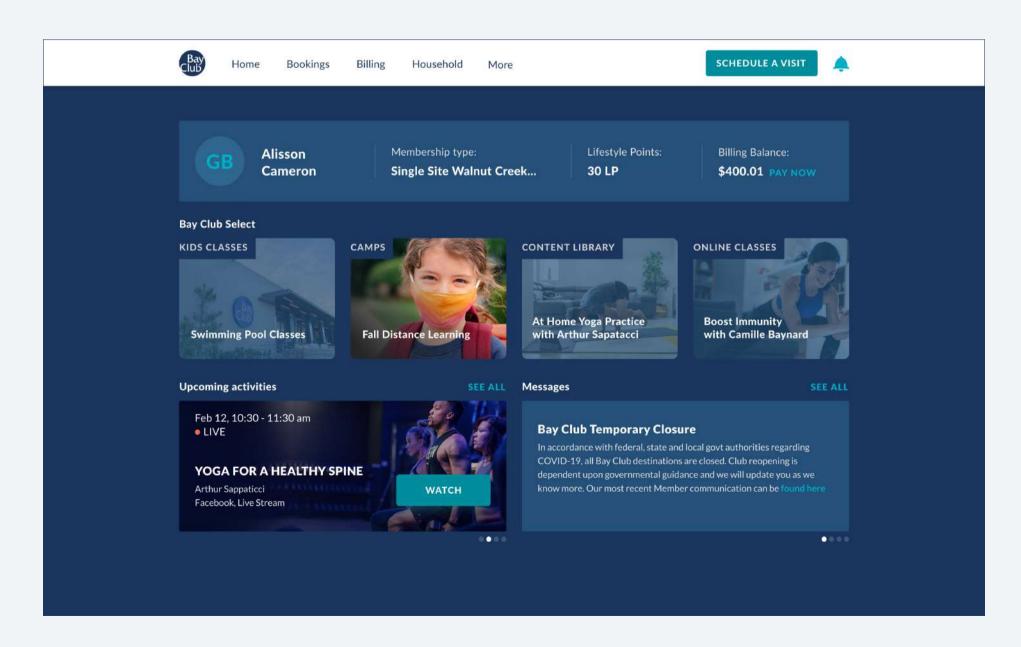




Redesign of a system for Bay Club members.





Bay Club is an American company that owns a chain of exclusive recreation and entertainment centres.

Members of the Club can use facilities for wide range of activites, such as playing tennis, golf, swimming at the pool and much more.

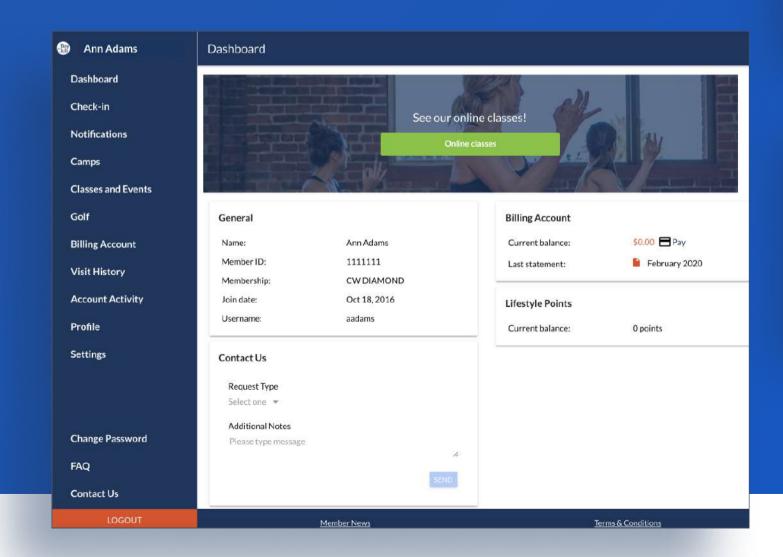


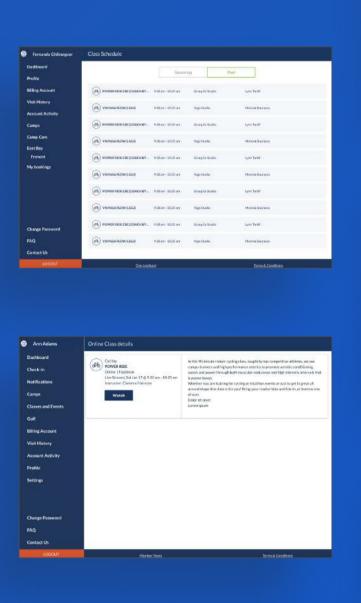


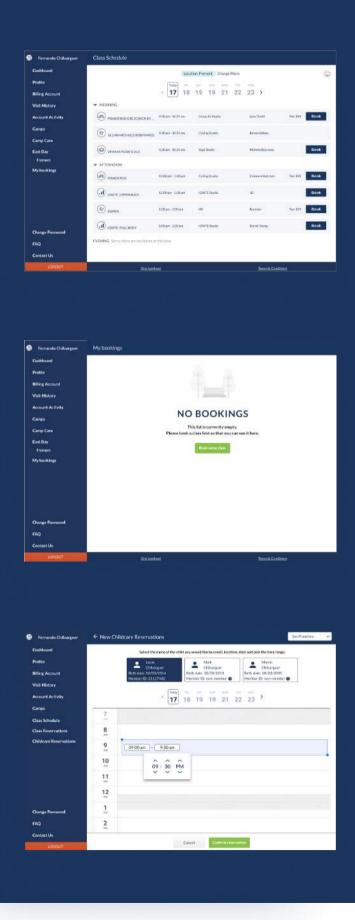


Bay Club operates in the industry since 1977.

Their system was **25-year-old**, so it was far behind the market trends and rising needs of the business.







High impact

Core legacy system

No card payments

Creating the application ecosystem

Medium impact

External booking apps

Long maintenance hours

Customer data collected externally

ECOSYSTEM

Members

Web and mobile apps:

- Managing own Profile
- Booking services: camps, classes, childcare, distance learning
- Billing / payments
- Visit history
- Club check-in

Needed redesign

Providers

Mobile apps for instructors:

- Managing professional profile
- Reviewing own calendar
- Substitutions Board

Sales

Online Membership Sales:

■ Checkout flow

Office Users

Office (web) apps:

- Employee Management
- Classes
- Camps Management
- Childcare
- Personal Training
- Sign-in (iPad) apps:
 - Camps sign-in
 - Childcare sign-in

LEGACY/BACKEND

Club Management System (legacy)

Finance System (GL)

CRM (Salesforce)

High impact

Long loading time

Missing many functionalities

Buggy and unresponsive apps

Medium impact

Hidden barcode

Not intuitive booking flow

No membership managment



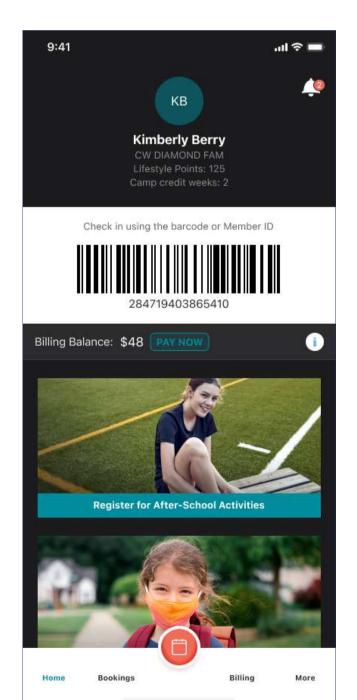
USER PROBLEMS

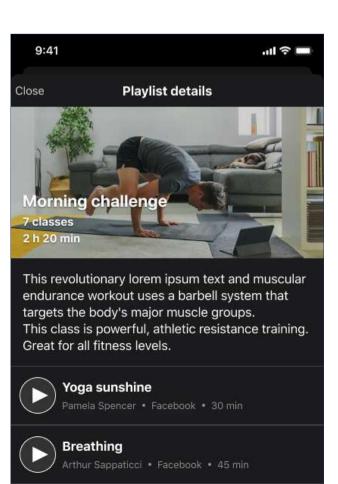


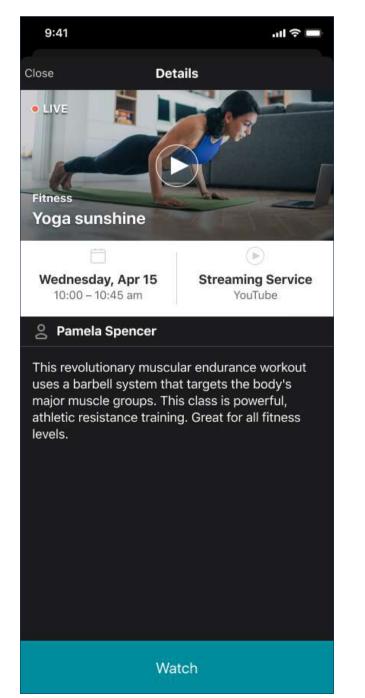
Native iOS App

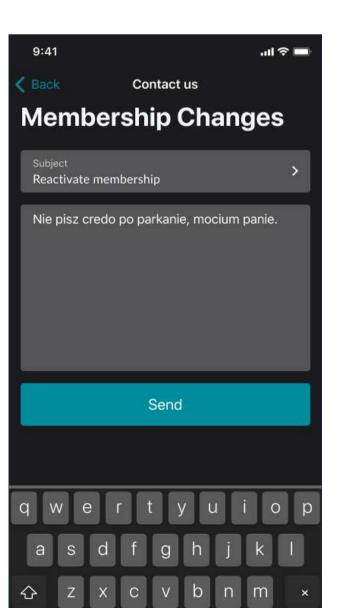
When redesigning the app, we needed to use the most flexible and time saving solutions, so we opted for the dark theme and the native font.

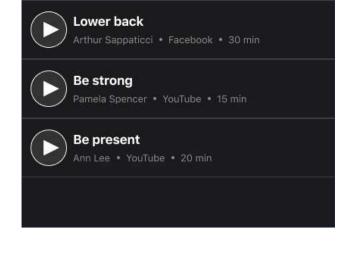
San Francisco font that is native to iOS supports Dynamic Type, saves loading time and is the most future proof, also dark theme saves battery.

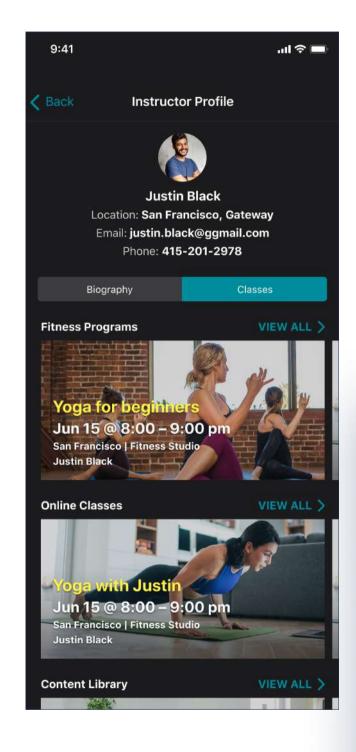




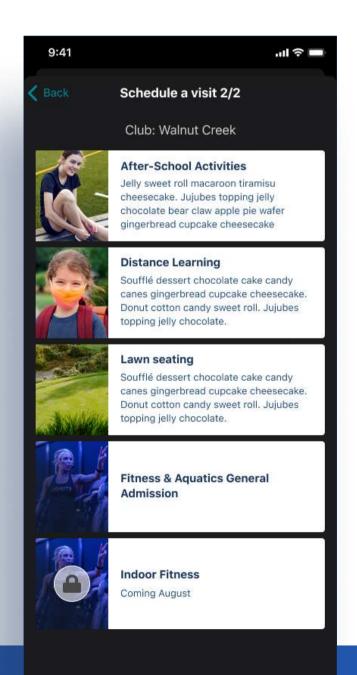


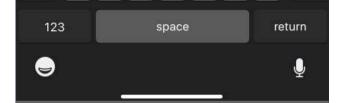


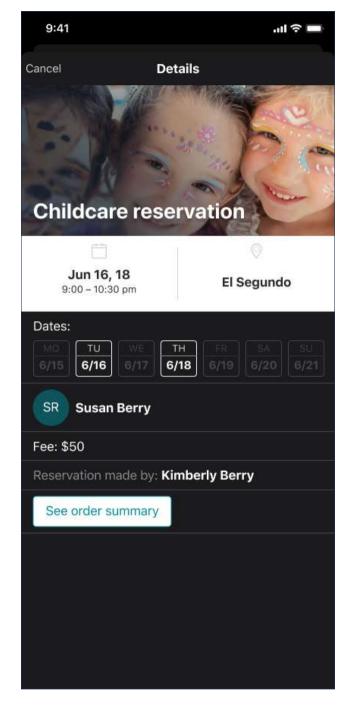


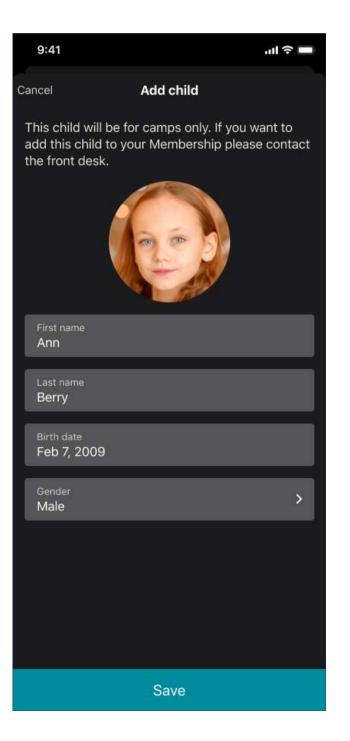


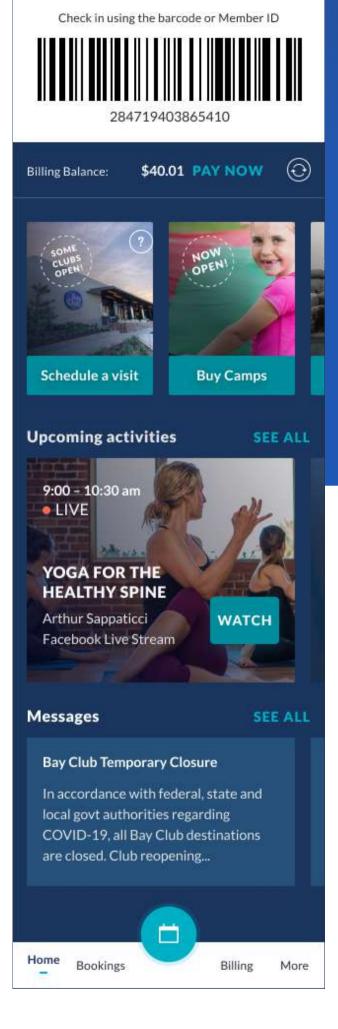
Marianna Berry
CW Diamond Fam
Lifestyle Points: 30 LP
Camp credit weeks: 2







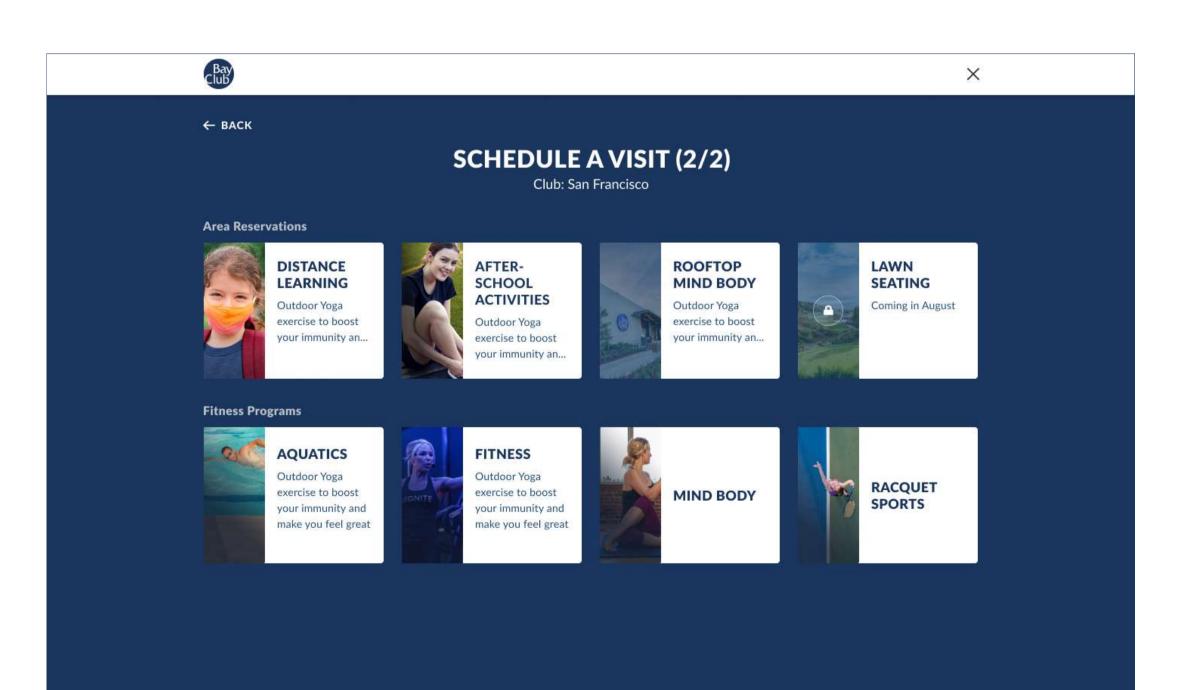




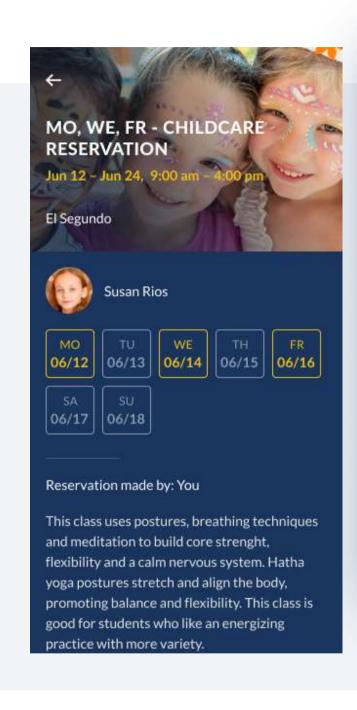


Responsive Web and Android

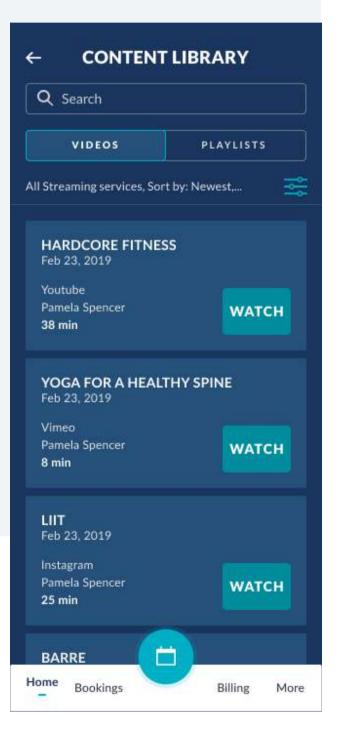
Majority of the BayClub members are iOS users, so for Android app we decided to use cost saving web embed.











New challenges

BayClub relies on the members to function, so it was in serious danger when the clubs had to be closed during COVID Outbreak.

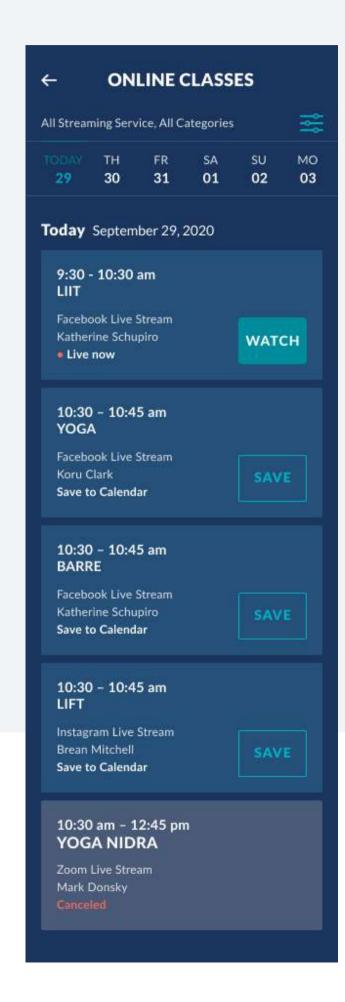
With the system ready to be released, first test of its flexibility was upon us - we had to react quickly and find solutions that would keep the members in and essentially save the business in the long run.

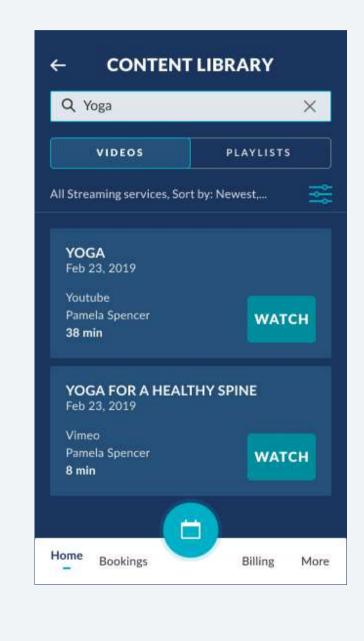


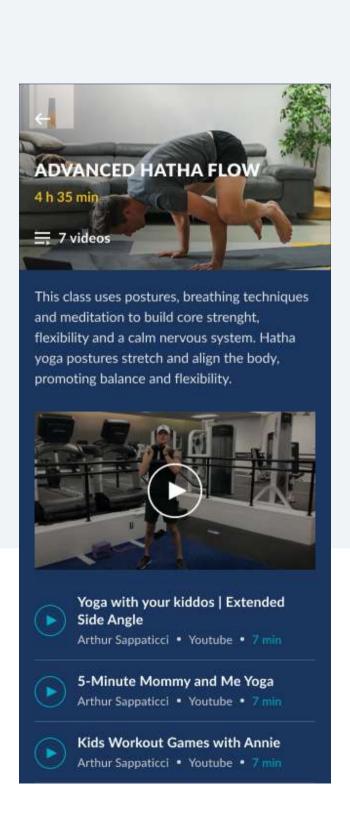


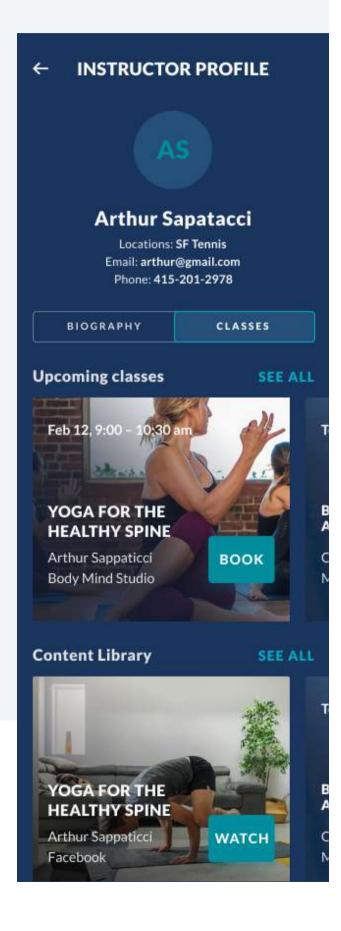


Online classes & Library content

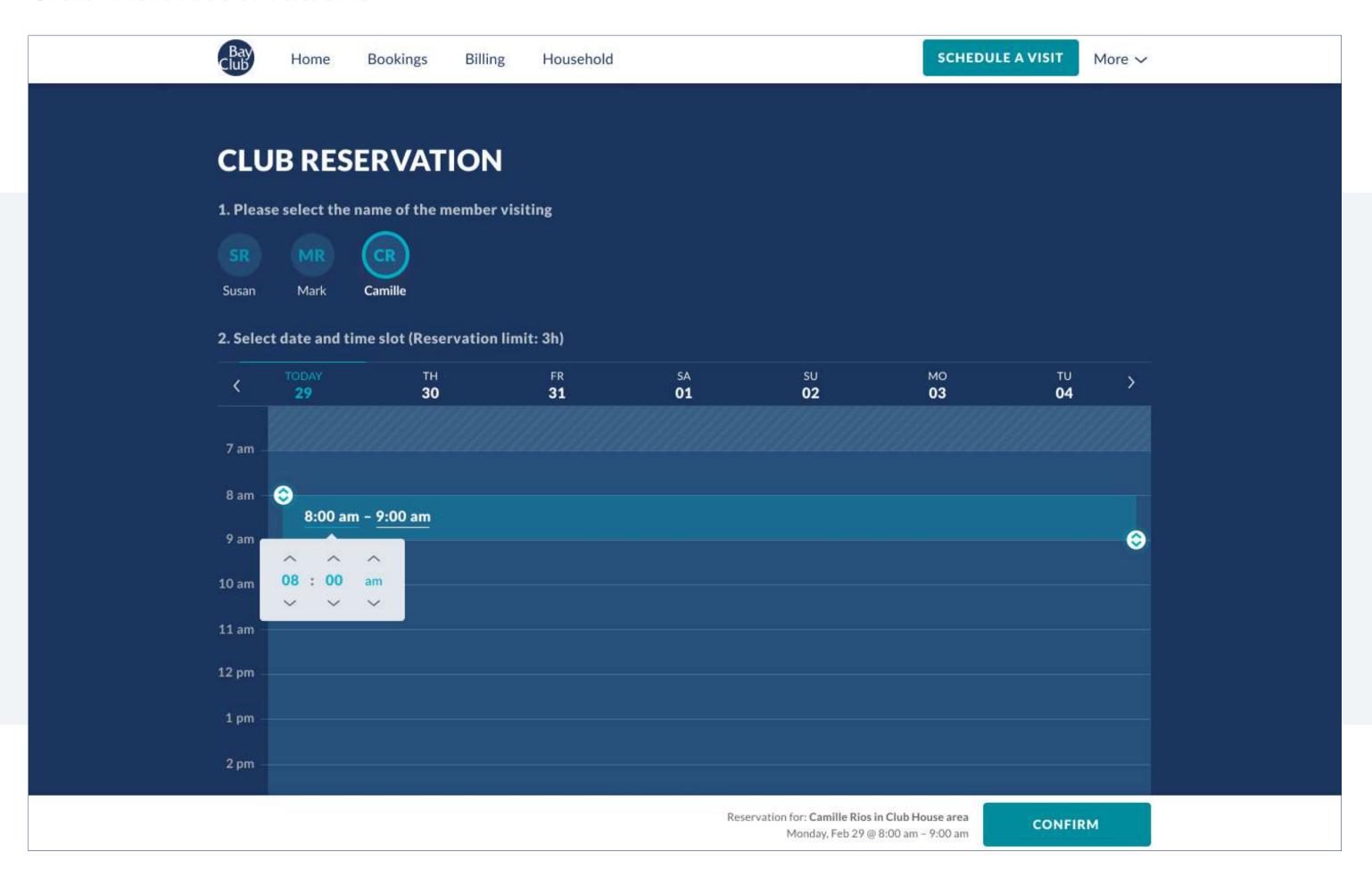




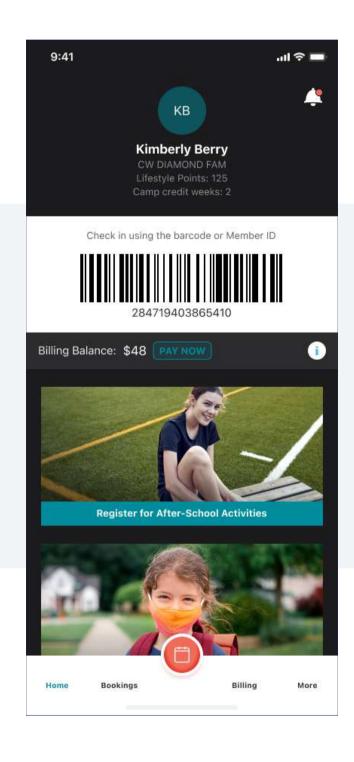


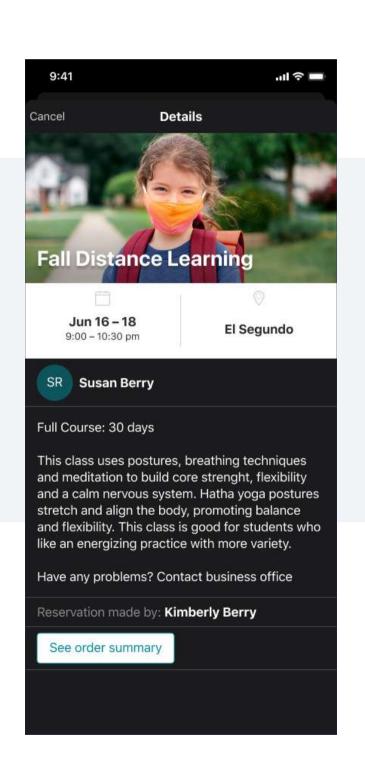


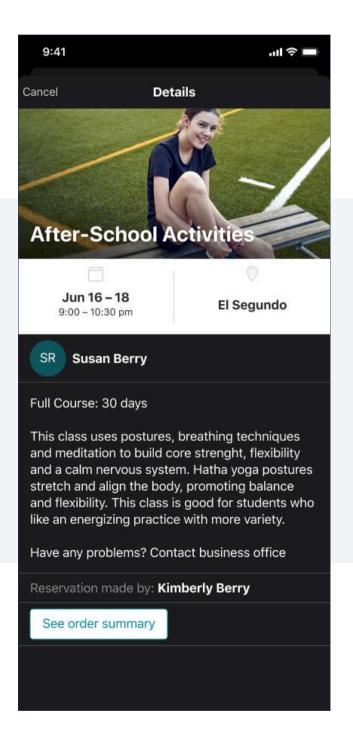
Club Visit Reservations

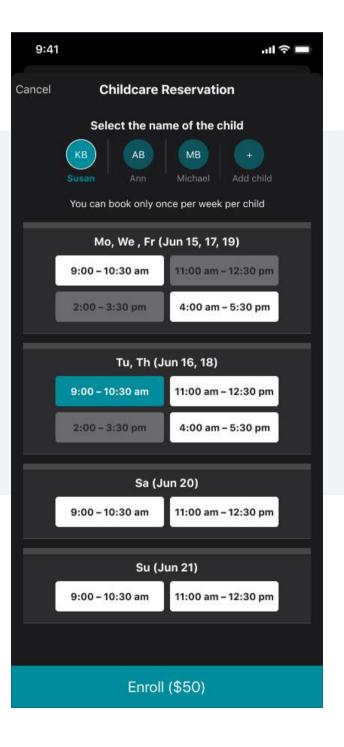


New Camps - Distance Learning and After-school activities











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