Fitness

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* Site Purpose

The purpose of the site *Fitness Guide* is to help people reach their desired fitness goals by making a easy to follow workout programs. Obesity is one of the leading causes of death in America, according to healthline.com 24.1 percent of the deaths is caused by heart disease which is caused by factors such as being over weight. This website is designed to give people a general idea of basic health guidelines which includes workout programs depending on the person’s gender, and desired physical goals, and also stating some healthy nutrition information. The website will also allow the user to contact me if the have any questions about how the website works or for a personalized workout program.

* Needs Analysis

*Fitness Guide* is setup to provide detailed information about the following areas:

* Workout program: “muscle building”
* Workout program: “fat loss”
* Workout program: “strength training”
* Workout program: “Cardio”
* Safe Supplements
* Nutrition guide
* Calorie tracker
* Calorie counter
* Contact information

This website is completely online and does not have a physical building where people can go for questions and that is why there will be a contact information section for any questions. The way this site will work will be unique because of the pull down menu look and over all experience. The information about fitness and over all personal health will be given in a professional manner with good quality content that will create a good image for this website.

* Goals

The goal of this website is to:

1. Provide a large database of nutrition and workout plans for individuals with different goals. We will achieve this goal by separating the program between two genders aiming towards different fitness goals. The different programs will have their own separate workout page with easy to read the content for a good user experience.

2. Provide links to other websites that are striving towards the same goal.

3. Provide an online area to display the benefits of good physical health.

4. Provide an online area to inform the user about new effective diet and workout programs based on scientific studies.

* Audience Characteristics

Audience for this website will generally have 3 different characteristics:

* + - Beginner
    - Intermediate
    - Expert

Beginner:

* Inexperienced.
* New to working out.
* Does not have access to a gym.
* Have very little knowledge of this sport.
* Not involved in any other sports.
* Will have more questions about the programs.
* Required more assistance through emails.
* Need more motivation.
* Might need a personalized workout plan if working out at home.
* Less time towards fitness due to busy life.

Intermediate:

* Working knowledge of exercising and nutrition.
* Familiar with this sport.
* Working out at least 2-3 times per week.
* Have basic idea of the exercises and techniques.
* Normal motivation level.
* Have access to a gym.
* Will find the most use out of this website than the other two categories.
* Will have less questions about the program comparing to the beginner.
* Most site returning group.

Expert:

* Expert.
* High motivational level.
* Have access to a gym.
* Time tailored toward gym: 4-7 days per week.
* Significant knowledge about this sport.
* Knowledge about nutrition.
* Least emailing group.
  + Primary Audience

The primary audience for this website are adults from ages 18-60 mostly male audience and then female audience right behind. This website is for people who are trying to get in a better shape physically and mentally since working out does releases stress.

* + Secondary Audience

Secondary audience for this site will be children, teens and old people who may not have any interest in getting toned, ripped or have big muscles. This site will still provide significant information for this group of people such as getting their heart strong and healthy with different form of cardio.

* Competition

There are a lot websites focused on targeting the same issue, some have physical stores in Indianapolis and others are completely online. There is a lot of misinformation and advertisements on the other websites. This website is different others in mater of simplicity and the ease of navigating through different sites. This website is designed to help a person succeed in their fitness goal with ease and no advertisement with a user-friendly format. This website also provides online coaching if the user desire and can also personalize workout program if requested.

The first site I looked at is a very well-known website in the fitness community, its <https://www.bodybuilding.com/> . First impressions:

* The page is well organized and easy to navigate
* Main color theme of the page is charcoal black, blue and white
* Over all it is a very colorful site due to the pictures and links
* A lot pictures on the main page
* A lot of links to other pages
* This website also has a lot of workout programs
* Large nutrition diet plans
* Good inventory for supplements
* Navigation bar is on top and easy to locate and use
* Navigation bar works with hover, don’t have to click it to show options
* Style is consistent throughout the web pages
* Search bar on top makes it easy to navigate
* Instead of easy to read articles they used links to much longer articles and workout programs.
* Overall this site will get a 9/10 because I believe there can be some adjustments made to the main page.

The second site I looked at is not that well-known website, it is <https://www.muscleandfitness.com/>. First impressions:

* The website is very cluttered with irrelevant information and advertisements.
* Has pop ups
* Style is consistent throughout the pages
* Navigation bar works with hover, don’t have to click it to show options
* Navigation bar is on top and easy to locate and use
* Good inventory for supplements
* Site uses 9 noticeable different fonts
* Has a search option
* Overall rating will be 6/10

The third site I looked at is not that well-known website, it is <https://www.kahafit.com/> . First impressions:

* Too dull
* Plain looking
* Easy to navigate since don’t have a lot of options
* Website is consistent with the style
* Background video takes a long time to load (load took almost 5 minutes the first time)
* 4 different font style on the main page
* Overall rating will be 4/10

Site Map