

Planning

Personal Brand/Goals

I have always been a fitness enthusiast and have wanted to get into the personal training industry. So this was a perfect way to brand self. I decided on making a website where individuals seeking assistance in their fitness journey can view my credentials and contact me to hire me as a personal trainer. The purpose of my website is for individuals who are like me when I first started searching around on the internet for fitness coaching to be able to see what I have to offer and hire me to help them achieve their fitness goals.

Design of the website

I wanted to start off with a professional picture of me in gym attire to be as a background to have a better representation of what I am branding and how I am presenting myself. With the picture I noticed that the color of the nav bar would look amazing with it if it were similar to my shirt and hat. Navy blue has a cool and calm look to it which I wanted to go for. With navy blue being one of the colors I chose I wanted to choose another color that goes well with it. I searched online and found out that beige goes really nice with it so I used beige as my background and to go along with it. I want to keep the font of the texts throughout the website consistent so I will be working mainly with Open Sans since I found it to be nice and simple. I want to make a nav bar that will stick to the top of the page at all times to make it easier for the user to access at all times.

Design of the website

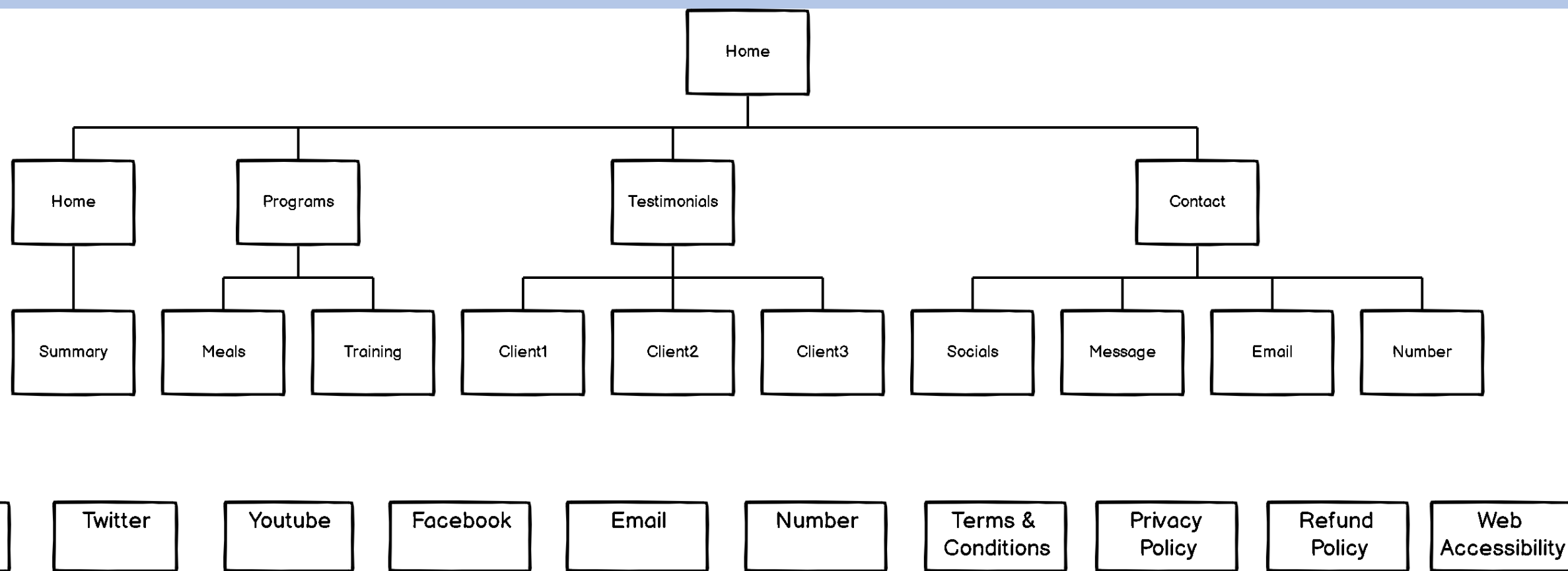
I want to have a summary on my homepage to provide the user with quick info of what my site is about. I want to provide 3 inner pages: Programs, Testimonials and Contact. The Programs page will talk about the different programs I am offering that individuals have to choose from. The testimonials page is where clients that I have already worked with before have their positive reviews on how their experience was with me. The contact page is where the individual can get in touch with me in various ways (The message box will not be functional for this assignment). On every page I'll have a footer which has info that normal footers have such as terms & conditions etc.(for design purposes since website is not complete). Footer will also have contact links to social medias, email, phone number.

Design of the website



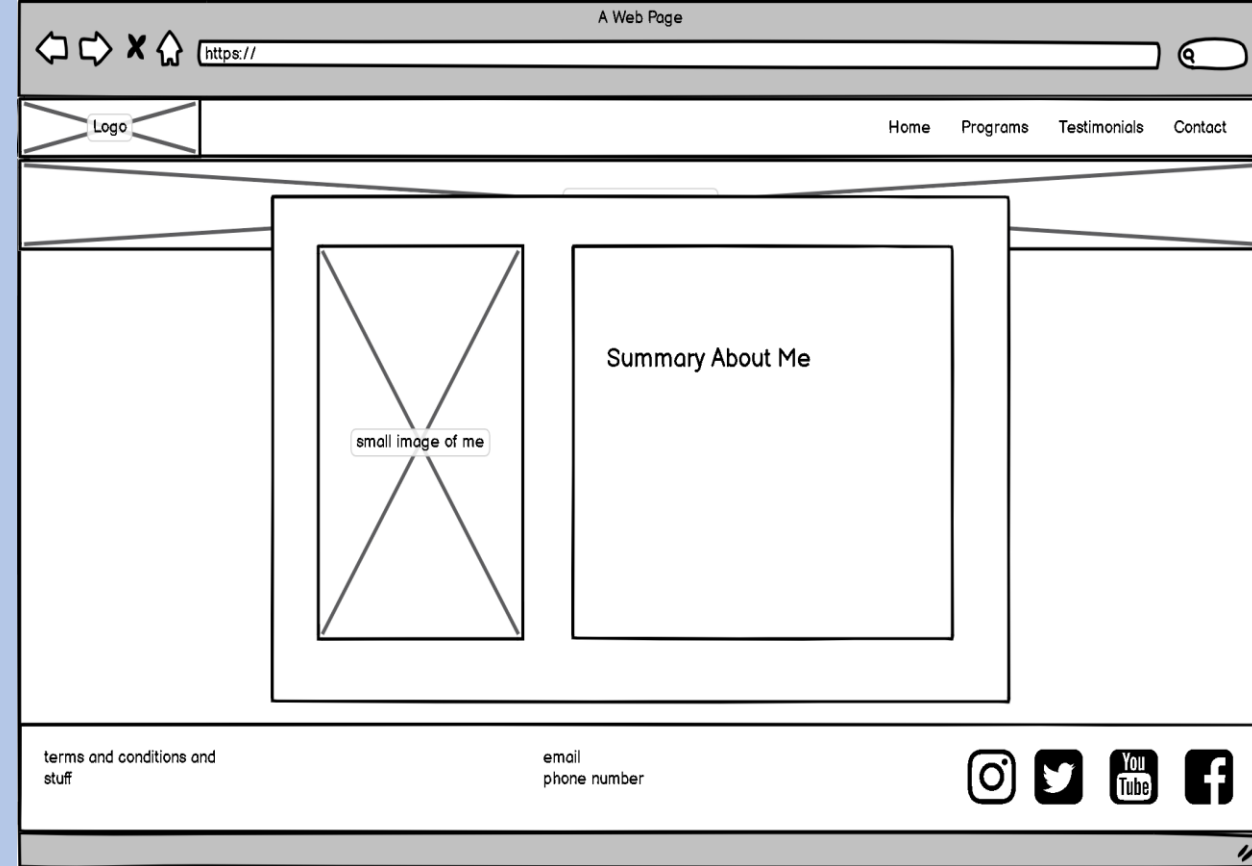
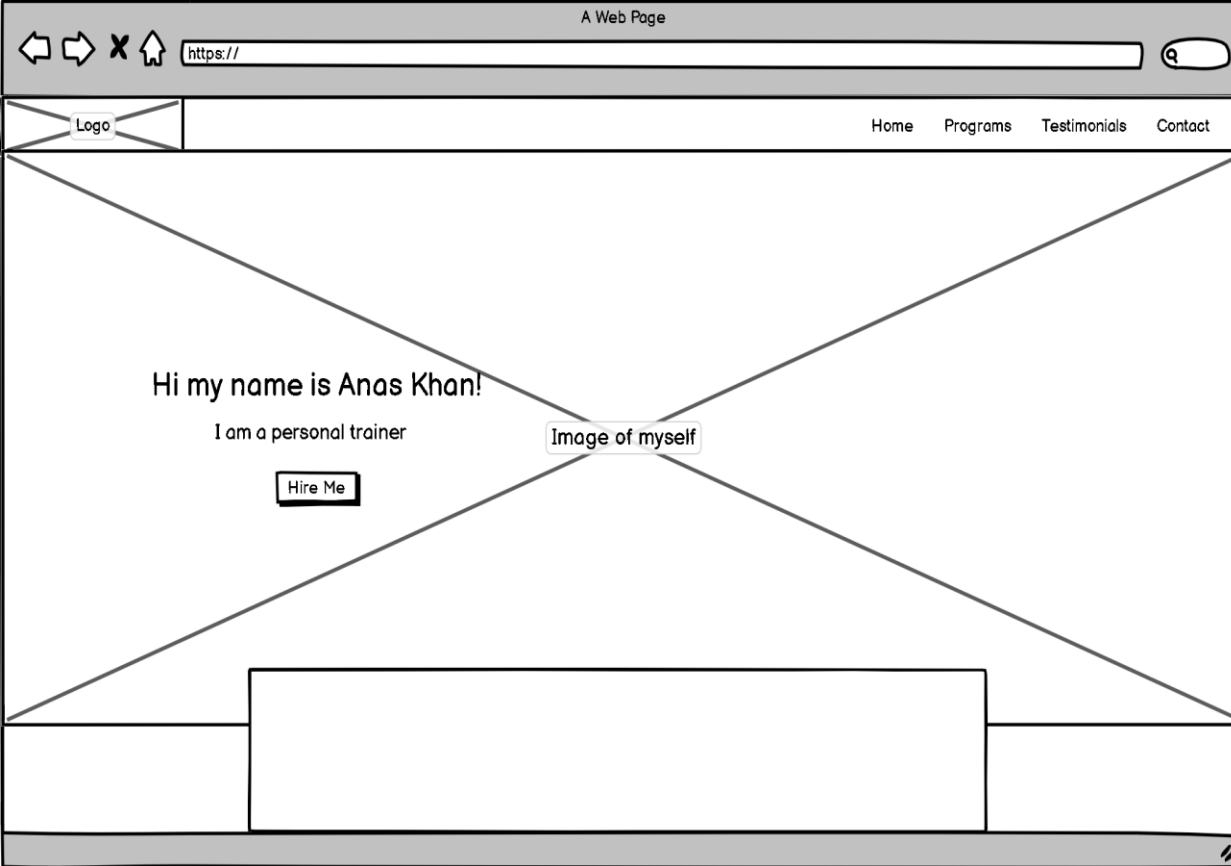
This is the logo I made in Adobe Illustrator to represent myself. The color is Beige because it goes nicely with my nav bar and rest of the sites color theme. It is the initials of my first and last name on top of the word fitness which has a nice sound to it. I feel like AK Fitness sounded really nice and represented my brand nicely. The logo will be located on the top left of the screen at all times and can be used as a link to access the home page when clicked.

Information Architecture

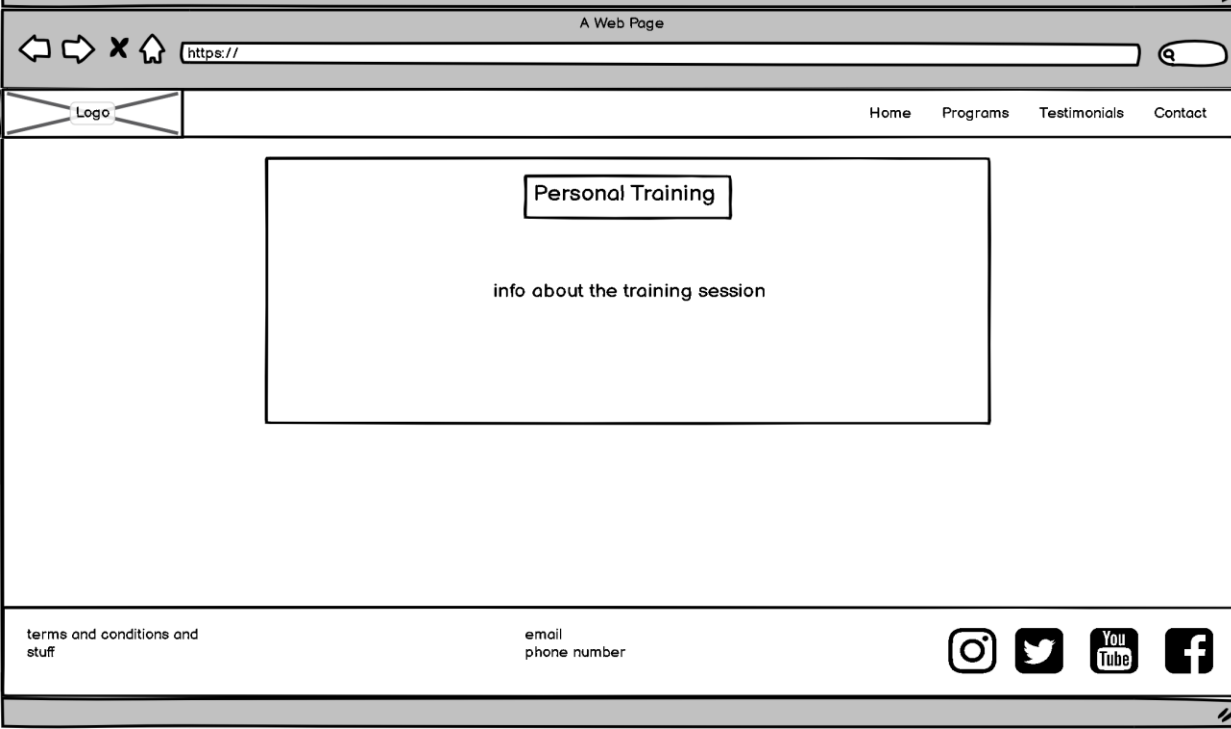
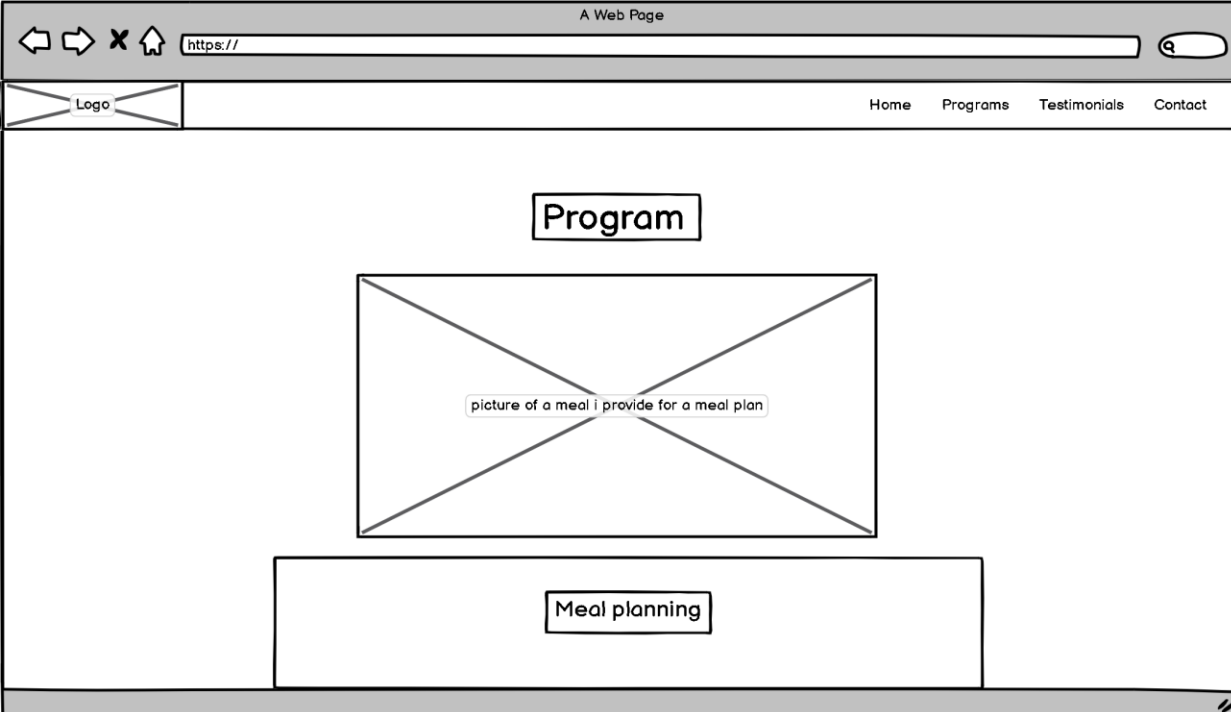


This is the information architecture I made which includes my planning process on what page includes what info and how the user can navigate through it. Inner pages such as programs and testimonial also connect to each other with links. Home page has a button connecting to contact.

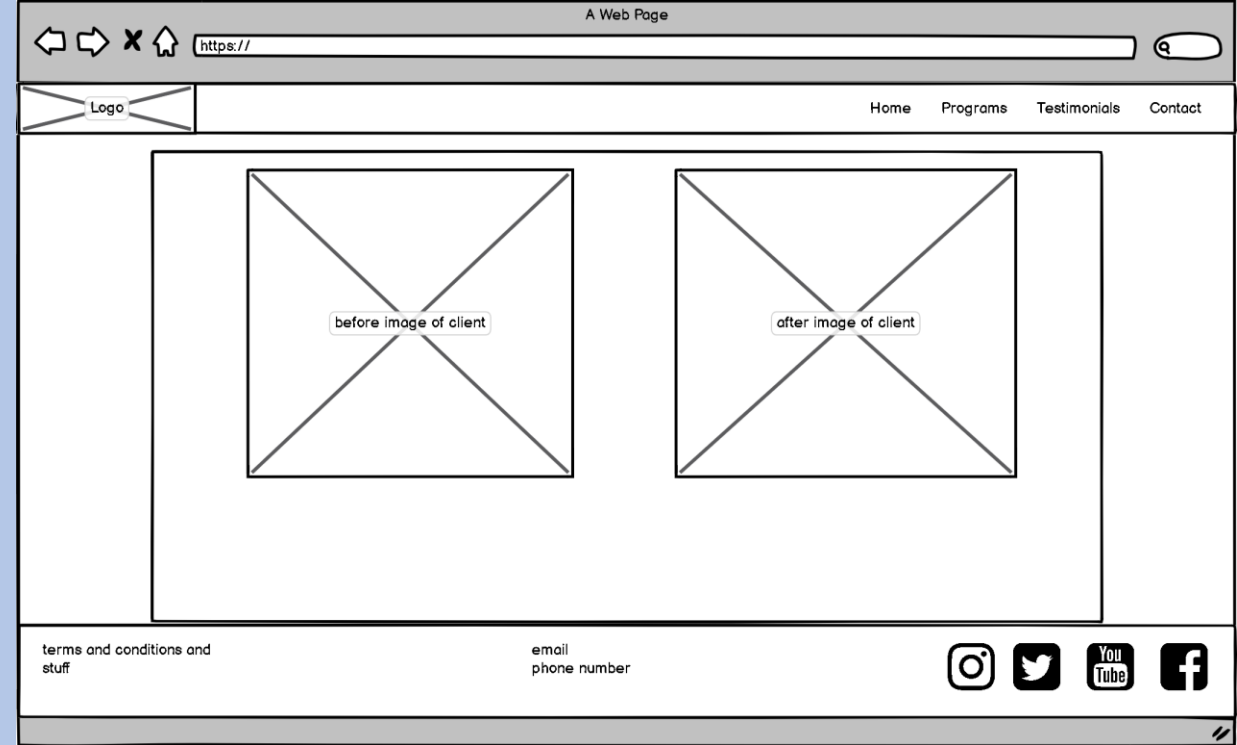
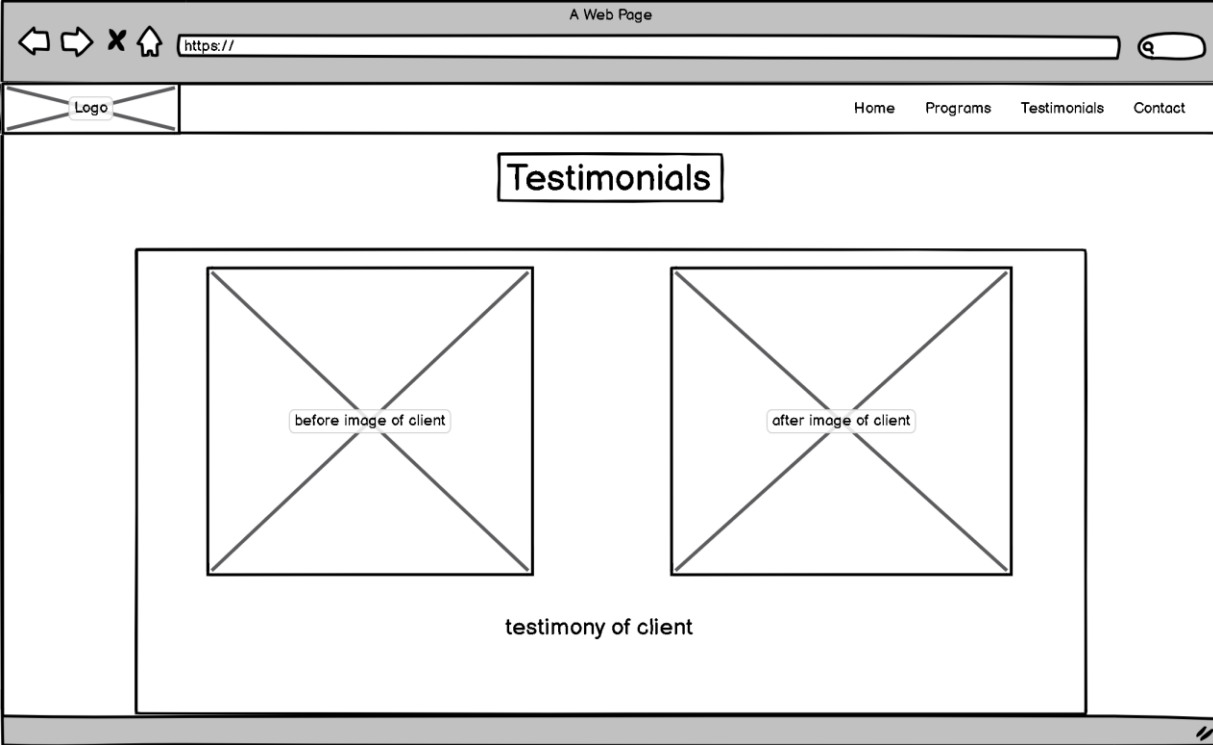
WireFrames Breakdown



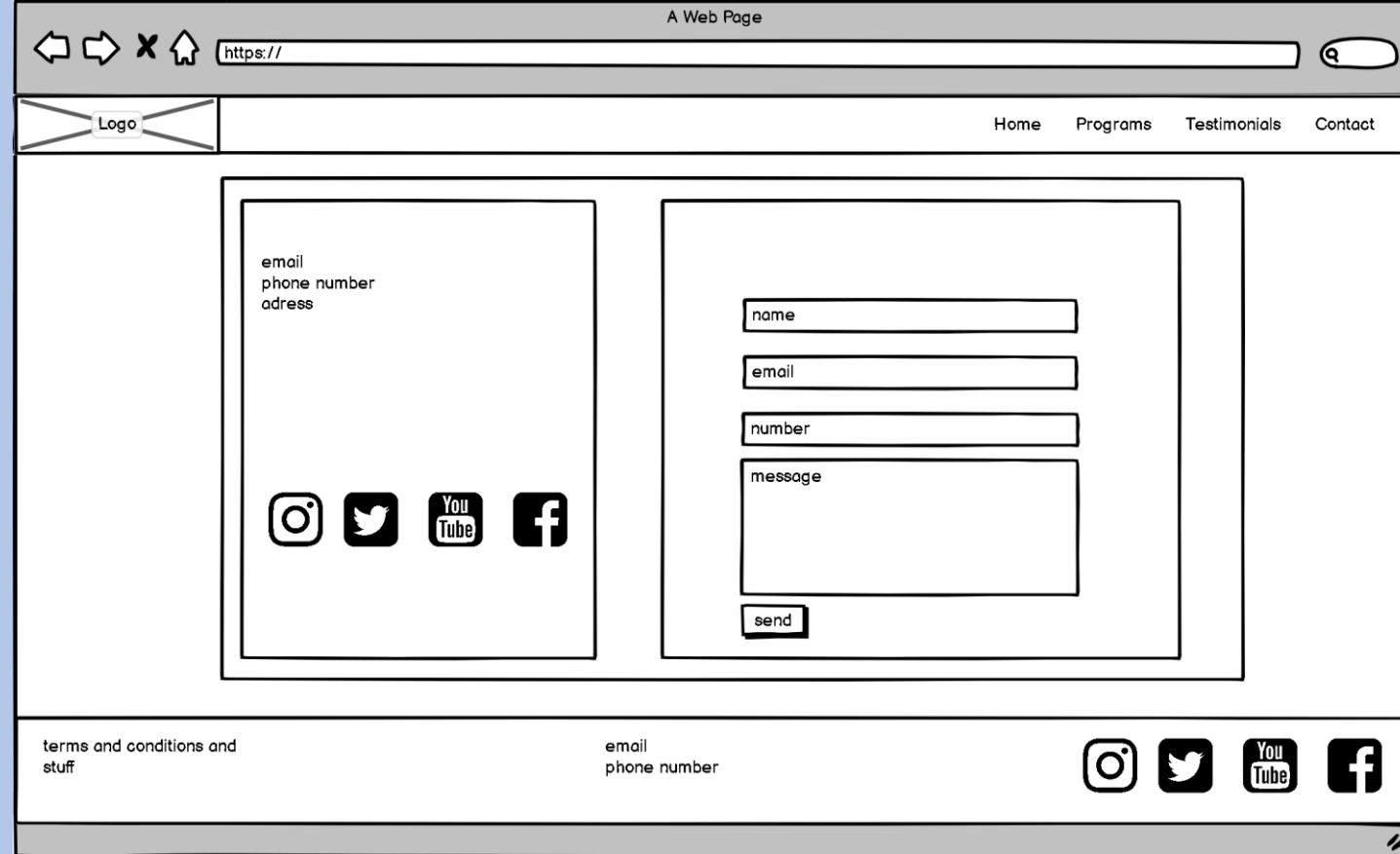
This is how my home page will look like. Like all the pages it has the navigation menu with the logo at the top. This page will have a large background image of me and will have a simple 2 line text beside it saying who I am and promoting myself. There is a hire me button which takes the individual to the contact page to get in touch with me. Then there will be a box of that over laps the image a bit with a summary of how I am representing myself through this site and will contain a small image of me beside it. Then there is the footer with some website info and ways to contact me.



This is the Programs page which contains the same nav and footer. It will contain an image of an example meal I make and will talk about the meal plan program I have . It will then have an embedded video from my YouTube channel showing some of my workout sessions with my personal training program under it. Links to testimonials will be in each program



This is the testimonials page with which will have rectangle boxes containing a before and after picture of the clients. It then has a paragraph written by the clients explaining their positive experience working with me. Which would make the user want to work with me seeing others success storys. Links to programs page will be in each testimonial.



This is the contact page containing A rectangle box with 2 sides. One side for external ways to contact me such as socials, email, number and address. On the other side it has a message form which will not be functional for this assignment.

Navigation bar: Has the logo which can be clicked to take user back to home page. Has 4 menu options which can be clicked to take to the page:

Footer: Links to various Pages that websites usually have such as Terms & conditions, web accessibility, refund policy, privacy policy(pages do not have content for this assignment). It also has links to email me, call me, and to my social medias such as Instagram, twitter, youtube, facebook.

Graphic Design

Hi my name is Anas Khan
Help me help you achieve your
fitness goals!

Hire Me



About Me

Info about me....

I made the background color beige and the nav and boxes navy blue for a nice cool color theme. The button is also navy blue and the opacity is increased when hover overed. I added a nice professional background picture for the upper half of the site to represent what the look I am going for to attract users. The smaller picture is chosen to show the user my credentials since I look like a fit dude.

Programs



about the meal plans....



about the one on one
training....

This was a pretty simple page with bordered boxes which contain content in them. The video can be played in full screen for a better experience. The colors are simple but affective.

Programs



First clients testimony....



Second clients testimony....



Third clients testimony....



I included all the pictures of the clients into little frames. The pictures chosen show a big improvement in the clients body since training with me to impress the user. The boxes have a border to them containing all the info of each client to keep the page clean and good looking.

Reach Me

Email: anas.k2001@icloud.com

Number: 647-806-2443

Address: 3 Knightsbridge Rd, Brampton, ON
L6T 3X4



Send a Message!

Your Name

Your Email

Your Phone Number

Send Message

INFORMATION

- [TERMS & CONDITIONS](#)
- [WEB ACCESSIBILITY](#)
- [PRIVACY POLICY](#)

CONTACT ME

- anas.k2001@icloud.com
- 647-806-2443

FOLLOW MY SOCIALS



I made the left box navy blue and the form on the right beige to give it a nice look. I included social media buttons that come with the app to give it a nice look and help the user know automatically which media each button represents. The links and buttons have the opacity increased when hovered over. The form has text in each input to tell the user what to input and has a bigger message box since user might have a lot to type.

Navigation bar: The logo is on the top left aligned nicely and is the color beige to look appealing with the navy blue back. The current page you are on is shown with a bar under the page name and the page name is bold. When hovered over, the page name stands out and also forms a bottom border.

Footer: Each link in the footer increases opacity when hovered over. The social media buttons are included for user to easily know which button is for which social media.