**PROJECT: FORWARD FITNESS CLUB WEB SITE DESIGN**

**Purpose of the Website**

To promote fitness services and gain new clients. The Forward Fitness Club mission: to facilitate a healthy lifestyle and help our clients meet their fitness and nutrition goals.

**Target Audience**

Forward Fitness Club customers are adults between the ages of 18 and 50 within the local community.

**Multiplatform Display**

Forward Fitness Club recognizes the growth in smartphone and tablet usage and wants a single website that provides an optimal viewing experience regardless of whether visitors are using a desktop, laptop, tablet, or smartphone.

**Wireframe and Site Map**

The initial website will consist of five webpages arranged in a hierarchal structure with links to the home page on every page. Each webpage will include a header area, navigation area, main content area, and footer area.

**Site Map**

The site map indicates how the pages in the website relate to each other. To create a site map, you first need to know how many pages to include in the website. The owner of Forward Fitness Club has many ideas for the website, including some ambitious ones. To keep the website simple for now while allowing room for growth, you and the owner agree that the initial website will have a total of five webpages titled Home, About Us, Classes, Nutrition, and Contact Us. Because each page will contain links to all pages and accommodate future growth, the website will use a modified hierarchal structure. The webpages will include the following content:

**Home page: Introduces the fitness center and its mission statement**

**About Us page: Showcases the facility’s equipment and services**

**Classes page: Includes a schedule of available group training and fitness classes**

**Nutrition page: Provides nutrition tips and simple meal plans**

**Contact Us page: Provides a phone number, email address, physical address, and form for potential clients to request additional information about the fitness center’s services**

**Insert site map picture here**

**Wire Frame: A pictorial or visual representation of the site map**

Graphical user interface

Description automatically generated with low confidence

**Graphics**

Forward Fitness Club wants to display its fitness equipment and logo to help with local branding. Photos of the facility, members, and staff will increase visual appeal.

**Color**

Forward Fitness Club wants to use its logo colors, green and yellow, to promote health, strength, and a bright future.

**Typography**

To make the content easy to read, the website will use a serif font style for paragraphs, lists, and other body content, while providing contrast by using a sans serif font style for headings.

**Accessibility**

Standard accessibility attributes, such as alternative text for graphics, will be used to address accessibility