CASE STUDY · TEAM MANGO MEDIA

Mobile app case study

FLEX THERAPY

Personalized rehab with expert support, wherever you are.

iOS · Swift · Firebase



FLEX THERAPY

Flex Therapy: your digital rehab companion

Case study by Team Mango Media: personalized recovery through your phone.

Flex Therapy combines expert-designed rehab programs, personalized plans and progress tracking. Recover with professional support, without clinic visits or equipment.

The challenge · The product · The build · The results

THE CHALLENGE



PROJECT AT A GLANCE

Digital rehab companion

Expert-designed rehab programs

Swift, Firebase, APIs

Recovery should not mean figuring it out alone

Traditional therapy can be expensive and tied to a location.

Generic fitness apps overlook rehab needs. Confusing exercises and limited support between appointments leave users without clear guidance.

THREE GAPS IN RECOVERY

Access barriers

Expensive, location-bound sessions make professional therapy harder to access.

Guidance gaps

Generic workouts and unclear exercises do not address individual rehab needs.

Progress out of sight

Without progress tracking or expert help between appointments, recovery can feel uncertain.

THE SOLUTION

Personalized rehab, professional guidance and progress in one companion.



Designed for confident recovery.

A personal recovery companion

Flex Therapy connects expert–designed programs with support throughout recovery.

Smart personalization matches users with rehab programs that fit their needs. Direct specialist communication helps them recover safely, effectively and confidently.

START WITH EXPERT PROGRAMS

Certified professionals create the content, with programs validated for safety and effectiveness.

Professional expertise is built into the recovery experience.

GET A PERSONALIZED MATCH

A smart assessment engine matches programs to pain points, goals and functional ability.

STAY CONNECTED TO SUPPORT

Chat directly with rehab professionals and track progress through visual recovery analytics.

RECOVERY EXPERIENCE



Follow your plan.

Track progress.

Get support.

Equipment-free rehab, anywhere.

Features built around recovery

Personal guidance, flexible workouts and visible progress.

Flex Therapy combines personalized programs with expert support in a clean, distraction-free interface.

Smart personalized programs

Expert-designed rehab adapts to pain points and functional ability, with alternative movements for every exercise.

Equipment-free workouts

Exercise anywhere, anytime, with on-demand video sessions and offline access.

Visual progress tracking

Recovery analytics help users follow their progress throughout their program.

Direct expert support

Chat with rehab professionals for support between appointments.



THE RECOVERY JOURNEY

3

steps to guided recovery

Assessment

Personal plan

Expert guidance

Flex Therapy provides personalized rehab and expert support.

Three steps to guided recovery

From understanding your needs to following a personal rehab plan.

Share your needs, receive a personalized plan and recover with professional support.

01

Take a smart assessment

Share your pain points and goals to identify your rehab needs.

02

Get a personalized plan

Receive an expert-designed program matched to your functional ability.

Alternative movements help adapt every exercise.

03

Recover with expert guidance

Track your progress and connect with rehab professionals for support anytime.

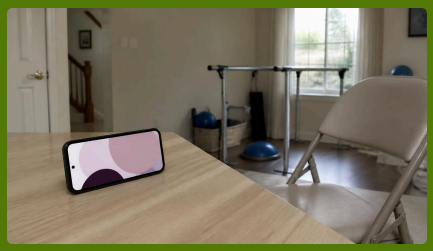
THE BUILD

iOS

native app

Swift

mobile development



Mobile · Backend · Video

Built for native iOS

Swift, Firebase and offline video support rehab on the go.

Flex Therapy combines a native mobile experience with backend services, in-app payments and offline streaming.

TECHNOLOGY RECORD

MOBILE

Native iOS · Swift

Swift powers the native iOS rehab companion.

BACKEND

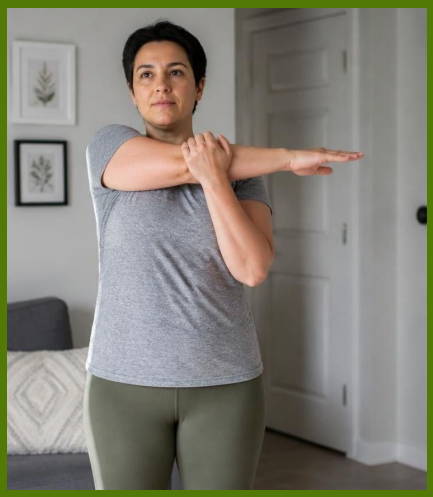
Firebase + APIs

Firebase and APIs provide the backend foundation.

PAYMENTS & VIDEO

Apple IAP · Offline streaming

Apple in-app purchases support payments. Offline video streaming keeps rehab sessions accessible.



REPORTED OUTCOMES

Global

accessibility

Program completion

Trial-to-paid conversion

Equipment-free success

Source: Team Mango Media's Flex Therapy case study.

Measured results

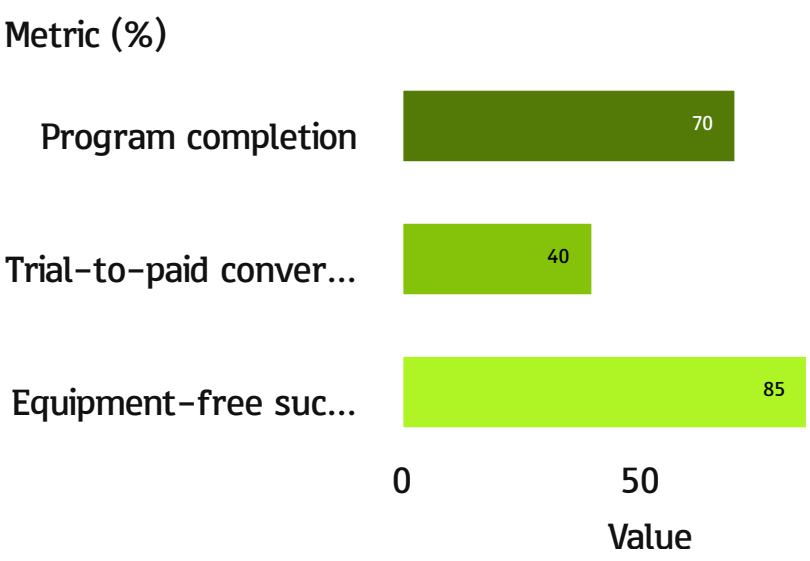
Flex Therapy supports accessible, equipment-free recovery.

Results cover program completion, conversion and success without equipment.

70%
program completion rate

40%
trial-to-paid conversion

85%
succeed without equipment

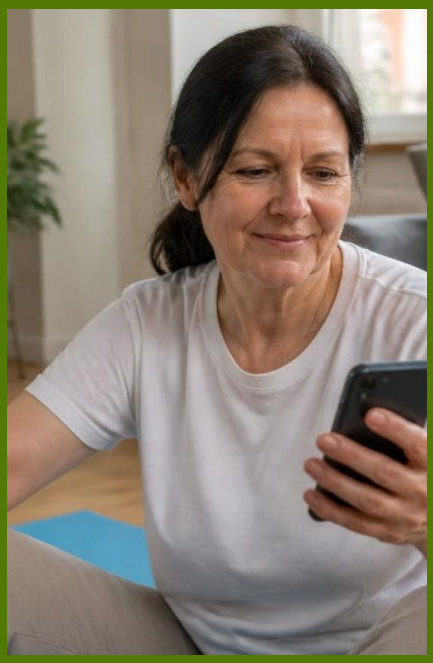


Flex Therapy results. Percentages describe different outcomes.

WHAT THE RESULTS DESCRIBE

70% program completion and **40% trial-to-paid conversion** describe engagement and conversion.

85% of users succeed without equipment. Global accessibility extends rehab beyond clinic visits.



TEAM MANGO MEDIA

Flex Therapy

Personalized digital rehab companion

NEXT CONVERSATION

Your mobile app idea.

START WITH THE PRODUCT

Have a mobile app in mind?

Talk to Team Mango Media about your next product.

Flex Therapy brings together personalized rehab, professional support and progress tracking. The case centres on making guided recovery accessible through a phone, without clinic visits or equipment.

BRING THE PROBLEM YOU WANT TO SOLVE

For a first conversation, describe who the app is for, what they are trying to do and where the current experience falls short.

Which decision should the product make easier? What information would help users act? What outcome would make the project worth building?

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