**The Lads**

Pic of website could go in here

Dean Gallagher

Kieron Fox

Tadg Napier

**Submitted to:** Lisa Murphy

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# Executive Summary

Why did you decide on this idea, what problem are you solving, what is the market size etc? Provide an overview of your company.

Please use Harvard referencing if pulling material from the web about your choosen company. (Google, 2022) Sample reference put in here using the references tab here in Word.

Pop in links here to your website – Git page etc

This idea came about very fast when our group met up for the first time. We discussed ideas to make a website based on a café, but this market we felt was totally oversaturated and was too difficult to break in to. We landed on the idea of a gym website, with a unique look and style that we will discuss later in this report. The gym market is also a difficult market to break into, however it is one built upon quality, trust, community and a safe environment. Through our small website we wanted to establish how we were going to convey these pillars that are the backbone of our website.

**Quality-** Our gym operates at a very high efficiency level, and we provide the best classes, personal sessions and events in relation to all our local and regional competitors. Our staff are all highly trained and vetted. All staff have degrees and have a strong passion and background in each of their specified fields. We have a personal trainer for every type of training, whether that be cardio, powerlifting, kalenestetics, yoga or dietary there is a person for all of us here at The Lads Gym. The equipment that we use is to the highest standard and we are guaranteed to have more bench presses then any of our competitor, more squat racks, more free weights. Our facilities are unmatched, and our swimming pool is a typical Olympic size swimming pool for all of our dedicated athletes in the region. If you choose to take it a bit lighter, or if you have a recovery session planned, we have 3 saunas, 2 steam rooms and 2 Jacuzzis. Plenty of room for everyone.

**Trust-** We are a relatively new business, so how do we retain customers or get them to trust us. We have initiated a free trial period that is typically longer than that of the normal gym. This 14-day free trial gives the customer a chance to try out our gym for free for two weeks, no charge. Then after if they want to continue for the 2 weeks all the customers must pay is 20 euro. This will give customers a chance to get used to the atmosphere at our gym, a chance to ask questions to all our super staff and book some extra classes and try out as much as possible. We value the customer as number one, and that is why we offer add on’s in our sign-up packages of free protein shakes and free protein bars that customers can request at reception.

**Community-** Community is at the heart of everything we do here at The Lads Gym is one area of the business that we want to amplify and focus on. The staff here are all locals and exude the local pride and spirit. The gym also tries to integrate itself into the local community by participating in events and making connections with business’s that share similar values. At The Lads Gym we attempt to have one event a month that is based around fun, feedback and education. We go that extra mile for all of our customers.

**Safe Environment-** Similar to trust, how were we going to get our customers and clients to feel safe in our new gyms and how are we going to convey this gym as a safe space through the internet? Firstly, the name The Lad’s Gym has a specific target audience in mind, however there is no preference on gender. The Lads means a group of people who get on and look after each other, this is not gender specific. You will see through our website that we have both female and male personal trainers that look after both male and female clients, everyone is treated the same. The website has a tone that is inclusive and shows off our excellent facilities that are catered to both men and women.

**What Problem are we solving? -**

# Project Work

How did your team split the project work? Show work packages with milestones and deliverables.

Our project work was divided up equally based on what each group member had to achieve on their page. During our very first meeting it was decided that each group member would attempt to do their own version of the index.html based on a agreed design. This agreed design followed a simple matrix:

Background Color

1.background-color: black;

We wanted to use a strong dark background to give the gym a unique look as most of the time for a gym black would be seen as uninviting, but for us it’s a sign of clear messaging. The lads are here to help you train and the workouts are going to be intense

Font Colour

2.color: rgba(127, 255, 0);}

This neon green like colour was agreed on very early in our meetings and provided a nice contrast with the black background.

The main layout of what we wanted to include on the index.html was also agreed upon early on.

|  |  |  |  |
| --- | --- | --- | --- |
| Deliverables | Week 1 | Week 3 | Week 3 |
| Index.html creation-  Who done what?  What did we achieve?  Did we learn anything new? |  |  |  |
| Selecting which index.html we wanted to use- |  |  |  |
| Deciding on how we would edit the index.html |  |  |  |

It was only after we had completed the index.html that we moved on with other aspects of the project. That was due to a few fundamental reasons:

1. We have the main navbar for the project that we can use across all the other HTML pages. Getting this done was a huge relief and took a lot of effort. Originally we had the navbar move down with the page when you scroll, but this was later changed to a sticky navbar due to aesthetic reasons.

2. The footer could also be used across all the pages and once the design was agreed it made life easier. We decided for a simplistic conventional sticky footer that complemented the page very well.

3. Attract the users interest in the user experience by interacting with the home page. This was a tough one and we will talk more about this in the optimization section of this report, but this was really difficult as the main page had to be super user friendly and have an easy interface to link to all the other pages. Bootstrap was preferable here for a seamless layout.

After this meeting as a group we went of individually completing our own pages that we had chosen ourselves for various reasons. This process took less time than the original phase as co-operating and meeting through teams and using GitHub for the index.html can be difficult, but our group handled this extremely well and communication while not face-to-face was extremely concise and clear and nobody ever got lost. We also had a look at each other’s pages just to maintain consistency across the website and make sure integration was clean.

It also helped that when others had difficulty someone could jump in and help with that particular page.

# Design Process

Colour palette, fonts used, buttons used etc. Lots of images and reasons why certain things were done.

The color palette as discussed earlier on was the first thing that our group agreed on. The background was decided to be black.

Background Color

1.background-color: black;

The font color we decided was a sort of bright neon green which would allow a nice powerful contrast that would evoke a nice aesthetic.

Font Colour

2.color: rgba(127, 255, 0);}

The fonts used some were default fonts that can cut down on load time that also looked professional and fresh, but there were a few fonts imported from google fonts such as:

@import url('https://fonts.googleapis.com/css2?family=Heebo&display=swap');

This also had a creative yet professional affect when it was used on the pricing page at various points. The buttons used in the pricing carousel was created through bootstrap and some animated plug ins that allowed us to have a very realistic pricing package and along with the carousel it looked very modern and sleek. Images used were mostly used to tell a basic narrative throughout our pages. We wanted to on our index.html tell everyone who we are, what we do and what we can offer people. The images used depicted what type of community we are and hopefully indicated that we want to be a warm, inviting gym business.

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# Testing & Responsiveness

Wireframes to be included in this section. Talk about website responsiveness here along with Optimisation, SEO and testing. You can talk about how you made your website responsive. You could also mention did you JavaScript, loops, if statements etc. How did you use them? How you deployed your website etc.

This was a very important section for us that we dedicated a week towards completing. We knew already from using some outside sources to construct our webpage that the load time was going to be affected. We then had to decide what to cut and also how much bootstrap we wanted to use and how much we thought was necessary. On the pricing page there was a mixture of bootstrap for the nav bar and carousel and the footer, but then for the calendar there is flexbox used as with the blog beneath it. The CSS files were all chosen to be external as it works well for repeat visitors to the site as the files are already then stored after the first visit. This will initially affect the load time, but it was an agreed sacrifice that we made. The JavaScript files were all put at the bottom of the body tag for optimization reasons and the images included some of the resolutions were changed and initially some of the images sizes had been hard coded in the HTML. This was discussed by our group and on some occasions was altered again for optimization reasons.

Another topic that our group brought up late while testing was SEO. We hadn’t really discussed it in class and only delved into it in the last week, where we discussed the meta tag. In the meta description we had to add keywords that would bump up our website in people’s searches. Since we initially called ourselves The Lads we then had to add in the gym at the end, since that was our main topic and goal with this project. Then we went through and changed various h1, h2, h3, h4, h5 and h6 tags to help boost our chances of compatibility with googles browsers and our visibility when searched. We knew this was difficult as our own personal experiences with SEO was relatively new.

Media queries was very important with the implementation of our website. The bootstrap side of our project was significantly easier with browser responsiveness across desktops, tablets and mobiles. However for example with the pricing page this had to change for the flexbox section as media queries needed to be used here.

@media screen and (max-width: 800px) {

.leftcolumn, .rightcolumn {

width: 100%;

padding: 0;

}

}

**Index Wireframe**

Table

Description automatically generated

**Services Wireframe**

Diagram

Description automatically generated with medium confidence

# Conclusion

Overview of how the project went, did you work together well as a team (if you did work in a team). What was difficult to do, how you feel the website looks and if you had time, would you make any changes.

# References

Google. (2022, December Thrusday). *Google Pages*. Retrieved from Google: www.google.ie