

Bust a Move Fitness

1. Introduction

When I first moved to the rural Colville area I had a hard time finding a gym that had all of the classes that I wanted to take and the right vibe. I had to search through facebook mostly and reach out through messenger waiting sometimes weeks to get a response. The gym I ended up at is a small family owned business called Bust a move fitness. I would love to share a place that I have felt so welcome at as well as help the owners to bring in more business.

2. Expected List of Features

- Membership sign up, for physical location at first. As I gain skills I would love to turn their business into a subscription based app as well. In the app there would be different tiers of subscription. The low tier would grant access to videos. The next tier would include a customized workout. The best tier would include some sort of video chat session and maybe nutritional advice and amount of calories burned per session.
- Membership information
- Calendar for current and upcoming month
- I would love to incorporate a bill pay function with an auto pay feature
- The gym offers 10 different styles of workout classes then offers those at varying degrees of difficulty. I would like to add a page that gives a breakdown of what each class has to offer accompanied by short demo videos.
- A kids page with a few fitness related games and kids workout videos. It might seem out of place on a gym webpage but part of the appeal of the gym is the onsite kids room. I think if the website offered a way to connect the kids to the gym and make them excited to go it would be an added bonus of motivation for us moms
- A review page that included success stories
- On the landing page a link to the gyms facebook page

3. Market Survey

www.24hourfitness.com

www.planetfitness.com

www.enshapefitness.com/

www.limitlessfitnessstudios.com/

www.zumba.com/

4. References

<https://www.24hourfitness.com/classes/studio/>

- I like that they give a description of what each class entails and that it links it to the calendar. I want to give longer descriptions with the specific benefits of each class and add demo videos

https://www.24hourfitness.com/health_clubs/gym_day_care/

- I like that they have a kids club page that makes you feel safe to drop your kids off. I want to offer the user the ability to let their kids actually use that page of the site for entertainment as well as make them feel safe dropping their kids off.

<https://www.planetfitness.com/gyms/spokane-w-nw-blvd-wa>

-I like that they have a link straight to their local facebook page on their landing page I would like to incorporate that.

<https://www.enshapefitness.com/success-stories/>

-I like the success stories with the before and after pictures. I am not a big fan of the videos that accompany them. If I do success stories I would use their set up of a summary with a picture where you can click for more info. I would have a written out story instead of a video

<http://limitlessfitnessstudios.com/>

This is by far my favorite web design for a gym. I love the motivation that hits you like a wall as soon as you enter the site. I would like to make a carousel at the top of my page like they did.

<https://www.zumba.com/en-US>

I like how they have a “trending in class” feature that brings up two different video demos from their youtube page. I want to incorporate that in my demos of sample classes.