

## # YMCA

### ##### Client Background

The YMCA is a nonprofit organization whose mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all. They offer a variety of services to all ages and continue to be a positive influence in all communities. They offer low cost membership fees as well as affordable summer camps for kids. They continue to hold outreach programs as well as volunteer programs to anyone willing. Their threats can be seen as other gyms (private) that are more well funded.

### ##### Project Overview

The purpose of this project is to redesign the YMCA website so that it is a bit more practical and user friendly. I am trying something different with putting the menu in the middle of the screen. Specifically, I am redesigning the homepage for the Cary, NC branch of the Y to make it more personable and unique. This project will provide me with lots of opportunities to hone my Illustrator and Photoshop skills. The end result of the project should consist of 4 different elements. The creative brief, sketches, wireframes, and mockups. All of this will be combined in PDF form and then presented to the class. This will allow me to hone my presentation skills as well.

### ##### Project Drivers

The end result of this project is to create a functioning website for the Cary branch of the YMCA. This is first achieved by doing something like this which is called a creative brief which is basically writing out everything I need to do and to help keep things organized.

### ##### Target Audience

The target audience for this project would be all the current Cary YMCA members. This is meant to give members of the Cary Y something unique to look at that other branches may or may not have. It's going to allow them to instantly recognize their homepage as opposed to essentially being a copy/pasted version of another branch's website.

### ##### Competitor Analysis

So there are other gyms/clubs that are in direct competition with the YMCA. These can include; Gold's Gym, Lifetime Fitness, Fitness Connection, etc. However, the competition between the other branches' websites is straight up nonexistent. This is because every other branch-specific homepage follows essentially the same template so they all pretty much look the same. This is good because it allows Cary's homepage to stand out and be unique.

### ##### Tone and Perception

I believe the overall impression that the general public has with the YMCA is pretty good. The branch-specific websites are overall pretty straightforward and clean looking. I will be trying to keep with that aesthetic while also adding a bit of flair.

### ##### Targeted Message

The overarching message of this project is to show Cary members that their branch is special and unique. It is meant to give them a sense of pride when they visit it and show that this is sort of a flagship branch of the YMCA. An emphasis will be placed on the

community and highlighting that.

