

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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Trade Off Table

	Feature	Importance	Viability
A	Include detailed information about classes	5	4
B	Boost revenue with signup form	3	2
C	Incentivize users with an interactive 'About' section	4	3
D	Include a functional, responsive Contact Form	5	4
E	Create User Stories to guide UX process	5	5
	Total	22	18

Trade Off Chart

