

Site Plan Assessment

Thursday, January 30, 2014 10:16 AM

Beyourownherocoaching.com

Purpose

The purpose of the site will be to attract positive attention from people who want help achieving health and fitness goals. The objective is to help these people change to a healthier lifestyle and obtain a positive train of thought. The site will have courses on video and through podcast that give instruction and motivation to these people. It will also contain articles and blog posts on diet and exercise. It will have tools such as a calendar for tracking progress and a way to sign up for one on one individual help in the local Rexburg area.

Target Audience

Our target audience will consist of mostly females between 16 and 35 years old of all economic statuses. Most will be attending college but site will also aim towards late high-school students. Most likely our users will have already held jobs. They are accessing the site out of a desire to become more healthy and/or lose weight. They want to boost self-confidence and gain a better body image. Our target audience spends a lot of time on blogs and social networking sites. They will access the site in spare time, while or just before working out, and possibly when deciding what plan for meals. Laptops and smart phones are primary web devices. (emphasis on the smartphone or iPod because our users will most like be accessing the site while exercising). Our users will most likely use the site for 15 to 30 min a day. Personal training services from the site will be accessible for users living in Rexburg Idaho, however the rest of the site is for English speakers looking to take steps to a healthier lifestyle. Target audience is motivated by uplifting influences and success stories that make working out look like a positive and fun experience. Site will be accessible by all browsers and while it will be aimed towards a younger generation that is social media oriented, it will also be easy to navigate for older generations.

Personas

Female - Lindsay



Age - 21

Employment - None

Marital Status - Not Married

Education - Perusing an elementary Education Degree at BYU-I

Lindsey is very optimistic but has trouble being motivated on her own. She does fairly well in her classes despite having poor study habits. She spends a lot of her time surfing the web and checking social media on her phone. She feels uncomfortable about her image and has tried diet and exercise several times but has never been able to keep it up for over a week.

Male - Brian



Age - 26

Employment - Used Car Salesman

Marital Status - Not Married

Education - High school

Brian has moved out of his home town cross country and is trying to make enough money to eventually go back to school. Brian spends most of his off on social media averaging 5 posts a day. His lifestyle is unhealthy to say the least and he wants to change a lot of his eating habits.

Scenario Questions

- How can I stay positive when I keep feeling discouraged about my own self-esteem?
- What are 3 things I can do every day that will help me lose weight?
- How can I get support from a group to help me when people around me are negative?
- How can I communicate to my negative counterpart that his cynicism is causing him more problems and me problems?
- How can I keep going when I fail time after time trying to lose weight?
- What are some rewards that I can give to myself as I succeed by tiny baby steps?
- Can you give me examples of people who have had success at losing weight?
- How do I stay focused when I am losing weight so slowly?
- I am at a plateau with my weight. How do I break through that?
- I know I need to be more healthy but people around me are always sabotaging me. Help!
- Eating is such a social experience. How do I not offend people around me when I don't want to eat!
- There are so many internet sites, magazines, and books on how to lose weight and "change your lifestyle" but how do I know that this site isn't just another one of those sites? How can I be sure of the information on this website and that it will work for me?
- When focusing on losing weight, with your method, do you cut calories? Do you cut carbs? Do you focus on high protein diets? What is your choice method of obtaining my goals for eating healthy and losing weight?
- I've heard many times that one of the keys to dieting and a lifestyle change is a change of mind. Or in other words, training your mind to think positively. How will this site help me do that? For me, I believe that is a key thing when my goal is losing weight because it's a hard process and I need to stay positive throughout it so how is this website going to help me do that constantly?
- If I want the one on one individual help, how much is it? I do better at achieving my health goals when I have someone physically there to help me and to motivate me to go to the gym but I can't afford most of the personal trainers in my area. How much would something like this cost me?
- What is your plan, or tips, ideas, etc for helping these people on your website keep the

weight off after they lose it?

- Have your methods been tried before? Are there success stories or what results do participants typically have?.
- Is the program sensitive to my lifestyle and cultural needs?
- Who supervises this website and what type of weight management training, experience, education, and certifications does this person have?

Site Map

HOME

- Nutrition
 - Calorie Tracker
 - Go-To Meals
- Fitness
 - Exercise Tracker
 - Zumba Videos
 - Importance of lifting
- Body Image
 - Goal setting sheet
 - Intended support and Unintended opposition
- Weight loss
 - Daily Habits
- Coaching
 - One on One
 - Motivational Group meetings
 - Online Training
- About
 - Contact
 - Site Map
 - Content from presentation

Asset List

(Color Coded to correspond with the site map).

Home page Material needed:

- Introductory video introducing the trainer and her services
- 4 rotating Pictures representing nutrition, fitness, Body image and weight loss
- 5 Images of trainer and trainees working out for the coaching block
- Icons for Blog, Facebook, youtube, instagram, im a mormon
- Logo

Nutrition Page Material needed

- Article discussing the importance of nutrition
- Picture from homepage

Calorie Tracker Material Needed

- Calorie tracker chart online version and printable version

Go-to meals Material needed

- Go-to meals paragraph introducing the page and explaining how it works
- Go-to meals recipes
- Pictures of recipes made

Fitness page Material Needed

- Article discussing how fitness makes a difference when working on becoming healthy
- Picture from homepage

Exercise Tracker Material Needed:

- Exercise tracker chart online version and printable version

Zumba videos Material needed

- Footage from zumba classes

Importance of Lifting Material needed:

- Article that discusses why lifting weights should not be left out of your workout

Body Image Material Needed

- Article about how to gain confidence about your body image and maintain a positive attitude
- Picture from homepage

Intended support and Unintended opposition Material Needed:

- Article that addresses some of the problems associated with assuming that we are being judged by others.

Goal Setting Sheet Material Needed:

- Goal setting sheet questionnaire that helps visitors identify their goals and what they are willing to do to get there

Weight loss page Material Needed

- Article that discusses overcoming fear of weight loss and gives inspiration that it is possible for anyone
- Picture from homepage

Daily Habits article Material needed:

- Article about what daily habits one can get in to begin to lose weight

Coaching Material needed

- Article introducing importance of training and the help that training can provide
- Rotating slide show from homepage

One on one material needed:

- Article explaining how one on one local coaching works, pricing and contact information

Group meetings Material needed:

- Article introducing the motivational group meetings, location, pricing and calendar

Online coaching materials needed:

- Paragraph explaining how the online program works through weekly personal emails containing instruction on workout plans and diet.

About Material Needed:

- Article introducing trainer
- Trainers credentials
- Trainer Photo
- Contact info
- Short paragraph that talks about why BYOH was created
- Short paragraph Introducing the founders
- Site map
- Info from my presentation

Color Scheme

Primary Color:	08C1BA	1B7875	006561	31DED8	0E8984
	08C1BA	1B7875	006561	31DED8	0E8984
Secondary Color A:	6F0AAA	5E2580	47036F	9D3ED5	AC66D5
	6F0AAA	5E2580	47036F	9D3ED5	AC66D5
Secondary Color B:	787861	5B5B4A	23231D	3E3E33	000000
	787861	5B5B4A	23231D	3E3E33	000000

Typography

Location	Size	Style	Line Height	Color
Navigation	16px	Duru Sans	Default	3E3E33
H1	30px	Hammersmith One		FFFFFF
H2	24px	Hammersmith One		FFFFFF
H3	16px	Hammersmith One		FFFFFF
H4	13px	Hammersmith One		FFFFFF
Paragraph	12px	Hammersmith One		000000

Navigation

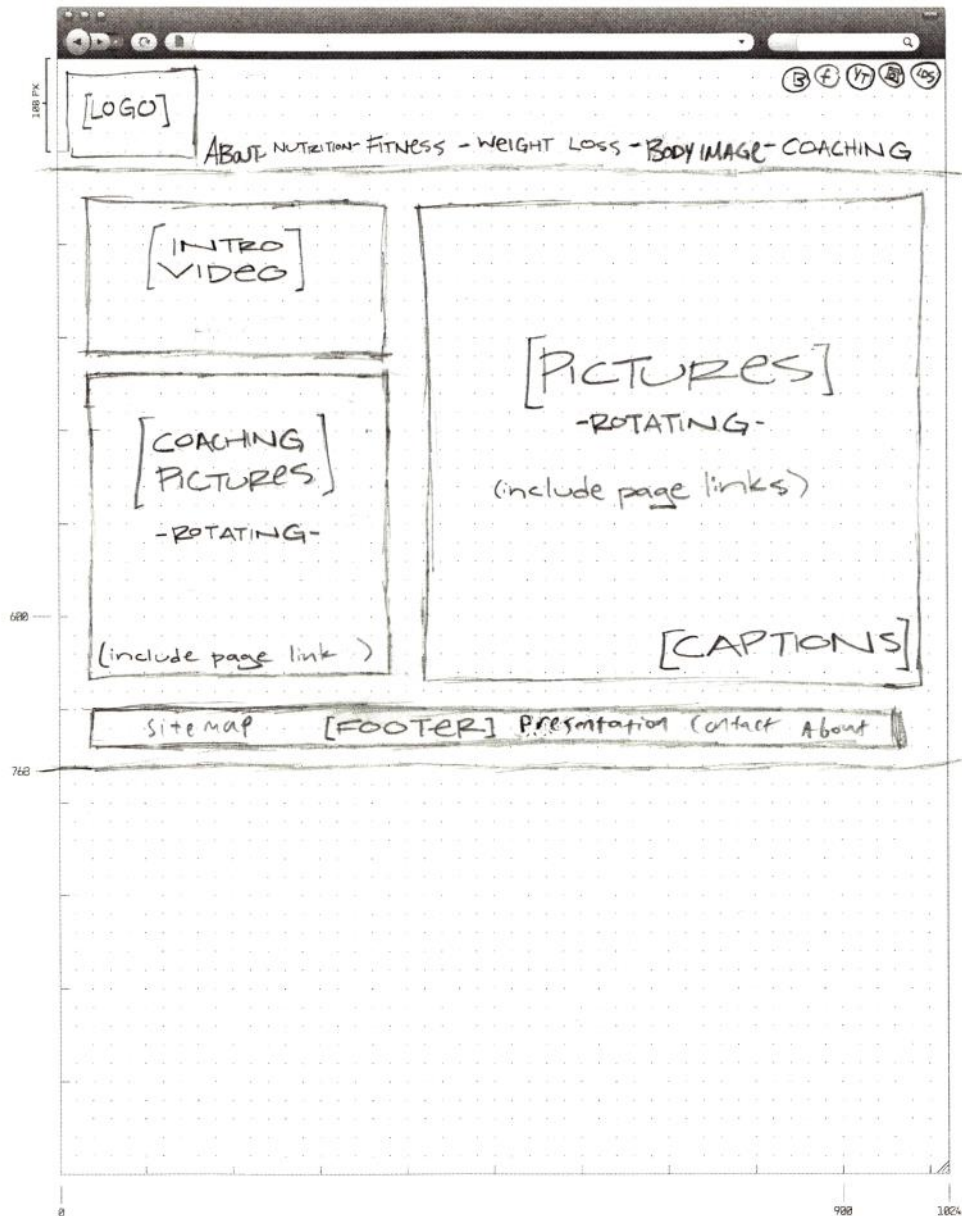
The navigation for my pages will consist of a navigation bar with drop down menus that can either lead to individual links under that category or to a secondary that describes the function of that category. It will also consist of a footer that contains links to pages such as site map and contact us. I want the nav bar at the top of the page to remain stationary in the same spot even when scrolling like on the Netflix website. I want each menu item on the nav bar to light up or animate when hovered over and I would like each one to stay lit up when the user is on that specific page. I would also like the logo to always link back to the first page. The home page will have both the Nav bar at the top and also pictures that represent each link and a little about each one so that if the user is not familiar with the site he/she can read over the pictures and text and determine what link to click on. I like the example of this on ubnt.com there is a rotating picture menu below the nav bar that has links to several different pages so that the user can get familiar with the site without diving deep into it.

Responsiveness

Navigation will condense as screen gets smaller. The Options to watch the introductory or go straight to the coaching page will appear at the bottom as tabs in the cell phone screen, giving even the small screens the same functionality.

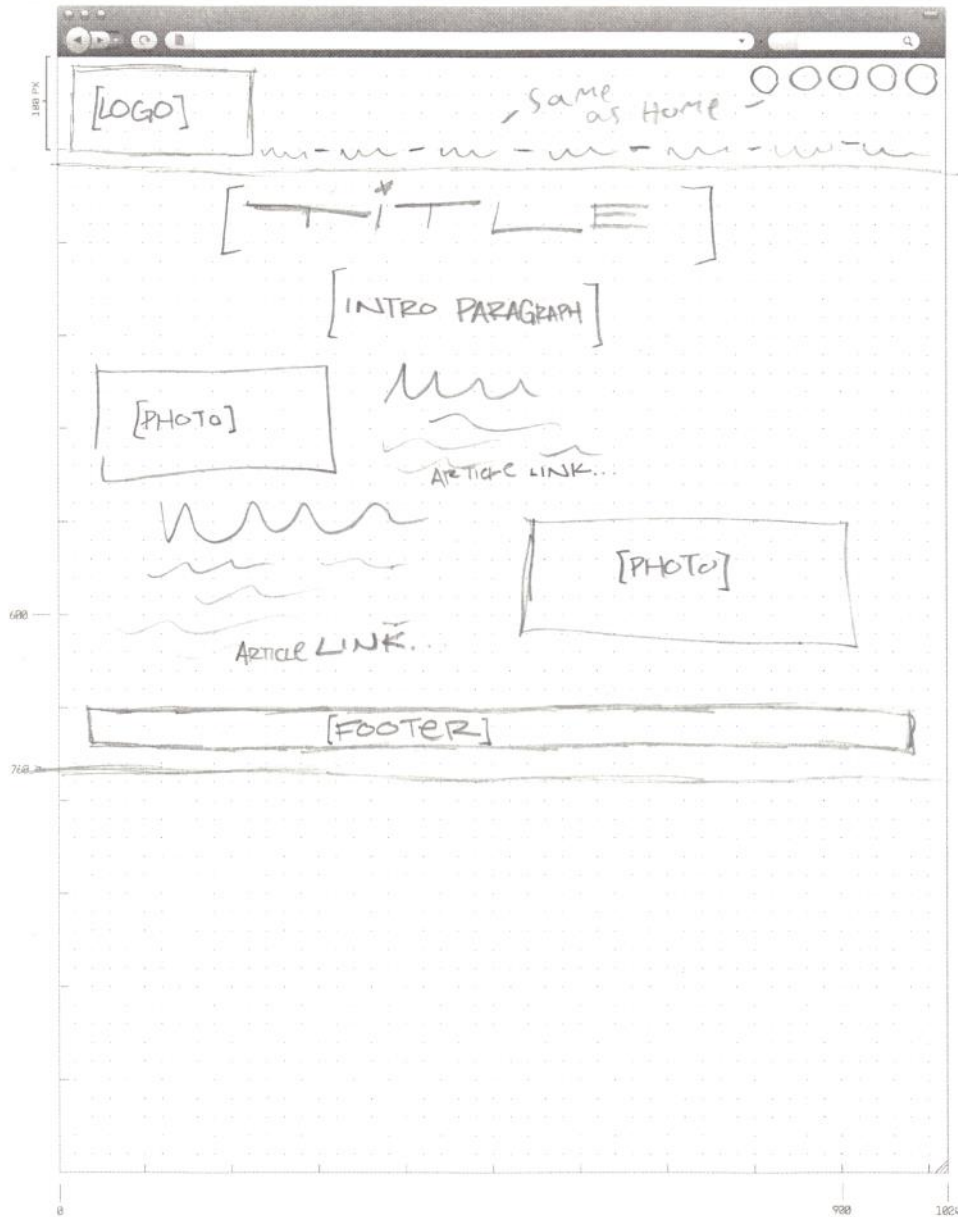
Home

Browser Window - (1024 pixels wide X 1200 pixels tall) For typical desktop or laptop browsers



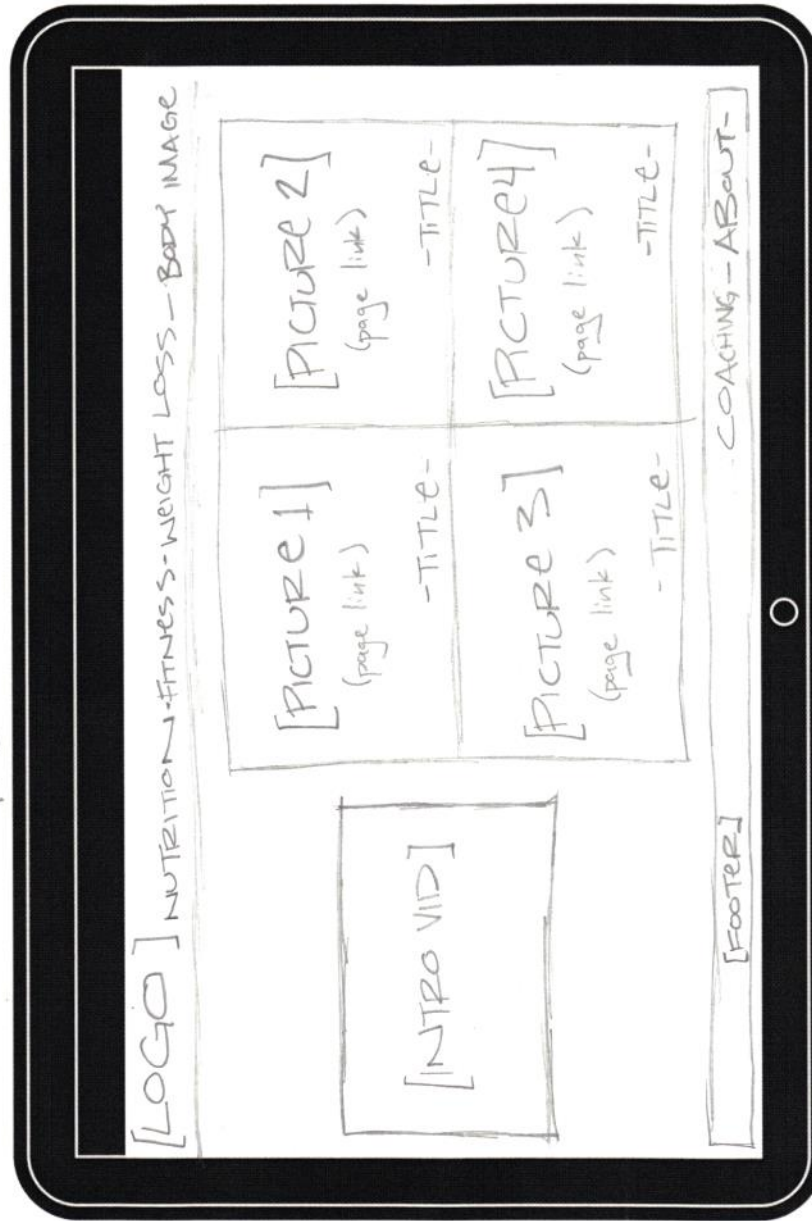
Secondary Pages

Browser Window - (1024 pixels wide X 1200 pixels tall) For typical desktop or laptop browsers



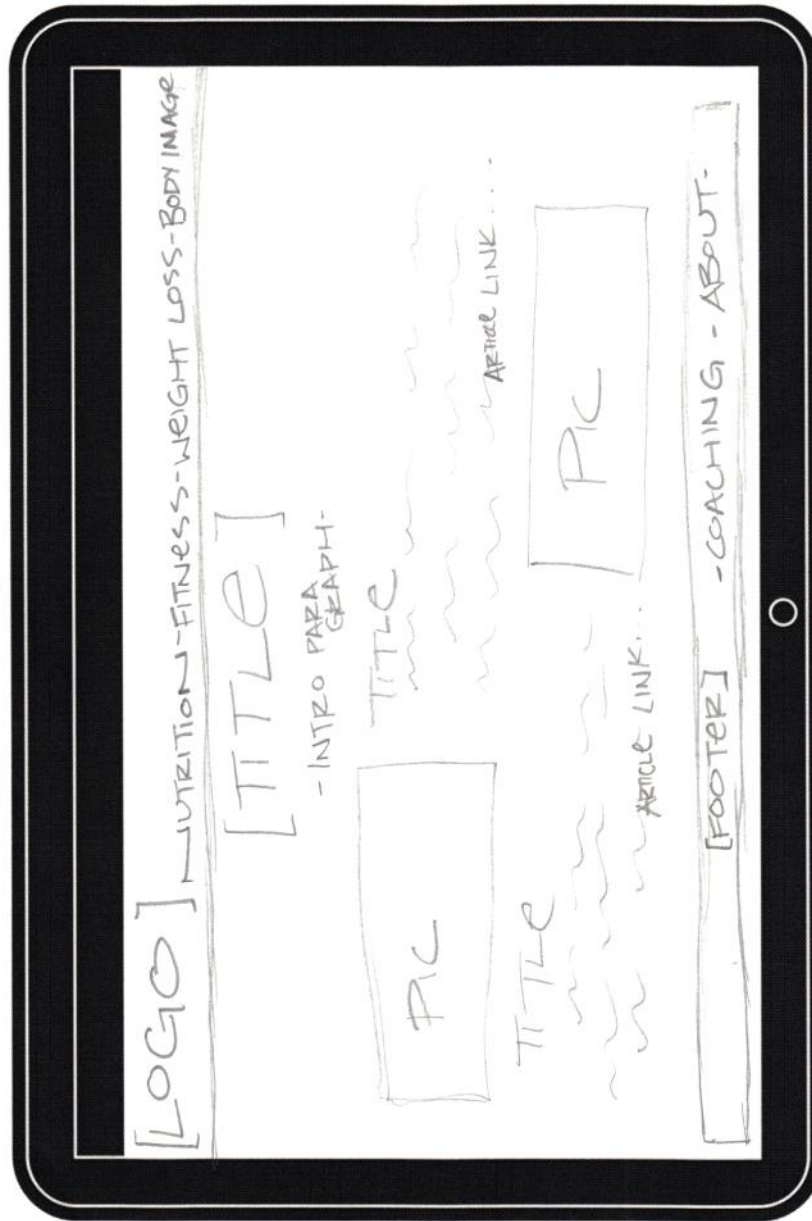
Home

Android tablet (large) - (800 pixels wide X 1280 pixels tall): Example - Samsung Galaxy Tab 2 10"



Secondary pages

Android tablet (large) - (800 pixels wide X 1280 pixels tall): Example - Samsung Galaxy Tab 2 10"



Home

Android Phone - Large Size (480 pixel wide X 800 pixel high); Example - Samsung Galaxy S II

Notes:

[LOGO]
-pic-
NUTRITION (link)
-pic-
FITNESS (link)
ABOUT-COACHING

[LOGO]
-pic-
NUTRITION (link)
ABOUT-COACHING

Secondary pages

Android Phone – Large Size (480 pixel wide X 800 pixel high): Example – Samsung Galaxy S II

Notes:

