

Oxide: A Gym-Branded Fitness Platform Built Around Members

Product: Oxide Member App

Developed by: SilicaSites

Platforms: Android (primary), iOS supported in the codebase

Technology: Flutter, Riverpod, Hive, Supabase

Overview

Oxide is a gym-branded fitness companion designed to help gyms deliver a more connected member experience beyond the gym floor.

The member app brings food tracking, workout logging, step counting, fasting, hydration, and weight progress into one interface. Unlike conventional fitness trackers, Oxide connects these tools to the member's gym, allowing owners to establish their own brand identity and trainers to distribute personalized meal and workout plans through a separate web portal.

A core product decision was to make everyday tracking offline-first and keep personal fitness diaries on the member's device by default. Members can choose to share selected information with their coaches through manual check-ins rather than having their complete diaries uploaded automatically.

SilicaSites developed the member application around three priorities: **gym identity, practical everyday usability, and member-controlled data sharing.**

The challenge

Gyms compete on more than equipment and facilities. Member engagement, coaching, and the overall experience between visits can influence how members perceive the value of their membership.

However, members often rely on several disconnected applications to manage their nutrition, training, and daily habits. These tools may offer useful tracking features but provide little connection to the gym, its trainers, or its coaching programmes.

This creates several challenges:

- **Fragmented member experiences:** Food, exercise, and daily habit tracking are spread across different tools.

- **Limited gym identity:** Generic fitness applications offer little opportunity for a gym to establish its own branded digital experience.
- **Connectivity constraints:** Unreliable internet access can interrupt tracking in gym environments.
- **Disconnected coaching:** Trainers need a practical way to distribute plans and receive updates without requiring constant manual coordination.
- **Privacy concerns:** Members may not want their entire fitness diary automatically shared with a coach or service provider.

The opportunity was to bring these experiences together in a single gym-branded product while preserving the flexibility and privacy members expect from a personal tracker.

The solution

SilicaSites developed Oxide as a two-part platform: a member-facing mobile application and a separate owner portal for gym administration and coaching.

1. An integrated fitness companion

The mobile application brings essential fitness activities into one place, including:

- Food logging with calorie and macronutrient tracking.
- Guided workout logging, custom routines, and exercise history.
- Fasting timers and session history.
- Step counting, hydration tracking, and weight history.
- A daily dashboard showing goals, progress, workouts, and relevant gym updates.

Members can manage these activities without continually switching between separate applications.

2. A gym-branded member experience

Gyms can provide a member experience associated with their own identity rather than an entirely generic fitness product.

Members can join through a gym code, QR code, or invitation link. These entry points can preselect the relevant gym during onboarding, allowing the experience to begin with the gym's identity already in place.

The separate owner portal manages gym branding, announcements, member relationships, and assigned meal and workout plans.

3. Coaching integrated into the member workflow

Trainers can assign programmes through the owner portal, while members receive those plans in the app and can use them to populate their local food and workout logs.

Rather than treating coaching as a disconnected feature, Oxide incorporates it into the activities members already perform.

Members can also submit manual check-ins, choosing which information to share, such as weight, calories, activity, steps, or protein intake.

4. Offline-first tracking

Oxide was designed for use in the environment where fitness tracking actually happens: the gym.

Using local storage, the application keeps core tracking activities available without a continuous internet connection. Food data can be accessed offline after being cached, while workouts, routines, fasting sessions, steps, water intake, and weight records are maintained locally.

This reduces dependence on reliable connectivity for everyday tracking and helps keep the experience usable when network access is limited.

5. Privacy-conscious architecture

The application separates personal fitness records from the information required to connect members, gyms, and trainers.

Authentication, gym relationships, announcements, assigned plans, and explicitly submitted check-ins use Supabase as the shared backend. The full daily fitness diary is not uploaded by design.

This architecture gives gyms tools to support their members without making automatic access to every personal tracking record a prerequisite for coaching.

Technical implementation

SilicaSites built the member app using Flutter, with a supporting architecture designed around responsive mobile interactions, local data management, and a focused cloud backend.

Layer	Technology	Purpose
Mobile application	Flutter	Cross-platform application development
State management	Riverpod	Application state and data flow

Navigation	go_router	Screen navigation and routing
Local persistence	Hive	Offline-first tracking data
Backend	Supabase	Authentication, gym relationships, plans, and announcements
Food database	USDA FoodData Central	Food search and nutrition data
Exercise library	wger	Exercise information
Charts	fl_chart	Progress and trend visualisation
Audio	just_audio	Workout voice cues and audio feedback
Connectivity	connectivity_plus	Connectivity awareness and offline status

The architecture maintains a clear separation between the member's local fitness diary and the cloud services required for shared gym functionality.

This allows the product to combine a rich tracking experience with gym-level branding and coaching capabilities without turning every personal activity into a cloud-synchronised record.

Business model and commercial design

Oxide was designed around a business-to-business model in which gyms subscribe to access branding, coaching tools, and the connected member experience.

An optional individual upgrade, Oxide⁺, provides additional personal tracking capabilities, including workout voice cues, extended weight-trend views, and expanded food-library functionality.

Importantly, the model separates gym-sponsored functionality from individual premium features. Gym branding, assigned coaching plans, and gym check-ins remain tied to the gym subscription rather than being withheld behind an individual member paywall.

This creates two complementary value propositions:

- **For gyms:** A differentiated digital member experience and tools for delivering coaching and communicating with members.
- **For members:** A consolidated fitness tracker connected to their gym, with essential tracking available without requiring a separate paid subscription.

The product's commercial structure is intended to align the gym's investment with the member experience it provides.

Key product differentiators

Gym identity throughout the experience

Branding, gym news, and coaching help connect the mobile app to the organisation providing the member's fitness experience.

Offline-first daily tracking

Core tracking features are designed to remain usable without continuous internet access.

Member-controlled check-ins

Members choose which selected information to share with coaches instead of automatically uploading a complete fitness diary.

Integrated tracking and coaching

Nutrition, workouts, daily habits, and assigned programmes are brought together in one member-facing application.

A B2B platform with optional consumer upgrades

The gym subscription supports the shared gym experience, while optional premium features extend personal tracking functionality.

Project outcome

SilicaSites delivered a mobile fitness product that combines everyday tracking with gym branding and structured coaching workflows.

The resulting product establishes a foundation for gyms to offer a more integrated member experience without requiring every personal tracking activity to be managed through a cloud-based diary.

Oxide demonstrates SilicaSites' ability to translate a multifaceted business and product concept into a custom application with distinct user roles, offline-first data handling, third-party data integrations, and a supporting administrative platform.

Rather than simply combining existing fitness features, the project required coordinating the member experience, coaching workflows, gym identity, privacy requirements, and subscription model within a cohesive product.

Technology and product scope

Oxide's current product scope includes an Android-first member application, iOS support in the codebase, and a separate web portal for gym owners and coaches.

The application is positioned as a fitness and wellness tool, not a medical device.

About SilicaSites

SilicaSites builds custom applications that turn complex business processes into practical digital systems.

Oxide illustrates how SilicaSites approaches product development: starting with the needs of the business and its users, then designing and building the application, supporting workflows, and technical architecture required to deliver a cohesive experience.

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