

Glow Yoga

WEBSITE REDESIGN

USER RESEARCH REPORT

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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.**

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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.**

Research

User Survey

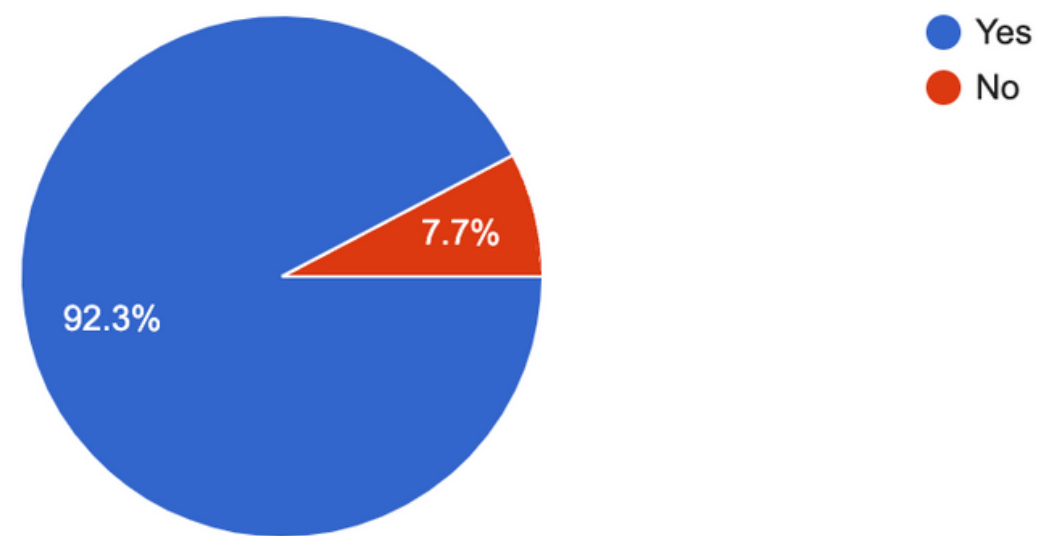
To ensure our redesign resonated with the community, we strategically deployed a user survey across our digital platforms. This survey was seamlessly integrated into key touchpoints, garnering insights from our diverse audience.

Key Objectives:

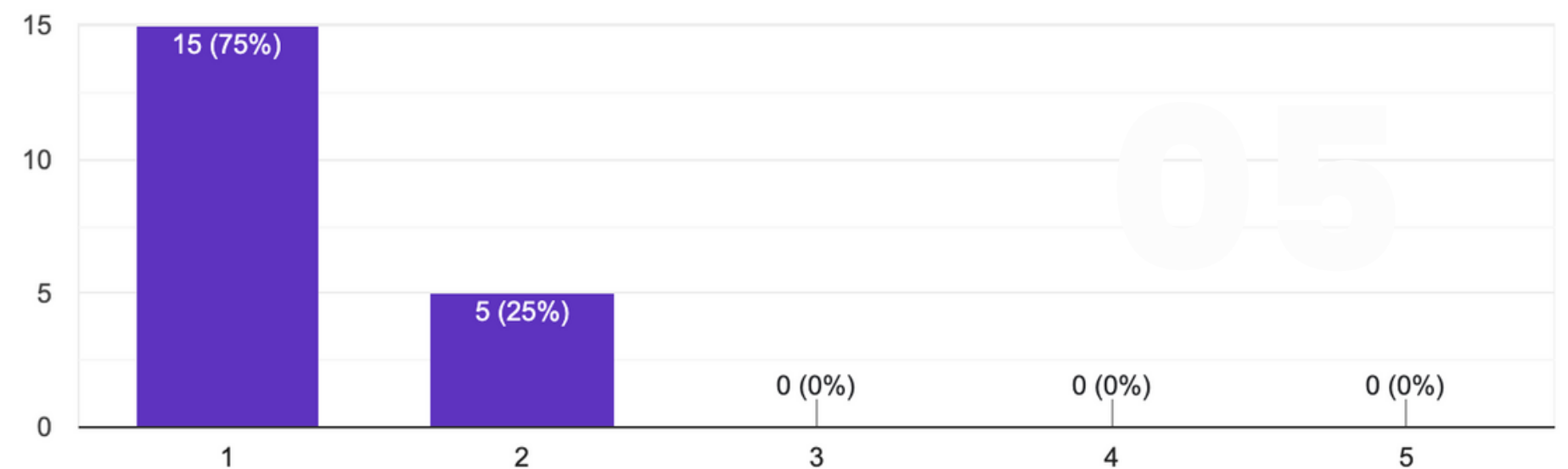
1. **Understanding Preferences:** The survey aimed to uncover class preferences, scheduling expectations, and instructor feedback to tailor offerings.
2. **User Experience Evaluation:** Exploring aspects of the studio environment that contribute to a positive user experience.

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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.

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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.

UX evaluation

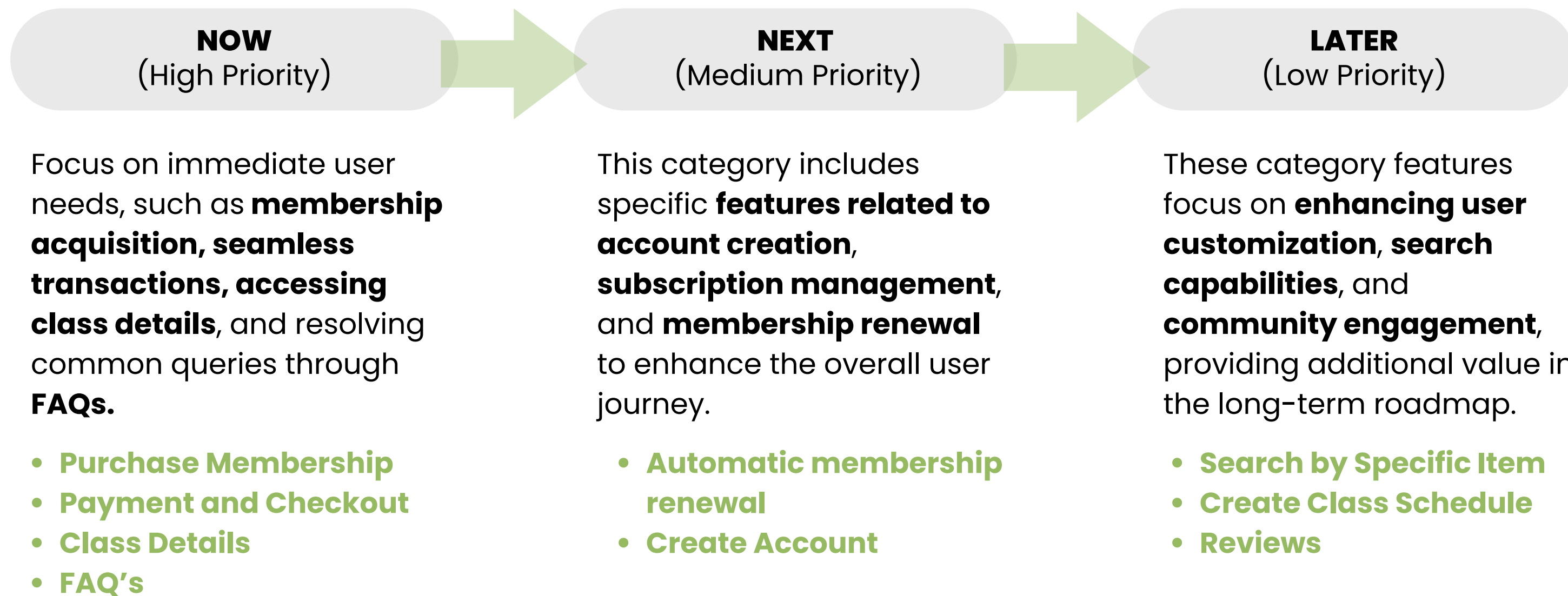
The UX evaluation **identifies critical areas for improvement** in the local yoga studio's website,including visual appeal, consistency, and a streamlined registration process.

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.

Feature prioritization

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



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.

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

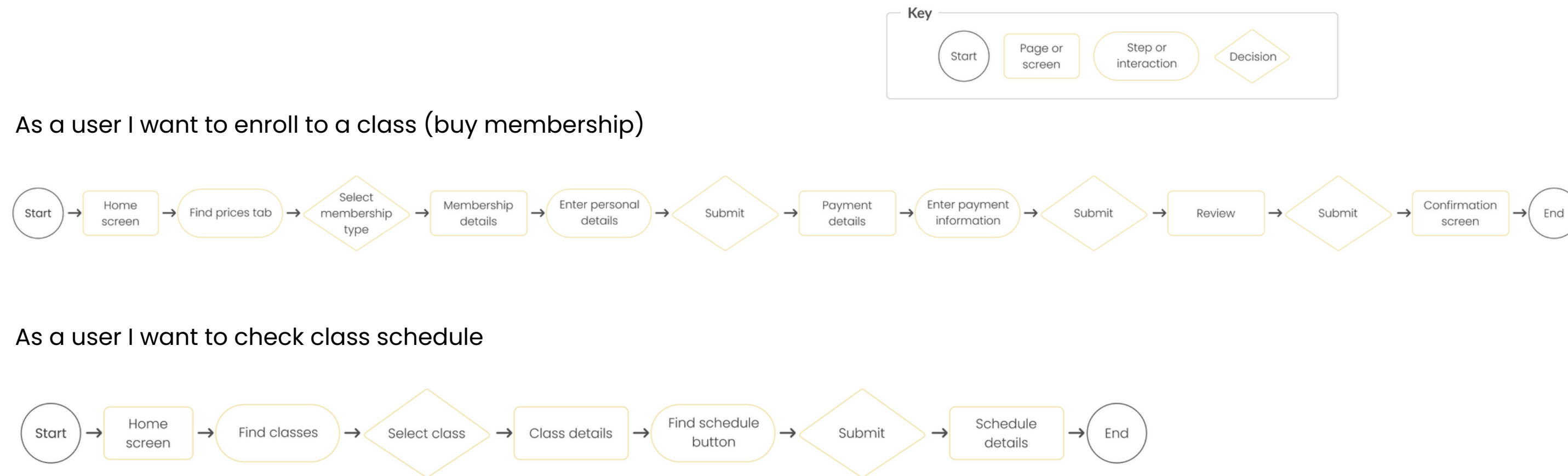
- Frustration with long wait times for payment confirmation.
- Complicated membership enrollment process causing user confusion.
- Difficulty in finding specific class schedules.

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.

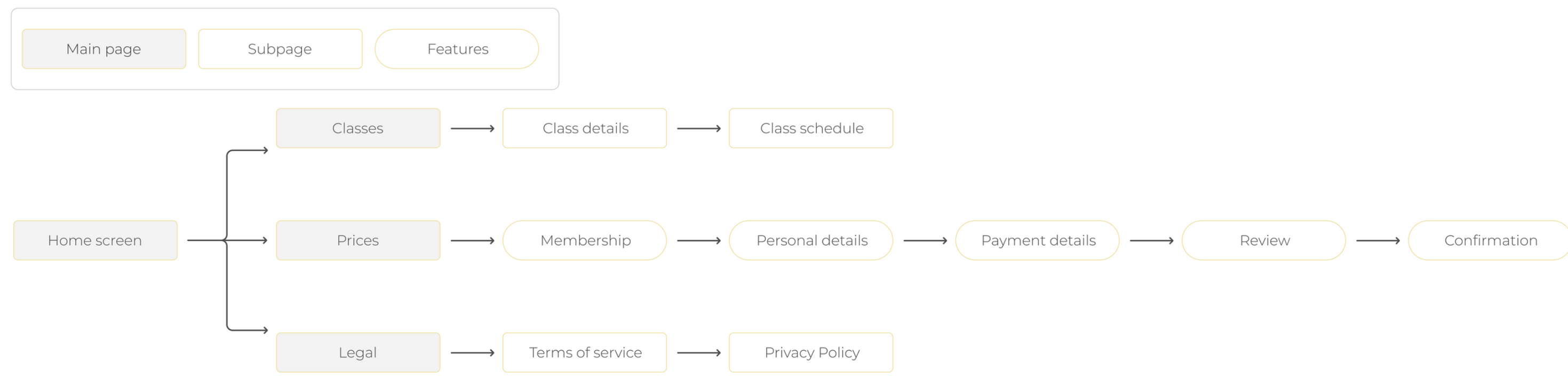
Information architecture

User flows

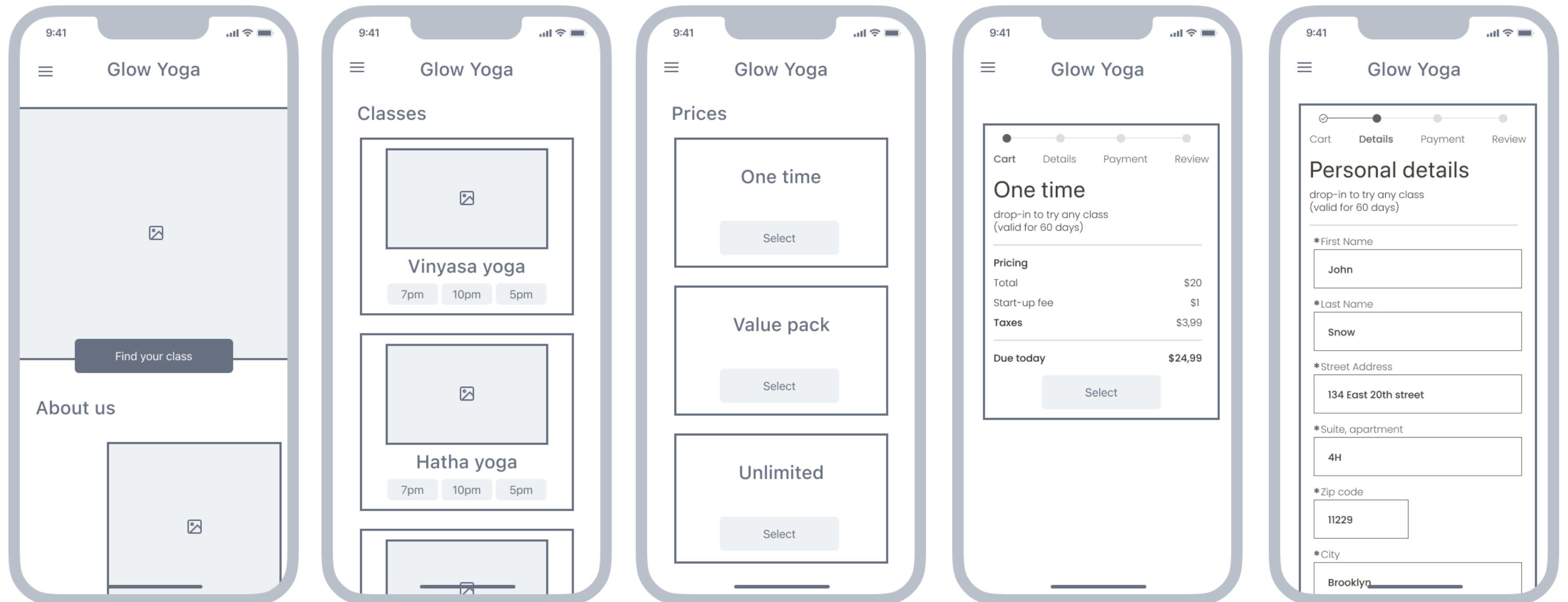


Information architecture

Site map



Wireframes



UI Kit

Typography

Lora abcdefghijklmnopqrstuvwxyz

Poppins **abcdefghijklmnopqrstu**
vwxyz

Colors



#FFFFFF



#F8BF15



#606060



#403D39



#FFDF4

Other

Social



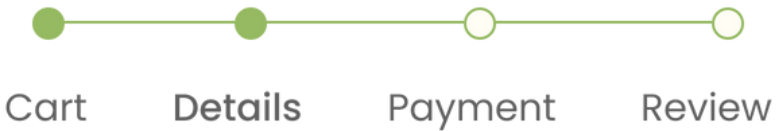
Menu



Button Primary

Find your class

Stepper



Checkbox



Button Secondary

Become member

Input field

*Email address

youremail@email.com

Hi-Fi mockups

