User Experience Design:

Scope Plane:

- *What they say they need?*

  The customer wants a professionally built, custom and clean looking website to showcase the Gym Coaches and available Classes. A location in the website to promote social media engagement through direct links to same and to attract new customers from the public & rival gyms to become a member or a recurring 'pay-as-you-go' (PAYG) customer.

- *What they actually need?*

  The customer could benefit from having a fully responsive, mobile first website that would allow users to view and navigate throughout on all viewport sizes. Individualised showcase sections to highlight the History of the gym, the multi-specialised Coaches available, the multiple unique classes and amenities available to current members, future potential members and PAYG customers. An online Public Forum Timetable to engage users to come to the gym for a class and keep users as up-to-date as possible.

- *What they don't know they need?*

  Accreditation, Privacy Policy and Directions to the Gym hyperlinks to keep up with current good practice Data protection, Insurance policies and to enable the user to find the gym on their mobile, tablet or desktop.

  Future developments for the website include a Merchandise store, Booking system for bespoke classes outside of membership criteria, and Video tours of the classes, coaches and ameneities. All of these future developments will help drive user engagement up, solidify the Gym branding and stake in a competitive market and ensure accommodating sales potential to the current day to day member subscriptions and PAYG customers.

Potential Scenarios:	Requirement for Scenario to be fulfilled:
A person wants to lose weight or get fit.	Provide the user with the ability through the website to view class timetable and get directions to the gym.
Person wants to view media (photos/videos) of fitness to get motivation towards losing weight or getting fit.	Provide the user with the ability through the website to navigate and view media such as photos/videos, and see Customer testimonials.
Person is looking for specific personal training.	Provide the user with the ability through the website to view Coaches employed at the gym and the individual specialisation of each to make educated decision for requirement.
Member/Non-Member wants to contact the Gym during open/closed times.	Provide the user with the ability through the website to submit a Contact form or reach out via social media (through site media hyperlinks).

Strategy Plane:

Build a static (front-end only) website for a band, the original brief provided for the Milestone by Code Institute. However, I decided to base the project on a newly opened Gym in my local area, called "One Last Rep Fitness (OLR)". In doing this, a meeting was set up between the owner and me to consider requirements vs. needs. During this initial meeting the owner provided me with the following requirement and assets:

- The gyms primary target audience is people who want to lose weight, get fit or want to change gyms from other local & rival competitors.

  Strategy for above point: To target these potential clients by showcasing the business & industry professionals employed at the gym, (the Coaches), media such as photos/videos of the gym's growing popularity and two differing forms;

  1. Intro Class sign-up, through a pop-up Call to action Modal.
  2. Contact Form, for general queries such as pricing/class space availability etc.

- Create a demand for general Class retention and bespoke training sessions such as, Personal Training.

  Strategy for above point: Divide and conquer! Separate into individual pages with dedicated sections on each. Individual page and showcase of the History of the Gym and Owner, with an area for media to provide visual interaction between the site and the user, this media could be a photo gallery / list of amenities / video tour. Individual page and showcase for the Coaches and their individualised traits and professions. Individual page to detail the Class timetable with a note of the fluid nature of changes in times and types of classes held each week. Contact form section to enable user to reach out and engage with the Gym surrounding any queries they may have.

- As the developer for this project, the Gym owner has provided me with:
    - Corporate Logo & Branding, including the proposed colour scheme to accompany the logo of Orange/Navy/White/Black. These will be apparent throughout the site with the Logo forming the basis as the back to "Home" page element commonly found amongst industry standards.
    - Information pertaining to all of the above sections:
        - Testimonials *(to be used on the "Home" page)*
        - About the business *(to be used for the "About" page)*
        - Owner & coach information *(Owner info for the "About" page, Coach info for the "Coaches" page)*
        - Weekly class timetable *(to be used on the "Class" page)*
    - Photos of the equipment, commodities and premises of the gym. *(used throughout the site)*
    - Breakdown of class modalities at the gym to accompany the Coach specialities. *("Coaches" expertise section)*
    - Social Media links & Web Map of Gym link. *(to be utilised in the "Footer" section & available on all pages)*

Strategy Plane (contd.):

- What's culturally appropriate?

Strategy for above point:

Branding and embracing the beliefs, values and goals from customers/clients to create a physical and mentally-charged environment of like-minded individuals, who align with the goals and needs of the business. This can be achieved through user testimonials and consistent branding throughout the website.

Most common age demographic for this lifestyle choice would be between 15-24, 25-34 & 35-44. With that in mind a Mobile-first approach to this project is an absolute necessity as these Users will most likely tend to own or have access to a Smartphone or Tablet device rather that a stationary Desktop/Laptop.

- What content type would be relevant?

Strategy for above point:

Intuitive Navigation fixed to the top of the screen that resizes amongst the varying potential viewports of Mobile, Tablet, Laptop & Desktop. Nav compresses to a 'Hamburger' icon, which when pressed expands to show other navigable pages to preserve area on smaller sizes, and de-compresses to reveal a linear inline style Text context system on larger devices.

Bold and Striking Font section headers and colour coordinated to highlight active pages accompanying clean and sharp layouts to attract new visitors into the site and preserve current viewer retention.

- Why is this so special?

Strategy for above point:

To enable visitors to the website see and visualise the positive and engaging atmosphere provided by the Gym and its current clientele, thus enabling participation in classes or Signing up/Attending as a member.

- Why would a User want this?

Strategy for above point:

Users get to utilise the professional coaching and tools available to reach their individual goals. As a common standpoint most gyms are a great place to meet new people and/or spend more time with friends & family, through the apparent social aspects provided and to uphold personal motivation and drive.

Some users would want to further engage in the competitive scene, and utilise the amenities and professional specialities provided by the Coaches to enhance their potential. This website can provide the information for all of the above through simple, concise and to the point interaction with the user, be that Directions to the Gym or the publicly available Timetable on the site.

Strategy Plane (contd.):

- What creates a good Gym Experience?

    Strategy for above point:

    - Seeing positive imagery/focal point branding of the Gym.
    - Meeting the staff before going for a class through good detailed bios of each.
    - Being welcomed to the Gym on each visit and being met with positive vibes.
    - Call to action Buttons to sign-up for a free introductory class.
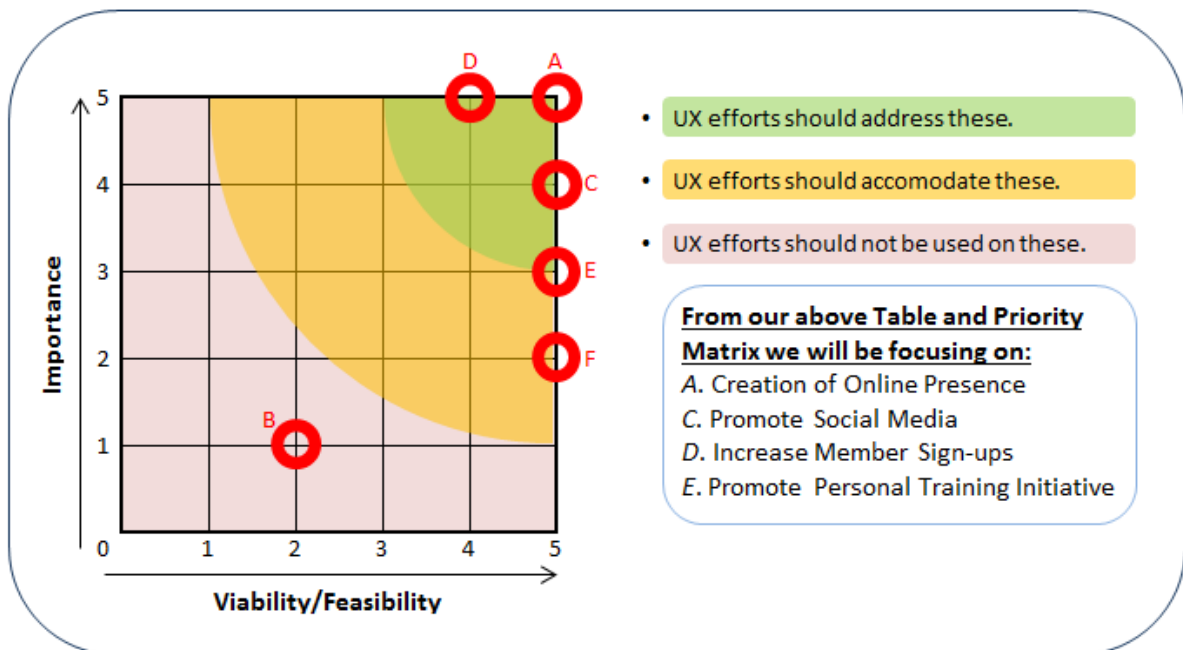   - Means to contact the gym even when out-of-hours.

- What does the User expect?

    Strategy for above point:

    - What is this?
        - Gym Branding (Logo, Name & Slogan) and imagery of gym need to be prominent throughout the website.
    - Expectations to see?
        - Gym in use & growing popularity, Directions, Testimonials, Timetables and Accreditations.
    - Does it offer what I want?
        - Branding, images, Coaches specialities, promoting Body positivity & means to get in touch with the Gym.
    - Does it promote User retention & compel users to return?
        - Evidence of multiple forms of content such as, Call to Action buttons through social media links & contact/signup forms, variety of imagery used to promote gym hygenics, affordability and equipment scope, information showcasing gym amenities, Timetable and Opening hours.
        - All Call to action links open up in a new browser tab to ensure user is not directed away from the site and preserve user retention.

Opportunity/Problems	Importance	Viability/Feasibility
A. Creation of Online Presence:	5	5
B. Merchandise Sales:	1	2
C. Promote Social Media:	4	5
D. Increase Member Sign-ups:	5	4
E. Promote Personal Training Initiative:	3	5
F. Gym history promoting competitive status:	2	5
Totals:	*20*	*26*

Strategy Plane (contd.):

- Priority Matrix to determine where efforts during the build of the site should be prioritised.

- UX efforts should address these.

- UX efforts should accomodate these.

- UX efforts should not be used on these.

From our above Table and Priority Matrix we will be focusing on:
A. Creation of Online Presence
C. Promote Social Media
D. Increase Member Sign-ups
E. Promote Personal Training Initiative

Structure Plane:

The website will incorporate a traditional conventional "Family Tree" structure. It will consist of a "Home" page (index.html in the file structure) to act as the landing page for the website, and up to a minimum of 4 other pages, each partitioning the information and showing clear defined like with like content, i.e. "Coaches" page.

Each page of the website will have a horizontally positioned Navigational bar, with the Title of each page currently selected highlighted to visualise to the user as to their location in the website. This nav-bar will dynamically respond to the viewport width of the device and will collapse to a "hamburger" icon on smaller devices that will expand and collapse on click to show/hide the pages menu, (such as small tablets & smartphones) to save vital "real-estate" and in keeping with current good practices.

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                          Home
        ┌──────────┬────────┴────────┬──────────┐
     About       Coaches          Classes     Contact
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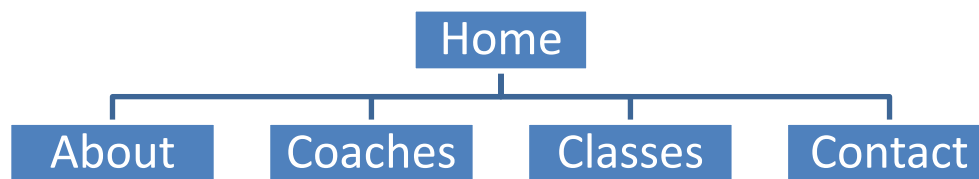
To ensure consistency and expectations of the user, the website incorporates a number of **_Interaction Design_** elements:

- As is commonplace, each page of our Website contains the official Company Logo positioned in the left of the Navbar. This Logo can be clicked to return the User to the "Home" page.
- Each page heading when hovered will change the cursor icon to a "hand" icon and will highlight to visualise to the user that they can click on this to navigate to a different page. Once clicked, that heading colour will stay static to visualise to the user that they have changed location in site.
- The overall flow, colour scheme and fonts of the website will be consistent throughout to enable the user to learn the layout and design of the site quickly and efficiently.
- The "Footer" of the website contains 3 sections:
    - Section 1 will house links to additional resources to aid the user such as, Directions to the premises, Privacy Policy & a link to the Contact page.
    - Section 2 is a prominent Call-to-action, a striking header with a button that produces an overlay screen form (aka Modal) to sign-up to a free introductory class.
    - Section 3 contains iconography for Social Media that once clicked will open up on a new tab of the browser ensuring the user does not full navigate away from the website.
- A "Carousel" was implemented on the "About" page to preserve space instead of using a Gallery of images which of taken up quite a considerable amount of space. Implementing the Carousel also enables the user to view the imagery at full height and width on smaller devices without the need for an additional click to enlarge same.
- The "Weekly Timetable" on the "Classes" page resizes to fit the viewport moving from a row purposed table style to a columned table style on small devices than laptop width.
- Each input element of the Modal Form and Contact Form are set to _required_, and additionally are validated towards their respected input type, i.e. Phone number requires numerical input, Email requires a valid detail with "@" and "." to submit.
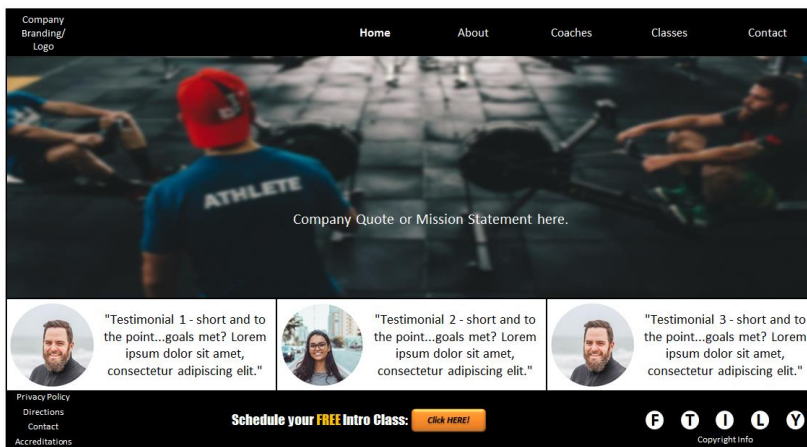
Skeleton Plane:

Using Microsoft Excel, each of the following Wireframes were created to premeditate the flow, context, colour scheme, font styles and main page sections of the website. Each "page" of the website has two differing wireframes; one for Smaller Device Widths (Mobile) and one for Larger Device Widths (Laptops/Desktops). These can be viewed in full size on my Github Repository located here:
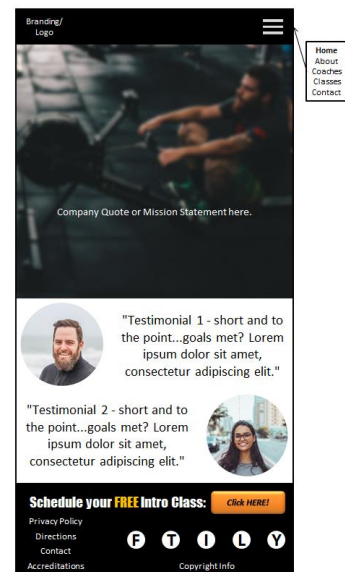
[Github Repo ~ Skeleton Plane Wireframes](#)

These wireframe templates do not 100% reflect the end result of how the site will look or feel, with any changes made in the live site versus the wireframes detailed further on down this write-up.

- "Home" page (also acting as the main Landing page of the website).

Larger Device View   Smaller Device View

- "About" page.

Larger Device View   Smaller Device View
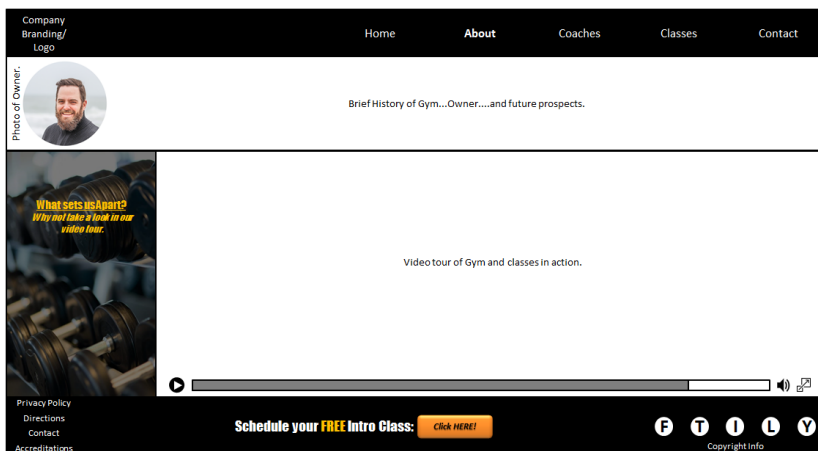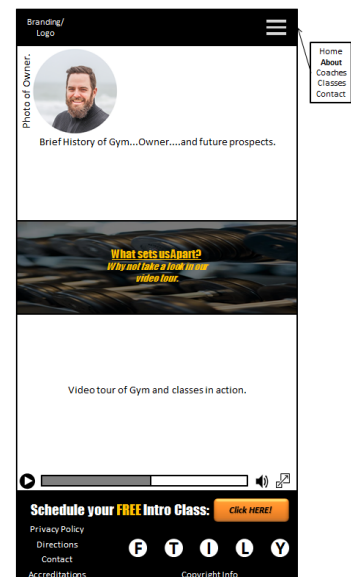
Skeleton Plane (contd.):

- "Coaches" page.

Larger Device View
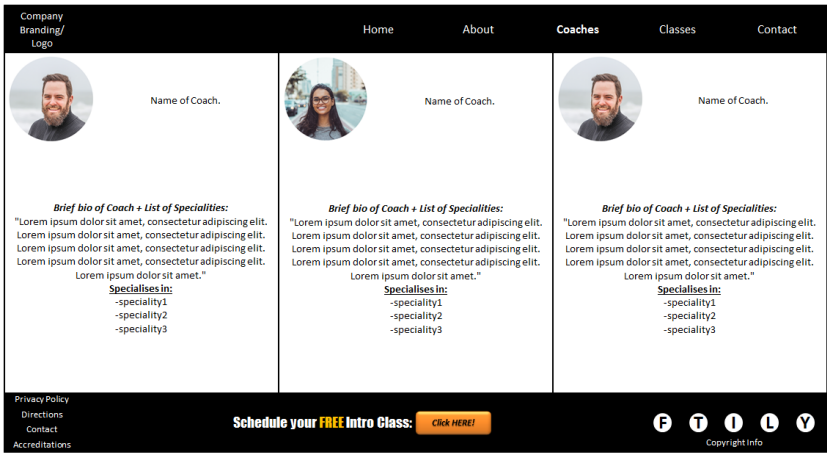
Smaller Device View
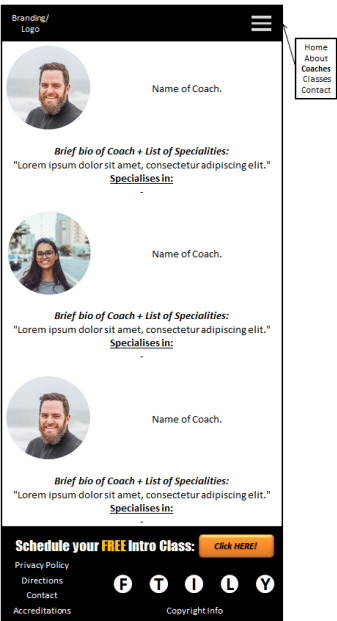
- "Classes" page.

Larger Device View
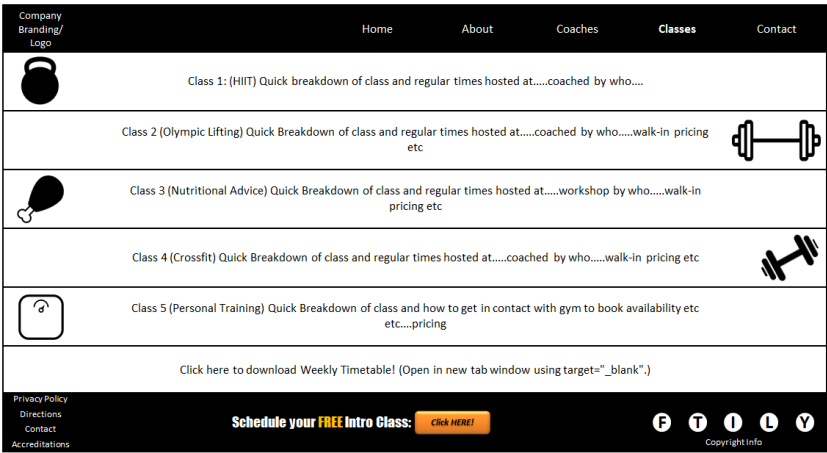
Smaller Device View
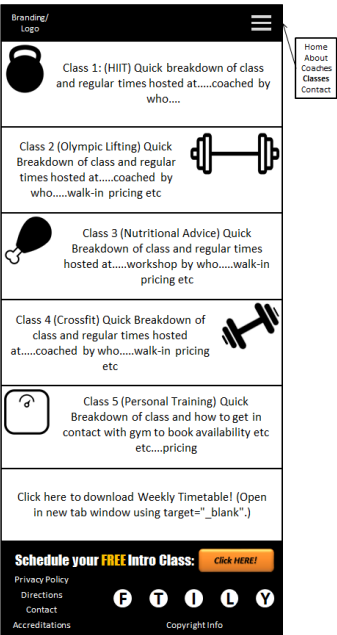
Skeleton Plane (contd.):

- "About" page.

Larger Device View

Smaller Device View

- During creation of the Website, several aspects changed from the original concepts provided in the Wireframes:
    - The "Home" page on mobile view hides the testimonial images to save space and promote the Testimonial information more prominently.
    - The "About" page Aside section was converted into a list of available Gym amenities, as this did not fit the overall feel and flow of the site, and the proposed Video tour was changed to a Carousel of images of the gym. The video was changed to the carousel due to the only media provided by the client being images. The video tour will be implemented as a future endeavour on the website, possibly to accompany the Carousel or be a feature within the Carousel itself.
    - After consultation with the client it was decided to better utilise and publicly display the Timetable of the Gym on the "Classes" page to promote better class customer throughput, with the Class information being given directly to the users to enable better understanding of what's needed.
    - The "Contact" page utilised placeholders in the fields rather than field labels to not fully obstruct the background image and promote a healthier contrast between the background and the form elements. An additional field element was added to the Contact form as a dropdown list to assist the query in reaching the appropriate category for answering, i.e. Personal Training queries will be answered by the employed Personal Trainer.