

CI MS1 project Limerick Kettlebell Club

Stakeholders of the website:

- visitor - a person visiting the website, not a member
- member - club member, who actively trains or trained with the club
- officer - affiliated with the club who executes or organises club matters though official capacity
- AIKLF - sport organization which the LKC is associated with

Goals and Objectives of stakeholders

G#	User	Goals, Needs, Objectives
G1	AIKLF	member organizations feature their affiliation with national (AIKLF) and world organization (IUKL) in info materials
G2	officer	provide adequate, easy access training facilities with certified instructors at fair price in popular day/week times
G3	officer	increase number of active members by attracting new members and retaining current members
G4	officer	organise workshops for the public and other gym trainers
G5	officer	promote the club via members' social networks
G6	officer	make available club documents, rules, photos and forms
G7	officer	present an attractive image of the club to the public
G8	officer	inform about out of ordinary events (e.g. competition results, upcoming events, closure, etc.)
G9	officer	send out low cost instant delivery periodicals and notifications to individuals who signed up for it
G10	officer	facilitate calendar where members can sign up to events or cancel the same
G11	officer	inform about the history of Kettlebell and Kettlebell Sport
G12	visitor	find training community which caters for my particulars and interests (gender, age, experience level, dedication to training)
G13	visitor	learn about training related questions of what, why, how, who, when, where
G14	visitor	learn about venue facilities: reception, change room, locker, parking, price, discount
G15	visitor	learn about tools used for training
G16	visitor	learn what to expect on the first training
G17	officer	make available template training plans
G18	member	our heroes: get information about club related competition results
G19	officer	increase our authority on the subject in the eyes of the visitors

Features constructed from Goals

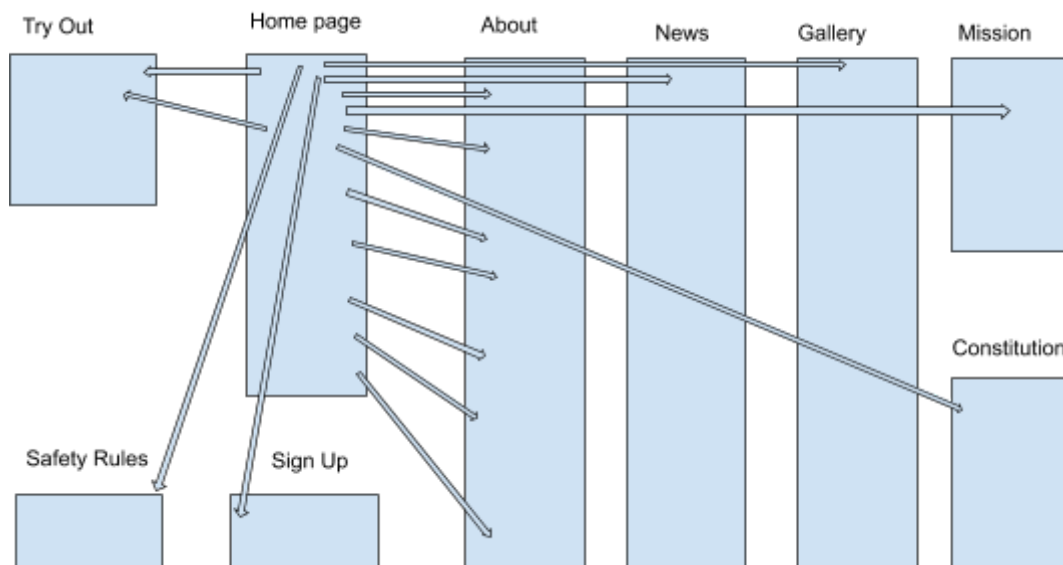
F#	Goal	Feature
F1	G3	build a custom static website with responsive pages for mobile, tablet and desktop
F2		have navigation bar on each pages
F3	G1, G19	display LKC's logo and name, display club's affiliation with AIKLF and IUKL with logo, name and link provide description about each

F4	G16	provide description about how to prepare, what to bring, what to expect on the first training
F5	G7, G12	display attractive photos and texts, member testimonials
F6	G13, G19	describe what we do
F7	G13	describe why we train
F8	G13, G19	describe how: training methods
F9	G13, G19	describe who we are, how to contact us
F10	G13	inform about training times
F11	G13	describe where we train including venue facilities
F12	G8	present news articles
F13	G8, G9, G18	sign up to newsletter (email)
F14	G6, G16	ask Medical Form to be filled
F15	G3	allow first time applicant to announce self for training, so coach is notified, can learn more beforehand, this way improving first time experience
F16	G3, G6, G14	explain membership
F20	G10	display an event/training calendar, allow members to sign up/off

Website structure with navigation links

The structure of the site consist of

- a Home page with short leads - all pointing to longer descriptions on the About page,
- a long About page receiving traffic from the landing page with many sections with bookmark navigation, end of all sections refer back to Home with link
- a Sign Up to receive emails page
- a picture Gallery page about training, meetups, competitions
- a News page related to club events
- a Try Out page with every important things to know for the first training
- a Mission (statement) page
- a Constitution page



Webpage contents and links

Feature list in page/section structure with content hinting and navigation links

Page section	Feature	Feature / Content description	Link or Action
Home	F1	landing page	
navbar	F2	Navigation bar:	
	F3	- LKC logo	Home
	F3	- Club name	Home
	F1	- Home	Home
	F9	- Contact	About#contact
	F5	- Gallery	Gallery
	F12	- News	News
	F1	- About	About
	F8, F9, F16, F14	- Documents: - Safety, - Mission Statement, - Constitution, - Self Assessment	Safety Mission Constitution file MedicalSelfAssessment
	F4	- Try out button	TryOut
	F3	- AIKLF logo	About#aiklf
	F3	- IUKL logo	About#iukl
header			
	F5	hero image	
	F5	slogan or motto	
	F4	Call to Action: join us button	TryOut
body			
	F6	what we do (short) ... more	About#what
	F7	why we do it (short) ... more	About#why
	F8	how we do it (short) ... more	About#how
	F9	who we are (short) ... more	About#who
	F5	Testimonials x3 reflect on some gains out of membership, reflect on attending competition, although it started out as ("I need to do something"), Inclusive atmosphere, started as that - become this	
	F4	Call to Action: join us button	TryOut
	F12	news highlights 3x(summary only) ... more	News
	F10	when we train (short) ... more	Calendar
	F9	fee ... more	About#fee

	F11	where (venue) : google map, address, pictures: entrance, tennis court ... more	About#where
footer			
	F9	Telephone	+353 83 889 1046
	F9	email	limerickkettlebellclub@live.ie
	F9	facebook	https://www.facebook.com/Limerick-Kettlebell-Club-201978196542853
	F13	Call to Action: keep in touch button	SignUp
TryOut	F4	come to your first free training	
navbar	F2	<i>same as on Home</i>	
	F4	all you need to know for the first occasion: clothes, footwear, water, eating, attention from coach (first line - last line)	https://www.youtube.com/watch?v=cKx8xE8jJZs
	F4	-coach led, instructed exercises with kettlebell or bodyweight -everybody is doing the same, but varied to strength level and experience -length, composition of training -new joiners get more attention to ramp up their skills -coach gives out correction instructions to individuals to improve form -number of attendees are not limited, enabled by the size of the court	
	F14	If you can, download, print, fill, sign Medical Self Assessment	file MedicalSelfAssessment
	F15	Give us a heads up: Form: name /email / telephone / about yourself + Submit button	Send email to coach
About		Home page content in full length	
navbar	F2	<i>same as on Home</i>	
what	F6	<i>What we do:</i>	
	F6	kettlebell lifts library (GIFs or embedded videos or link to IUKL videos?)	UIKL videos
	F6	training, meet up, competition	
why	F7	<i>Why we do it:</i>	
	F7	strength, health, fat and muscle, endurance, resilience	
how	F8	<i>How we do it:</i>	
	F8	training method we follow, composition of a training session	
	F8	practice vs. workout	
	F8	rules for training	
fee	F16	<i>Fee and Membership:</i>	
	F16	what you get	

	F16	price, payment cash or bank transfer	
who	F3	<i>Who we are:</i>	
	F3	club description	Mission, Constitution
	F16	members, coaches, officers (nobody receives salary)	
aiklf	F3	affiliation with AIKLF	http://www.aiklf.com/
iukl	F3	affiliation with IUKL	http://www.giri-iukl.com/en/
history	F8	From Russia with Love	
	F8	History of Kettlebell training	
tools	F8	<i>Meet the Kettlebells</i>	
	F8	color coding and weights	
	F8	comparison of normal and competition kettlebells	
	F8	KB buying guide for home use	
where	F11	<i>Venue:</i>	
	F11	Delta Sports Dome address, google map, web address	
	F11	free parking space, reception, changing room, lockers, showers photos of building entrance, training ground number of attendees are not limited, enabled by the size of the court clarify relationship with Delta Sports Dome	
Safety	F8	Safety rules	
navbar	F2	<i>same as on Home</i>	
	F8	List of safety rules to adhere during training, take list from video Enter the Kettlebell	
Mission	F9, F16	Mission Statement of LKC	
navbar	F2	<i>same as on Home</i>	
	F9, F16	type out the document received from the coach	
Constitution	F9, F16	Constitution of LKC	
navbar	F2	<i>same as on Home</i>	
	F9, F16	type out the document received from the coach	
SignUp	F13	sign up to receive emails from us	
navbar	F2	<i>same as on Home</i>	

	F13	Form with name, email, affiliation type radio buttons: I am: active member, former member, visitor interests check boxes: news, upcoming events, workshops (with short description of each category) + Submit button	Store details to database
Gallery	F2	photo collection	
navbar	F2	<i>same as on Home</i>	
	F5	pictures: events, club life, competitions, persons of both sexes, variety of ages, wearing common training clothing, competition clothing show smiling, fun, serious effort each photo has a short description and occasional link to the related news article	modal window for cover size News#sequence-number
News	F12	News about club life	
navbar	F2	<i>same as on Home</i>	
featured	F12	featured (pinned) news articles (lifted from section flow)	
flow	F12	news articles with time stamp/title/text/picture chronologically descending order (likely the same content as periodic news emails)	
Calendar	F20	Training and Event Calendar	
	F20	Display 5 weeks in calendar format with marks for training and events events occasionally link to news articles	News#sequential-number