

Team 5

Meditation, Massage, Café, and Yoga Center

Design Document

Abigail Spring

Aurko Mallik

Jonathan Correia de Barros

Kristen Merritt

Yuqing Guo

## **Introduction**

For our team project, we will be creating a website intended to be used by a relatively small meditation/massage center. As described, this center wants to open a café and yoga center where people can come in for food, yoga, meditation, and massage. This site will also be highlighting the retreats that the center will be offering, and yoga equipment for sale. We will be creating the website in order to show precisely what the company offers such as menu of food and beverages, the yoga times, the massage types offered and their respective prices. Also, the website is going to show pictures of the bedrooms offered, the yoga spaces, the massage rooms, etc.

## **Site Goals:**

- a.) Provide detailed and necessary information regarding the company.
- b.) Allow people to set up appointments, book yoga retreats, and see the yoga class schedule.
- c.) Provide the open hours and menu (what kind of food is provided) for the center.
- d.) Provide information on yoga equipment for sale

## **Audience Description**

The overall audience is going to be women around the age of 30 years and older, along with the general male population. Athletes of any age and people interested in diet or other kinds of healthy choices would also be interested in coming here. Anyone who would like to get a massage, especially younger people and the elderly, would be part of our audience. Following the healthy lifestyle group, people that want to find a place to gather for a yoga retreat would want to come to our center.

## Personas



Name: Catherine Morris

Age: 39

Occupation: Stay at Home Mom

Potential Quote: "I need a place to relax!!"

Who Am I?	I am a stay at home mom, married, and have three children. I don't get a lot of time to myself, but when I do, I want it to be relaxing and stress-free!
Why Do I Want to Come Here?	I would like to go to the relaxation center to escape from my everyday life. Having three children is stressful, so going there would help keep me sane. I love the idea of retreats. They would allow me to get away from my children for a few days and relax with my friends.
Expectations	I need the meditation center to be peaceful. I would like the massage center to be able to see me on a last minute notice for I don't always know my schedule ahead of time. Being able to see the appointments for the day would help me a lot of I need to make a last minute appointment.

## Scenario

- After a long day with her children, Catherine Morris sits down at her computer.
- She is stressed and wants to get away for the weekend.
- She types massage center into Google, finds out there is a new local Massage/Meditation/Yoga center nearby
- She quickly goes on, and finds out that there are retreats she can schedule.
- Catherine quickly calls up her friends and books a retreat right on the website after seeing a free room for them to stay in.



Name: John Smith

Age: 55

Occupation: Marketing Manager at Local Business

Potential Quote: "I was told I need to work less."

Who Am I?	I am a workaholic whose doctor said I needed to work less and focus on my health. I've been working without a vacation for the past twenty years.
Why Do I Want to Come Here?	My doctor recommended meditation, and this is nearby. I don't particularly want to come here all of the time but it's actually seems quite nice and quaint.
Expectations	I don't want this to be a large establishment for my coworkers to find me at. I like that it's on the smaller side than most establishments, for it was only built out of a larger house. I don't need the retreats or to buy yoga equipment. I only want to come here for when I need to.

### Scenario

- After coming back from the doctor's office, John Smith begrudgingly looks online for meditation techniques.
- Our website pops up under "meditation", and Smith is intrigued. While going to a center for meditation wasn't originally his goal, the website seems calm and the center seems small and peaceful.
- After seeing he doesn't need to book an appointment or make any permanent plans to meditate in the meditation rooms, he decides to silently write down the address of the center and go there in the future.



Name: Jen Andrews

Age: 21

Occupation: College Student

Potential Quote: "I love healthy lifestyles!"

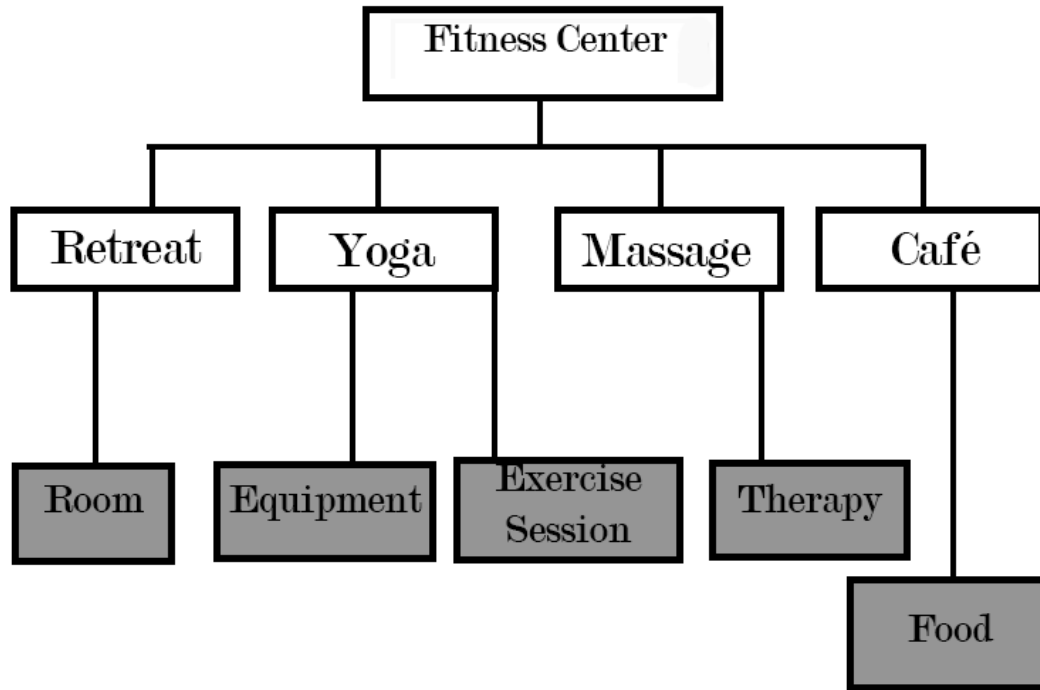
Who Am I?	I am a college student studying to be a Dietician at a local college here in New York! Ever since I can remember I've wanted to help people be healthy, as well as maintain my healthy lifestyle.
Why Do I Want to Come Here?	I am very interested in keeping myself healthy and fit. Yoga is my passion, and I enjoy that there is a cafe as well! I would come here sometimes after I get out of school to relax and de-stress after a hard exam.
Expectations	I expect that I will be able to do advanced yoga here, that there will be healthy food/drinks available at the cafe, and that everything will be reasonably priced. I am a poor college student, and cannot afford to spend a lot of money here. However, that doesn't mean I'll be looking at the yoga equipment on sale!

### Scenario

- Jen Andrews is obsessed with yoga, and was looking online for yoga equipment. Our meditation/yoga/massage center pops up on Google, and she becomes very excited at a local place she can do yoga at
- Jen clicks on our site, and falls in love with the cafe menu and yoga equipment for sale at our location.
- Jen immediately sees that our instructors for yoga are professional, and she wants to come in as soon as possible to meet with one. She looks at the yoga class schedule and marks her calendar.

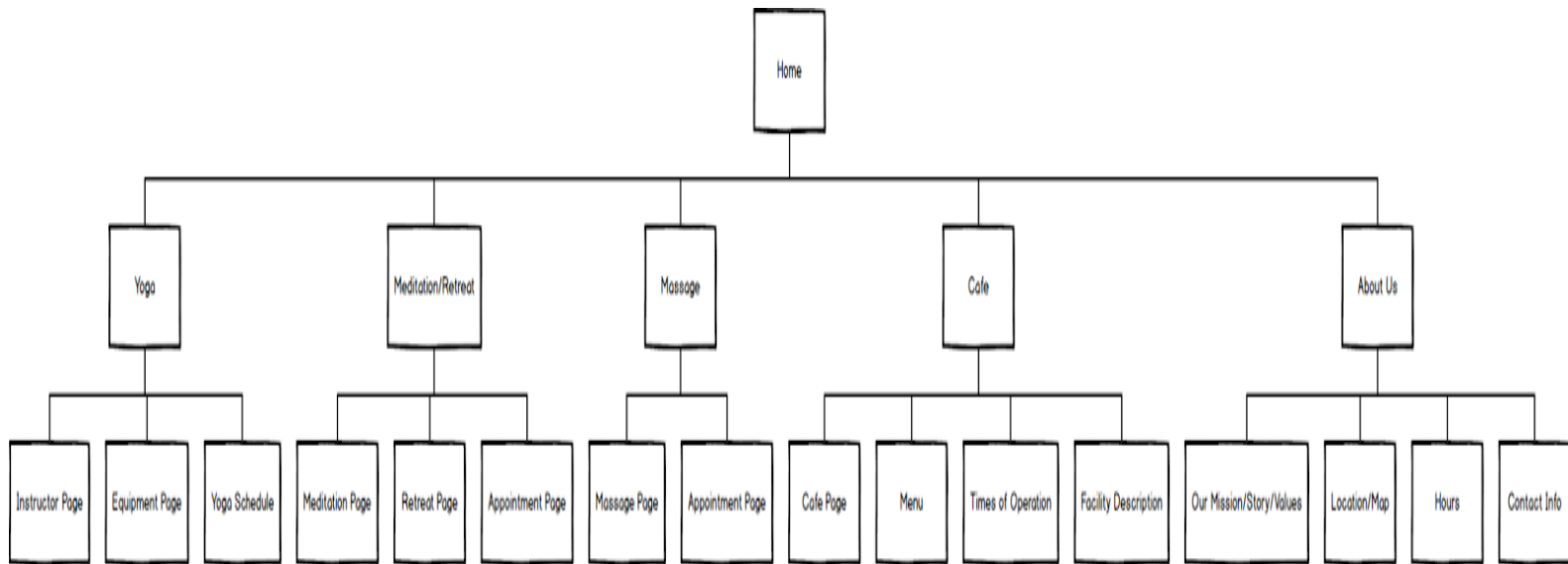
## Site Content

### Content Model / Grouping



The root node of the content model is *Fitness Center* since that is the topic of our website. The store contains three main categories. The first category is the *Café* which sells the product **food**. The second category is *Physical Care* which is separated by two sub categories, *Yoga* and *Massage*. The *Yoga* category sells the product **Equipment** and **Exercise Session**. The *Massage* category sells the product **Therapy**. The final category is *Retreat* which sells the product **Room**.

## Site Map



### **Homepage:**

Images of various services offered by the company.

### **Yoga Homepage:**

What we offer (different types of yoga)

Description of each type of yoga

Link to Yoga Schedule Page

Link to Appointment Page

Link to Equipment Page

About our instructors (who we hire and why)

Link to Instructor Page

### **Yoga Schedule Page:**

7-Day weekly schedule of yoga classes offered.

### **Massage Homepage:**

What we offer

Info/Pics

Link to appointment directory

Link to instructor page

About our staff

### **Retreat Homepage:**

Information about Service

Room Descriptions and Rates

Link to Appointment Page

### **Instructor Page:**

List of Instructors in the following format:

Image of instructor – Name – Services offered – Qualifications – Hours/Availability

### **Equipment Page:**

Equipment Image  
Equipment Price  
Equipment Description

**Appointment Page:**

**Yoga:**

List of Yoga Bundles (1/3/5... session(s))

**Massage:**

Create Reservation Date

Choose Instructor/Professional

**Retreats:**

Choose Date

Choose Available Room

**Café:**

Description of Café

Image Slider (swaps between images)

Link to Times of Operation Page

Link to Facility Description

Link to Menu

**Times of Operation:**

Weekday Hours

Weekend Hours

Special Dates/Holiday Announcement/Hours

**Menu:**

Three Section:

Drinks

Hot Foods

Cold Foods

Each food will be listed as:

Food Name - Description/Ingredients – Price

**Facility Description:**

Images of Facility followed by a paragraph about the facility.

**About Us:**

Paragraph about our story

Paragraph about our values & mission

Link to location map page, hours page, and contact info page

**Contact Info:**

List in following format:

Contact Image - Position – Description/Experience/Qualification – Contact Info (phone, email, fax)

**Map Location Page:**

Map image of nearby roads/intersection

Full address and company phone number

**Hours Page:**

Facility Office Hours:



Weekday  
Weekend  
Special Dates/Holidays  
Yoga/Massage Hours:  
Weekday  
Weekend  
Special Dates/Holidays  
Café Hours:  
Weekday  
Weekends  
Special Dates/Holidays

## **Full Content of our Site**

### **Yoga Equipment**

¼ inch Yoga Mat (24" x 72) - \$10.00 - Quarter inch thick yoga mat, available in various colours.  
Yoga Block 4" x 6" x 9" - \$7.00 – 4 inch tall yoga block available in various colours.  
Yoga Block 3" x 6" x 9" - \$6.00 – 6 inch tall yoga block available in various colours.  
Fitness Ball 75cm - \$20.00 – Fitness ball has 2500lb rating and is ideal for core training routines.  
Each ball comes with training manual and hand pump to inflate the ball.  
Push Up Bars - \$15.00 – Perform upper-body workouts with our Push Up Bars. Features non-slip handles, and Aluminum alloy frame.

### **Café**

Monday – Fridays open from 6AM to 7PM  
Saturday & Sunday open from 7AM to 5PM  
Closed on holidays

### **Food Menu**

#### **Drinks**

Iced Coffee (12oz/16oz/20oz) – \$2.00/\$3.00/\$4.00  
Smoothie (12oz/16oz/20oz) – \$3.00/\$4.00/\$5.00 – available in Strawberry, Kiwi, Blueberry, and Lemon  
Fresh Squeezed Lemonade (12oz/16oz/20oz) – \$3.00/\$4.00/\$5.00  
Fresh Squeezed Citrus (12oz/16oz/20oz) – \$3.00/\$4.00/\$5.00

#### **Cold Foods/Grab N' Go**

Tuna Wrap - \$5.00 – Tuna salad wrapped in whole wheat wrap.  
Turkey Sandwich - \$6.00 – Sliced turkey in lettuce, onions, tomatoes, and whole wheat bread.  
Ham Sandwich - \$6.00 – Sliced ham in lettuce, onions, tomatoes, and whole wheat bread.

Veggie Wrap - \$5.00 – Tofu strips in lettuce, onions, and tomatoes, wrapped in whole wheat wrap.

### Hot Foods

Tuna Melt - \$6.00 – Tuna Salad in melted cheddar in choice of whole wheat, white, or rye bread.

Turkey Sandwich - \$7.00 – Turkey in lettuce, onions, tomatoes, and choice of cheese in wheat, white, or rye bread.

Ham Sandwich - \$7.00 – Ham in lettuce, onions, tomatoes, and choice of cheese in wheat, white, or rye bread.

Veggie Wrap - \$7.00 – Tofu in lettuce, onions, tomatoes, and choice of cheese in wheat, white, or rye bread.

Soups – cup(\$2)/bowl(\$3) – Choice of New England Clam Chowder, Tomato Basil, Chicken Noodle, Vegetable, Minestrone, Broccoli Cheddar, Asparagus, or Chicken Broth.

### Map Location Page:

1600 Park Ave, Rochester, NY 14623  
585-555-1234

### Hours Page

#### Facility Office Hours:

Monday – Friday open from 6:30AM to 10PM  
Saturday & Sunday open from 9AM to 12PM  
Closed on Holidays

#### Yoga/Massage Hours:

Monday – Friday open from 7AM to 11PM  
Saturday & Sunday open from 9AM to 12PM  
Closed on Holidays

#### Café Hours:

Monday – Friday open from 6AM to 7PM  
Saturday & Sunday open from 7AM to 5PM  
Closed on Holidays

### Yoga Homepage

-What we offer-  
--

### Yoga Schedule Page:

Monday

### Appointment Page:

#### Yoga:

1 session package - \$10 – includes 1 voucher for any yoga session  
3 session package - \$25 – includes 3 vouchers for any yoga session  
10 session package - \$100 – includes 10 vouchers for any yoga session

**Massage:**

Choose Date and Available Instructor

30 minute session - \$15

1 hour session - \$30

**Retreat:**

Choose Date and Available Room

Single Room – \$75 per night

Double Room - \$140 per night

Deluxe Room - \$250 per night

**Facility Description:**

Each member of our faculty is dedicated to providing our customers with the highest quality of professional care. We aim to ensure that customers are satisfied with the level of help they receive. All staff members of our physical care team are thoroughly experienced in providing our customers with the proper care and guidance they need to continue on their path to physical wellness.

**Contact Info:**

Phil Abbott

Senior Manager

Senior head of affairs for all branches of the store, manages store operations.

Phone: 585 555 1234 ext 001

Fax: 585 555 0000

Email: [pabbott@gmail.com](mailto:pabbott@gmail.com)

Jack Garner

Financial Manager

Can be reached regarding questions about payments for any services.

Phone: 585 555 1234 ext 002

Fax: 585 555 0000

Email: [jgarner@gmail.com](mailto:jgarner@gmail.com)

Ivan Green

Café Manager

Supervises all café operation, can be reached about any questions regarding our café.

Phone: 585 555 1234 ext 003

Fax: 585 555 0000

Email: [igreen@gmail.com](mailto:igreen@gmail.com)

Guy Estrada

Head Chef

Responsible for preparing the food in our café, can be reached if you have any questions or suggestions regarding the meals offered by our café.

Phone: 585 555 1234 ext 004

Fax: 585 555 0000

Email: [gestrada@gmail.com](mailto:gestrada@gmail.com)

Kimberly Alvarez

Yoga Coordinator

Responsible for managing our yoga department, can be contacted if there are any questions about our yoga program or upcoming sessions.

Phone: 585 555 1234 ext 005

Fax: 585 555 0000

Email: [kalvarez@gmail.com](mailto:kalvarez@gmail.com)

Shane McDonald

Massage Physical Care Coordinator

Responsible for handling our massage care facilities, can be reached if there are any questions or suggestions about our massage facilities.

Phone: 585 555 1234 ext 006

Fax: 585 555 0000

Email: [smcdonald@gmail.com](mailto:smcdonald@gmail.com)

Rebecca Robertson

Appointment Supervisor

Can be reached to set up an appointment for a retreat, or if you have any questions about your current appointment or if you have any inquiries about upcoming yoga sessions.

Phone: 585 555 1234 ext 007

Fax: 585 555 0000

Email: [rrobertson@gmail.com](mailto:rrobertson@gmail.com)

Prince Kovach

Retreat Manager

Organizes weekend retreats, can be contacted about questions regarding services offered, package information, and current or future appointment dates.

Phone: 585 555 1234 ext 008

Fax: 585 555 0000

Email: [pkovach@gmail.com](mailto:pkovach@gmail.com)

**Instructor Page:**

Marx Morrill

Yoga Instructor

Yoga Instructor for 26 years, available on Monday, Wednesdays, Thursdays from 7AM to 11PM

Phone: 585 555 1234 ext 009

Email: [mmorrill@gmail.com](mailto:mmorrill@gmail.com)

Bernice Banks

Yoga Instructor

Yoga instructor for 12 years, available Tuesdays and Fridays from 7AM to 11PM and on Weekends from 9AM to 12PM.

Phone: 585 555 1234 ext 010

Email: [bbanks@gmail.com](mailto:bbanks@gmail.com)

Marry Pendleton

Massage Care Specialist

Physical Therapist for 5 years and a Massage specialist for over 7 years, available on Monday, Wednesday, and Friday from 7AM to 11PM and Saturday from 9AM to 12PM.

Phone: 585 555 1234 ext 011

Email: [mpendleton@gmail.com](mailto:mpendleton@gmail.com)

Claudette Hester

Massage Care Specialist

Massage specialist for over 21 years, Available Tuesday and Thursday from 7AM to 11PM and Sunday from 9AM to 12PM.

Phone: 585 555 1234 ext 012

Email: [chester@gmail.com](mailto:chester@gmail.com)

### **Yoga Homepage:**

#### **Beginner Session**

Our beginner session introduces individuals who are new to yoga to easy exercises that are not too difficult and easy to pick up. Our instructors are available to help participants at all times. Don't worry if you've never tried yoga before, this class is here to change that.

#### **Intermediate Session**

Our intermediate session is for individuals who understand the basic yoga stances and procedures, this class is to further your knowledge of various types of yoga, as well as mastering what you already know.

#### **Advanced Session**

Our advanced session is for individuals who are experienced with various types of yoga stances and maneuvers. Each class is designed for participants to push their body's limits

### **Massage Homepage:**

#### **Classic Massage:**

A classic massage is used to support long term health and provide rehabilitative care to individuals. Our therapists use gentle pressure with long flowing movements for total relaxation.

#### **Deep Tissue Massage:**

Deep tissue massages focus on realigning deeper layers of muscles and connective tissues. This procedure is beneficial for individuals who are experience chronic tension and contractions such as low back tightness, sore shoulders, and stiff necks. Our therapists apply deeper pressure and slow movements to alleviate the stress.

#### **Hot Stone Massage:**

Our Hot stone massage treatment is a special treatment we offer; our therapists apply smoother heated stones while performing the massage treatment. Stones are also placed in various parts of the body while they massage different areas. The heat from the stones warm up tensed muscles so our therapists can work with deep tissue tension more effectively.

### **Retreat Homepage:**

Enjoy a relaxing stay at our overnight retreats, each of our rooms are designed to provide our guests a comfortable environment where they can relax and partake in various events we provide throughout our facility.

#### **Single Room – \$75 per night**

Our single room includes one bed and a complimentary breakfast for every night stayed, we also include two vouchers for yoga sessions throughout the day and one massage session.

#### **Double Room - \$140 per night**

Our double room includes two beds and a complimentary breakfast for every night stayed, we also include four vouchers for yoga sessions throughout the day and two massage sessions.

#### **Deluxe Room - \$250 per night**

Deluxe room includes pre-paid meals, access to all yoga sessions for the day, and two one hour sessions for each night stayed.

### **About Us Page**

#### **Our Story**

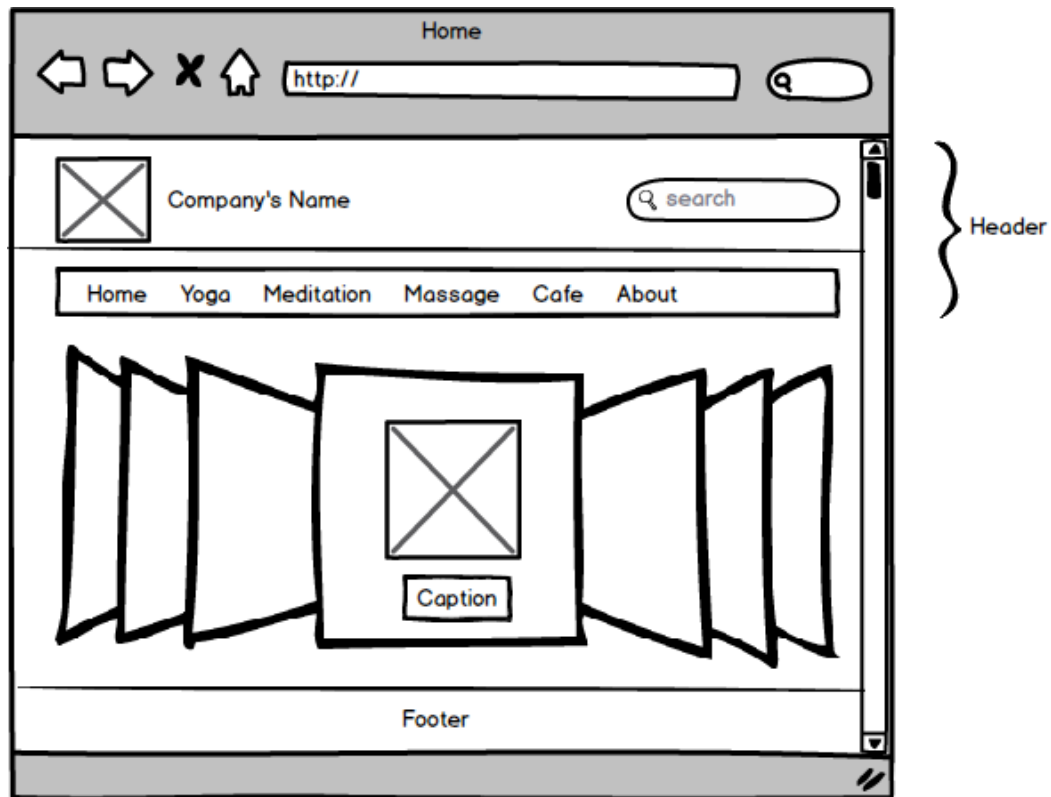
Ever since we were young, our aunt Shawna Griffin has opened her home to us during summers and breaks from school. Shawna Griffin has always had a passion for yoga and meditation; she practiced a healthy lifestyle that she passed down to us when we were young. During our time in Aunt Shawna's estate, she would prepare fresh healthy meals each day for us to eat, followed by yoga sessions and evening meditation rituals. It was never a dull moment when staying with our Aunt Shawna, we learned a lot of different types of yoga and learned to cook various healthy meals while staying with her. After her passing, not only did we inherit our Aunt Shawna's estate, but we felt as if we had inherited her wisdom and love for yoga. While we were upset to see her go, we decided to turn her estate into a yoga and meditation center to continue Aunt Shawna's legacy. After our time with Aunt Shawna, we wanted to share our experiences in her home with the rest of the world.

#### **Our Mission and Goals**

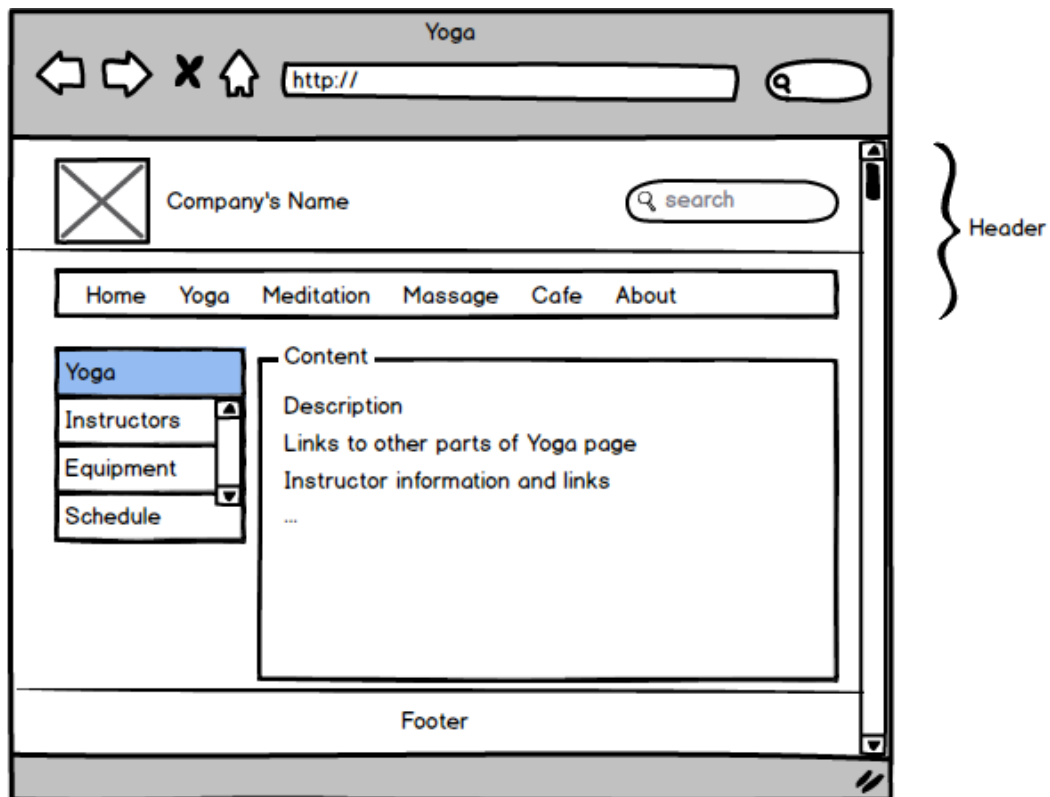
One of our main goals here at [store name] is to share our love and knowledge for yoga and meditation with everyone. We want to create an environment for our customers where they can learn basic yoga techniques and improve their skills. We want our customers to find a haven where they can absolve themselves from all the stress that they have accumulated. The values we want to share with our customer is the promotion of a healthy free lifestyle, one that we inherited from our Aunt Shawna.

## Design

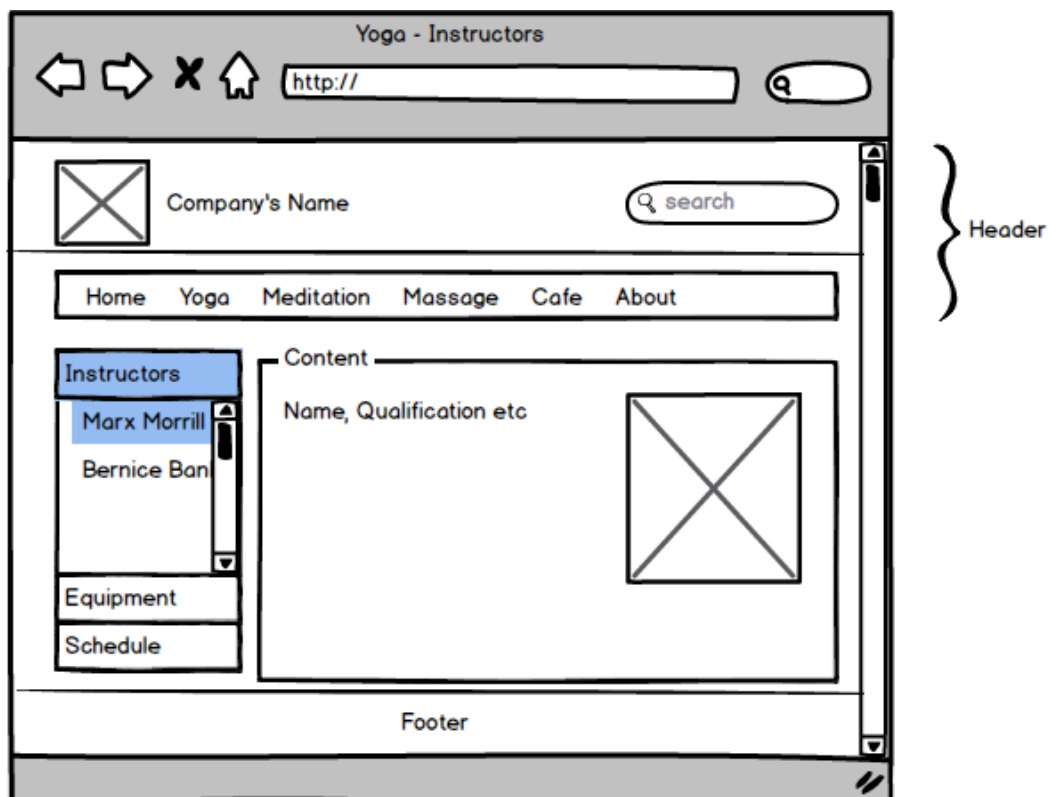
### Wireframes / Sketches



Home Page - A page simply composed by pictures related to the facilities and services offered.

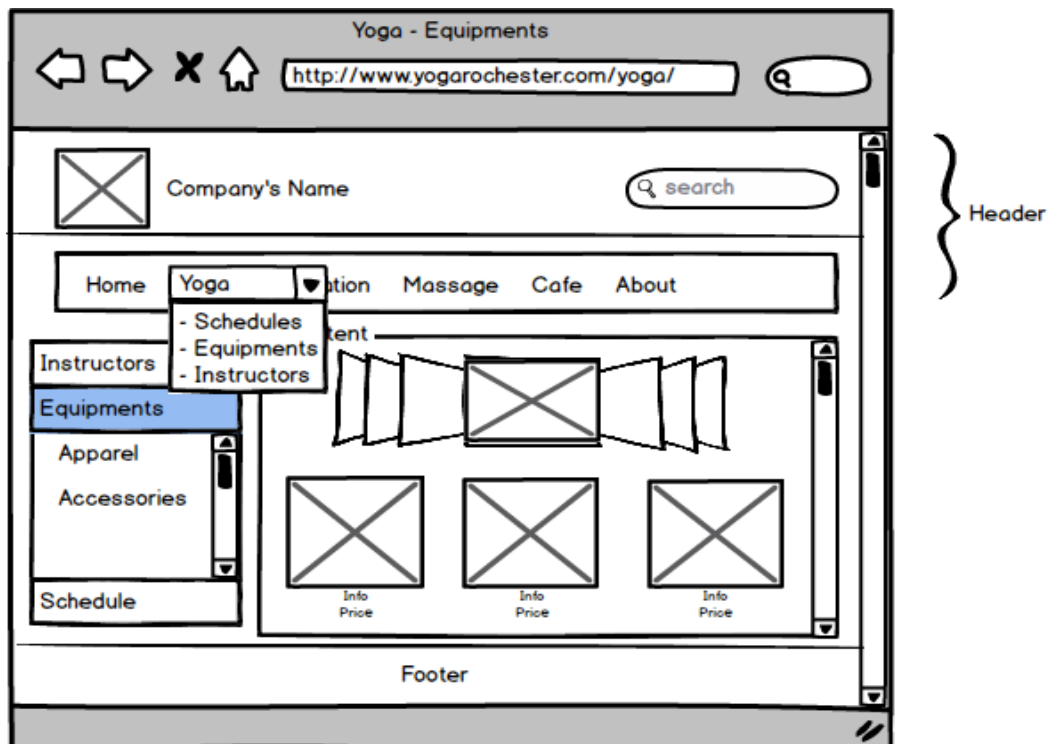


Yoga Home Page - A page with descriptions and links related to this page

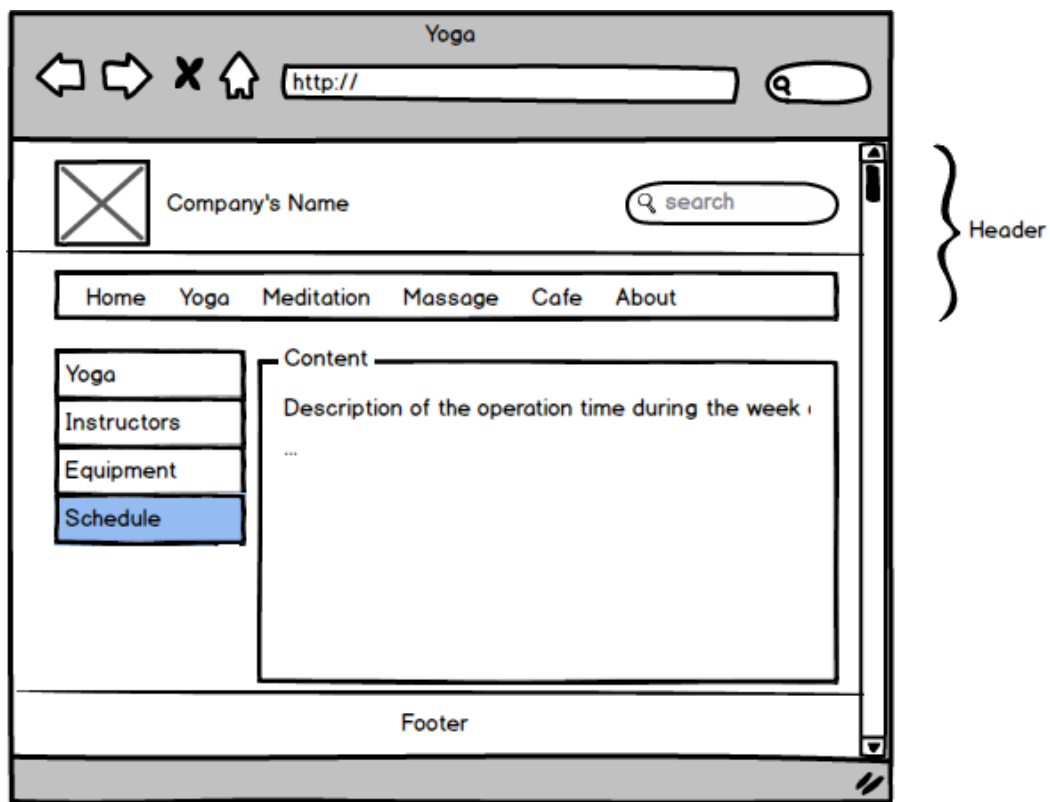


Yoga Instructors Page - A page with the instructor's picture and some information

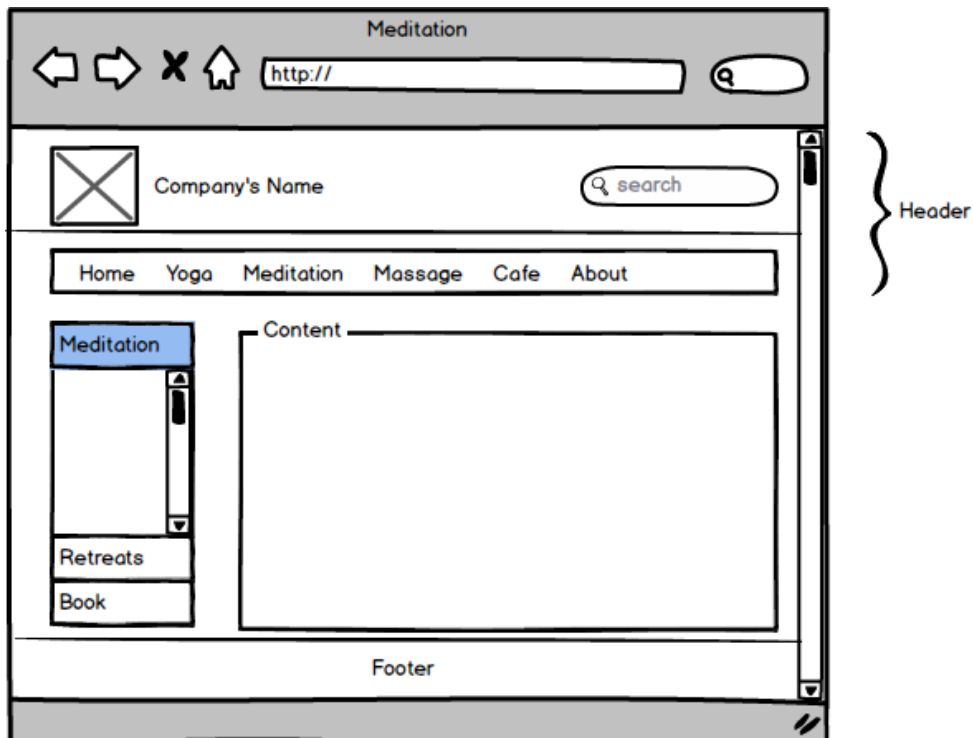




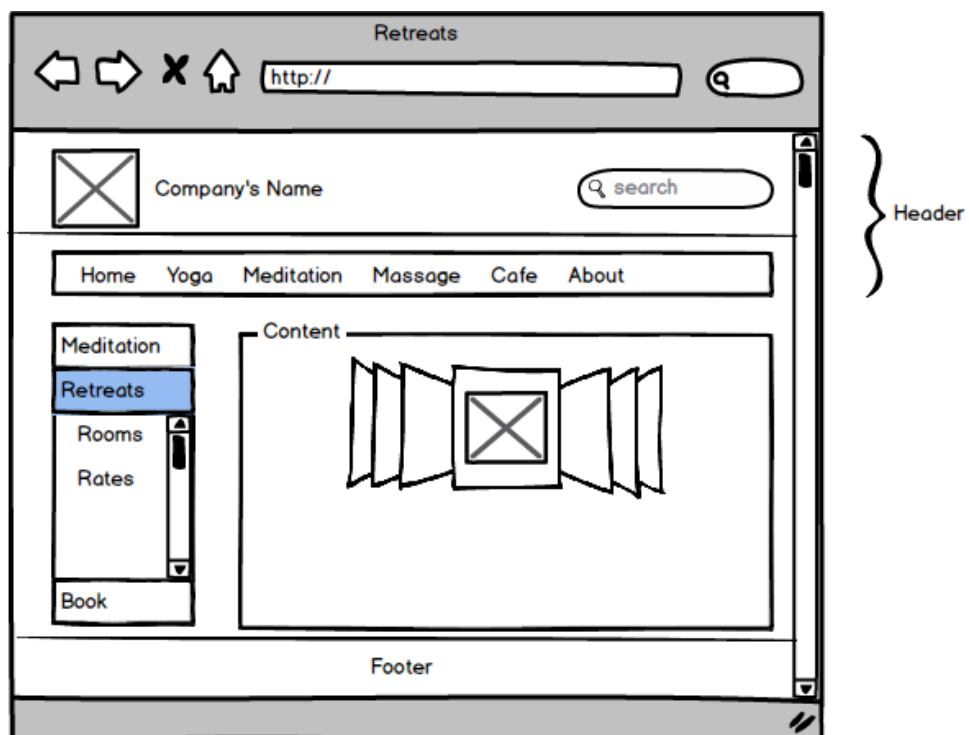
Yoga Equipment Page - List of categories on the side bar. Inside every page a carousel composed by new products or on sale; and pictures with description and price of the every product.



Yoga Schedule Page - Click on a date and a more detailed schedule will appear



Meditation Page - Links to Retreat and Appointment Page



Retreats Page - Pictures of the rooms with rates

Meditation - Retreat

http://www.yogarocheester.com/

Company's Name search

Home Yoga Meditation Massage Cafe About

Meditation  
Retreat  
Book  
Info  
Rates  
Appointment

Content

Name Availability:

@email.com

Rooms 3

/ /

Send

4 FEB 2008

5	M	T	W	T	F	S
8	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

Footer

Header

Meditation/Retreat Appointment Page - Fill in your info to make an appointment

Message

http://

Company's Name search

Home Yoga Meditation Massage Cafe About

Information  
Rates  
Appointment

Content

Footer

Header

Message Page - Info, link to Appointment Page

Message Appointments

http://www.yogarocheester.com/

Company's Name search

Home Yoga Meditation Message Cafe About

Information  
Appointments

Content

Name

Availability:

@email.com

Rooms 3

//

Send

5 FEB 2006

SMTWTFSS

				1	2
3	4	5	6	7	8
9	10	11	12	13	14
15	16	17	18	19	20
21	22	23	24	25	26
27	28	29			

Footer

Header

Message Appointment Page - Fill in your info to book a massage

Cafe

http://

Company's Name search

Home Yoga Meditation Message Cafe About

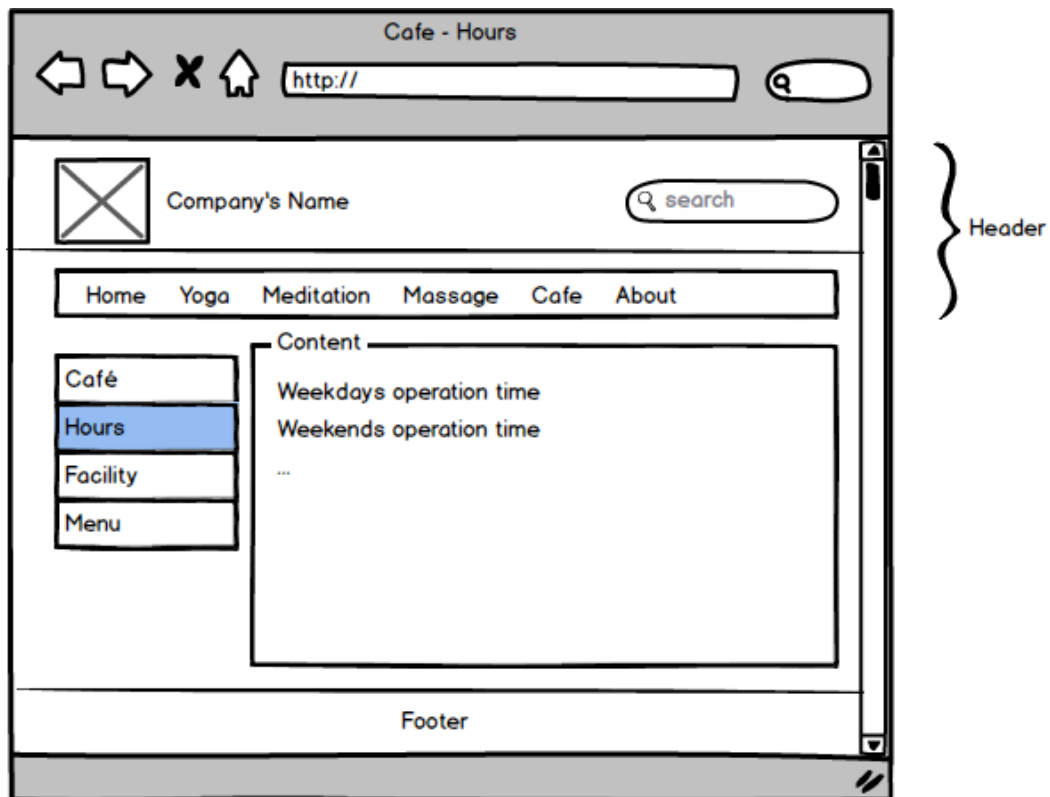
Café  
Hours  
Facility  
Menu

Content

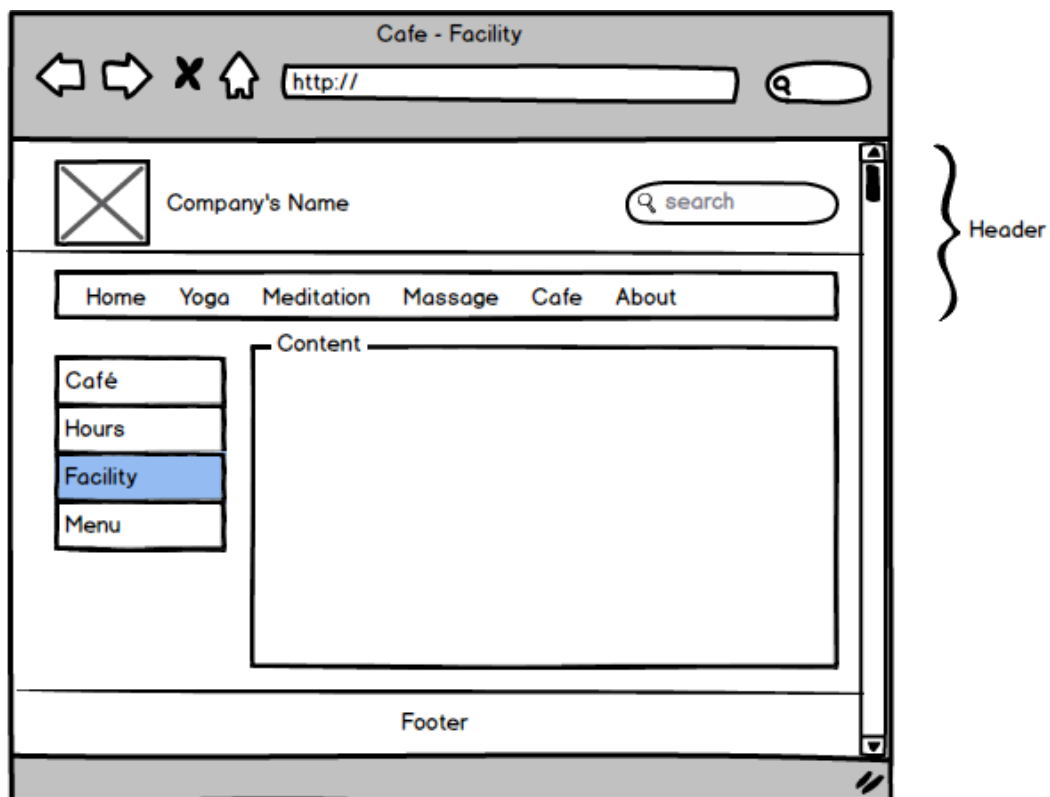
Footer

Header

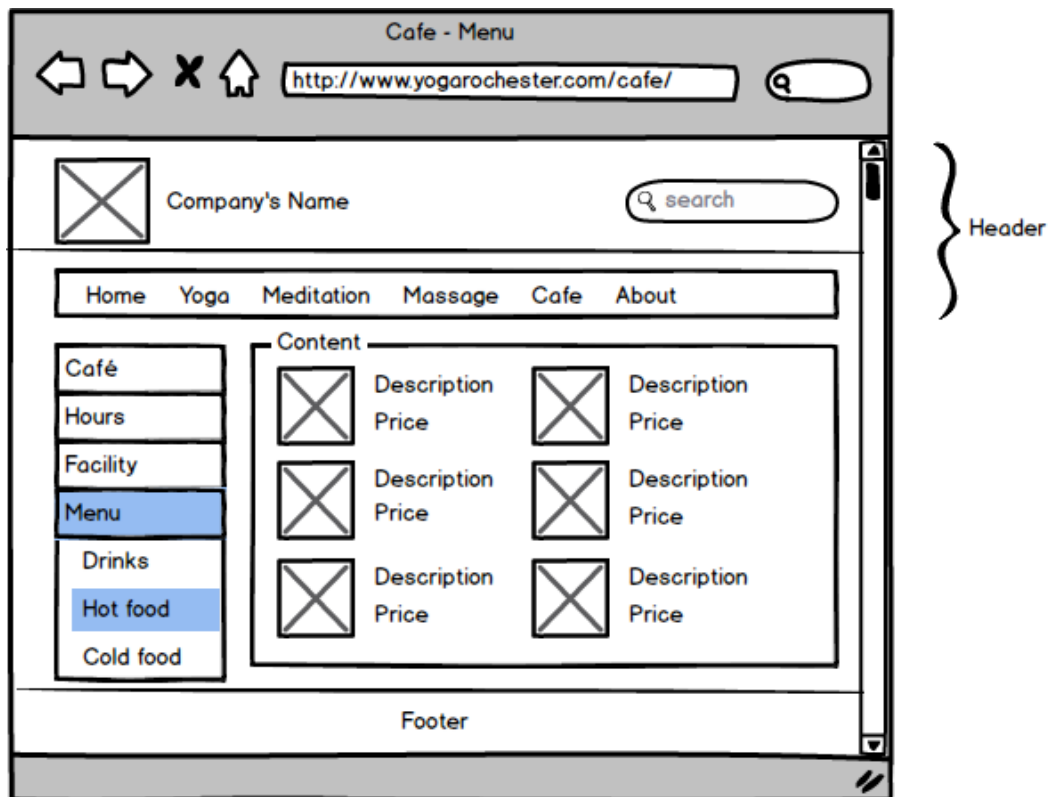
Cafe Home - Links to the other pages under café



Cafe Hours Page - Hours of Operation



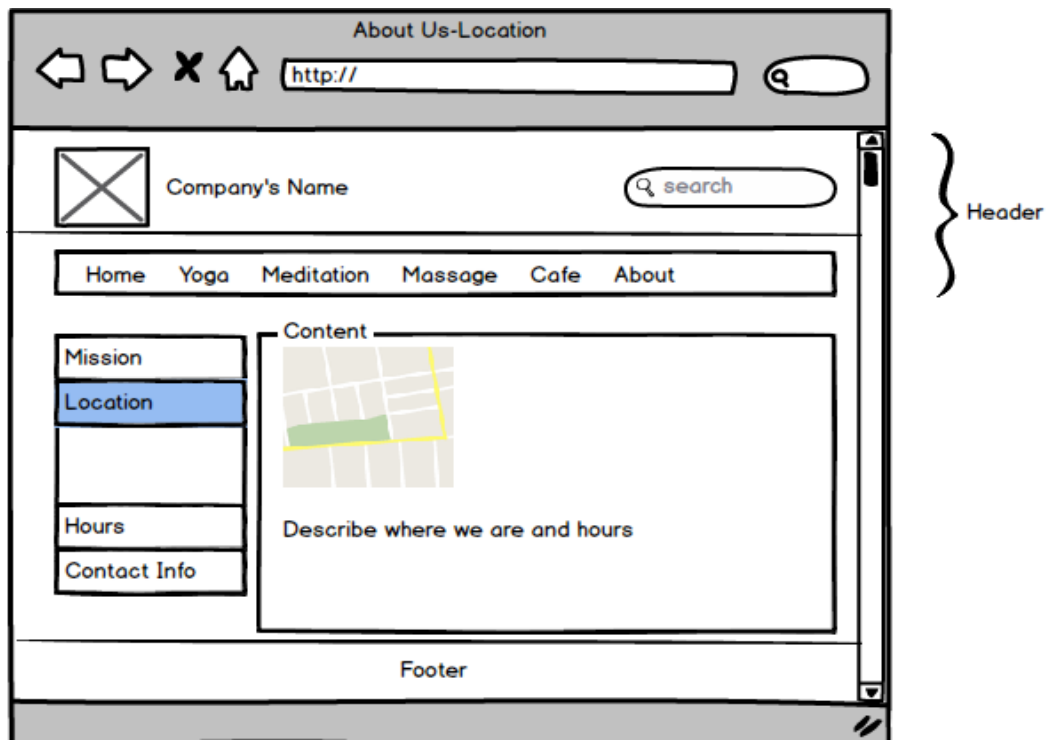
Cafe Facility Page - Description of the facility, maybe some pictures



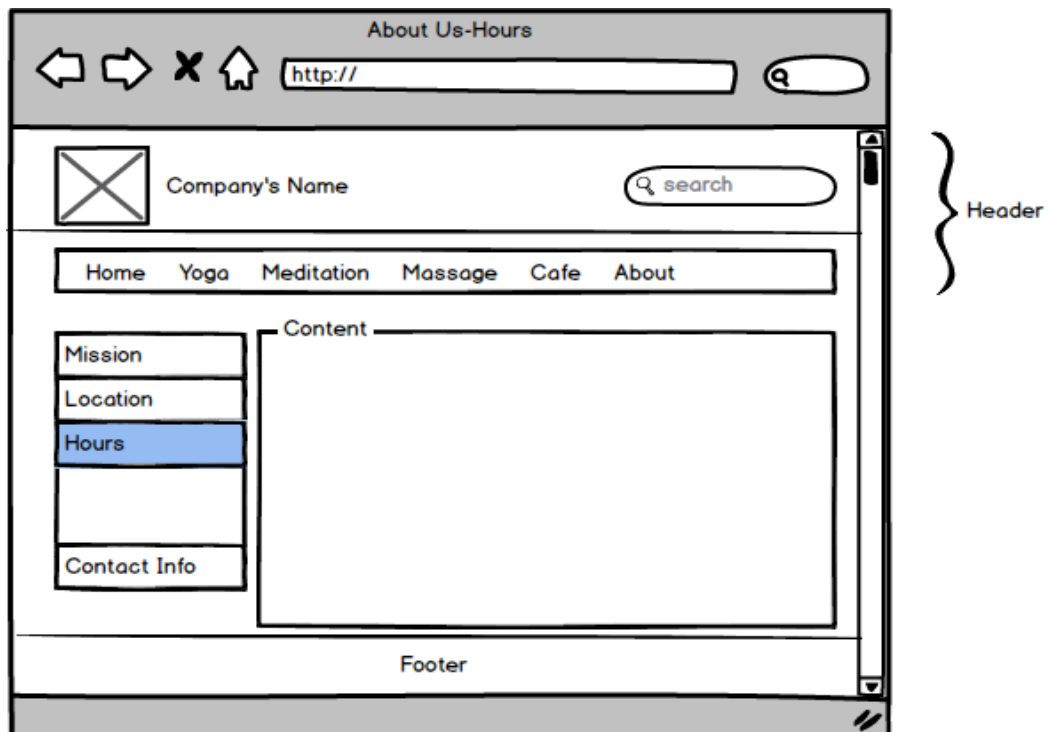
Cafe Menu - Pictures of the food/drinks offered



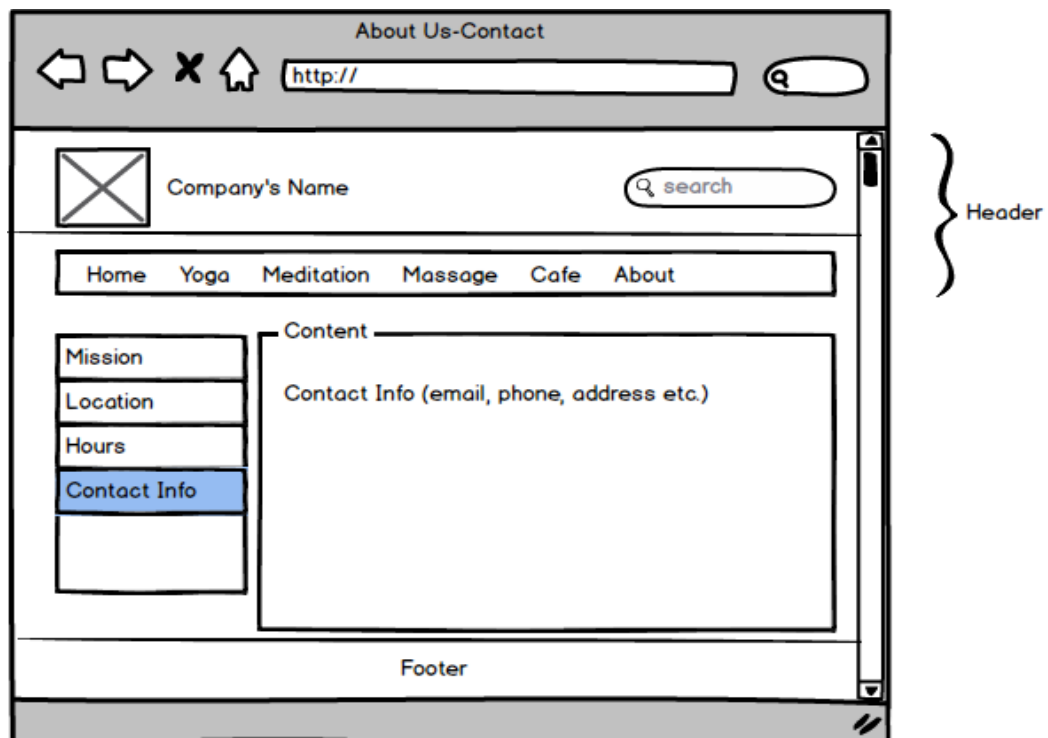
About Us Home - Our story/mission/values



About Us Location - Map with description of where we are



About Us Hours - Hours of operation



About Us Contact - Contact Info



## Style Guide

**Color:** Different shades of blue for comfort and calmness (yoga & meditation)

**Font:**

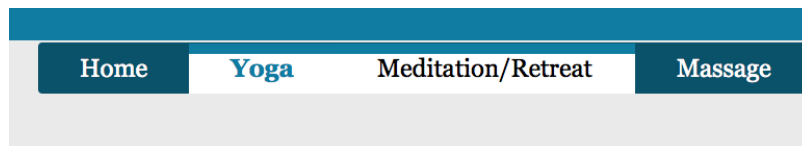
- Georgia - thin strokes, thicker than Times New Roman, but not too thick as Arial and has a comparably unique number style.
- Size - 12px (not too big nor small)

Georgia	Arial	Times New Roman
Background color: Blue (#008FB2)	Background color: Blue (#008FB2)	Background color: Blue (#008FB2)

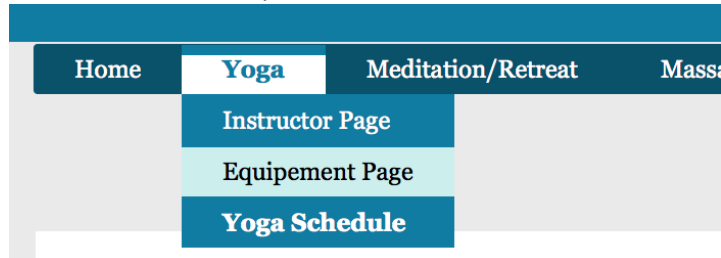
**Sidebar** - used for better experience when the user wants to see and go to the related linked sites of the corresponding section.

**Navigation Bar:**

- First/Overall look:
  - background color: darker blue (#00647D)
  - text color: white (#FFF)
- Drop Down:
  - background color: greenish-blue (#D5F1F1)
  - text color: black (#000)
  - border-top: 1px, solid, blue (#008FB2)
- Current Page:
  - background color: blue (#008FB2) top 20% and white (#FFF) bottom
  - text color: blue (#008FB2)
  - font-weight: bold
- Current Drop Down:
  - background color: blue (#008FB2)
  - text color: white (#FFF)
  - font-weight: bold
- Main Hover (hovering of main pages such as “Home”, “Yoga”, and “Massage”):
  - background color: blue (#008FB2) top 20% and white (#FFF) bottom
  - text color: black (#000)
- Current Drop Down Hover:
  - background color: blue (#008FB2)
  - text color: white (#FFF)



- “Meditation/Retreat” is the main hover.



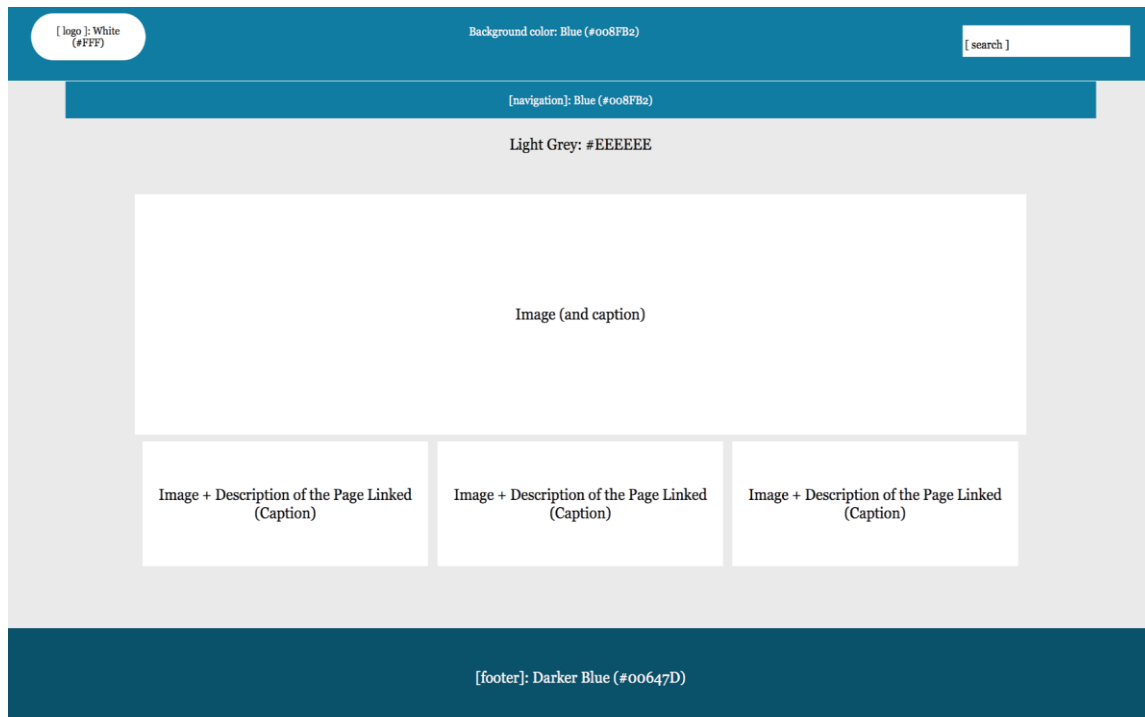
- “Yoga” is the current page, and “Yoga Schedule” is the current drop down page.
- “Instructor Page” is the current drop down hover.

### Buttons:



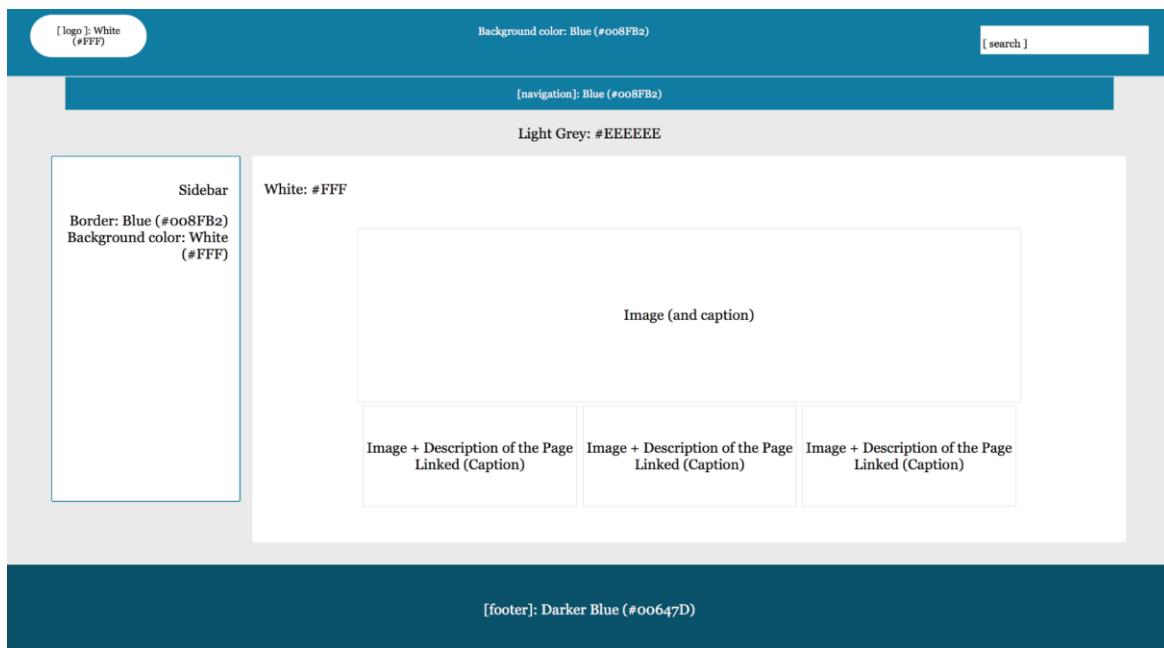
- Button 1:
  - width of 50px
  - height of 35px
  - background color: darker blue (#00647D)
  - text color: white (#FFF)
  - border radius of 5px
  - padding of 0px for top and bottom and 5px for left and right
  - margin of 0px for top and bottom and 2px for left and right
  - text aligned center
  - vertically aligned middle
- Button 2:
  - background color: blue (#008FB2)
  - all other attributes are the same as button 1
- Search button:
  - same as button 1
  - Border radius of 0px, 2px, 2px, and 0px for top left, top right, bottom right, and bottom left respectively. It is different compared to button 1 to have a better look; this change provides the visual that the empty/blank (text) area to the left of the “Search” button is connected to the Search button itself.

## Main Home Page



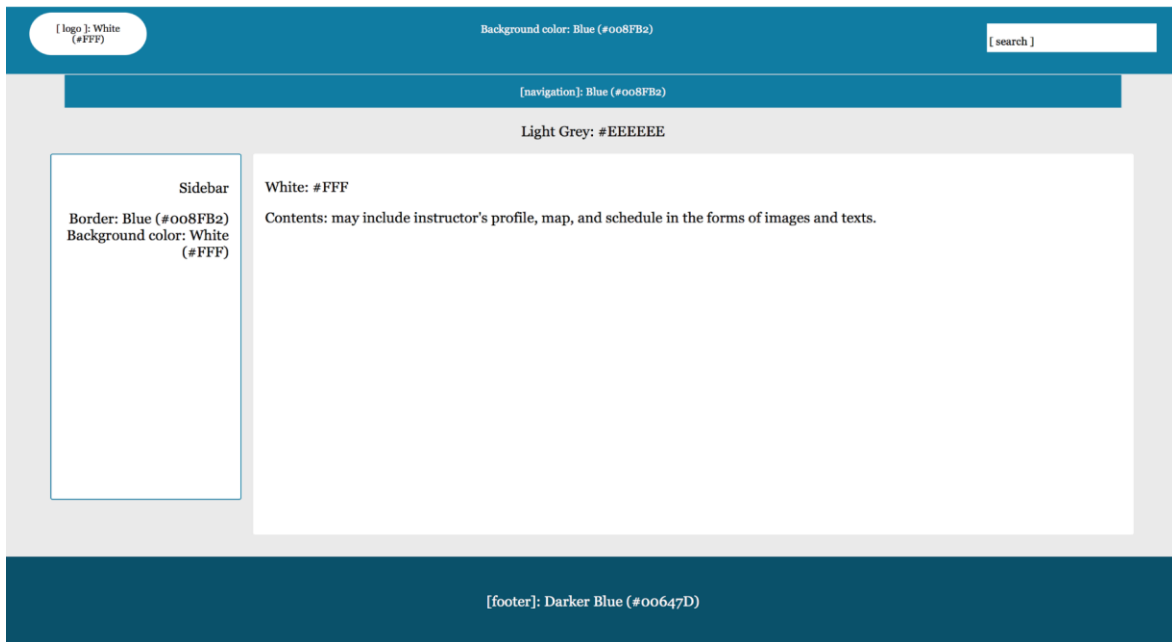
This theme of color is used for the purpose of comfort and calmness, of which refers to the main subjects of the site such as the yoga and meditation classes.

## Other Home Pages



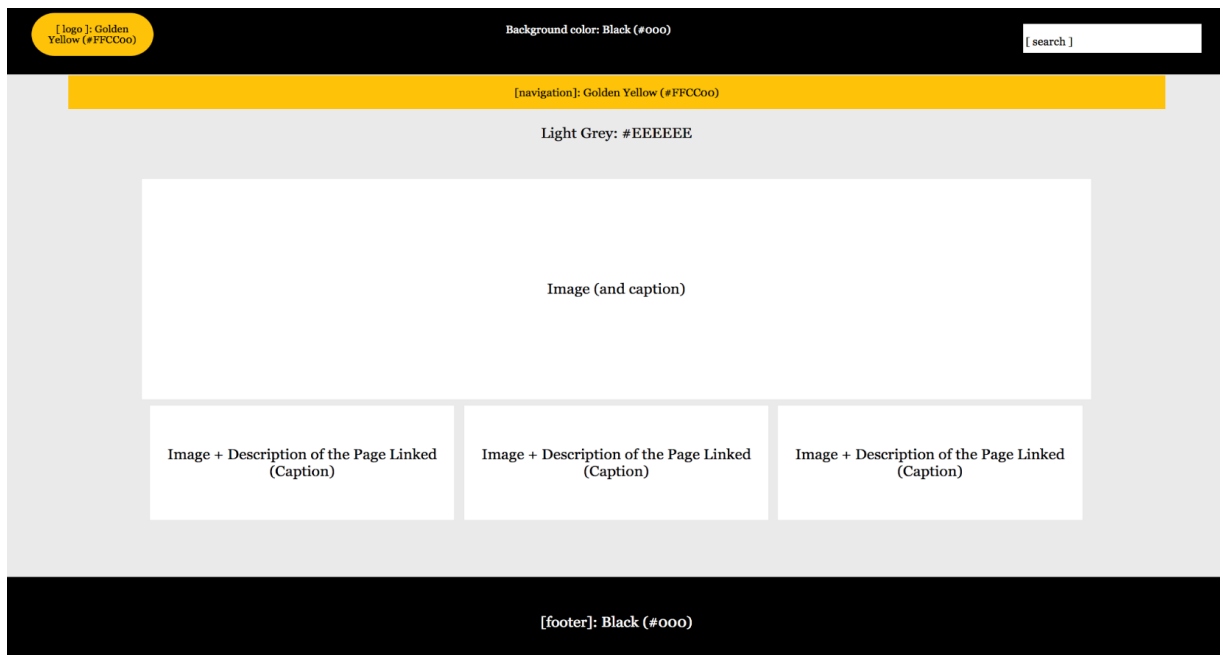
Each section of the site has it's own homepage, which includes yoga, meditation and such.

## Content Pages



This page is similar to the sectional home pages, contents such as instructor's profile, the map, and schedules may be displayed in forms of images and texts instead of the slider.

## Alternative Style Guide



An alternative set of color theme. Relates more to yoga/fitness and dietary.

## Conclusion

In conclusion, we believe that our website satisfies the needs of all of our users as well as the desires of the center. The meditation/yoga/massage center wanted to create a website that allowed their users to access information about their café, yoga, and massage services. Users of the site will be able to get the information they need in a timely and efficient way due to our navigation setup. No matter what a user is most interested in, from yoga to massages to the café, their needs will be met if they should access our website. For those interested in yoga, they will be able to see the class schedule, yoga instructors, as well as see any equipment for sale. If they are interested in meditation, information on the meditation rooms will be easily accessible. Should they be more curious about massages or the café, they will be able to book a massage and see the menu for the café. Many of our users may be interested in booking a retreat, and they are able to do this with ease thanks to our user-friendly system. No matter what a user is looking to do on our website, they will be able to find the information and be able to do their activity without many issues.

## Appendix

### Card Sorting Exercise

Since not everyone could meet physically, we were not able to do the traditional “card sorting exercise”. So, we made a web conference and worked online in the same google document, everyone contributed with good ideas and solutions. Eventually, there were some duplicated ideas; however, applying a brainstorm, we could refine them in order to achieve what we are going to apply as the interpretation of the requirements into the website content. After combining and getting rid of overlapping ideas, we decided how we wanted the information to be laid out. Overall, the meeting went well and was productive in producing the basic site map/navigation structure.

