

# Project Brief 1

## FitBookr - A Fitness Studio Booking Platform

### Overview

A fitness studio that offers various classes and wants to provide an easy way for clients to book their sessions online.

### Objective

Design a user-friendly website that allows visitors to view the class schedule, book sessions, and learn more about the studio.

### Requirements

- Homepage: Create a dynamic homepage highlighting upcoming classes, instructor profiles, and testimonials from satisfied clients.
- Class Schedule: Design a page that displays the weekly class schedule with filters for different types of classes and instructors.
- Booking System: Develop a user-friendly booking system that lets visitors select and reserve their desired classes, choose dates and times, and make payments.
- Instructor Profiles: Create a page where users can learn more about the studio's instructors, their qualifications, and teaching styles

### Deliverables

A Case Study Documentation: This should be detailed documentation of your design process. It should include but not be limited to the following:

- Brief documentation of research conducted: This should include details about the research processes you used to understand your potential users and make design decisions. E.g. Research findings, Competitive Analysis, User stories e.t.c
- Wireframes: Low-fidelity wireframes demonstrate the page structure, layout, and navigation flow for each page.
- Visual Designs: High-fidelity designs showcasing the visual aesthetics, color schemes, typography, and graphical elements for each page.

- **Interactive Prototypes:** Interactive prototypes to help navigate through the website, experience the user interface, and provide feedback.
- **Style Guide:** A style guide outlining the visual elements, color palette, typography, and usage guidelines for maintaining a cohesive visual identity across the website.

## **Project Brief 2**

### **Wanderlust - A Travel Blog for Adventure Seekers**

#### **Overview**

A passionate traveler who wants to share their travel experiences, tips, and recommendations with others.

#### **Objective**

Design a visually captivating travel blog that engages readers and encourages them to explore different destinations.

#### **Requirements**

- **Homepage:** Create an attractive homepage that features captivating images, introduces the blog's theme, and highlights recent or popular articles.
- **Destination Articles:** Design a page template for destination-specific articles, including vivid imagery, engaging storytelling, and practical travel advice.
- **About the Blogger:** Develop an "About Me" page that introduces the blogger, their travel background, and their mission with the blog.
- **Travel Resources:** Create a page with useful travel resources, such as packing lists, recommended gear, and links to trusted travel services or booking platforms.

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## **Project Brief 3**

### **CuisineConnect - A Recipe-Sharing Community**

#### **Overview**

An online community of food enthusiasts who want to share and discover new recipes.

#### **Objective**

Design a visually appealing website that allows users to browse, share, and save recipes, fostering a sense of community.

#### **Requirements**

- **Homepage:** Create an inviting homepage that showcases featured recipes, encourages users to explore different categories, and promotes engagement through user-generated content.
- **Recipe Listings:** Design a page where users can browse through a variety of recipes, filter by cuisine, dietary restrictions, or popularity, and view detailed recipe instructions.
- **Recipe Submission:** Develop a user-friendly interface for members to submit their own recipes, including ingredients, preparation steps, and optional photos.
- **Community Features:** Create a section for users to comment on recipes, share their cooking experiences, and save their favorite recipes for future reference

#### **Deliverables**

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## **Project Brief 4**

### **- Online Marketplace for Handmade Crafts**

#### **Overview**

An Online Marketplace for Handmade Crafts, connecting artisans and crafters with buyers who appreciate unique and handcrafted products. The website aims to provide a user-friendly platform for artisans to showcase and sell their creations while offering a seamless shopping experience for buyers.

#### **Objective**

Design an attractive and visually appealing website that showcases the craftsmanship and uniqueness of handmade products and provides intuitive navigation and search functionality for buyers to discover and purchase crafts easily.

#### **Requirements**

- Homepage: Welcoming introduction to the Online Marketplace for Handmade Crafts and its mission, featured artisans or craft categories to showcase the

diversity of products available, clear navigation, and search functionality to facilitate easy browsing.

- **Product Listings:** Categorized sections displaying handmade crafts with images, descriptions, pricing, and filters to refine search results based on craft type, materials, price range, artisan location, product images, sizes, customization options, and customer reviews.
- **Artisan Shops:** Individual shop pages for artisans to showcase their products, brand story, and crafting process, artisan profiles with images, descriptions, and links to their social media or personal websites, and product listings specific to each artisan, including pricing, variations, and inventory management.
- **d) Cart and Checkout:** Shopping cart functionality to allow buyers to add products, adjust quantities, and proceed to checkout, and secure payment options and integration with popular payment gateways, and order confirmation and shipping details for seamless and transparent transactions

## **Deliverables**

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- **Brief documentation of research conducted:** This should include details about the research processes you used to understand your potential users better and make design decisions. E.g. Research findings, Competitive Analysis, User stories e.t.c
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