

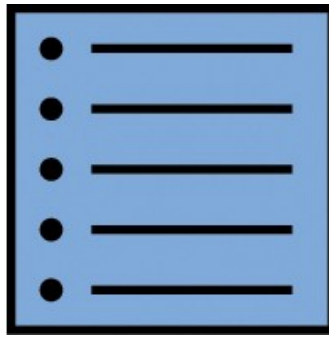
codeYoga website – Milestone Project 1 – Amanda Afifi

UX Design



The Strategy Plane

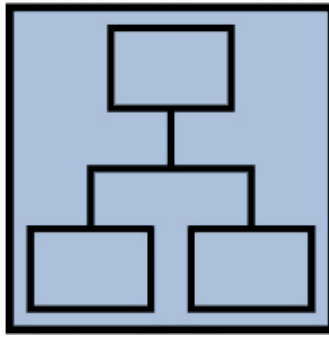
<i>Business Goals</i>		<i>User Needs</i>	
Revenue	<ul style="list-style-type: none">• Class sign-up (one-off and subscriptions)• How to book	Information Hub	<ul style="list-style-type: none">• Schedules• Class styles• Teacher philosophy• Pricing and promotions• Cancellation policy• Location
Information Hub	<ul style="list-style-type: none">• Schedule• Class styles offered• Pricing and Promotions• Teacher philosophy		
Brand Identity	<ul style="list-style-type: none">• Create social media presence• Streamlined appearance and functionality• Provide a lifestyle ethos	Userability	<ul style="list-style-type: none">• Fast and efficient booking options• Secure payment options• Contact options for further information
Userability	<ul style="list-style-type: none">• Good UX experience to encourage repeat business		



The Scope Plane

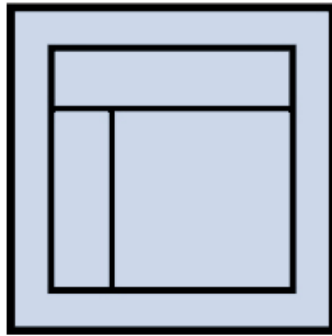
Scope	
<i>Functional requirements</i>	<i>Content requirements</i>
Grid of schedule: text, icons, graphics	List of classes with date and time
Promotion bar, grid of pricing structures: text, graphics	Overview of pricing, offers and subscription packages
Information notice: text, graphics	Details of cancellation policy
Grid of class styles: text, graphics, embedded video	Details of class types: what they are, what they do, video (optional)
Contact form: input form, text, feedback pop-up	Name, email, telephone, message text, confirmation
Contact details: text, icons	Contact details – address, email, social media, telephone, facilities
Information form: text, pictures, embedded video	Teacher details: bio, skills, education, video (optional)
Booking form: input form, text, feedback pop-up	Name, email, telephone, class to book, sign-up confirmation text
Social media hub: icons, links	Social media pages – facebook, youtube, instagram, twitter, pinterest
Embed mp3	Logo, mp3 on relaxation, icon graphics

Out of Scope
<ul style="list-style-type: none">• Provide a lifestyle ethos (Blog, shopping cart, links to affiliated parties (food bloggers, social influencers, etc.). <i>Coming in release 2</i>
<ul style="list-style-type: none">• Secure payment options – the ability to pay for services using paypal will be offered in the next release. <i>Coming in release 2</i>



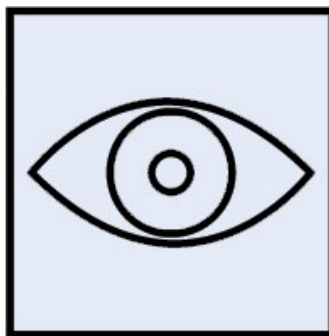
The Structure Plane

Structure
<i>Interaction Design</i>
Navigate between menu items and sub-menu items
Play mp3 and video player
Enter information in forms
Submit forms
Navigate to social media links
Embed mp3
Information Architecture: See separate attachment



The Skeleton Plane

<https://github.com/AA369/codeyoga-website/blob/master/design%20documentation/wireframes.pdf>



The Surface Plane

<https://aa369.github.io/codeyoga-website/>