**Introduction**: The website that I builded 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.
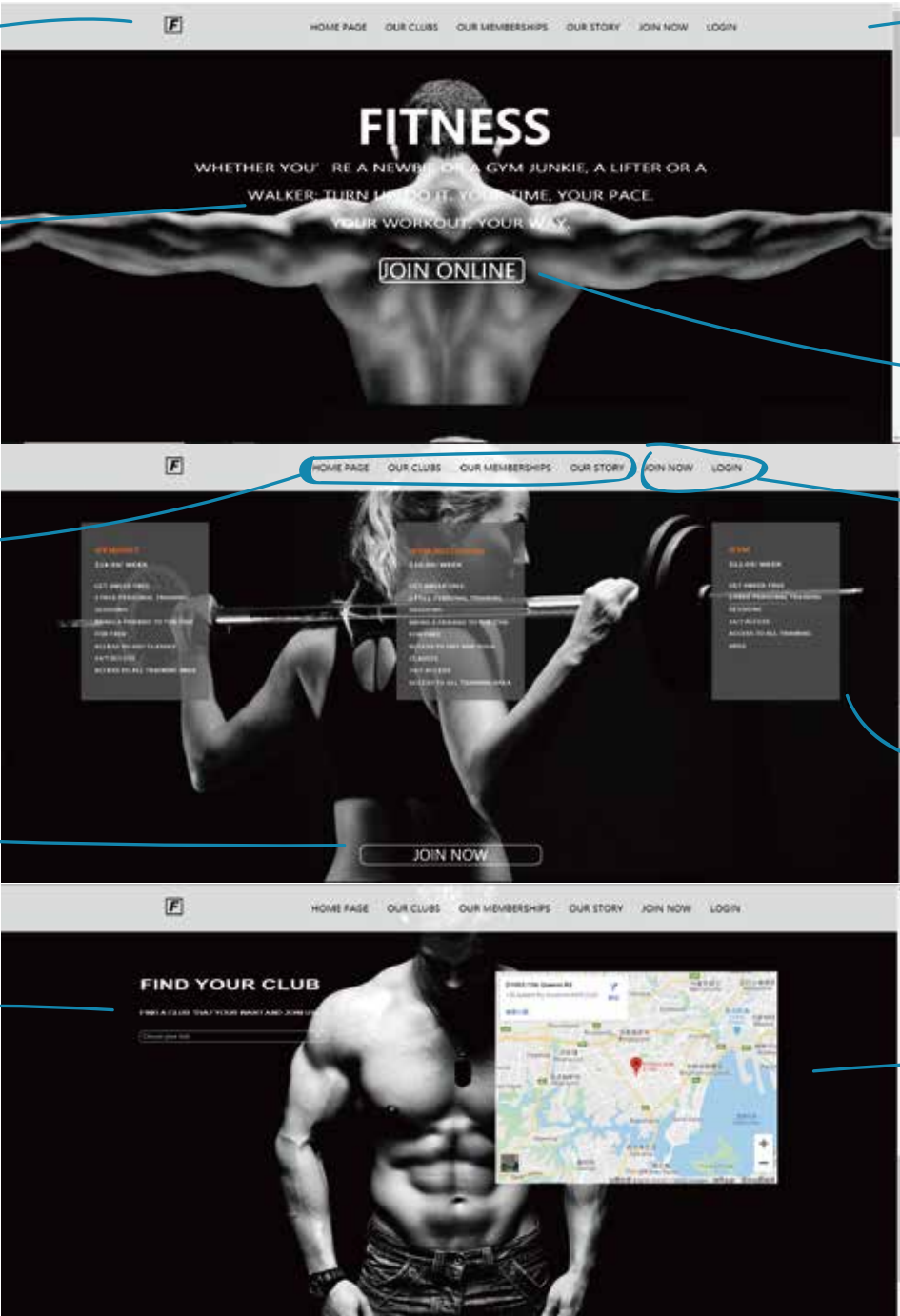4. User control and freedom.
5. Avoid over recognition.

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 benifit 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.
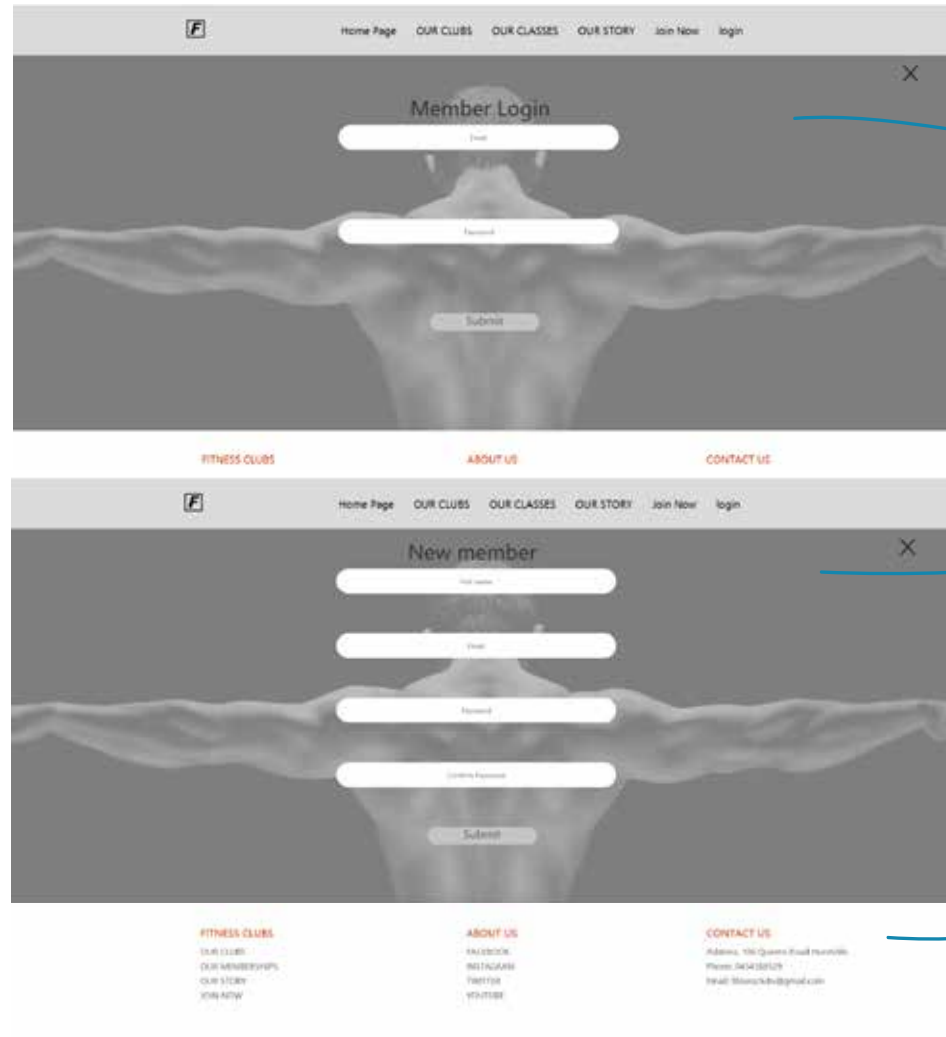
The login page

The register page

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

The logo of Fitness clubs

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

FITNESS

WHETHER YOU'RE A NEWBIE OR A GYM JUNKIE, A LIFTER OR A
WALKER: TURN UP, DO IT, YOUR TIME, YOUR PACE.
YOUR WORKOUT, YOUR WAY.

JOIN ONLINE

HOME PAGE   OUR CLUBS   OUR MEMBERSHIPS   OUR STORY   JOIN NOW   LOGIN

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

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.

The membership list.

JOIN NOW

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

FIND YOUR CLUB

The clubs section with a drop-down list.

The google map which shows the location of the gym.

First version

I did 2 user tests and 4 questionaires. I summaried 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.

Improvement: 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.

Reflection: I deleted the Book function. Cause I found it is too hard for me to make it looks perfect. And my code is disorder. When I doing the CSS file, I spend much time to adjust the position or something else. Another thing is I did not finish responsive layout integrally. I tried many ways to do it. But I don't know why it does not work perfectly. This is my weakness. The last thing is I don't know how to combine JS with HTML. It is hard for me to understand how it works. In the future, I need to improve those skills.
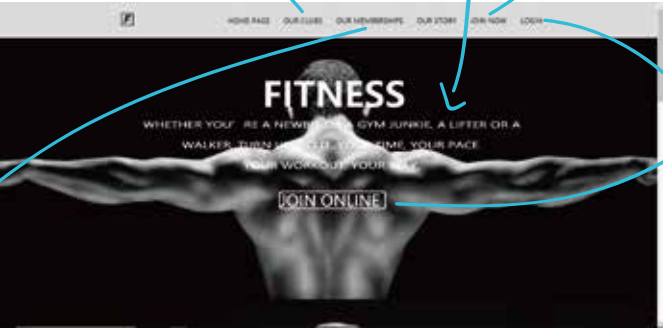
Go back to home page from any page.

Move to clubs 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

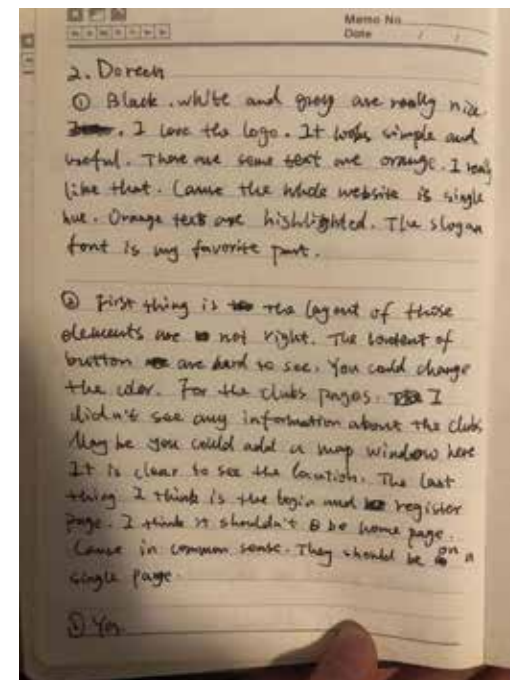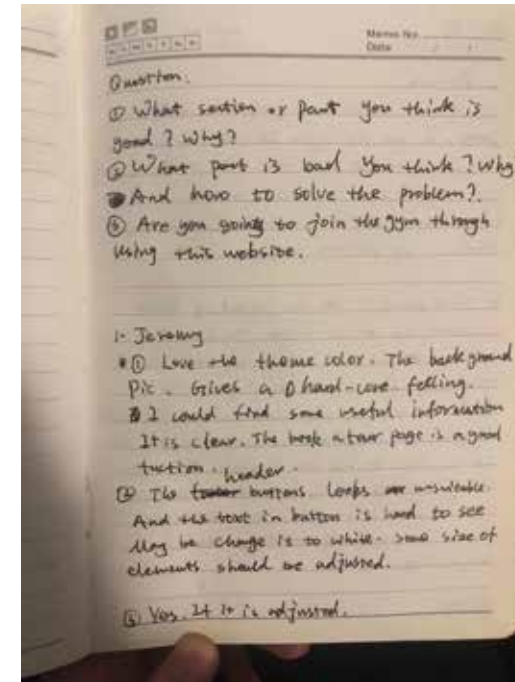https://www.shutterstock.com/zh/video/clip-26408285-muscular-man-training-gym-lifting-barbell-on

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 Questionaire: https://forms.gle/tBoj3nsFvzHnqChK6

Gender

(4 份回复)

- Female
- Male

50% / 50%

Age

(4 份回复)

- 16~20
- 21~25
- 26~30
- 31~35

25% / 25% / 50%

How often you exercise?

(4 份回复)

- Never
- Occasionally
- Sometimes
- Often
- Always

25% / 25% / 25% / 25%

Can you understand the website? If not which part perplex you?

(4 份回复)

I could understand how the website works. But the find your clubs part is strange.

Yes. It is introduction website of a gym.

Yes it is clear to see the membership plans. And

The Find your clubs page. There is not any thing to show the clubs.

Which part you think is good?

(4 份回复)

- Navigation bar
- Home page
- Membership page
- Login and Register page
- Book a free tour page
- Find your clubs page

25% / 25% / 50%

Is the process clear during using the website?

(4 份回复)

- Yes
- No

100%

Do you have any suggestion about the Login and Register page?

(4 份回复)

I think you could siparate the login and register page

I think it is fine. But the form need to be adjust. Make the detail better.

Just make it looks more professional

No

Do you find any bug during using the website?

(4 份回复)

Yes, the submit buttons in login and register page can not be pressed.

The submit button after finishing the book tour steps can not be used.

Yeah, I can't go back to home page from Book tour page.

I found the buttons in navigation bar are not linked to right pages.

Do you have any suggestion about the interface design?

(4 份回复)

I like the background pictures and the home page. It looks really cool. But you need to adjust the position of those elements on website.

The book tour part. It looks bad.

I think you should leave some blank space on left and right sides.

There should be a footer which contains some contact informations. Cause as a new user, I might want to ask staff for some further information.