

Web Project Documentation

Name: Aalamjot Singh

Student ID: T00637164

Course Name: COMP2681

Date: 5 May 2023

Business Statement:

The website serves as a convenient hub for clients to register, access important information, and stay up to date on our latest offerings. This website along with offer expert digital marketing services, including Search Engine Optimization and Social Media Management, to help our clients reach a wider audience and achieve success.

Our gym is committed to helping our clients achieve their fitness goals by providing high-quality training, classes, and nutrition plans. We aim to create a supportive environment where everyone can feel comfortable and motivated to succeed. Our skilled and experienced team is dedicated to helping you achieve your goals within a set timeframe and transform into a new and improved version of yourself. While many gyms may have flashy equipment, it is our unique culture and atmosphere that sets us apart from the rest.

Project Objectives:

The aim of this project was to develop a website that would complement a gym's digital presence, along with social media. The website would serve as a platform to provide information on pricing, membership details, gym locations near the user, as well as facilitate membership registration with a user-friendly experience that works seamlessly on multiple devices.

Business Benefits:

Our website design will have a positive impact on the small gym business by providing an efficient digital platform to attract and engage potential customers. The website will effectively showcase the unique aspects of the gym, such as its culture, services, and facilities, and offer easy access to important information like pricing and membership details. By optimizing the website for search engines and integrating social media, we can significantly improve the gym's online visibility, drive more traffic to the site, and ultimately generate higher revenue for the business. This will result in a considerable return on investment for the gym, as our website design will enhance its digital marketing strategy and help it reach a broader audience in a cost-effective manner.

Flow of Web Pages:

The website is a single page layout which enables for clear focus on the main elements, simplicity, and less user friction. User friction refers to any obstacles or difficulties that a user might encounter while interacting with a website or an application.

The website is based on a single page design with sections divided into:

The Home section provides an overview of the gym's services, facilities, and culture, with clear calls to action to encourage users to explore the site further.

The About Us section provides more detailed information about the gym's history, mission, and values, as well as bios of the trainers and staff.

The Services section provides an overview of the different classes and training programs offered by the gym, with separate sub-pages for each type of service.

The Pricing section provides detailed information about the cost of membership and any additional fees or discounts available, with clear calls to action to encourage users to sign up.

The Membership section provides a straightforward registration process, allowing users to easily select their desired membership plan and complete payment.

The Contact Us section provides a form for users to submit any inquiries or feedback.

Finally, the Blog which the user signs up for provides a platform for the gym to share informative and engaging content related to health, fitness, and wellness, with regular updates to keep users engaged and interested.

2.4 Demonstration Evaluation Form

Evaluation Form:

We appreciate you taking the time to evaluate our website design. Your feedback is important to us and will help us improve our services. Please rate the following elements on a scale of 1 to 5, with 1 being poor and 5 being excellent:

1. Overall design and layout
2. Ease of navigation
3. Clarity and organization of information
4. Usefulness of the website for accessing gym information
5. Effectiveness of the website in encouraging membership registration

Please feel free to provide any additional comments or suggestions for improvement:

Thank you for your time and feedback.