

Definition Statement:

I want to build an application that creates an open marketplace that enables gym owners to search and find qualified trainers to contract hire for their businesses. Allowing the ability to filter between skills, availability, and high ratings.

Definition of Audience:

Gym owner and trainers/coaches are the intended users for my application. Allowing them to join a network of professionals in the training and coaching space.

Outline of Content:

1. Landing Page:

- a. Large Title of application and a subheading.
- b. Large search bar to enter keywords that user is looking for.
- c. Underneath search bar I want popular choices of keywords for example, “crossfit”, “cycling”, “Zumba” etc.
- d. I want a separate div on the bottom that will have icons of (home, about, contact us, socials pages.)

2. Search result page:

- a. Large rectangular cards (separate) that show trainer image, bio, pricing, etc.
- b. On the top of page have a filter section that allowing filtering between availability, specialty, and experience.
- c. A button that says “Book this trainer” on each card.
- d. I want a separate div on the bottom that will have icons of (home, about, contact us, socials pages.)

3. About us page:

- a. Large logo for NomadCoach
- b. A short paragraph describing why I decided to create nomad coach

4. Contact us page

- a. A large card type div that has a form for filling in Name, email, phone number, and a small text box for writing comments. And a submit button.

Purpose of Application:

1. To create a marketplace that allows gym owners and trainers to connect and create a network to assist in gyms having enough coaches to run as well as introduce local trainers to gym owners to create a large connection and help owners potentially find employers in a short term low risk situation of employment.

Real world problem I'm solving:

1. Gym owners all too often lose trainers last minute or struggle to find employees to run their fitness classes or training spots. NomadCoach bridges the gap and allows for short term or long term hiring of "contracted" coaches.
2. Allows trainers to set their own rates as to not be gouged by the gym
3. Rating systems allow for transparency of past performance with Gyms and Trainers alike.

Research:

There are a few applications that allow for each results for freelance workers. However these are broad ranging from coaches to software devs

1. [fivver.com](https://www.fivver.com): Landing page is clean and well designed nice colors and images
2. [upwork.com](https://www.upwork.com): and nice images cool cards on landing page
 - List what you do not like about each site: Sort of cluttered for options on landing page. A lot going on.
 - How my application will be different: Will be minimalist and clear how to use the application and there won't be too many distracting icons or images or things.

Color Palette

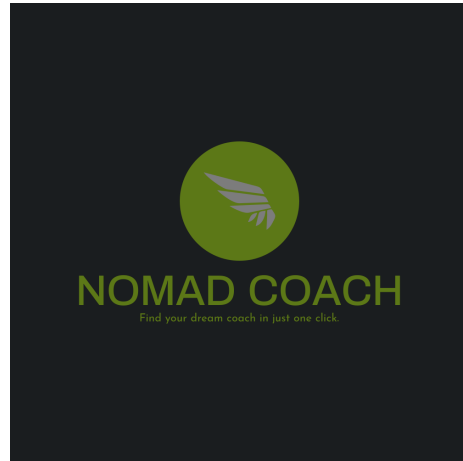
This is the current color palette I have gone with.



Color palette provided by www.coolers.com

Here is a [link](#) to a story map for my capstone project.

Here is the logo I designed on [logo.com](#) for nomadcoach.com



Here is the original wireframe and basic flow chart, and where each option on page will direct you.

