Devsinc   x   TŪLA

Pioneering Wellness Commerce: MENA's First MindBody Shopify Fusion

How Devsinc helped TULA Studio Achieve 3X More Bookings

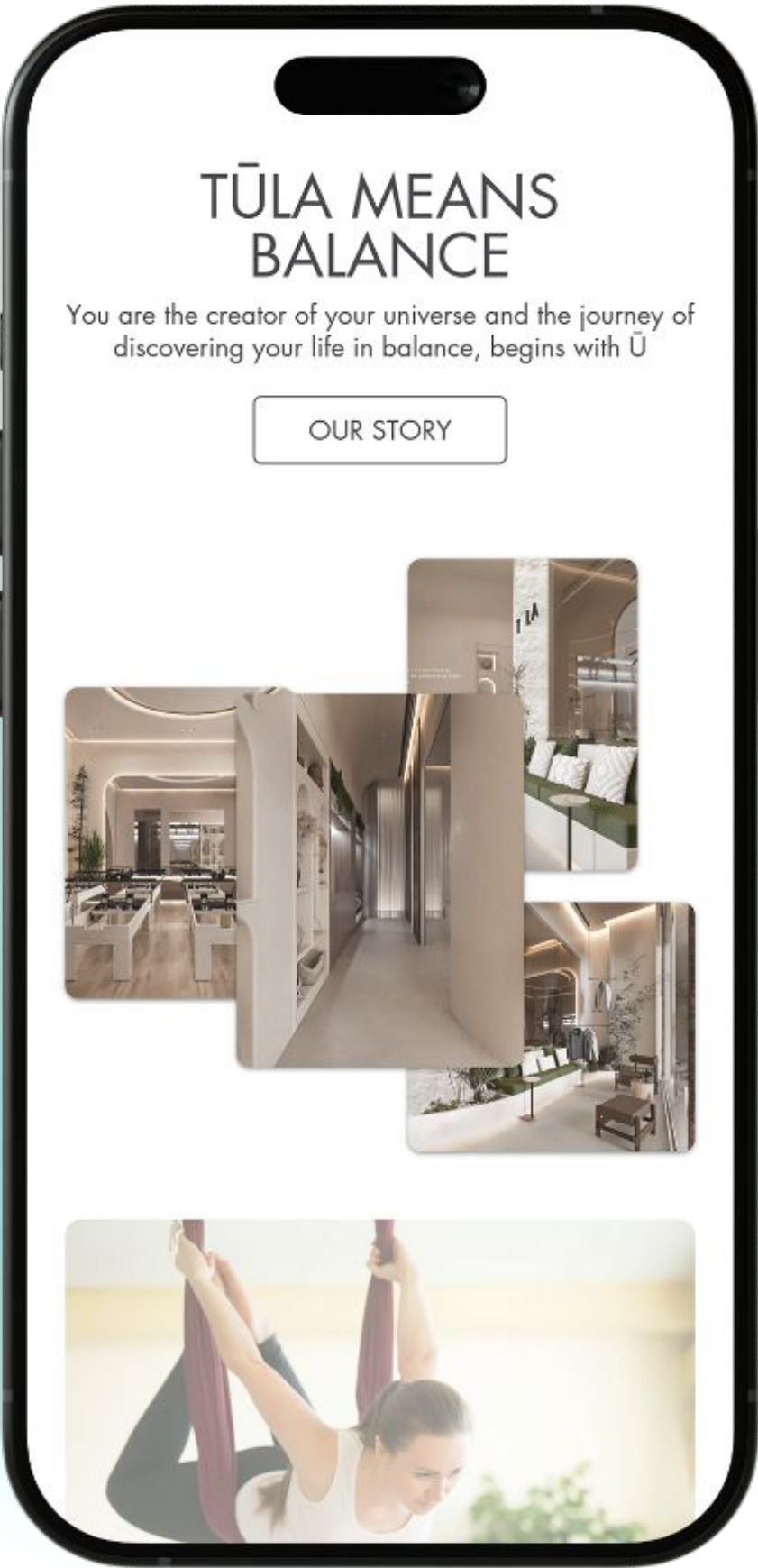with Seamless Class Scheduling & Payments

Client: TULA Studio

Website: www.tulastudios.com

Industry: Health & Wellness

Location: UAE 🇦🇪

4.5/5 ↑
Client Rating

3x ⚡
More Bookings

80% ↓
Fewer Manual Processes

Services Delivered:

- Payment Integration
- Shopify
- UI/UX Design
- E-commerce Development
- MindBody Booking System

TŪLA MEANS BALANCE

You are the creator of your universe and the journey of discovering your life in balance, begins with Ū
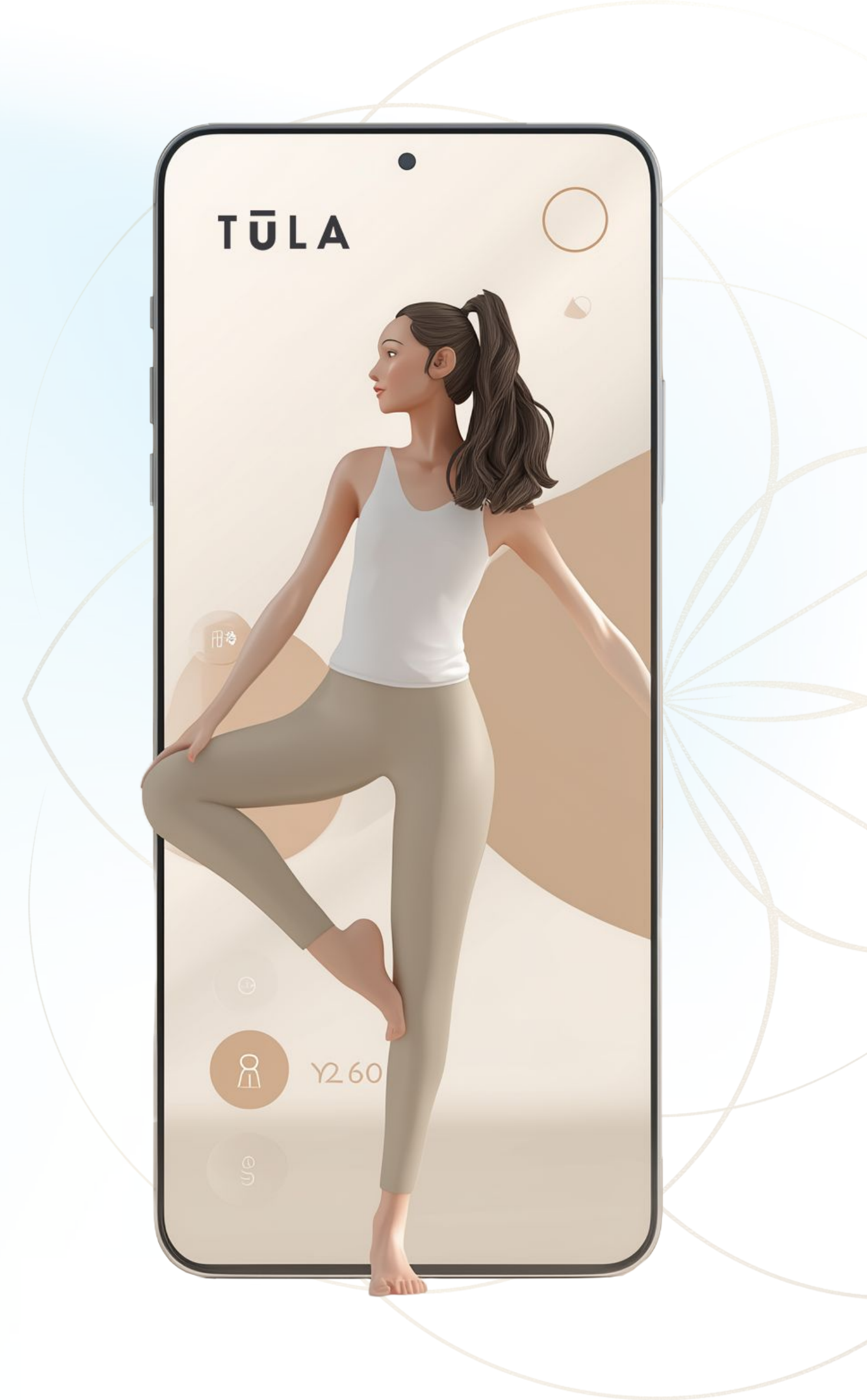
OUR STORY

Overview:

Redefining Wellness Commerce in the Digital Age

TULA Studio isn't just a wellness center - it's Dubai's ==sanctuary for transformative self-care,== where yoga flows meet breathwork, and holistic healing converges with community empowerment. More than a physical space, it's a movement serving three pillars: practitioners seeking collaboration, students chasing growth, and urban professionals craving balance in the Emirates' fast-paced lifestyle.

Despite commanding exceptional in-studio loyalty and reputation, TULA operated exclusively as a physical entity. As wellness consumption increasingly shifted toward hybrid experiences and digital-first booking preferences, TULA recognized the strategic imperative to establish their e-commerce platform. Partnering with Devsinc (formerly Alchemative), TULA embarked on building the **first comprehensive Shopify+MindBody integration in MENA**, creating a digital ecosystem that authentically reflected their curated wellness philosophy while unlocking scalable revenue growth across the region.

Challenge:

Building Digital Presence from Zero Foundation

TULA confronted the complex challenge of **establishing their first-ever digital commerce** presence while maintaining the authentic wellness experience that defined their physical studio success—requiring sophisticated platform architecture without existing digital infrastructure or operational frameworks.

Brand Translation Challenge:

Translating TULA's premium in-studio experience and community-centric philosophy into digital format without compromising authentic wellness values.

Wellness Commerce Complexity:

Need for specialized booking integration supporting class schedules, instructor management, and membership tiers without established industry precedents in MENA.

Technical Integration Requirements:

Creating seamless MindBody-Shopify connectivity where no regional solutions existed, demanding custom API development and specialized integration architecture.

Operational Workflow Creation:

Establishing automated booking-to-payment workflows from scratch, requiring comprehensive system design without existing process frameworks.

Solution:

How Devsinc Built a Category Defining Wellness Platform

Devsinc architected an all-in-one wellness commerce hub, merging Shopify's agility with MindBody's specialized scheduling. The solution blended luxury UX with hyperlocal functionality to empower TULA's community-centric mission.

Seamless MindBody-Shopify Integration:
First-in-MENA API sync enabled single-platform booking/payments, cutting client onboarding time by 50%.

Community-Centric UI/UX:
Custom Shopify theme with calm palettes, instructor storytelling, and interactive class previews boosted engagement by 40%.
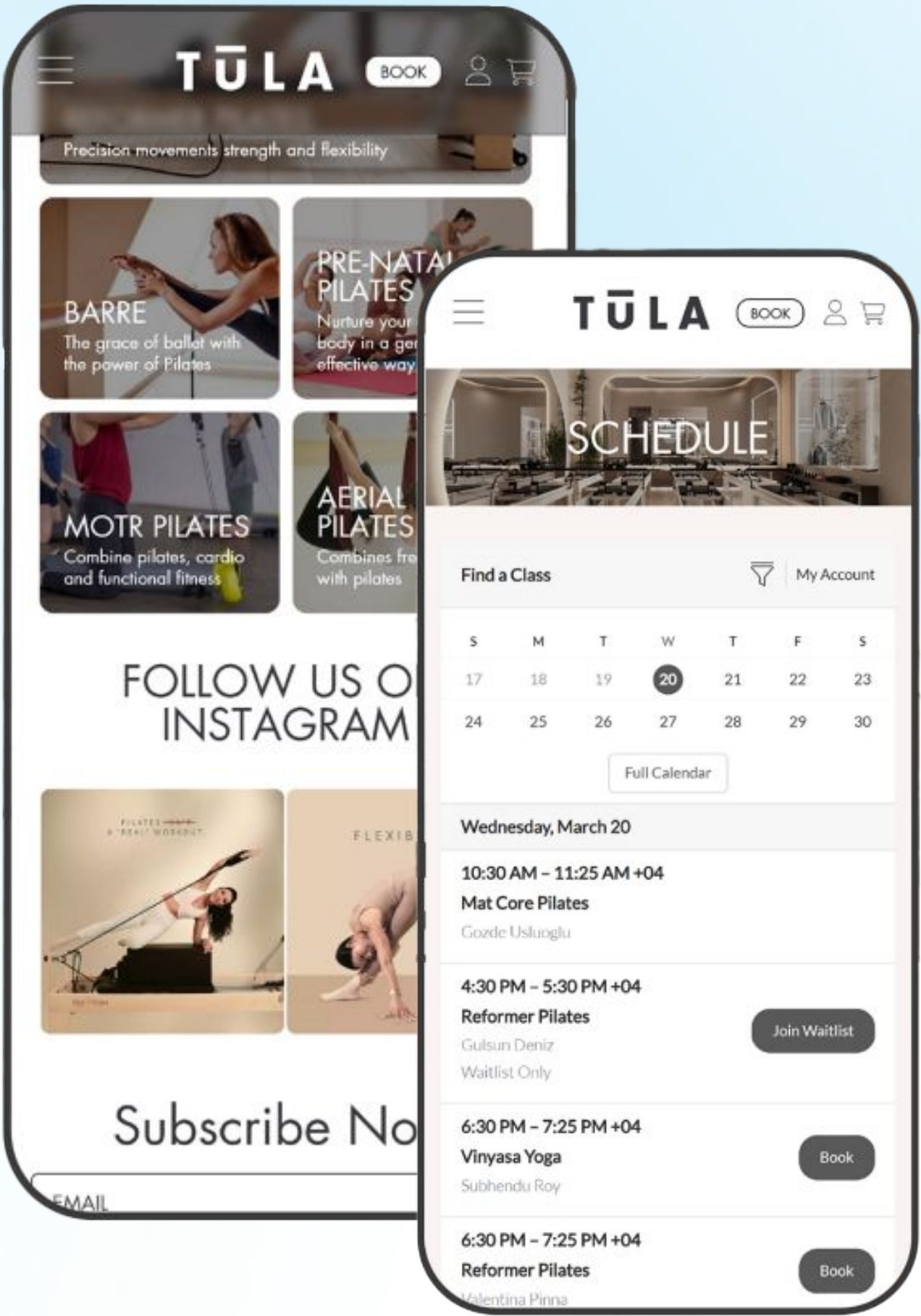
Unified Payment Orchestration:
Stripe + local gateways supported multiple payment options, reducing checkout abandonment by 28%.

Performance-Optimized Mobile Experience:
Lightning-fast AMP pages achieved 95+ Lighthouse scores on all devices.

Results:

A Wellness Gateway Driving Scalable Growth

The new platform became TULA's growth engine, driving operational efficiency and member satisfaction. Quantifiable wins spanned revenue, retention, and regional scalability - proving wellness commerce's potential.

3x
More class bookings

Revenue acceleration via embedded scheduling + targeted promotions.

80%
Fewer manual processes

with automated booking-payment syncs.

4.5/5
Average rating

post-launch from clients praising "intuitive, serene" digital experience.

Future-Proof Scalability:

Modular architecture supports 5+ new locations with zero backend overhaul.
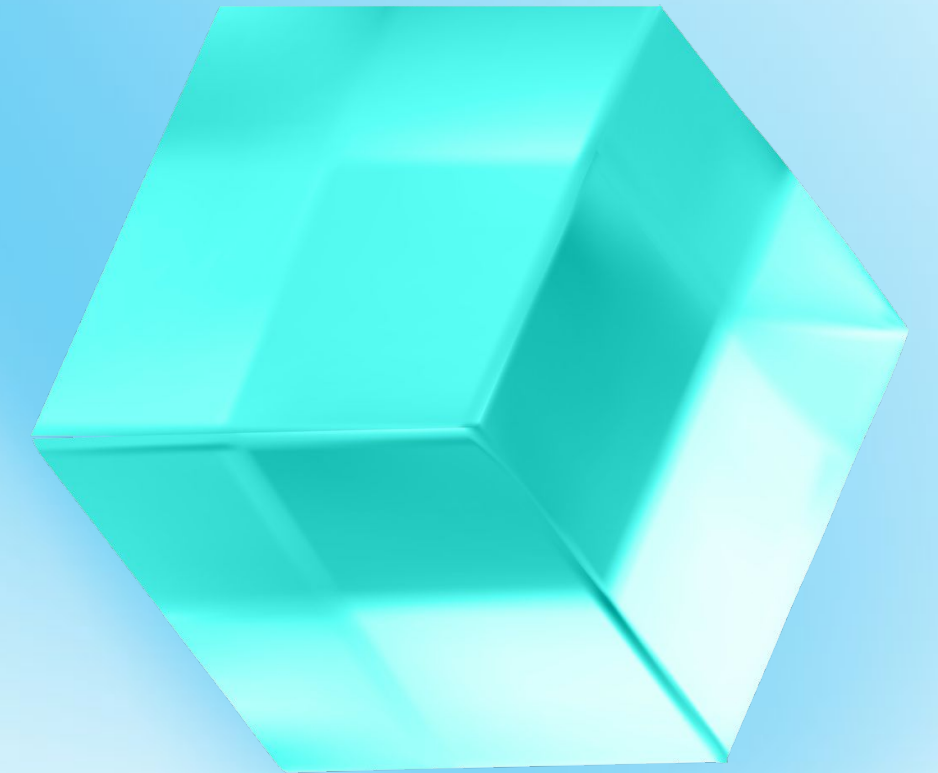
Let's make your brand the next success story!

About Devsinc

Devsinc is a premier full-stack technology partner delivering enterprise-grade software solutions through **15+ years** of expertise in AI, cloud, and data modernization. With **3000+** projects for **250+** global clients, our **1200+** engineers empower Fortune 500s and high-growth startups alike, driving digital transformation through innovation, scalability, and domain expertise.

Our global footprint spans strategic offices in the UAE, UK, US, and KSA, complemented by delivery centers across three continents. We combine institutional-grade security with cutting-edge agility to build adaptive digital ecosystems. Specializing in turnkey transformation, we future-proof operations and unlock exponential value through technology-led innovation.

Get in touch:
global.business@devsinc.com

Devsinc

Partner with Devsinc to transform your ideas into cutting-edge digital solutions. We're ready to bring your vision to life.

United States of America:

18 S 2nd Street #120 San Jose, CA, 95113, United States of America.

United Kingdom:

128 City Road London, EC1V 2NX United Kingdom.

United Arab Emirates:

Concord Tower, Internet City, 9th Floor, Black Sea Business Centre. Dubai.

Kingdom of Saudi Arabia:

3141 Anas Ibn Malik Rd, Al Malqa, 13521, Riyadh.

Pakistan:

Global Delivery Centre:
Devsinc Tower, Ghazi Road, Lahore, Pakistan.

Delivery Centre -2 Islamabad:
Devsinc, 102 China Road, I-10, Islamabad, Pakistan.