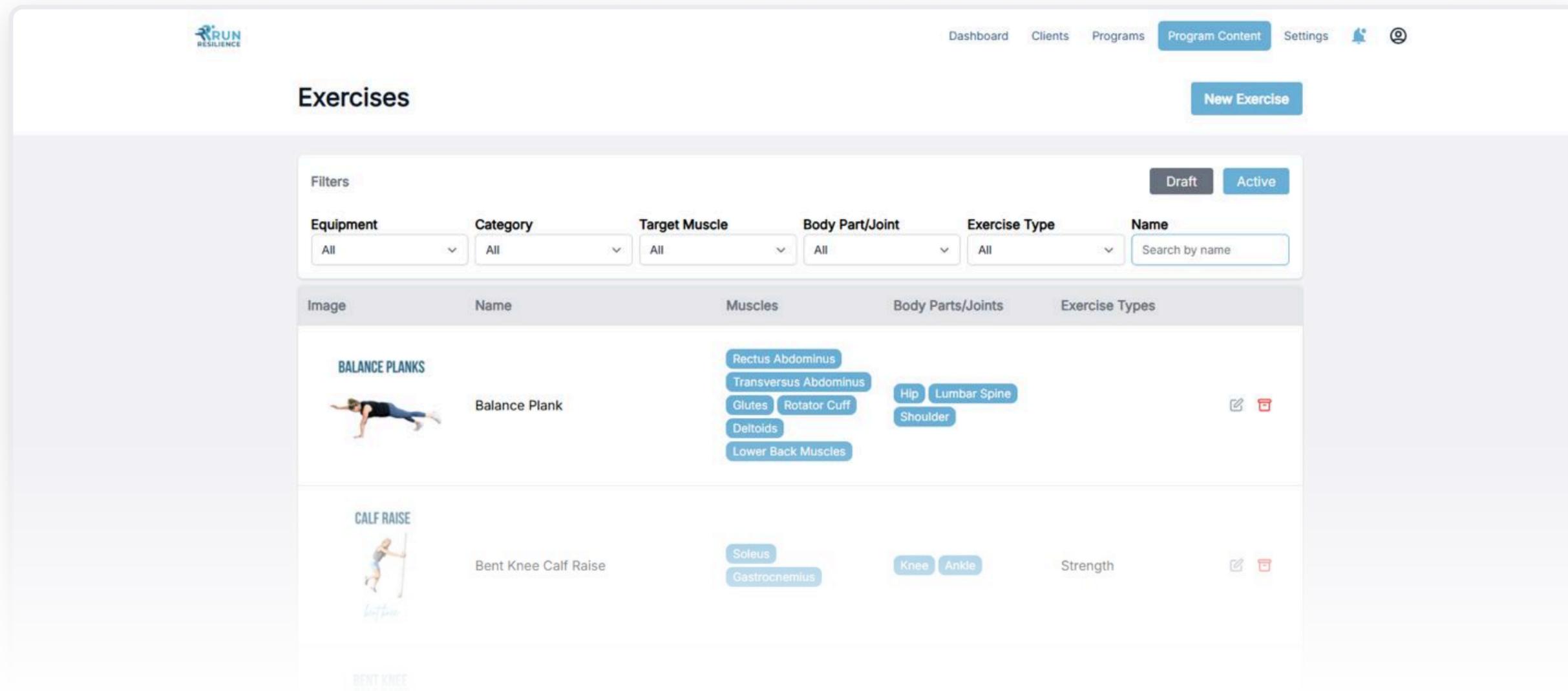
Technology Stack & Architecture

To ensure development speed, security, and scalability for **PhysThrive**, NUS selected **Ruby on Rails** as the primary back-end framework. For the web-app's front-end, we combined **Ruby on Rails (HAML)** with **VueJS** for pages requiring high interactivity, creating a flexible management interface.

The mobile application was built using **React Native**, enabling parallel development for both iOS and Android platforms from a single codebase, significantly saving time and resources. The entire system is deployed on the **Heroku Cloud Platform**, leveraging **AWS S3** for file storage (videos, documents) and **Firebase** for real-time features.

- Firebase
- Heroku
- Ruby on Rails
- React
- PostgreSQL
- VueJS
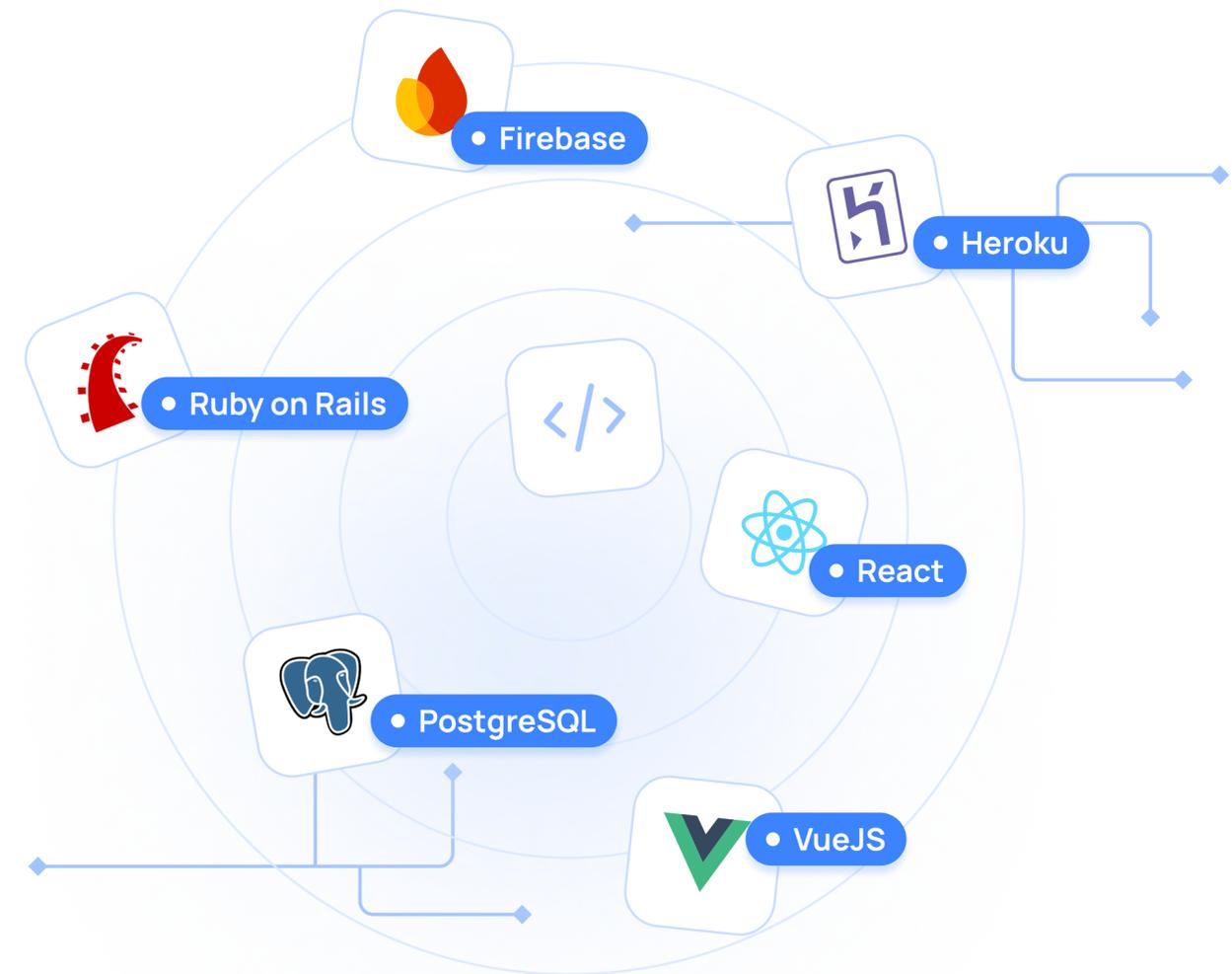
User-Centric Design

The PhysThrive solution was custom-tailored for two distinct user groups:

1. **Web-App (For Clinics)**: A centralized dashboard allowing clinics to:

   - Perform comprehensive management (CRUD) of clients, training programs, payments, and questionnaires.

   - Create and manage flexible subscription plans.

   - Design program templates, exercises, and educational content.

   - Customize and assign programs to individual clients, even automating this based on questionnaire responses.

   - Track detailed reports on progress and revenue.
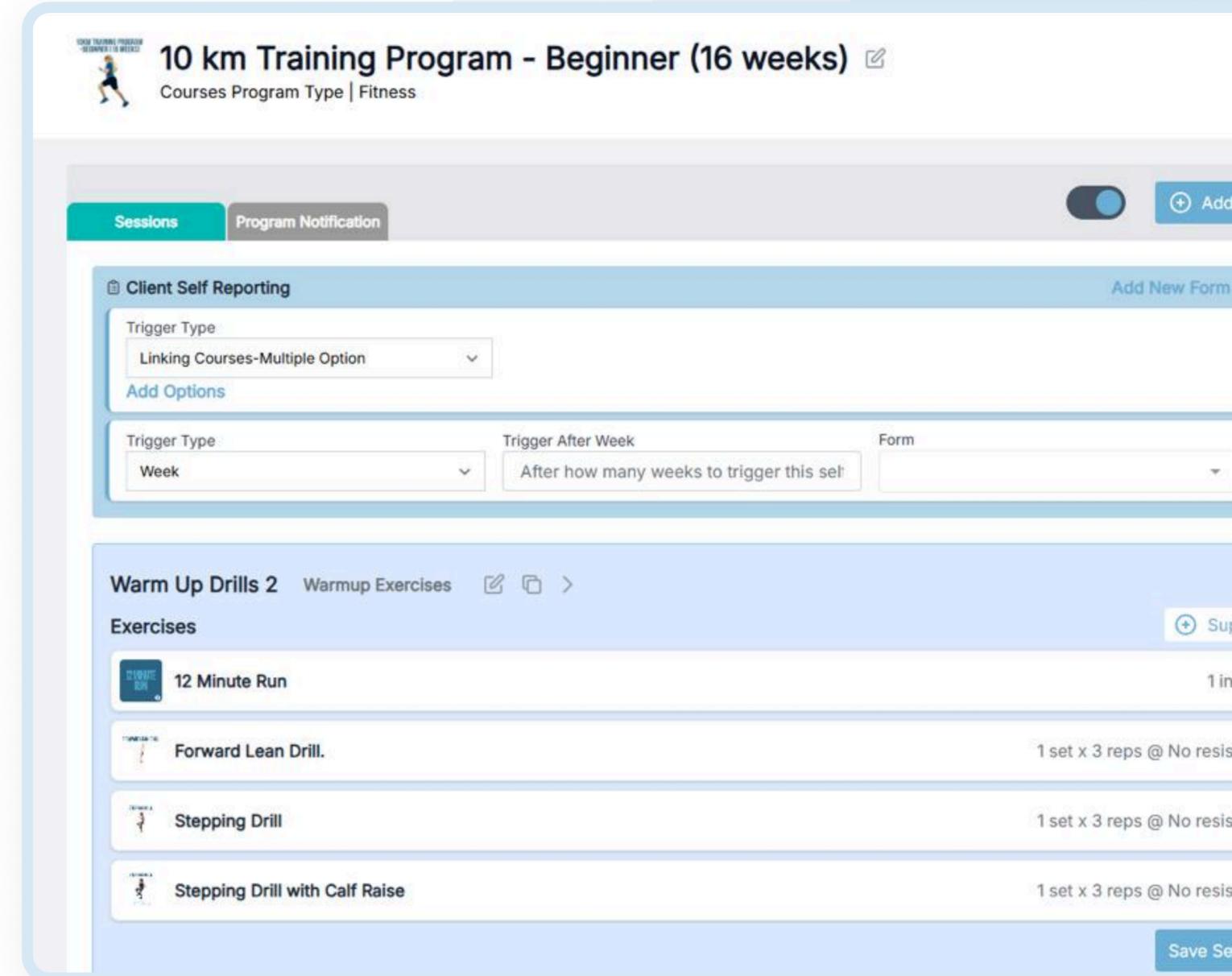
2. Mobile-App (For Clients): A streamlined mobile experience focused on the training journey:

- Receive and follow clear exercise routines (with video, text, and file guidance).

- Log workout results (sets/reps, weight, speed) for future personalization.

- Receive and answer questionnaires directly in the app.

- Track personal progress, view leaderboards, and earn badges.

- Receive multi-channel notifications (SMS, Email, In-app, Push) for schedules and progress.
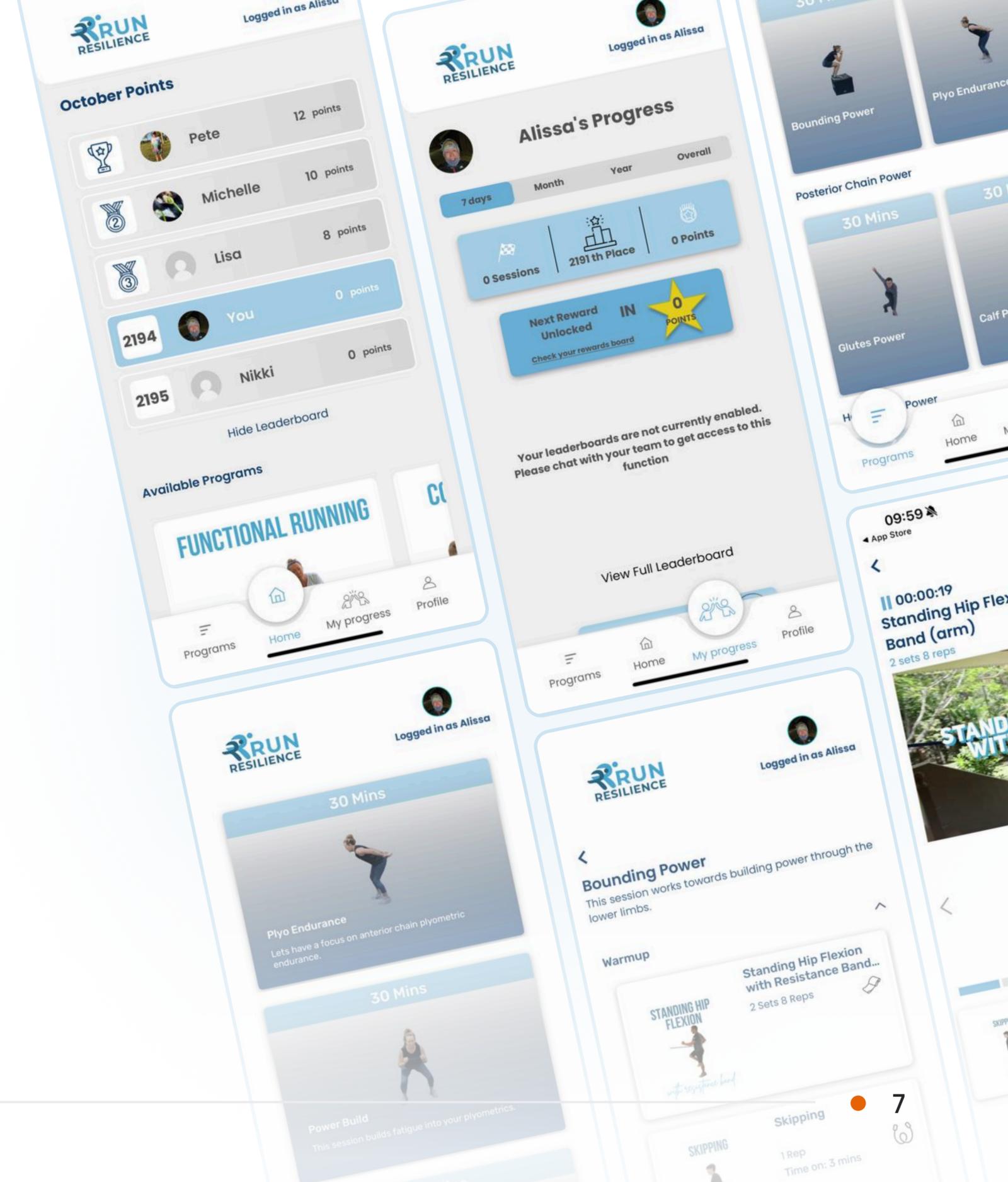
Overcoming Technical Hurdles

One of the most complex requirements was building a flexible payment system. Clinics needed the autonomy to manage their own products, coupons, and revenue.

The NUS team successfully implemented **Stripe Connected Accounts**, allowing each clinic to operate as an independent seller on the platform. We engineered complex Stripe workflows, including:

- **Stripe Connect Flow:** Enabling clinics to securely link their own Stripe accounts.

- **Stripe Subscription:** Automating recurring payments for training plans.

- **Destination Charges & Separate Charges and Transfers:** Handling flexible payment splitting, ensuring revenue was transferred correctly to each clinic's Stripe account after deducting platform fees.
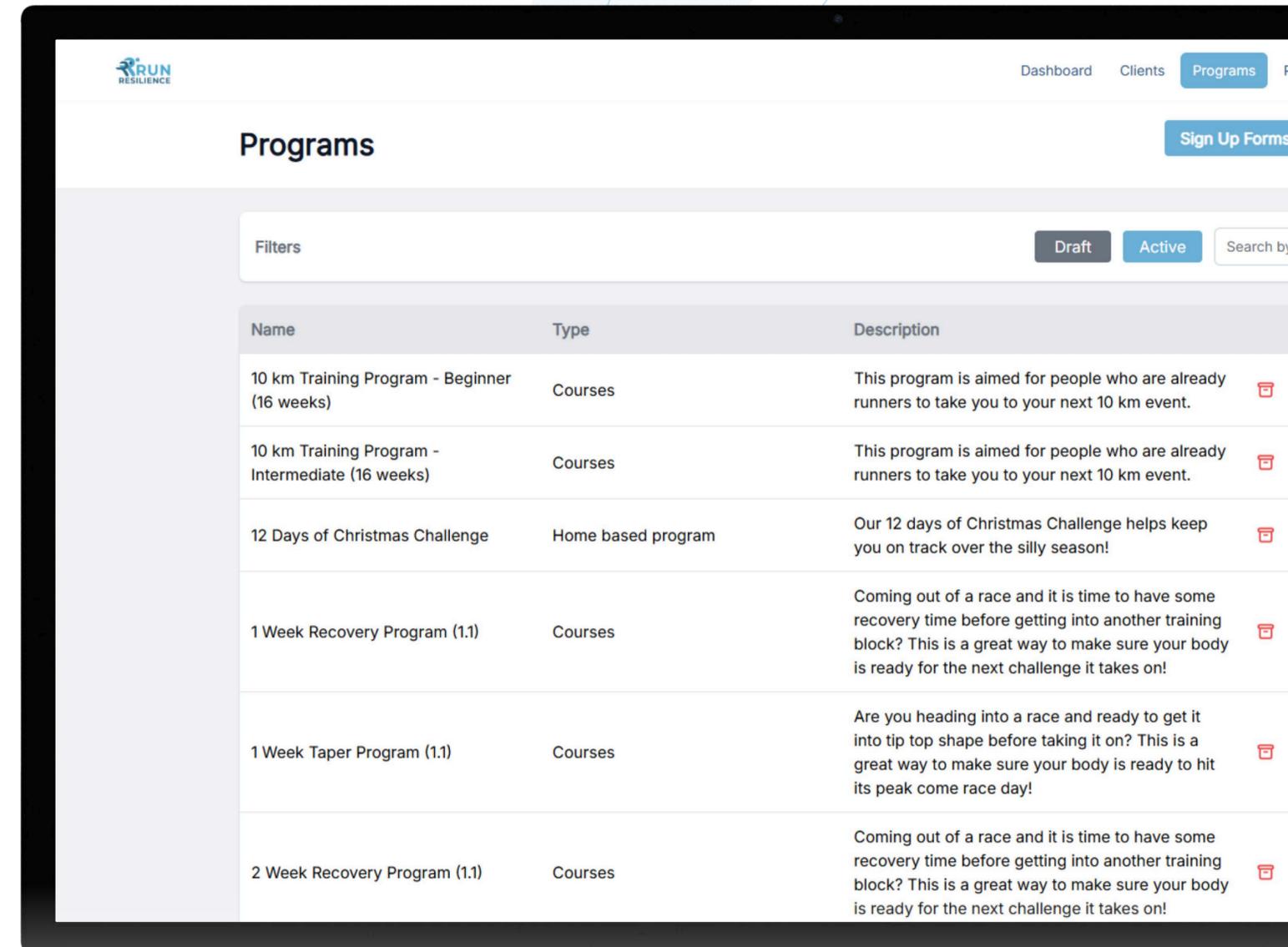
A Transformed Digital Experience

This collaboration delivered **PhysThrive**, a next-generation digital health platform, helping Pursuit Lab and its client clinics achieve significant qualitative gains:

Streamlined Clinic Operations

By centralizing client management, program design, and payment processing, the platform drastically reduced administrative overhead, freeing coaches to focus on high-value client interaction rather than manual data entry.

Enhanced Client Engagement & Personalization

The intuitive mobile app provided clients with a clear, interactive, and personalized fitness journey. Real-time progress tracking and automated feedback loops fostered greater accountability and retention.

Scalable Business & Revenue Models

The sophisticated Stripe integration empowered clinics to effortlessly create, market, and manage their own subscription-based programs, unlocking new, scalable revenue streams and expanding their digital footprint.

Conclusion

The successful partnership between Pursuit Lab and NUS Technology is a testament to combining a client's market vision with deep technical expertise. By solving complex business and technical challenges, especially the intricate payment system, we co-created a powerful, scalable SaaS platform that is reshaping how health professionals interact with and support their clients in the digital age.
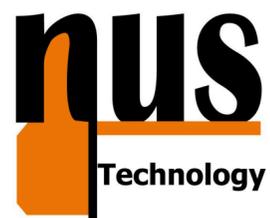
What Our Client Says

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From Vision to Scalable Success with NUS Technology

For five years, NUS Technology has been a trusted partner, brilliantly executing my vision for Pursuit Lab. They tackled complex payment integrations flawlessly and delivered a powerful, scalable platform that has streamlined our operations and allowed our clinics to grow.

Alissa Williams

Director / Business Owner

THANK YOU

For Reading Our Case Study

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