

hapana

APP CHECKLIST

Help your brand stand out
from the crowd - have you
got these components in
your member app?





BRANDING AND IMAGERY

Loading image

Do you have a high quality loading image when signing in? This should be imagery that represents your brand - you can even add a video to really stand out.

Instructor images

Make sure your members know your instructors! It's always great to upgrade your app with images of your team in their classes, and - if they're a bit camera shy - an avatar will go a long way.

Class images/logos

Create an aesthetically pleasing timetable for your members with high resolution class images. This way, they will be able to identify the class easily and your classes will stand out in the app.

CSS files for branding web/app widgets

When you create your app, make sure you have all your fonts, colours, logos, and images loaded in, so that you keep your brand recognition strong for members and prospects.

MEMBER EXPERIENCE

Instructor profiles

Grow your community with personal profiles for each of your team. Include an interesting fact or their favourite class to build points of connection between your team and your members.

Class descriptions

Make sure your members know what to expect when booking in for a class, especially if you have cool class names that don't necessarily explain what is going to happen in the session. Crucially, include whether the classes are suitable for complete beginners, intermediate, or advanced.



ITEMS TO BRING

Prepare your members, especially for new people coming to class for the first time. Create a list of things to bring like water and a towel - you can also include things provided by your club, like a yoga mat or spin shoes.

FAQS

Create a place for members to find answers to questions they may have. This reduces the expectation for your staff to remember endless tiny details, and gives members a chance to get the lowdown on your club before they step foot inside.



RETENTION AND LOYALTY

About us

Tell your business' story and gain the trust and loyalty of your members. The more you can share with people, the more they buy into your brand - make sure it has personal elements to help engage people further.

Refer a friend

Exercise is more fun with friends. You can reward your members for referring a friend AND get free marketing - just add an easy CTA in your app.

Milestone badges

Celebrate the wins and give people a target. This creates a desire for people to hit milestones and receive their kudos or prize, and keeps people accountable to keep coming back to class.

Gift card offerings

Add value to the member experience by having gift cards and vouchers. This way loved ones can buy them a new pack or a voucher for merchandise, or they can gift a friend with a ride pack or membership.

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