



BITTA JIU JITSU · SAADIYAT ISLAND

THE BITTA MEMBER APP

DESIGN MOCKUP · OCTOBER 2026

by Cathleen Cafasso · for Jida and the Bitta team

Ten screens on paper boards. Family profiles, the weekly streak sun, the belt path, Kids mode with Cabrita, the parent view, the membership card, community, the home screen widget and the Tap Station. Everything sits on top of Wodify, which keeps the bookings and the belts.

*the streak sun for adults, Cabrita
for kids and families*



WHO'S TRAINING TODAY?

One family login, one profile per person

01

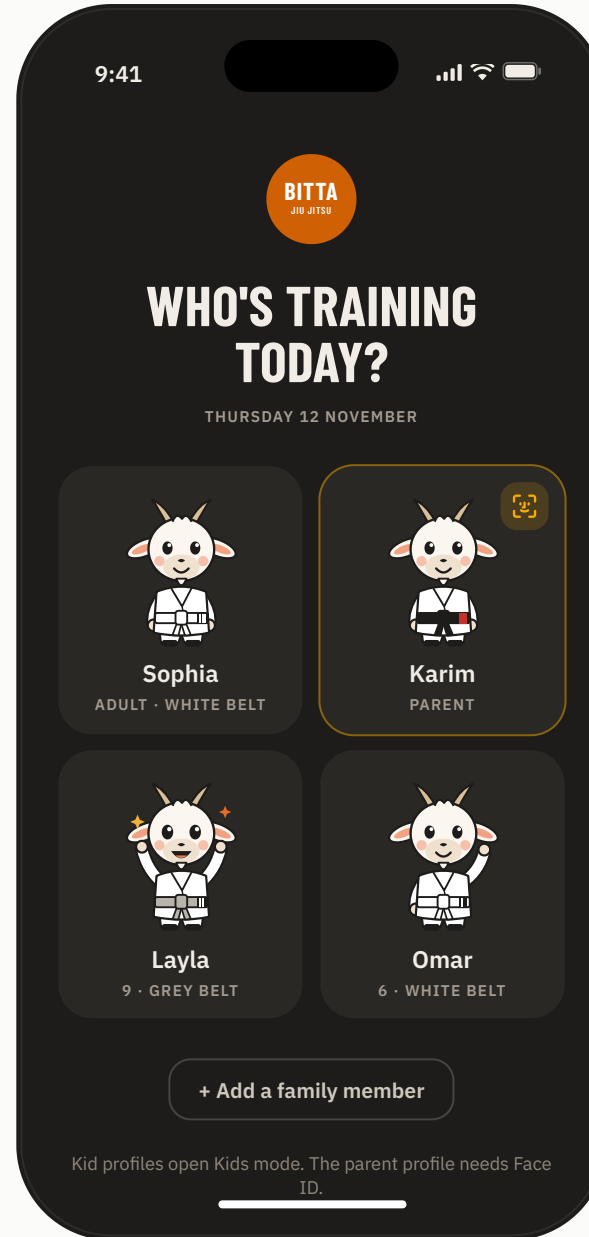
One login for the family

Like a streaming app. The family signs in once, then each person picks their own profile.

02

Cabrita in your belt

Every avatar is Cabrita wearing that person's **belt colour and stripes**.



feels like Netflix, for jiu jitsu

03

Face ID for parents

The parent profile holds payments, consent and coach notes, so it opens with Face ID.

04

Kid profiles open Kids mode

No chat, no ads, nothing to buy, and no way out without a grown-up.

05

Built on Wodify families

Family links already live in Wodify, so nothing is entered twice.

YOUR WEEK AT A GLANCE

The sun, the goal, the path, the next class

01

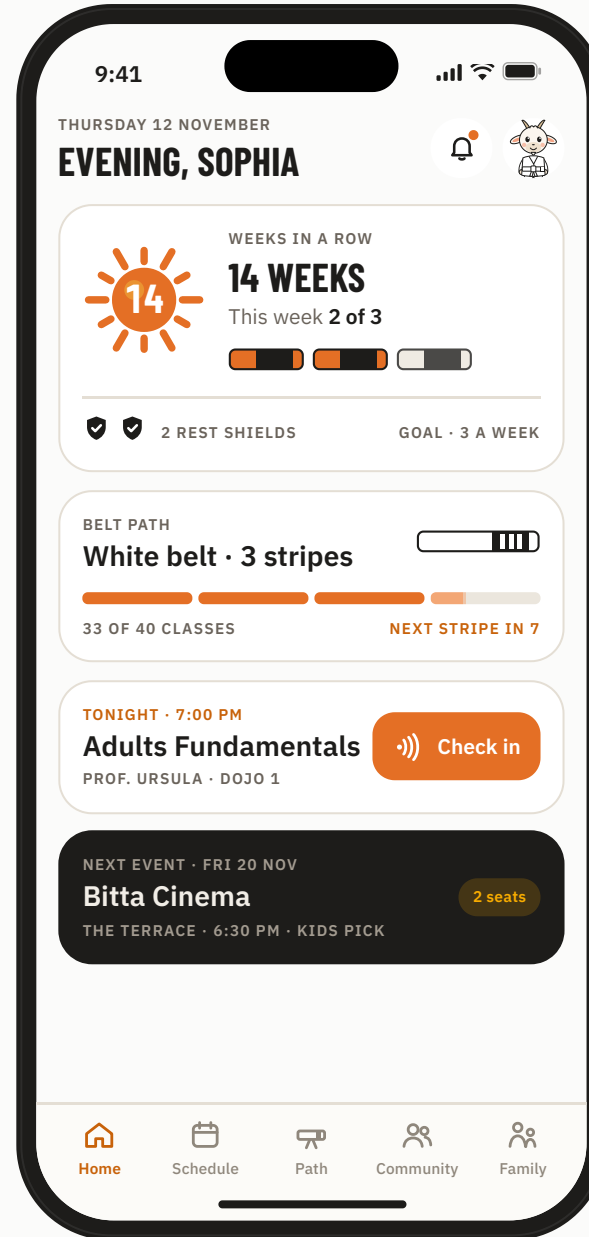
Weeks, not days

The sun counts **weeks in a row**. Jiu jitsu is trained two or three times a week, so a daily streak would punish normal life.

02

Each class lights a belt

Three belts for a goal of three. Miss a week and a purple **Rest Shield** protects the streak.



the screen they open every day

03

Four cards, in order

The week, the next stripe, tonight's class, the next event. Everything a member needs at a glance.

04

One tap to check in

Tap the phone on the orange sun at the desk. The QR code is the backup.

05

Live from Wodify

Every number comes from Wodify. The app is the layer on top, not a second system.

BOOK IN TWO TAPS

Every class by age and level,
spots left, waitlist, recovery suite

01

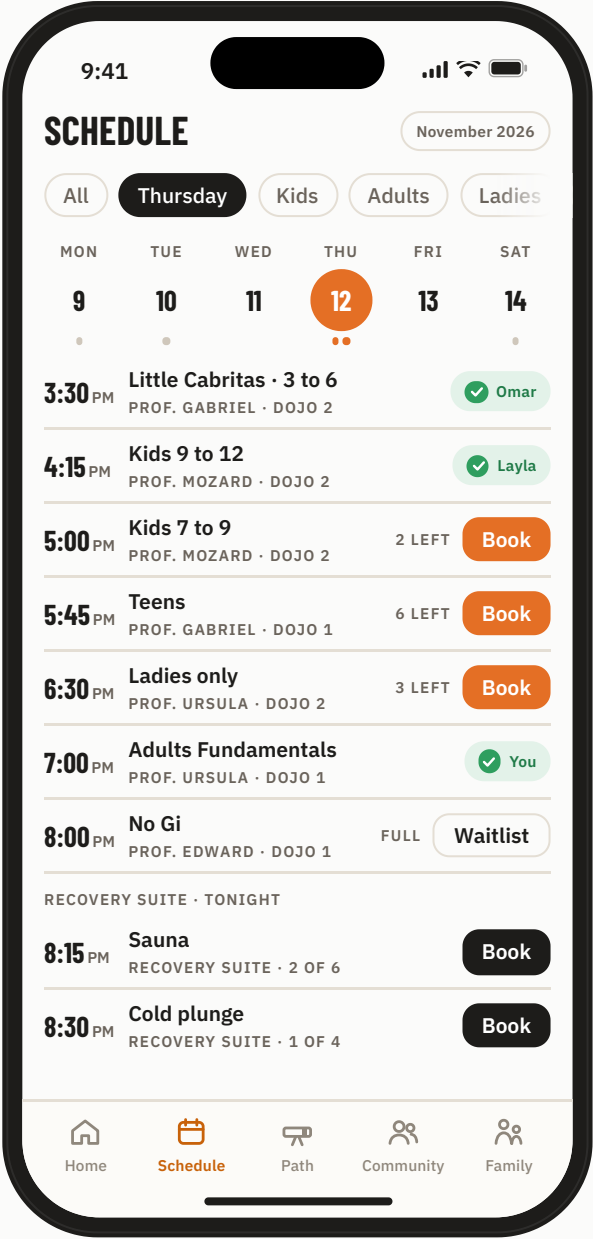
Grouped the way Bitta teaches

3 to 6, 7 to 9, 9 to 12, Teens, Adults, Ladies only and No Gi, each with its professor and dojo.

02

Spots left, live

Places come straight from Wodify. A full class offers the **waitlist** and a message when a spot opens.



two taps and you're on the mat

03

The family in one list

A parent sees each child's booking by name, next to their own.

04

Recovery books like a class

Sauna and cold plunge slots sit under tonight's classes. Two taps to book.

05

Monday to Saturday

Bitta is closed on Sunday, so Sunday is not on the strip.

EVERY CLASS IS A STEP

Checkpoints every 10 classes,
the coach decides the stripe

01

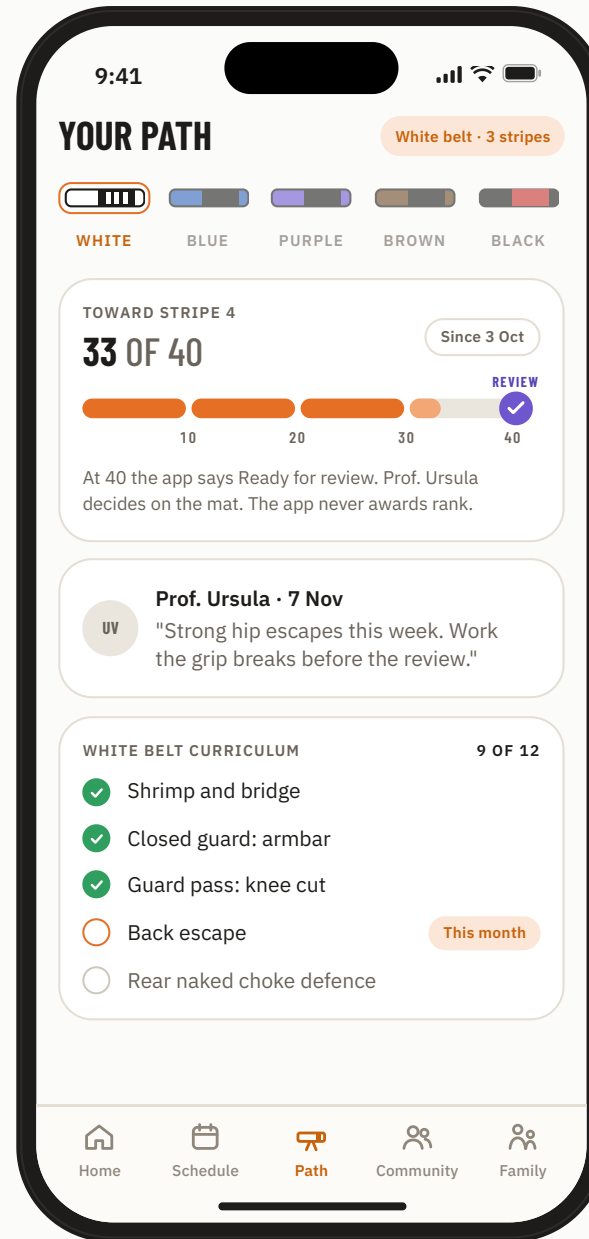
A checkpoint every 10 classes

Adults wait months for a stripe. Four segments of ten give a **small win every few weeks**.

02

The coach decides

At 40 the app shows Ready for review and tells the professor. It never awards rank or promises a date.



small wins, even for adults

03

The real belt order

White, blue, purple, brown, black, as the IBJJF ranks them. Kids see grey, yellow, orange and green.

04

A coach note after class

One line from the professor, ten seconds on the tablet, private to the member.

05

Curriculum, not a test

What to work on this month, set with the coaches.

HI LAYLA!

Cabrita in the ring, one mission, stickers, the crew

01

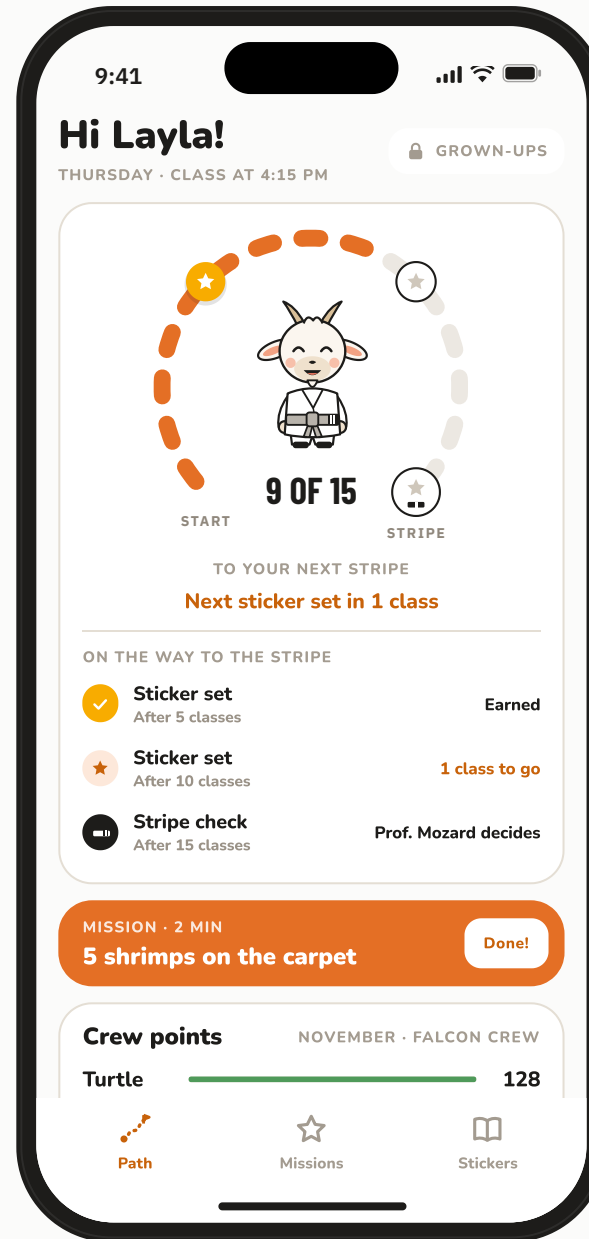
The ring is the path

15 classes to a stripe, one segment per class. Cabrita stands in the middle wearing **Layla's belt**.

02

A sticker set every 5

Medallions at 5, 10 and 15. A child training twice a week wins every two or three weeks.



Cabrita grows with her

03

One mission a day

Two minutes at home, and a grown-up taps Done.

04

Crews, never rankings

Turtle, Falcon, Oryx and Dolphin. Points go to the crew, never to a named child.

05

A gate for grown-ups

Big tap targets, no chat, no ads, nothing to buy.

The Grown-ups pill is the only way out.

ONE CARD PER CHILD

Checked in, effort stars, coach note, next belt, then the admin

01

Checked in, 4:02 pm

The parent sees it the moment the child taps in. That one green line builds trust.

02

Effort, not attendance

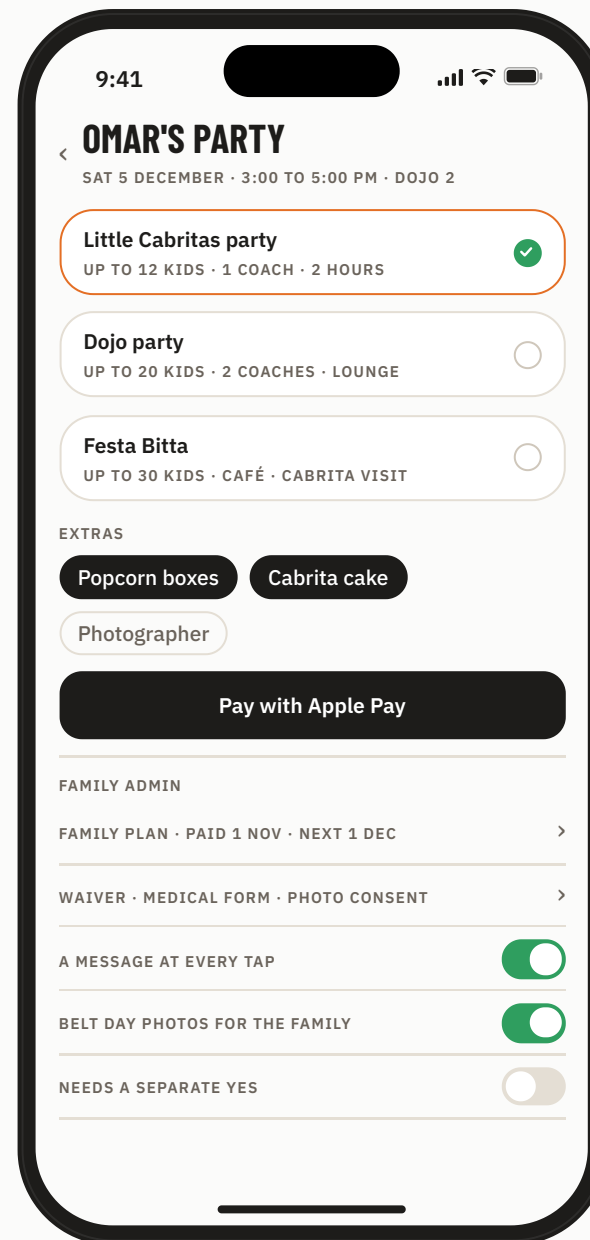
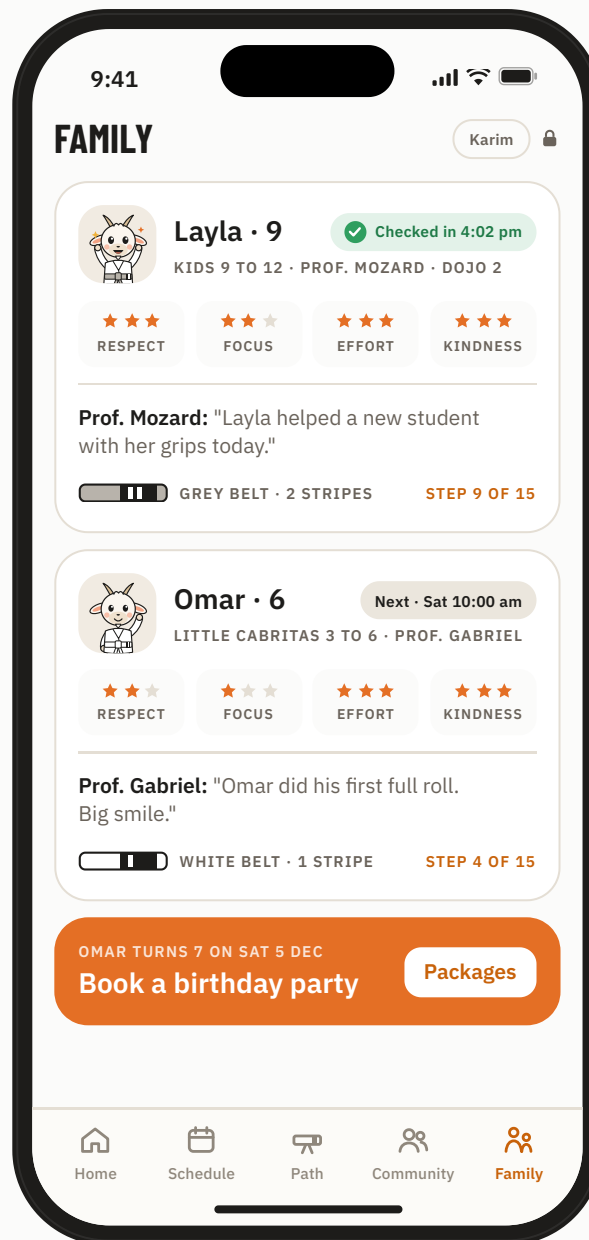
Four stars for respect, focus, effort and kindness, plus a coach note. **Private to the family**, never a ranking.

03

Parties and admin, behind Face ID

Birthday packages paid with Apple Pay. Payments, documents and consent in one place. Photo consent is a separate yes.

the 4:02 pm moment →



THE CARD IN YOUR POCKET

Starter, Standard, Elite · Apple
Wallet · guest passes · pause

01

Three tiers, three cards

Starter in stone, Standard in orange, Elite in black and gold, from Bitta's own membership design.

02

Wallet grammar

Member number top right, name large, the sun as a watermark. It sits next to the boarding passes.

03

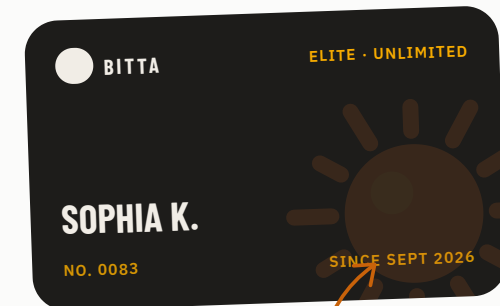
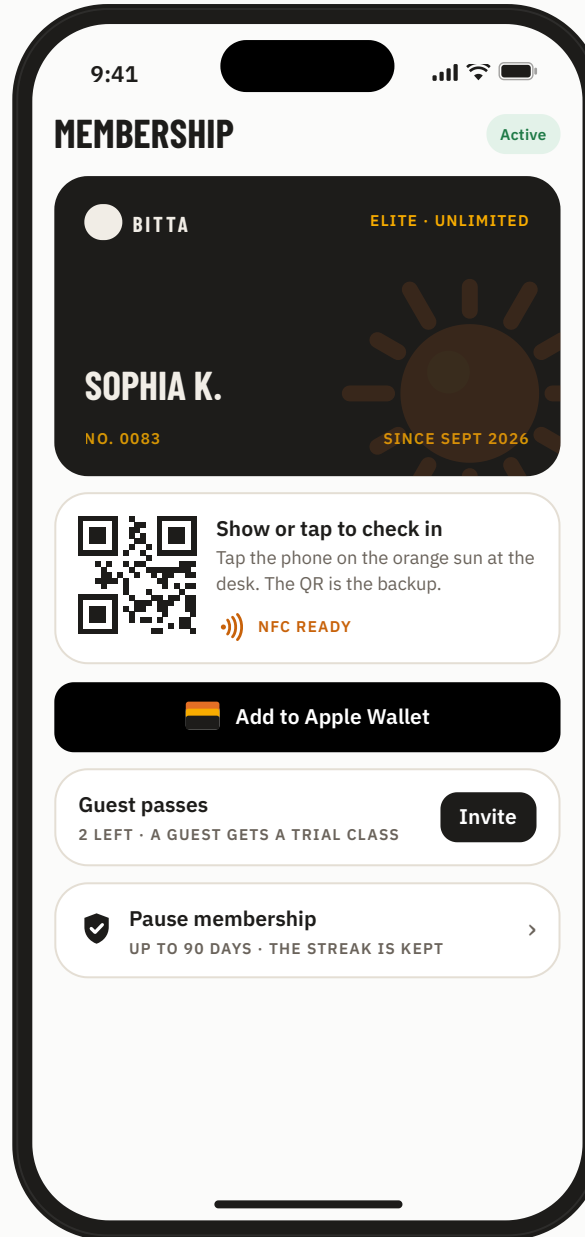
One black button

Add to Apple Wallet. Guest passes and pause are quiet rows below.

04

Pause, not cancel

Up to 90 days for summer, travel, Ramadan or injury.
The streak is kept.



it sits next to the boarding pass

STAY FOR THE PEOPLE

Bitta Cinema, Belt Day photos,
Coffee with the Coral Belt, guests

01

Bitta Cinema in the app

The kids vote for the film. Parents hold the ticket, bean bag number and all.

02

A private family gallery

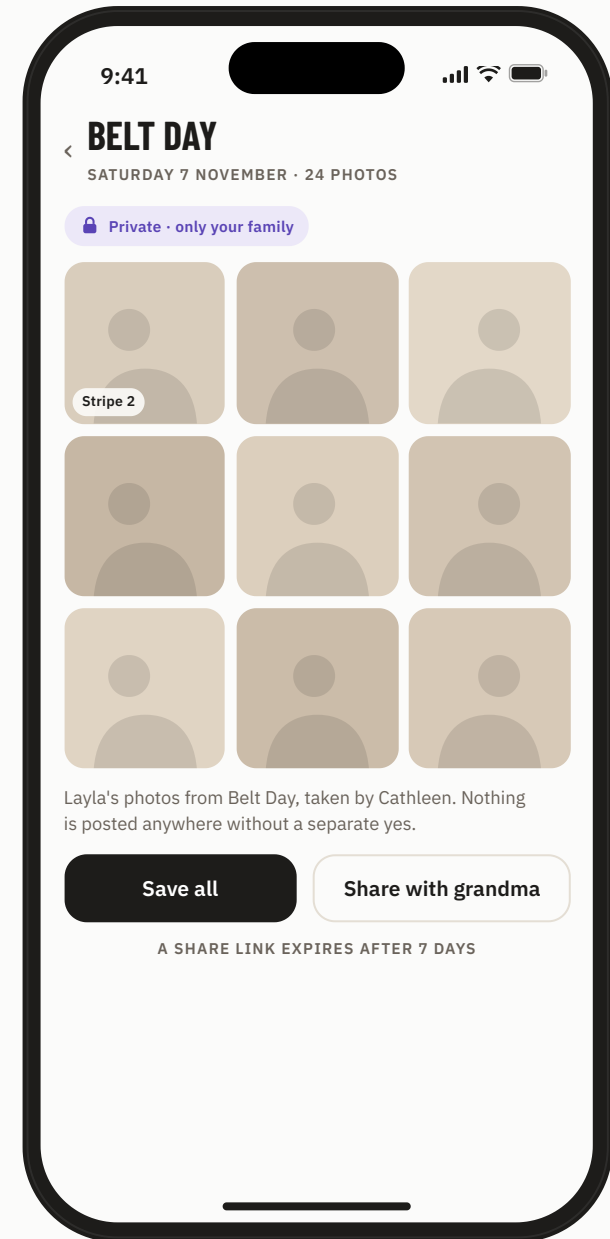
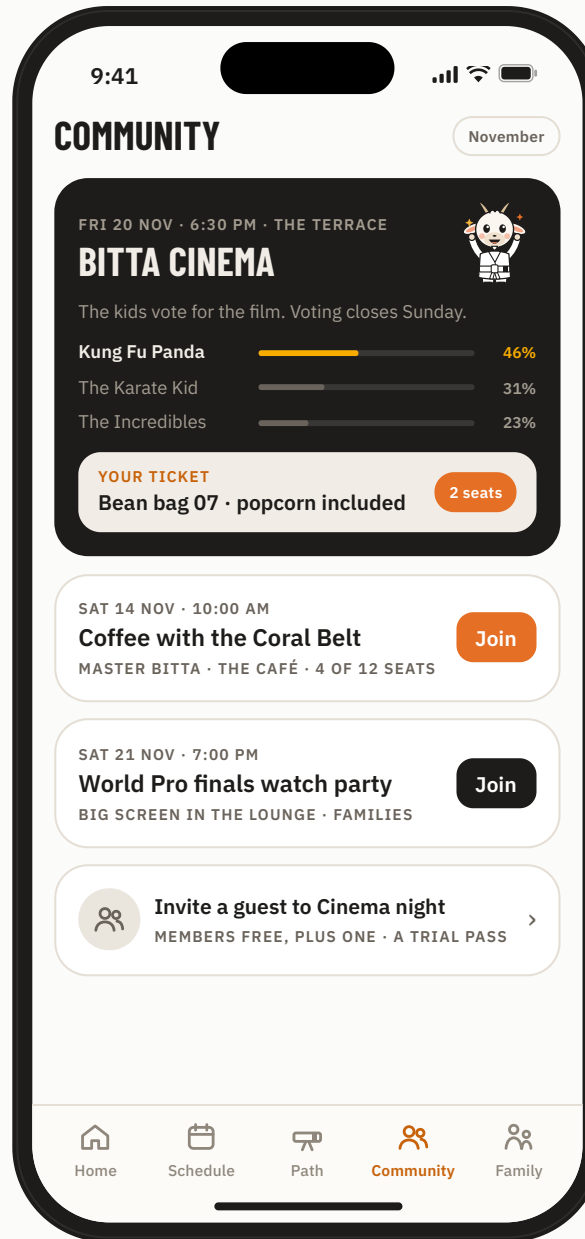
Belt Day photos go to the family only, never a public feed.
A share link expires after 7 days.

03

Every guest is a lead

Members invite a friend in one tap. The guest gets a trial pass and joins the follow up.

come for the sport, stay for this →



ON THE PHONE, EVERY DAY

A medium and a small widget,
the lock screen, the class day

01

Two things only

The week number and whether the goal is done.
Cabrita's face says the rest.

02

Cabrita follows the week

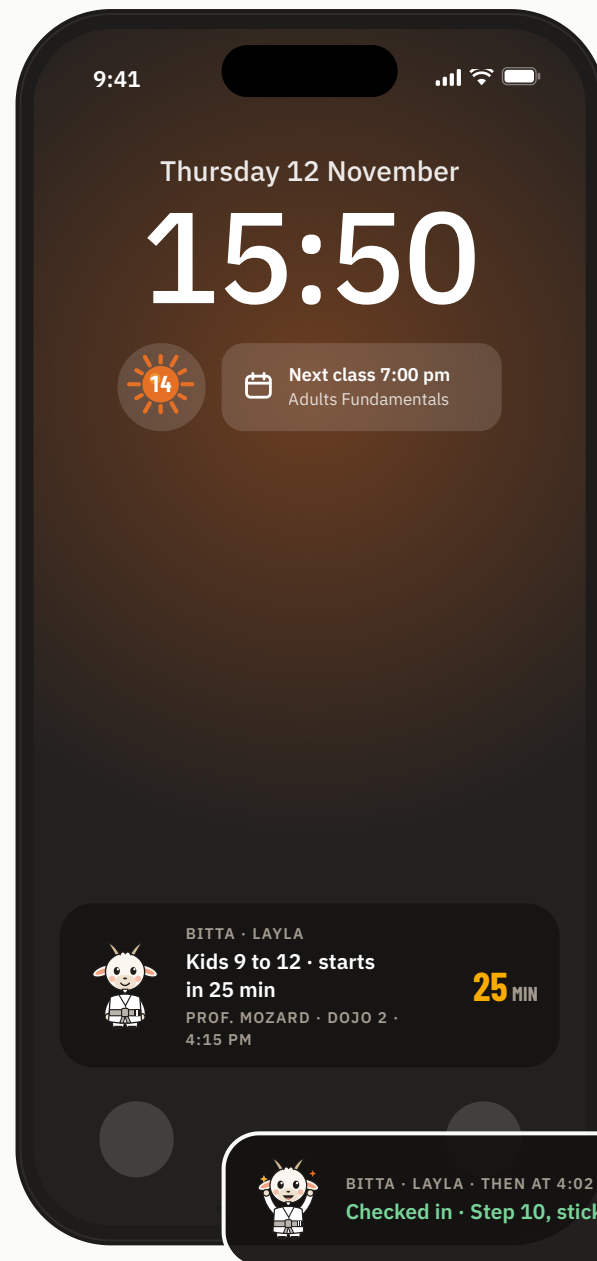
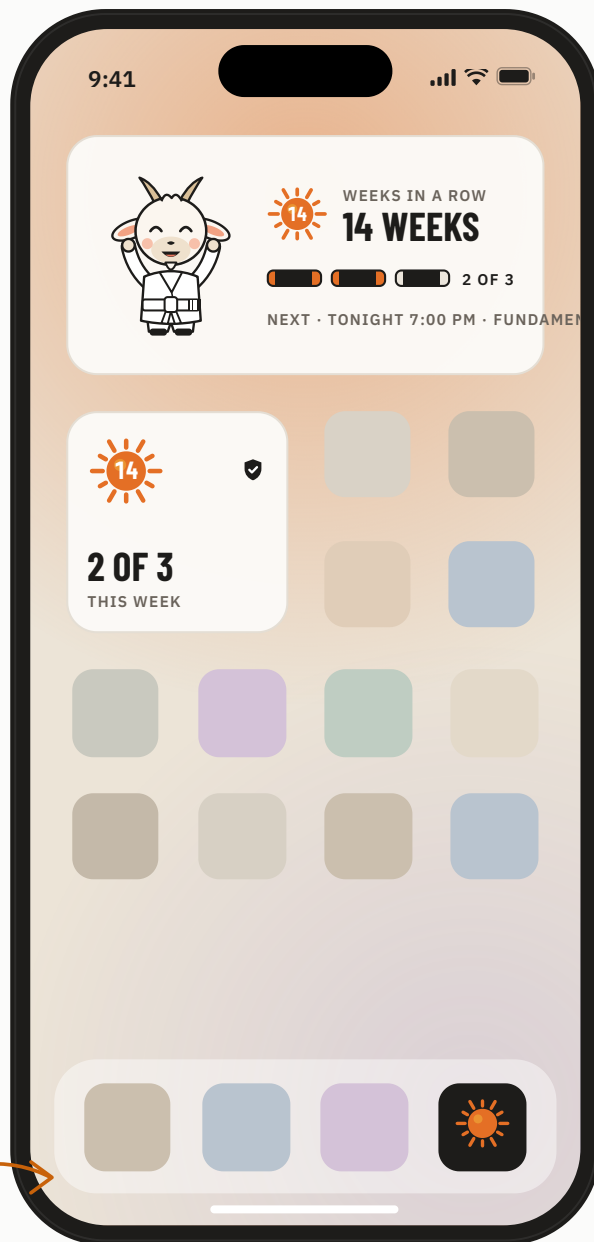
Happy on Monday, proud when the goal is met,
worried on Saturday if it is not, sleepy on a
rest week.

03

The class day

The lock screen shows the next class. A
Live Activity counts down, then turns green
at the tap.

Bitta on the phone, every day →



THE BEST PART OF ARRIVING

A tablet at the front desk, a goat key ring, a green tick on the phone

The Bitta Tag

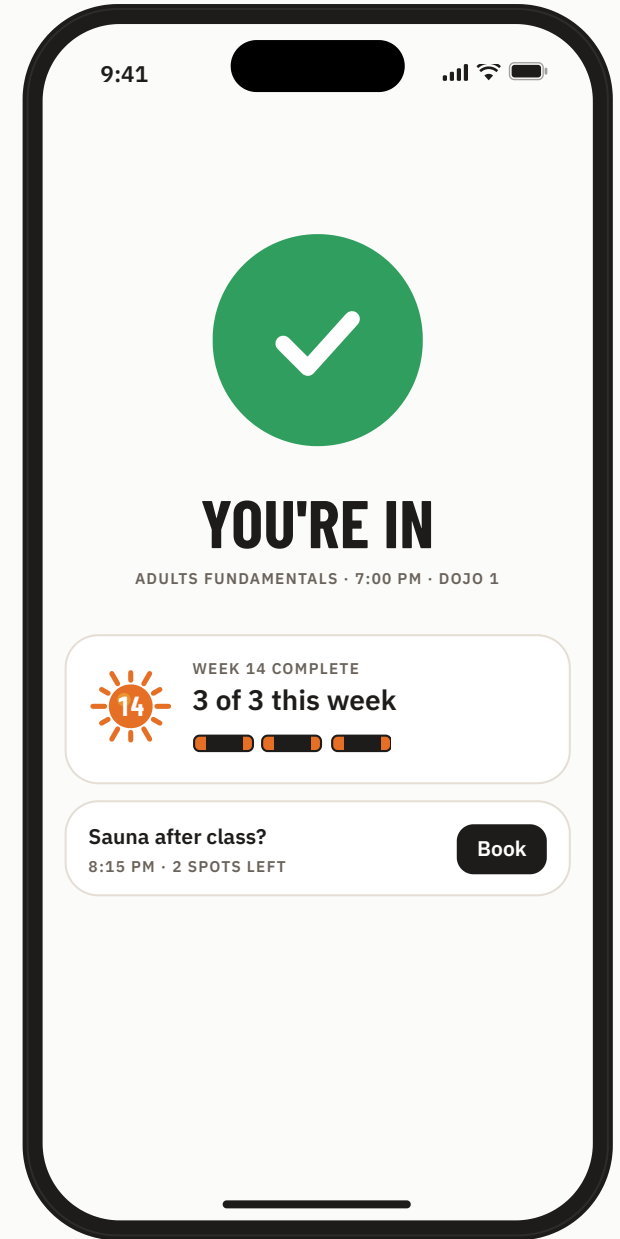
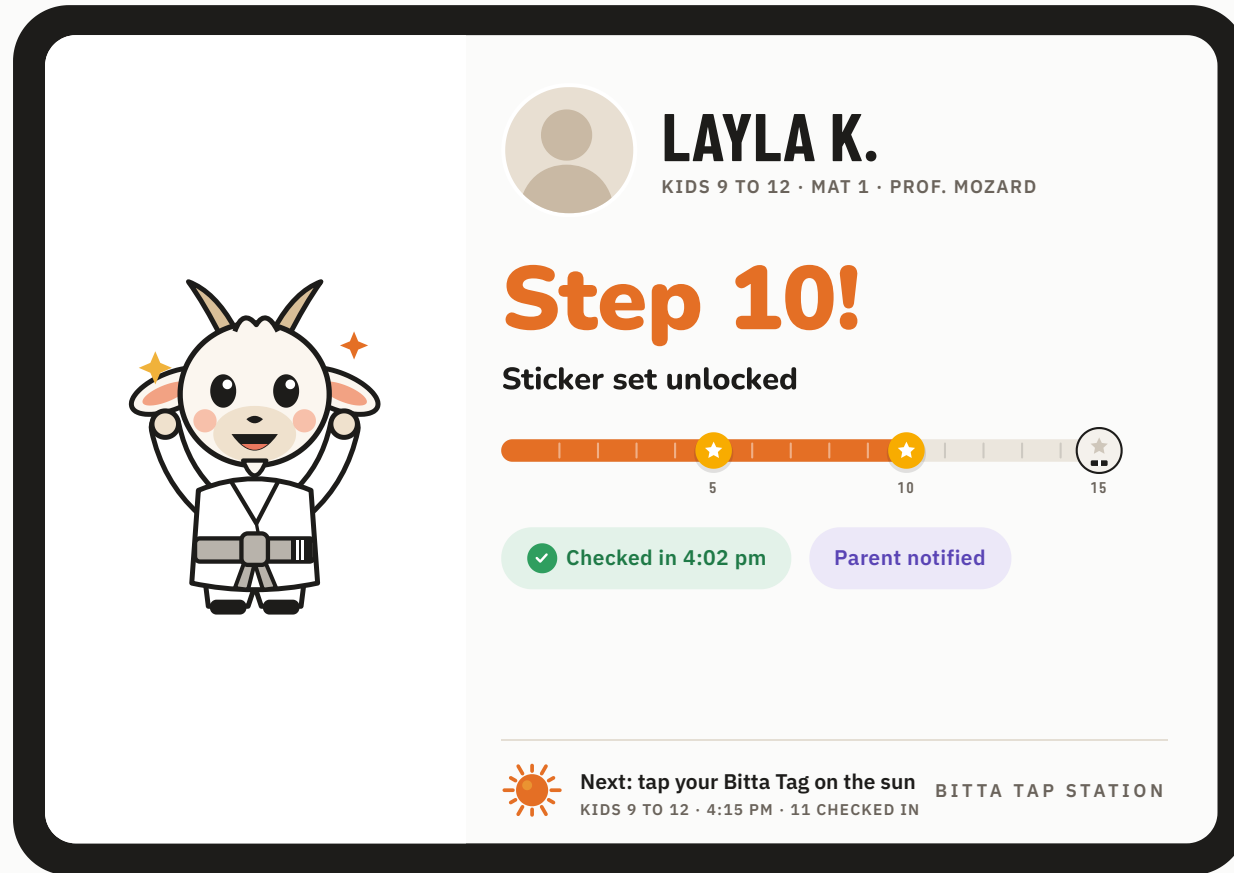
A goat key ring with a chip, on the bag.

The child's photo

Staff see it is the right child.

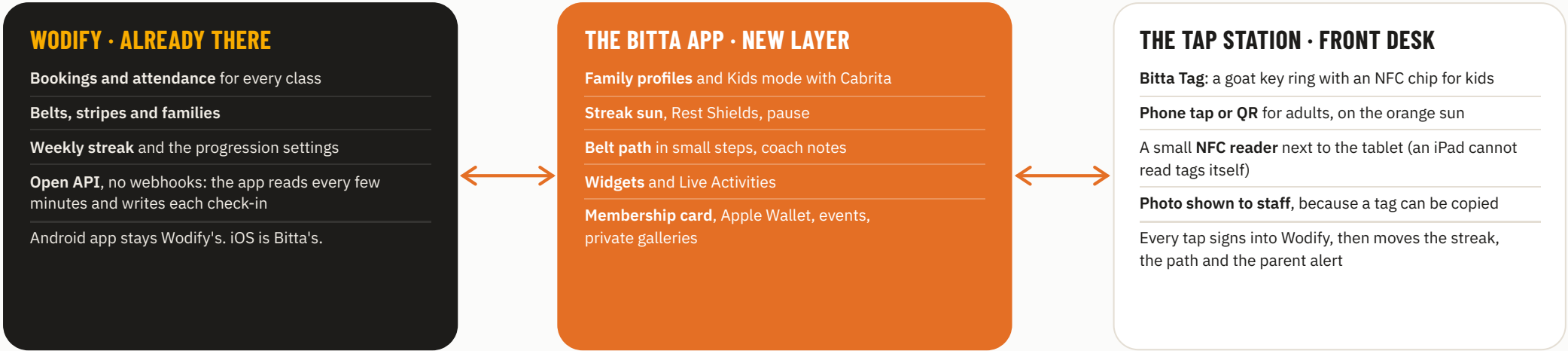
The parent, notified

In the same second.



WODIFY UNDERNEATH, BITTA ON TOP

One record of every member, a new layer for the experience



KIDS' DATA, BY DESIGN

- Parents own the account and give verifiable consent for each child under 13 (UAE Child Digital Safety law, in force since 1 January 2026, full compliance by 1 January 2027)
- No ads, no third party tracking in Kids mode (Apple Kids and Google Families rules)
- Photos of children only in the family's private gallery, only with photo consent, never a full name next to a face outside the family
- No face recognition for children. A photo is shown to staff only.
- Points by crew, never a public ranking of children. Recognition, not prizes.
- A UAE lawyer confirms the final consent text (to confirm)

PHASES 0 TO 3

PHASE	WHAT	WHEN
0	Test without code: a printed sticker path on the Kids Wall, a paper Bitta Passport, coach effort stars on a tablet, WhatsApp messages at checkpoints. Shows which rewards families care about.	Months 1 to 3
1	Concept sprint: this plan, the key screens, a clickable prototype tested with 10 families	Month 3
2	First version: family profiles, Tap Station, belt path, weekly streak, widget, parent alerts, events	Months 4 to 7
3	Grow: kids missions, crews, sticker book, Live Activities, Arabic, technique library	Months 8 to 12