

The logo of Fitness clubs

The slogan. In order to encourage users to start working out

The navigation bar. Which is staying on the top of screen. By considering Nielsen Norman's Usability Heuristics(#3 User control and freedom)

A big and obvious button. Which is linked to the Register page.

4 service sections which are linked with their pages.

Two buttons. Linked to register page and login page.

A big and obvious button. Which is linked to the Register page.

The membership list.

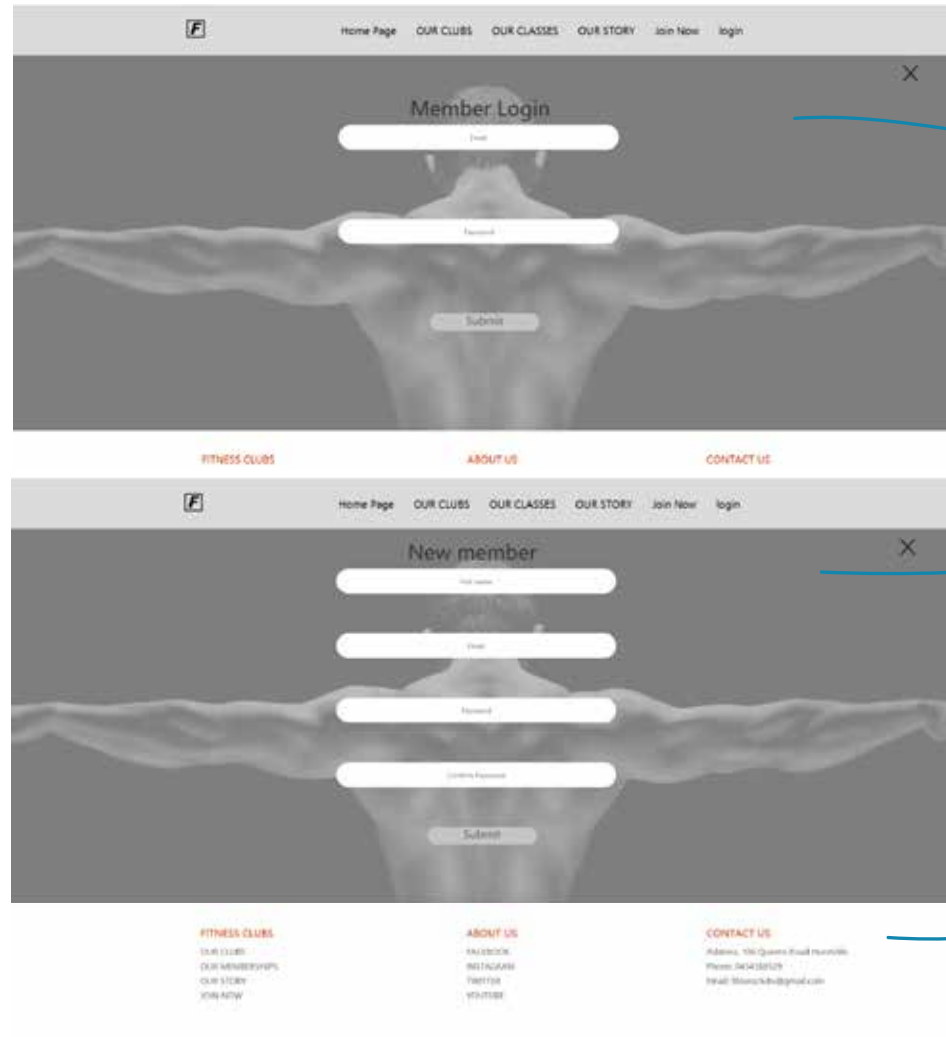
The clubs section with a drop-down list.

The google map which shows the location of the gym.

The website that I build is a gym commercial website. Which means the goal of this website is profit. In order to encourage users join the gym and collect more contact information of users which is using for advertising. There are some points need to be considered through the design process.

1. Concise style and layout with clear interface.
2. Obvious buttons in order to encourage users click it and register.
3. Easy for new users to find the information that they looking for like the location, membership fee.
4. User control and freedom.
5. Avoid over recognition.

For achieving those points, the theme color that I used are black, grey and white. Those color are able to highlight the detail of the background images. It shows the beautiful body shape. It could set a goal of exercise for users. I put some the Login and Register buttons on obvious place. Cause the benefit is leading users to submit their informations by clicking it unconsciously. That is how the gym increase their members. And there are some contact information on footer. If users do not get the informations that they want. They could contact the gym. By considering the user control and freedom, I put a close button on Login page and Register page. It allows users go back to home page instead of leaving their information compulsorily.



The login page

The register page

The footer with service sections and links of social medias and contact information.

I did 2 user tests and 4 questionnaires. I summarised some points by advantages and disadvantages from their feedback.

## Advantages:

- 1.The color assortment (Black, white and grey)
- 2.Book tour function.
- 3.Easy to find information.
- 4.Orange membership title(Highlight).

## Disadvantages:

- 1.The layout and size of some elements(header buttons, Find your clubs title)
- 2.The text in the buttons(header) is hard to see.
- 3.Login and Register page should not be in home page.
- 4.There is no notification to show the location of gyms.
- 5.Can not go back to Home page from Book tour page
- 6.The links of buttons in navigation bar are not right.
- 7.No footer and contact information.
- 8.The submit buttons in Login, Register and Book tour page does not work.

I changed the place of those service sections and adjusted it. Also I separate the Login and Register buttons. They are linked to related pages which mean I add two more pages. Another thing that I improved is put a window to show the google map. And I zoom out the memberships part to make it looks more suitable. By considering user control and freedom I set the navigation bar stay on top the screen. According to feedback from last assessment, I found that the Book tour function is hard to make it looks nice. So I deleted it. When mouse moves on the buttons, the words will be responsive. Finally, I fixed the links for those buttons.

## First version





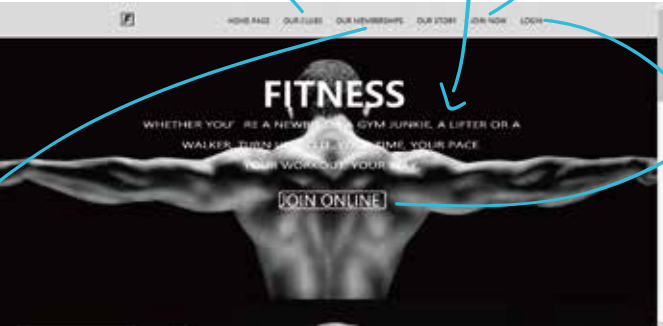
Move to clubs page

Go back to home page from any page.



Move to register page

Move to memberships page



Move to login page

Go back to home page



AIHW (2018). Australian Institute of Health and Welfare. (2018). 3.2 Leading causes of death. [online] Canberra: The Australian Institute of Health and Welfare. Available at: <https://www.aihw.gov.au/getmedia/7c42913d-295f-4bc9-9c24-4e44eff4a04a/aihw-aus-221.pdf.aspx?inline=true> [Accessed 6 Oct. 2019].

SMITH, T. (2018). The 10 Best Gyms in Sydney, Australia. [Blog] Available at: <https://theculturetrip.com/pacific/australia/articles/the-10-best-gyms-in-sydney-australia/> [Accessed 9 Oct. 2019].

Nielsen, J. (1994). 10 Usability Heuristics for User Interface Design.

Daniel Eden(28 Sep, 2019) A cross-browser library of CSS animations. As easy to use as an easy thing.(<Version 3.7.2>) [<CSS>]. <https://github.com/daneden/animate.css>

### PICTURES:

<http://www.yogafleet.com/fitness-wallpapers/>

<https://www.statista.com/statistics/505441/australia-gym-and-fitness-centers/>

<http://wallperio.com/download-wp/601058382.html>

<https://www.shutterstock.com/zh/video/clip-26408285-muscular-man-training-gym-lifting-barbell-on>

<https://www.theauthenticgay.com/10-strength-training-workouts/>

<https://www.bestfunforall.com/better/Workout-gym-fitness-wallpaper-.php>

<https://stmed.net/sports/fitness-wallpapers>

The url of The Questionnaire: <https://forms.gle/tBoj3nsFvzHnqChK6>

