Glow Yoga

WEBSITE REDESIGN

USER RESEARCH REPORT

YANA KOTLIAR I 2022

Overview

Glow Yoga, a local Brooklyn studio, experienced a 36% decline in new membership enrollment from 2020 to 2022 due to a complicated checkout process and an inconvenient user interface. In response, Glow initiated a comprehensive rebranding effort, aiming to enhance the website structure and streamline the new client enrollment process. I was brought in to contribute to this initiative, collaborating with developers on a responsive website redesign.

The goal was to **create an engaging and user-friendly booking experience**, ultimately improving user satisfaction and **increasing membership enrollment.**

Table of Content

Problem Statement

Research

- User surveys
- User interviews
- UX evaluation
- Feature prioritization
- Affinity mapping

Information architecture

- User flows
- Site map

Design

- Wireframes
- UI kit
- Hi-fi mockups
- Test

Concept → **Understand** → **Develop** → **Deliver**

Problem Statement

Enhance user satisfaction **by simplifying the checkout/class registration flow, minimizing steps, and reducing form fields.** Increase conversion rates by **decreasing the number of abandoned membership purchases.**

UX evaluation

The UX evaluation **identifies critical areas for improvement** in the local yoga studio's website,including visual appeal, consistency, and a streamlined registration process.

By addressing these issues, **the goal is to enhance user satisfaction and encourage increased membership enrollment.**

UX EVALUATION CRITERIA	RATING (1-5)	FINDINGS	RECOMMENDATIONS
Homepage Design			
Visual Appeal	3	The website's visual appeal is compromised by an outdated and inconsistent design, impacting the overall aesthetic.	Consider a redesign with modern, visually cohesive elements to enhance the website's attractiveness and user engagement.
Clear Call-to-Action	1	The website struggles with providing clear calls-to-action (CTAs), leading to potential confusion for users in understanding the next steps.	Consider a redesign of CTAs with consistent styling and placement for improved user guidance.
Hierarchy of Information	1	The website lacks a clear content hierarchy, making it challenging for users to prioritize information.	Implement a well-defined hierarchy, organizing information logically and ensuring that important details are prominently featured.
Ease of Finding Classes	3	Navigating and finding classes faces challenges due to the outdated design and inconsistent hierarchy.	Prioritize restructuring the navigation and class-finding elements for a more user-friendly experience.
Readability of Schedule	2	The schedule's readability is compromised due to typography issues and inconsistent design elements.	Focus on optimizing font styles, sizes, and overall layout to enhance the readability of the schedule.
Registration Process Clarity (Checkout Process)	1	The current process of registration and checkout being redirected to a third-party website introduces friction and may lead to a disjointed user experience.	Streamline the process, provide step-by-step guidance, and ensure transparency to improve overall user understanding and satisfaction.
Design Consistency			
Consistent Call-to-Action (CTA)	1	CTA elements suffer from inconsistency, affecting user understanding of key actions on the website.	Establish a standardized design for CTAs, maintaining consistency in styling and placement throughout the website for a more cohesive user experience.
Visual Consistency Across Pages	2	Inconsistencies in design elements compromise the visual consistency across different pages.	Address design discrepancies to create a more cohesive and professional appearance throughout the website.
Intuitiveness	2	The website faces challenges in terms of intuitiveness, largely stemming from navigation issues and inconsistent design.	Prioritize streamlining user flows, minimizing unnecessary elements, and ensuring a cohesive visual language for a more intuitive experience.

Research

User Survey

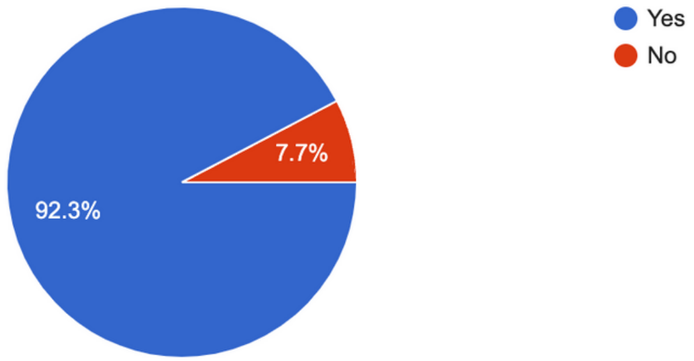
To ensure our redesign resonated with the community, we strategically deployed a user survey across our digital platforms. This survey was seamlessly integrated into key touchpoints, garnering insights from our diverse audience.

Key Objectives:

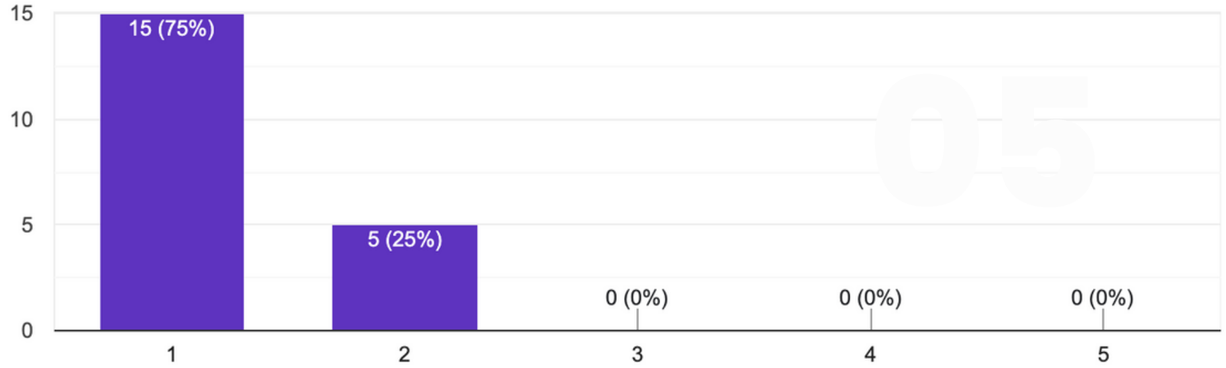
1. **Understanding Preferences:** The survey aimed to uncover class preferences, scheduling expectations, and instructor feedback to tailor offerings.
2. **User Experience Evaluation:** Exploring aspects of the studio environment that contribute to a positive user experience.

.

Online survey outcomes (20 responses)



Have experienced difficulties during membership check-out process.



Users rate the current ease of finding information on the website (5 being the highest and 1 being the lowest)

Research

User Interviews

Recognizing the invaluable perspectives our users could offer, we initiated a series of one-on-one interviews to delve into their experiences, expectations, and pain points. This qualitative approach sought to uncover nuanced insights that quantitative data alone might overlook.

Key Objectives:

1. **Understanding Frustrations:** User interviews provided a platform for users to express frustrations encountered in their online journey, helping us pinpoint areas for improvement.
2. **Exploring User Habits:** By engaging in open-ended conversations, we gained a deeper understanding of user habits, preferences, and the role of Glow Yoga in their wellness journey.

In person interview outcomes (5 responses)

The findings from user interviews were integral to shaping the redesign strategy. Collaborating closely with developers, we translated these qualitative insights into tangible design enhancements, ensuring a more intuitive and enjoyable online experience.

Refined Navigation: Insights from user interviews directed us to refine website navigation, making it more intuitive and aligned with user expectations.

Personalized User Journeys: Understanding user habits enabled us to personalize user journeys, enhancing the overall experience from landing on the website to class registration.

Affinity mapping

BEHAVIORS

- Users prefer paying for classes in advance.
- Some users follow the same routine daily for class selection.
- A significant number of users aim to minimize the time spent searching for classes.
- A majority of users access the website via mobile devices.

PAIN POINTS

- Frustration with long wait times for payment confirmation.
- Complicated membership enrollment process causing user confusion.
- Difficulty in finding specific class schedules.

NEEDS

- A quick and efficient way to pay for membership in advance.
- User-friendly membership enrollment.
- Clear and intuitive navigation.
- Consistent website design through all devices.

Feature prioritization

Feature prioritization using the **NOW, NEXT, LATER method** involves categorizing features based on their urgency and importance.

NOW
(High Priority)

Focus on immediate user needs, such as **membership acquisition, seamless transactions, accessing class details**, and resolving common queries through **FAQs.**

- **Purchase Membership**
- **Payment and Checkout**
- **Class Details**
- **FAQ's**

NEXT
(Medium Priority)

This category includes specific **features related to account creation**, **subscription management**, and **membership renewal** to enhance the overall user journey.

- **Automatic membership renewal**
- **Create Account**

LATER
(Low Priority)

These category features focus on **enhancing user customization**, **search capabilities**, and **community engagement**, providing additional value in the long-term roadmap.

- **Search by Specific Item**
- **Create Class Schedule**
- **Reviews**

Feature prioritization

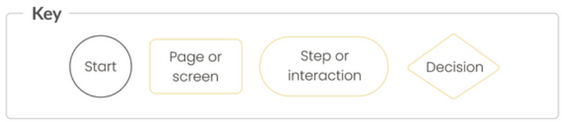
Key Objectives:

NOW (main focus)

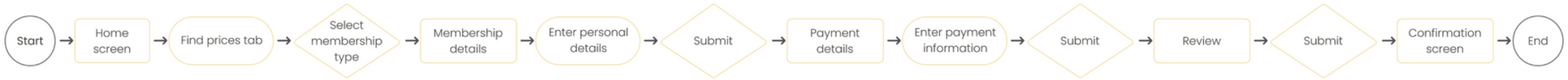
- Purchase Membership: Streamlining the process for users to easily purchase memberships.
- Payment and Checkout: Ensuring a smooth and user-friendly payment and checkout experience.
- Class Details: Provide detailed information about each class, including schedule, instructor, and description.
- FAQ (Frequently Asked Questions): Addressing common user queries through a comprehensive FAQ section.

Information architecture

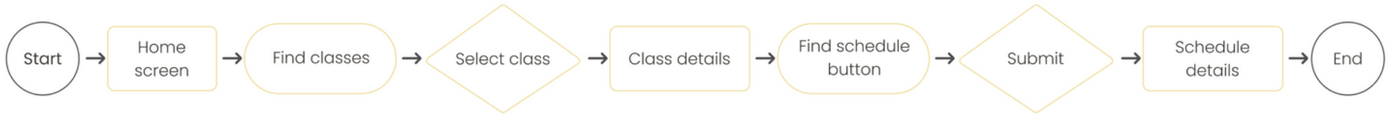
User flows



As a user I want to enroll to a class (buy membership)

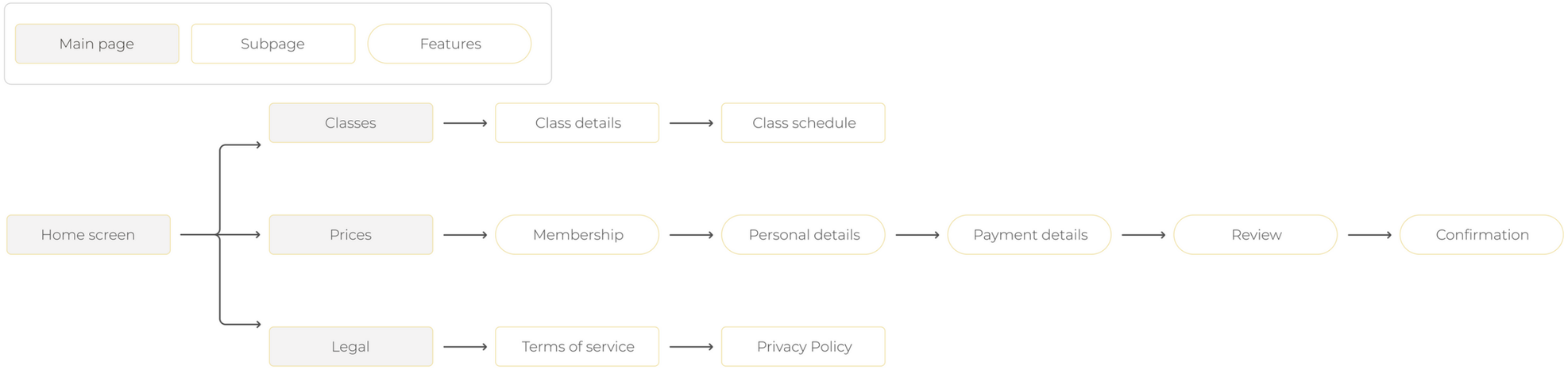


As a user I want to check class schedule

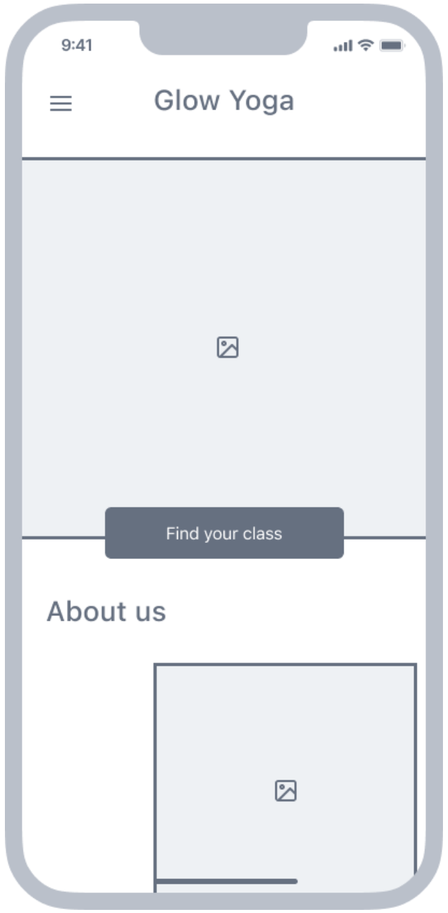


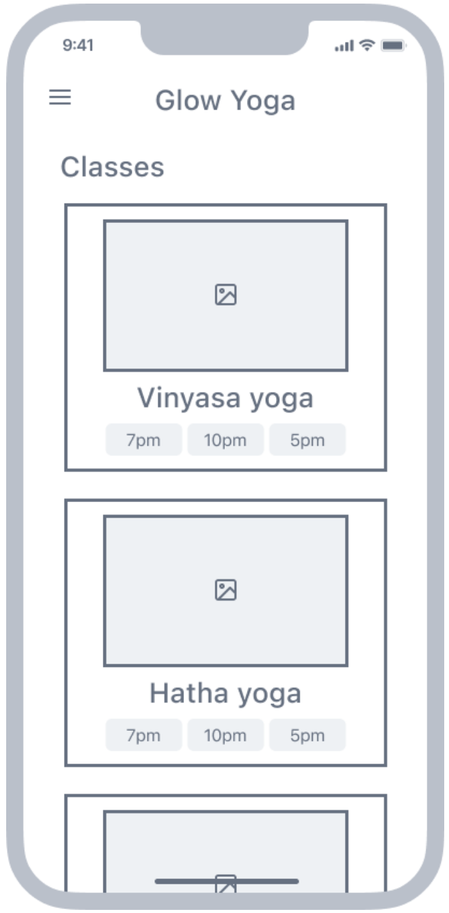
Information architecture

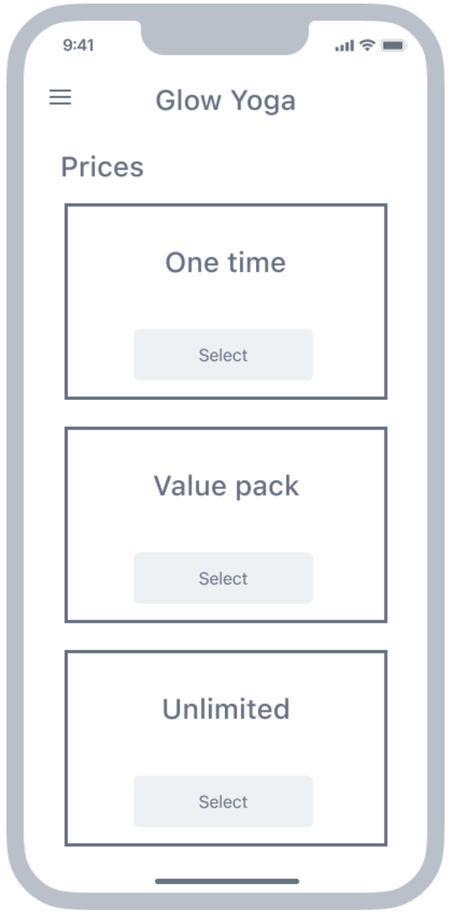
Site map

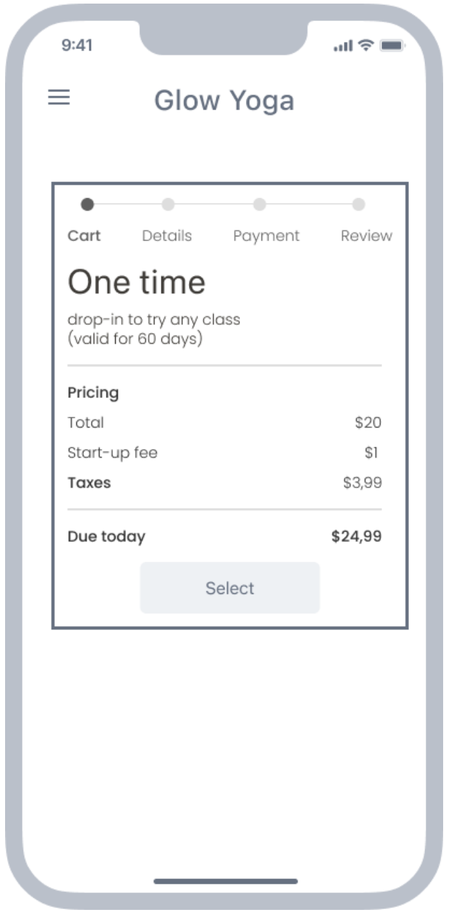


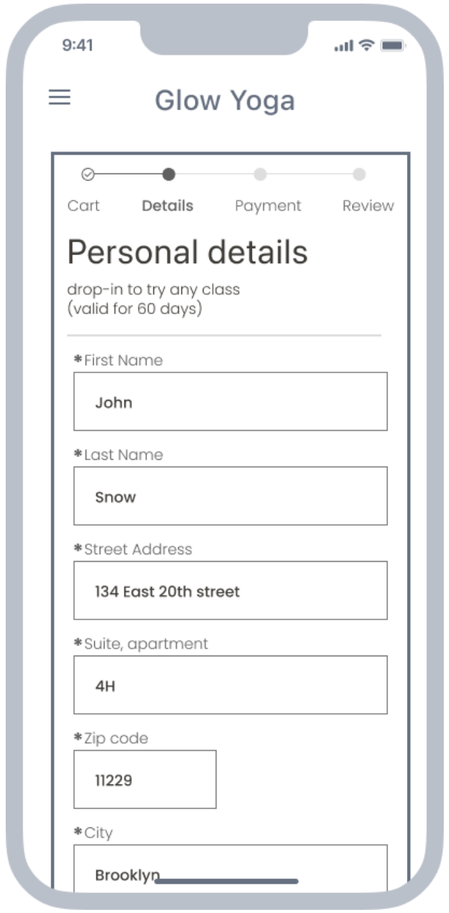
Wireframes


9:41
Glow Yoga
Find your class
About us


9:41
Glow Yoga
Classes
Vinyasa yoga
7pm
10pm
5pm
Hatha yoga
7pm
10pm
5pm


9:41
Glow Yoga
Prices
One time
Select
Value pack
Select
Unlimited
Select


9:41
Glow Yoga
Cart
Details
Payment
Review
One time
drop-in to try any class
(valid for 60 days)
Pricing
Total $20
Start-up fee $1
Taxes $3,99
Due today $24,99
Select


9:41
Glow Yoga
Cart
Details
Payment
Review
Personal details
drop-in to try any class
(valid for 60 days)
*First Name
John
*Last Name
Snow
*Street Address
134 East 20th street
*Suite, apartment
4H
*Zip code
11229
*City
Brooklyn

UI Kit

Typography

Lora abcdefghijklmnopqrstuvwxyz

Poppins **abcdefghijklmnopqrstuvwxyz**
abcdefghijklmnopqrstuvwxyz

Colors

White	Primary	Secondary	Dark	Ivory
#FFFFFF	#F8BF15	#F8BF15	#F8BF15	#FFFDF4

Buttons

Button Primary Desktop

Find your class

Padding top - 11
Padding bottom - 11
Padding left - 32
Padding right - 32
Border radius - 4

Button Secondary Desktop

Become member

Button Primary Mob

Find your class

Padding top - 8
Padding bottom - 8
Padding left - 16
Padding right - 16
Border radius - 4

Button Secondary Mob

Become member

Other

Social

Desktop 28px x 28px

Mobile 24px x 24px

Menu

Stepper

Cart Details Payment Review

Checkbox

Forms

Small Forms

*First Name
John

*Label
Text
Error messaging

*Email address
youremail@email.com

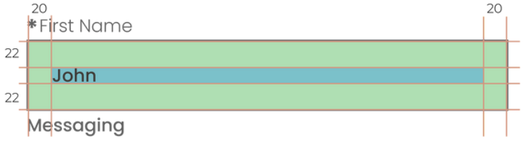
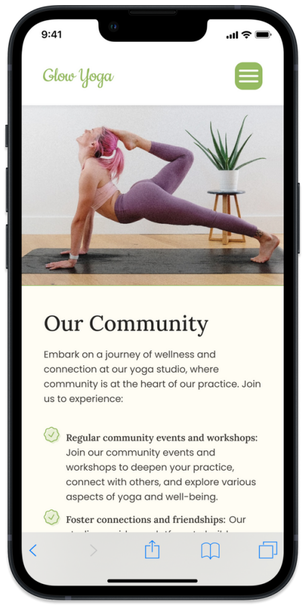
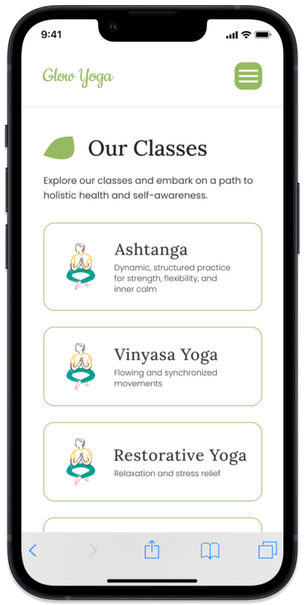
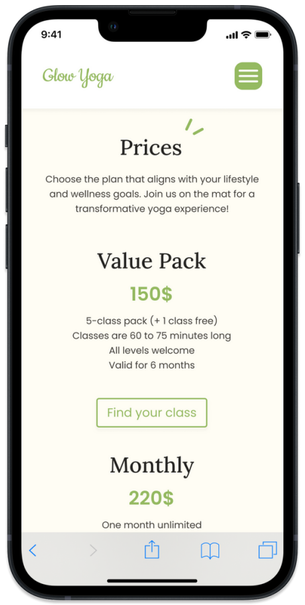
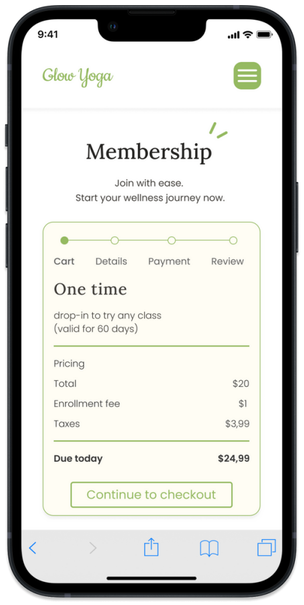
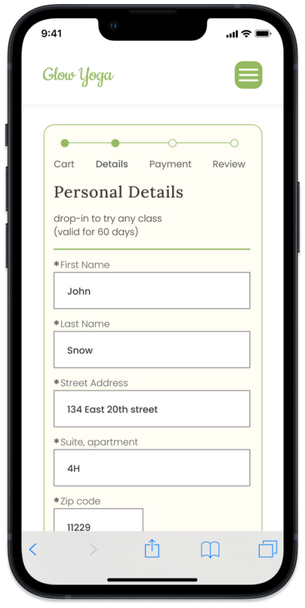
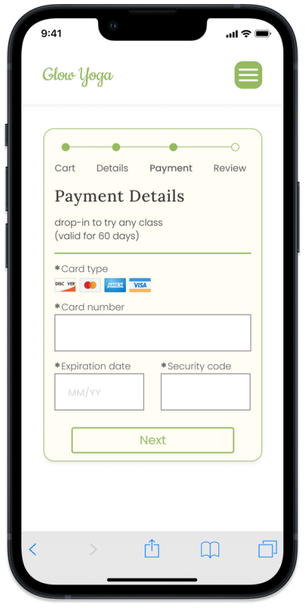
Large Forms

*First Name
John

*Label
Text
Error messaging

*Email address
youremail@email.com

Padding top - 22
Padding bottom - 22
Padding left - 20
Padding right - 20



Hi-Fi mockups