



Personal Trainer Website Analysis

- Portfolio website design -

Profile

Name: Nefn lakhouj.

Job description: Gym coach and personal trainer.

Skills: group instructor, PT, bodybuilding, wight loss programs.

Project: a portfolio website.

Mission: to find customers.

Vision: Remember nothing come easy so never give up keep going.

Strategy: creating a website that shows workouts that she coaches, classes, her skills and experience to attract people who are looking to change their life styles.

Status: She doesn't have a website yet.

Target audience: people who are looking to change their life styles, people who are looking for losing weight, and people who are seeking more information about workouts.

Why: People are increasingly interested in sports and exercises, because of their interest in a healthy lifestyle free of diseases.

With people busy, many are looking for flexible training opportunities by joining a personal trainer program so that the exercise schedule fits with their free time.

Deadline: 13 Nov 2021.

Budget: own project.

MAIN GOALS

- The website should provide information about the client.
- Attracts customers through nice ideas.
- The website should not contain stacked paragraphs.
- The website should be more than one page.

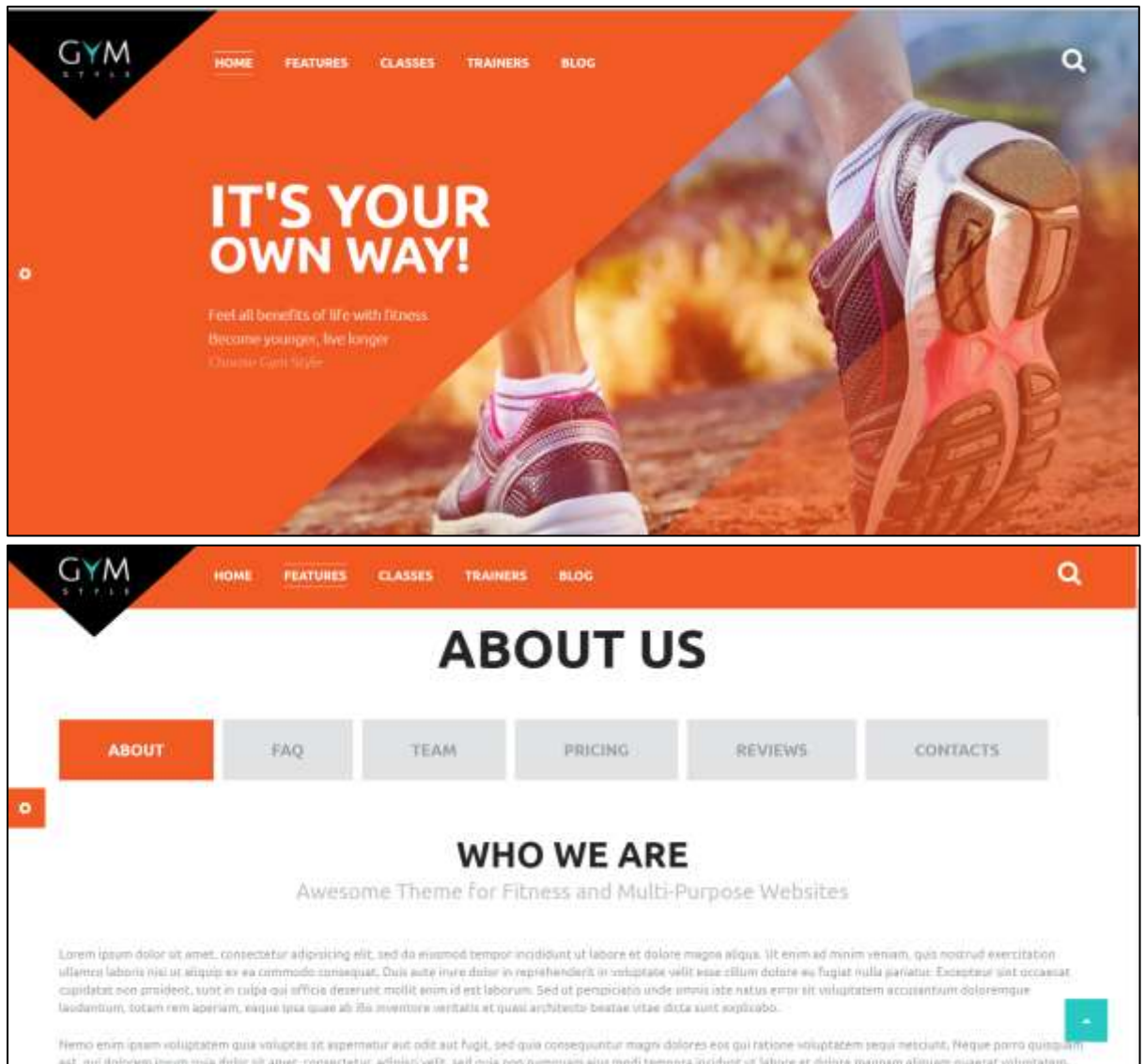
WEBSITE POSSIBILITIES

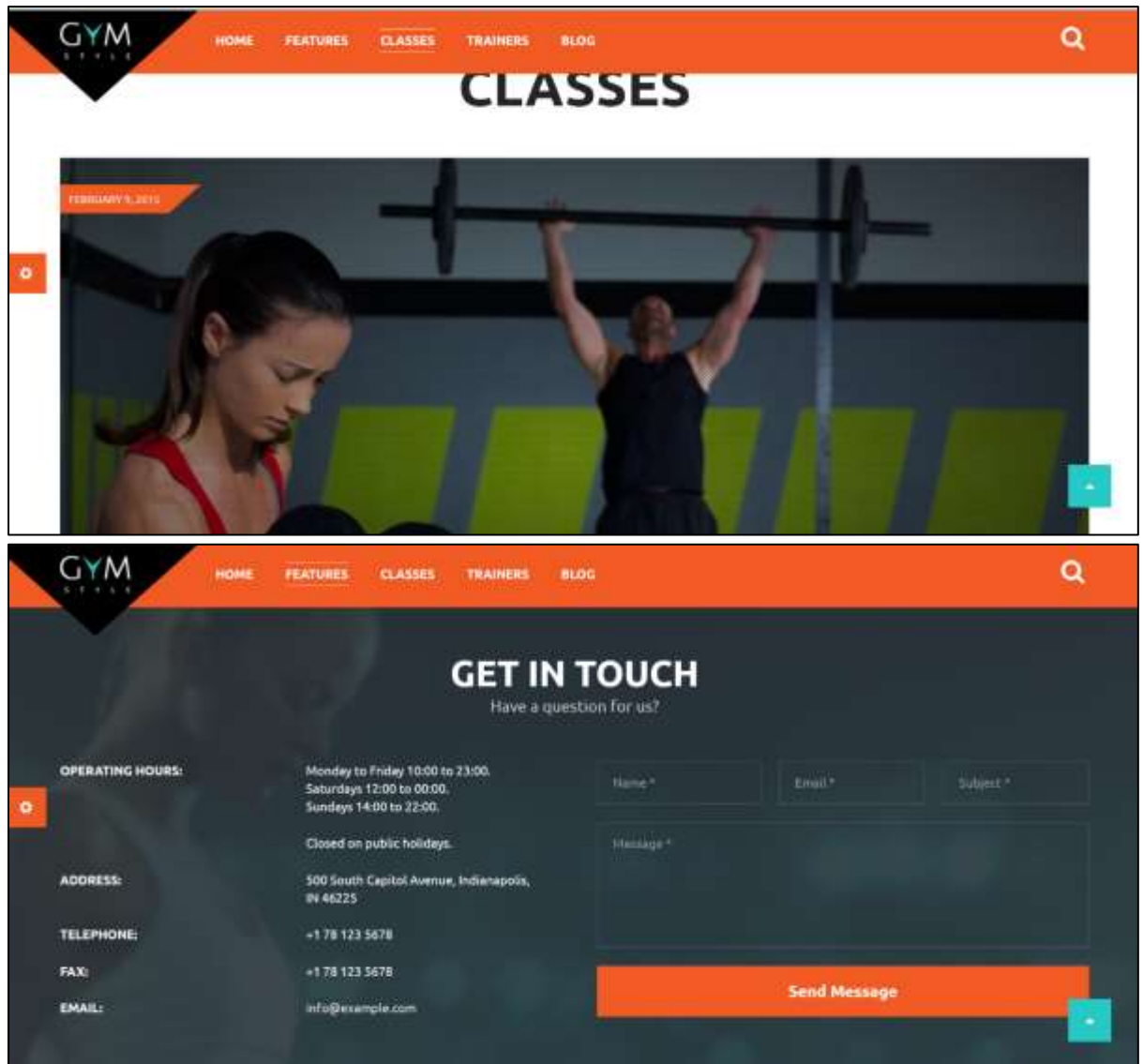
- The website should be clear with short sections.
- There should be a schedule for the classes.
- There should be a contact us form.

THE NEEDS

- The website outlines the clients' certifications.
- The website shows classes time.
- There are two classifications of workouts (losing weight, body building).

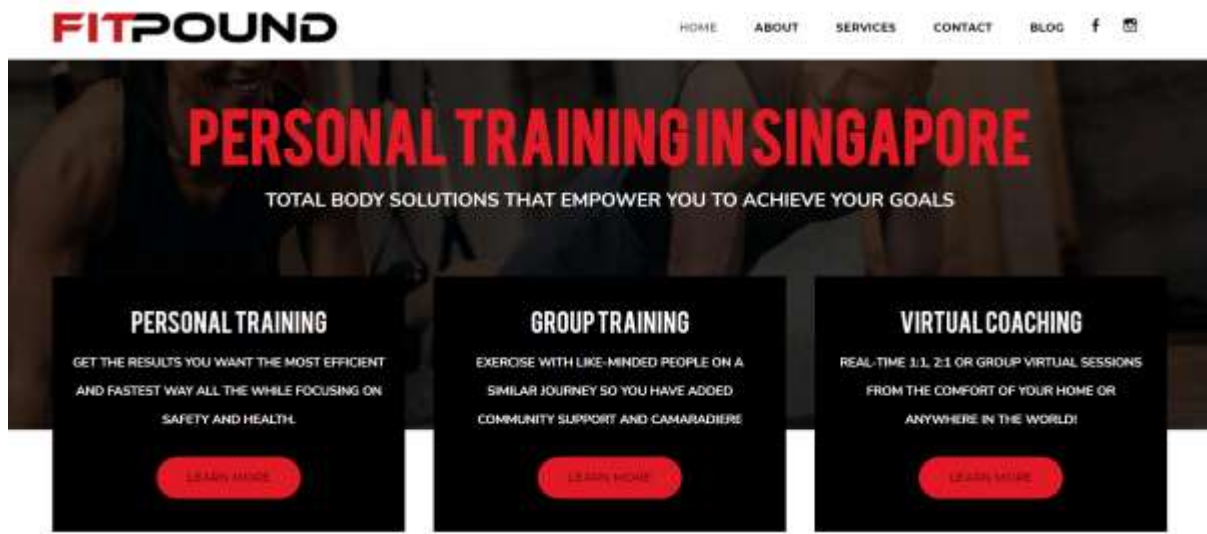
COMPETITOR ANALYSIS





- Powerful design.
- Clear navigation bar.
- Attractive images.
- Short paragraphs.

Weak competitor:



- Home page content isn't legible.

SITEMAP

