

Problem Statement & Website Description

The website being designed, **The Gentle Space**, is a purpose-built digital wellness platform centered on three highly accessible practices: **Yoga (Movement)**, **Meditation (Stillness)**, and **Laughter Yoga (Emotional Release)**. The fundamental problem it addresses is the **digital friction and decision fatigue** that undermines user consistency in self-care. Most existing wellness apps either specialize narrowly (e.g., only meditation) or offer an overwhelming number of choices, causing stressed users to abandon their journey before it begins. **The Gentle Space** solves this by providing a curated, anti-anxiety ecosystem. Its main idea is to use an integrated approach to offer **rapid therapeutic choices** that cover the entire stress-relief spectrum; physical tension, mental chatter, and emotional stuckness - all within one comforting, easy-to-navigate interface.

The primary intended users are high-functioning, digitally fatigued adults and young professionals (ages 25-45) who urgently need effective stress and anxiety management tools but lack the time or mental capacity to shop for multiple solutions. Their core goals are highly actionable: **finding and completing a session tailored to their immediate emotional state (e.g., an instant Laughter Yoga release when frustrated)**, **building a sustainable daily habit (e.g., 10 minutes of morning meditation)**, and **booking specialized, gentle live classes (e.g., Restorative Yoga)**. To support these goals, the site must provide crucial, transparent information: **a single, filterable content library and calendar, concise session descriptions highlighting the immediate therapeutic benefit (e.g., 'Reduces Cortisol in 5 minutes')**, **clear practitioner credentials**, and abundant testimonials that reinforce the platform's focus on non-judgmental, gentle care.



PERSONA'S INFORMATION

Name: Maya Davis

Age: 30

Place: Calgary, Canada

Gender: Female

Profession: Data Engineer

About

Maya is a focused 30-year-old Data Engineer whose work demands long hours of deep concentration, often resulting in eye strain, neck tension, and a sedentary routine. She thrives on precision and structure but feels the toll of constant mental load and tight reporting deadlines.

Goals & Needs

Quick, structured relief from mental and physical strain
Simple tools like 10-15 minute stretches or breathing exercises
Clear categories and easy navigation
Evidence-based, calming support that fits into her workflow

Frustrations

Mental fatigue from intense focus
Eye strain and body tension
No time for long wellness routines
Overwhelmed by cluttered wellness apps

CONCERNS

Money Stress
Deadline Anxiety
Mental Peace
Overload Loop

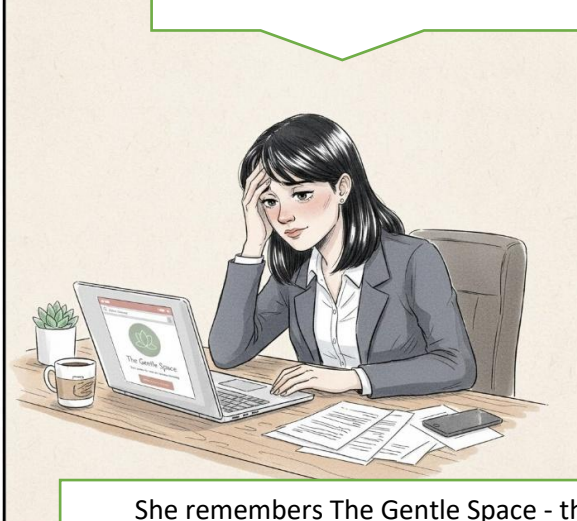
HOBBIES

Sketching
Skiing
Gaming
Listening Music

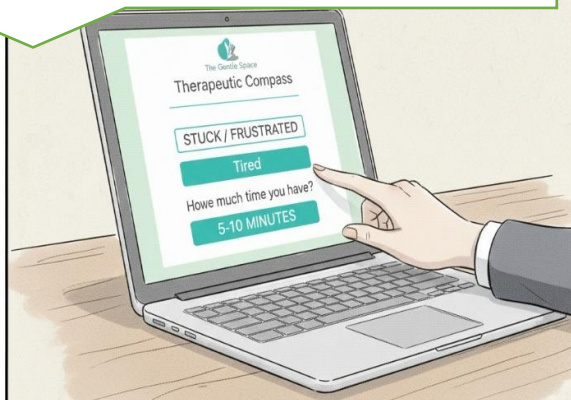
Maya feels trapped and emotionally stuck after a tough meeting. She urgently needs a release, but the thought of opening three different apps feels impossible.



She remembers The Gentle Space—the platform promising all-in-one relief. She logs in, seeking the comforting interface that won't punish her mental fatigue with complexity.



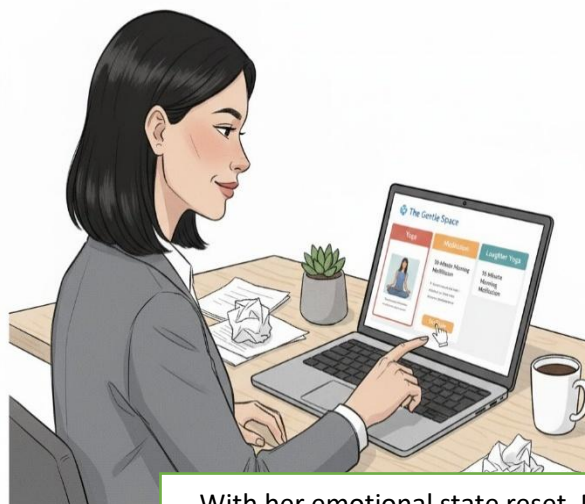
The platform instantly recommends a Laughter Yoga session, a practice Maya knows is great for immediate emotional release. The concise, targeted information removes all doubt.



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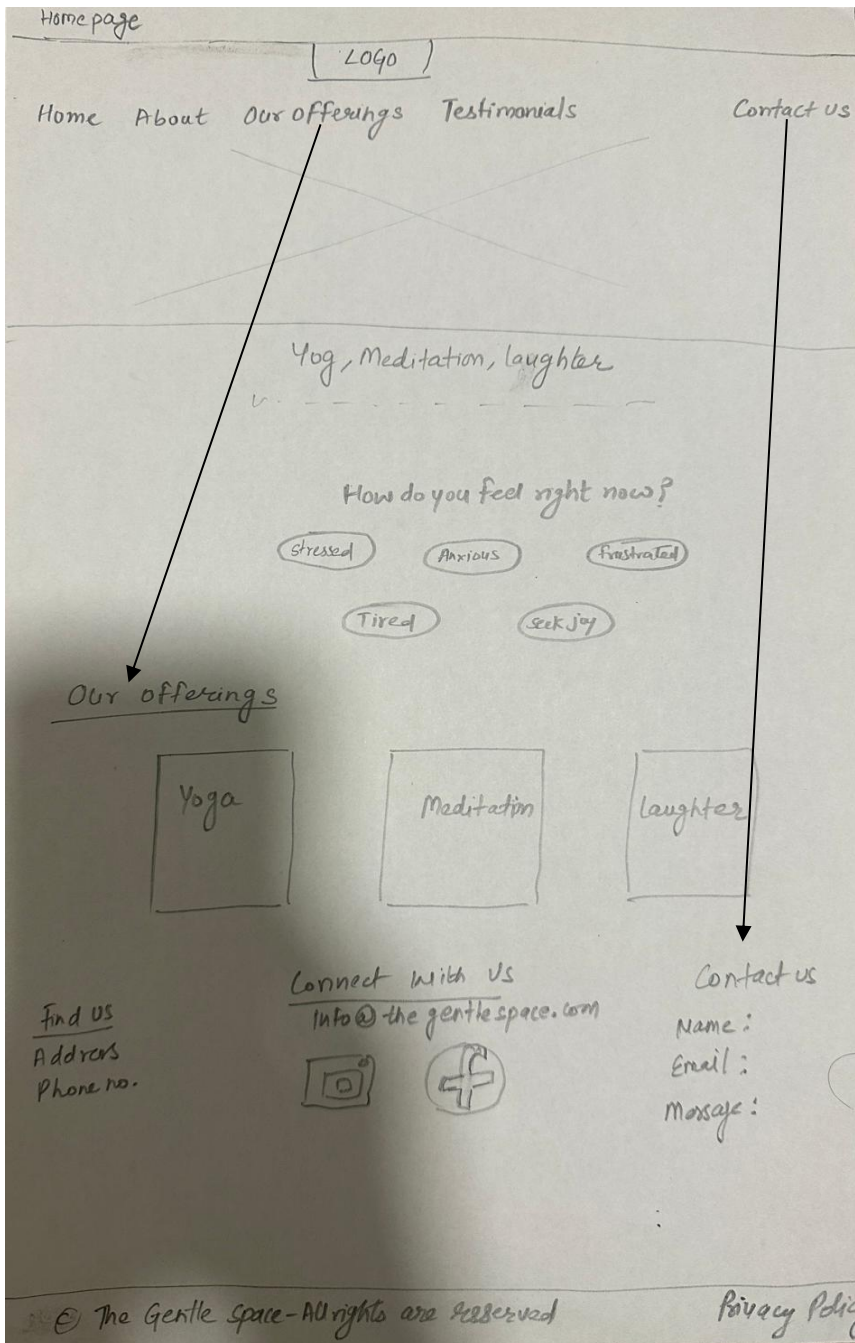


Maya dives into the session. The focused Laughter Yoga session provides the physical and energetic release she desperately needed, interrupting the negative emotional feedback loop.



With her emotional state reset, Maya uses the calm interface to browse the other pillars. She easily schedules a 10-minute meditation for tomorrow morning, committing to her sustainable routine

Home Page



This is the page the users see when the page is opened. The call-to-action page.

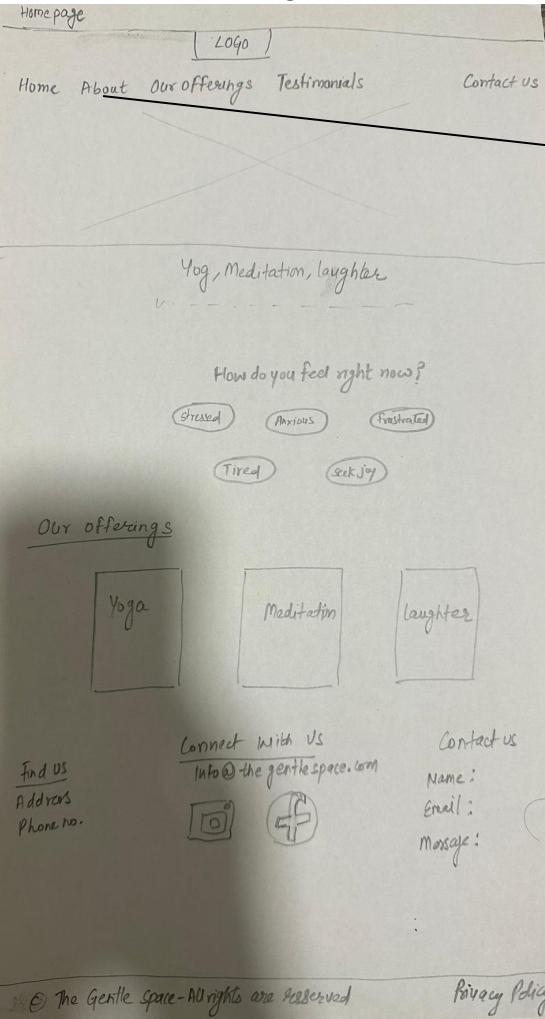
The Gentle Space logo, Home, About, Our offerings, Testimonials and Contact us tab at the top will displayed on all the pages. Find us, connect with us, contact us and footer (all rights reserved and privacy policy) will be displayed on all the pages. Clicking on 'Home button' will always return the user to the home page

Clicking on 'Our offerings' button at the top will navigate to Our offerings on this page. Clicking on 'Contact us' button at top will navigate to the contact us in the bottom section.

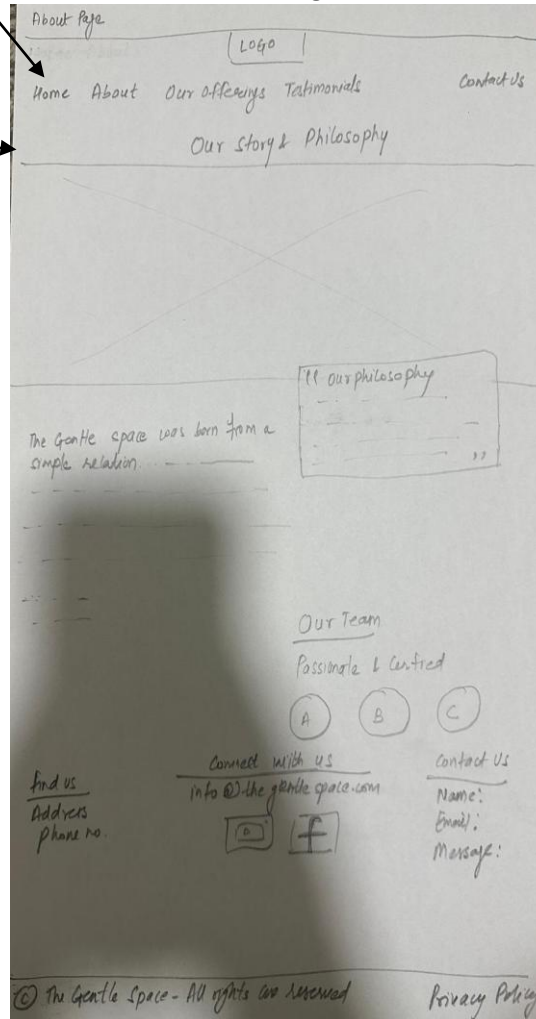
After picking an option from how you feel right now? will help picking service

Clicking on the Home button will always return users to the Home page

Home Page



About Page



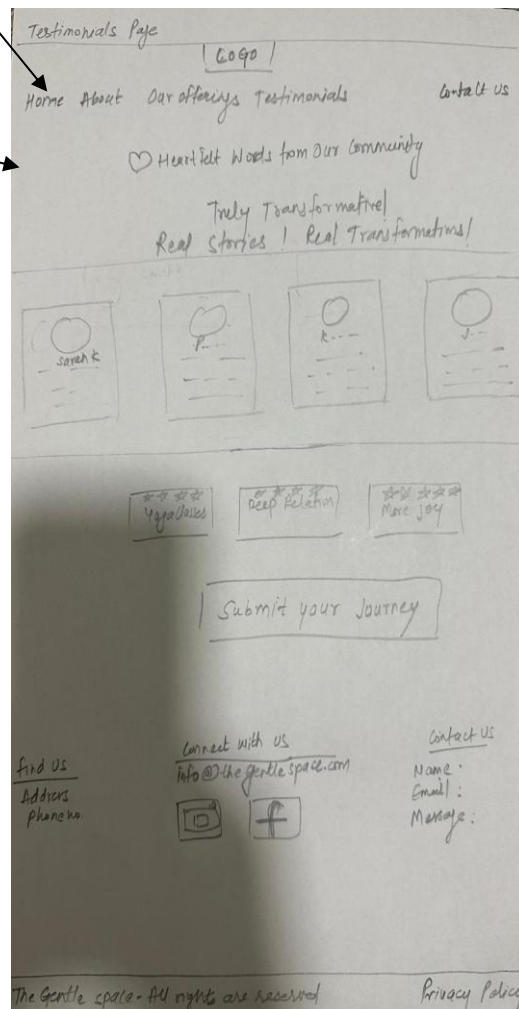
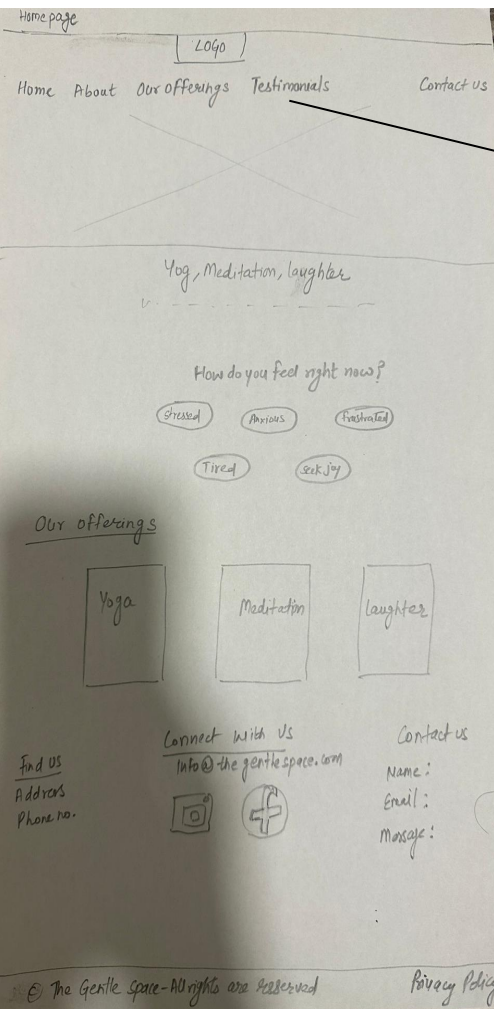
Clicking on the 'About' button will take the user to the About page

This page shows the Philosophy and the Team of 'The Gentle Space'.

Clicking on the Home button will always return users to the Home page

Home Page

Testimonials Page



Clicking on 'Testimonials' button will take the user to the testimonials

Testimonials page has true transformation journey of the clients and 'submit your journey' button.