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Code Institute: Milestone One  
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# MILESTONE 1

## MY PROCESS

### Strategy Plane

- What are the main goals of this site?
  - Generate revenue from new & existing studio members
  - Provide schedule of classes to potential & current studio members
  - Provide information about the yoga studio to site visitors through user stories

- Who are we building it for?
  - This a B2C product *business-to-customer*
  - The target market is health-focused millennials (ages 19 - 39) who live in NYC.

#### INTERVIEW QUESTIONS:

- What makes a good experience?
  - [Answer 1] Can view it from my mobile
  - [Answer 2] Doesn't take me to different websites when I click something
  - [Answer 3] No popups
- When you go to [your current yoga studio's website] where do you go first? Why?
  - [Answer 1] I click on 'Classes' so I can check what classes are going on and which days.
  - [Answer 2] I usually go to the schedule so I can plan which classes I can go to that day (or for the week ahead)
  - [Answer 3] If I need to contact them for any reason, I go to the contact section to get their phone number
  - [Answer 4] I look for the schedule right away
  - [Answer 5] I scroll down and then open the nav-bar if I don't find what I am looking for
- How often do you use the site?
  - [Answer 1] Only when the schedule changes
  - [Answer 2] About once a week
  - [Answer 2] Not too often
  - [Answer 4] About once a month.
  - [Answer 5] Every now and the

- What are the goals & needs of the user?
  - The main goals of the user:
    - Learn more about the studio
    - Find out which classes are available & when
    - Obtain studio address and hours of operations
- What are the goals & needs of the business?
  - The main goals & needs of the business:
    - Increase revenue (*by attracting new members & retaining their current clients.*)
    - Provide information (*class times, contact details*)
    - Gain brand awareness
    - Get people excited (*user testimonials*)

## BUSINESS PROBLEM

Infinity Website  
(Yoga & Meditation Studio)

## BUSINESS OUTCOME

- Users will attain information about studio.
- Customer Reviews will build trust.
- Users will be able to contact Infinity.
- Schedule will lead to increase in revenue.
- Web presence will trigger Word of Mouth.
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## USERS & CUSTOMERS

### MEN & WOMEN (24 - 36)

- Health Focused
- Tech Savvy
- Environmentally Aware
- Conscious
- Flexible

## USER BENEFITS

- Can learn about Infinity's classes
- Can navigate website from any device
- Can view schedule from any device
- Can contact studio from any device
- Will view Infinity as legitimate and authentic.
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## COMPETITOR ANALYSIS

Who else is building this?

- Sonic Yoga
- Bode NYC

Competitor	What Site is Doing	Pros	Cons
SONIC YOGA	<ul style="list-style-type: none"><li>- Logo is in the center of page</li><li>- New member sale is advertised in nav-alert bar</li><li>- An immediate call-to-action ("Sign Up" button in the hero)</li><li>- A second call-to-action in the body</li><li>- Newsletter signup above the footer</li></ul>	<ul style="list-style-type: none"><li>- Well aligned</li><li>- New members will want to see this</li><li>- Makes signing up one of the first options presented to the user</li><li>- Reminds the user to signup</li><li>- The option to join newsletter is last</li></ul>	<ul style="list-style-type: none"><li>- Users eyes naturally scan the page from the top left.</li><li>- Users have to create an account before finally signing up.</li><li>- Some users will be frustrated to navigate from home page</li><li>- Secondary call-to-action would be better in the footer</li><li>- Most users would prefer a contact form at end of page</li></ul>
Bode NYC	<ul style="list-style-type: none"><li>- Sale is advertised in nav bar</li><li>- Accessibility icon/button in the top right corner</li><li>- A "New Member" signup page in the navigation bar</li><li>- Blog</li><li>- Streaming now is advertised in nav-alert bar</li></ul>	<ul style="list-style-type: none"><li>- immediate call-to-action</li><li>- This is great for those who need it</li><li>- Each page is displayed</li><li>- Good for visitors that want to learn more about yoga</li><li>- Shows that studio is current</li></ul>	<ul style="list-style-type: none"><li>- verbiage is misleading</li><li>- Confusing to regular site visitors,</li><li>- Navigation bar is overcrowded</li><li>- Blog articles on homepage make the page too crowded</li><li>- Clicking this leads visitors to another page</li></ul>

## Planning

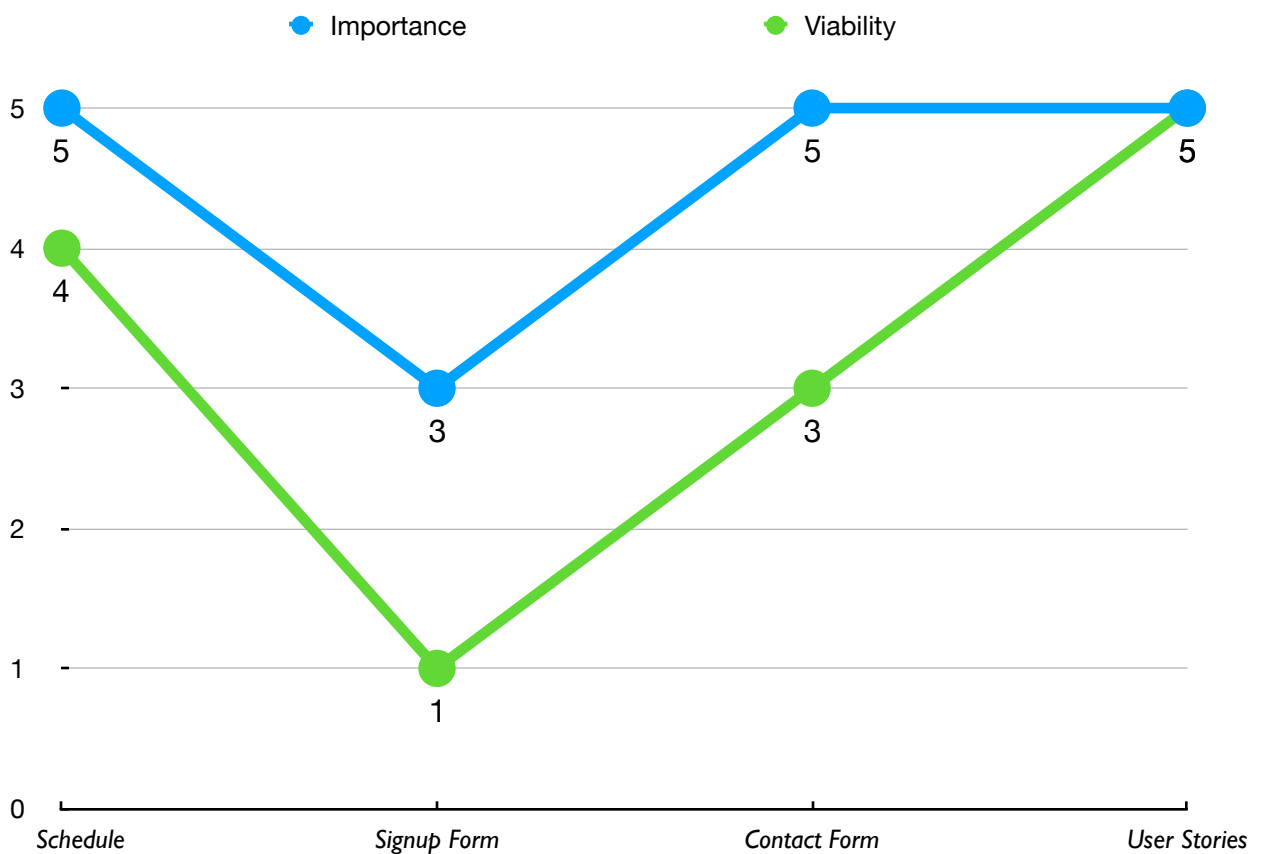
- What relevant content should we deliver that fits our demographic?
  - ✓ Information about the yoga studio and its' procedures
  - ✓ Class schedules & times
  - ✓ Contact details (address, phone number, hours of operation)
  - ✓ A place to sign up for classes
  - ✓ User Stories/Quotes
- How can we make the content easily tracked and catalogued in an intuitive way?
  - ✓ Bootstrap the navigation bar (*and probably the entire website*)

- ✓ Use contrast to create balance
- ✓ Provide links to most important pages in the navigation bar
- ✓ Don't overload the page
- ✓ Use whitespace responsibly

- Is the technology appropriate? What are the tech considerations?
  - ✓ HTML: Yes, as the project's requirement is for a static website built with HTML
  - ✓ CSS: Allows for custom styles, typography & color schemes.
  - ✓ Bootstrap 4: Makes the page responsive and navigation intuitive.

Trade Off Table

	Feature	Importance	Viability
<b>A</b>	Include detailed information about classes	5	4
<b>B</b>	Boost revenue with signup form	3	1
<b>C</b>	Include a functional, responsive contact form	5	3
<b>D</b>	Create user stories to guide UX process	5	5
	Total	18	14



*What feature do you have to drop?* Signup Form. While a signup form would be great, time and resources are limited and the contact form can be used instead.

## Scope Plane

- Which features, based on info from strategy plane, do we want to include in the site?
  - o Interactive 'Why Infinity' section
  - o Schedule Section
  - o Contact Section/Contact Form
  - o User Stories/Customer Reviews
- What is included in production release and what is not (for now)?

### INCLUDED:

- o Interactive 'Why Infinity' section
- o Schedule Section
- o Contact Section/Contact Form
- o User Stories/Customer Reviews

### NOT INCLUDED:

- A SignUp Form