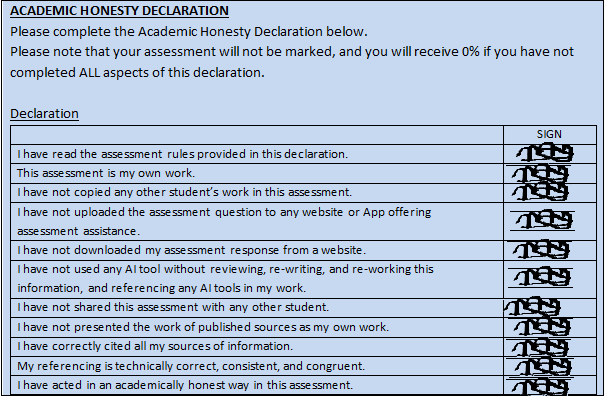
WEDE5020

MATTHEW GEORGE TERBLANCHE

ST10488562



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# 1.Organisation Overview

**Name**: Trueform Gym

**History**: Trueform Gym was established in 2018 and is a premium health and fitness centre.The centre specialises in personalised training programs and group classes.It has now spread to three locations,one in Uitenhage,Despatch and Port Elizabeth and has built a reputation as a reliable gym that equips all members with most state of the art facilities that can be afforded to them.

**Mission Statement**: Empower members to achieve all the health and fitness goals at affordable prices.

**Vision Statement**: To foster an increased standard of physical and mental health for all members.

**Target Audience**: Teens and Adults aged 16-50 that are seeking to better the physical and mental health.

# 2. Website Goals and Objectives

**Goals**:

* Increase memberships by 40%
* Streamline class bookings and personal training sessions
* Building an online community through member success stories

**KPIs**:

* Reduction in bounce rate
* Growth in social media engagement
* Increase in monthly class bookings via the website

# 3. Current Website Analysis

**Strengths**:

* Strong branding
* High-quality gym photography
* Clear service descriptions

**Weaknesses**:

* No online booking system
* Poor mobile navigation
* Unresponsive links

# 4. Proposed Features

* Multiple membership plans
* Personal trainer profiles
* Blogs and Resources
* Help section

# 5. Design and User Experience

**Colour Scheme**:

* Bold red(#FF2E2E) used for the buttons
* Black (#333) used for header and background
* White(#FFFFFF) used for text and background
* Light Gray(#ccc) used for form input borders to maintain a modern design

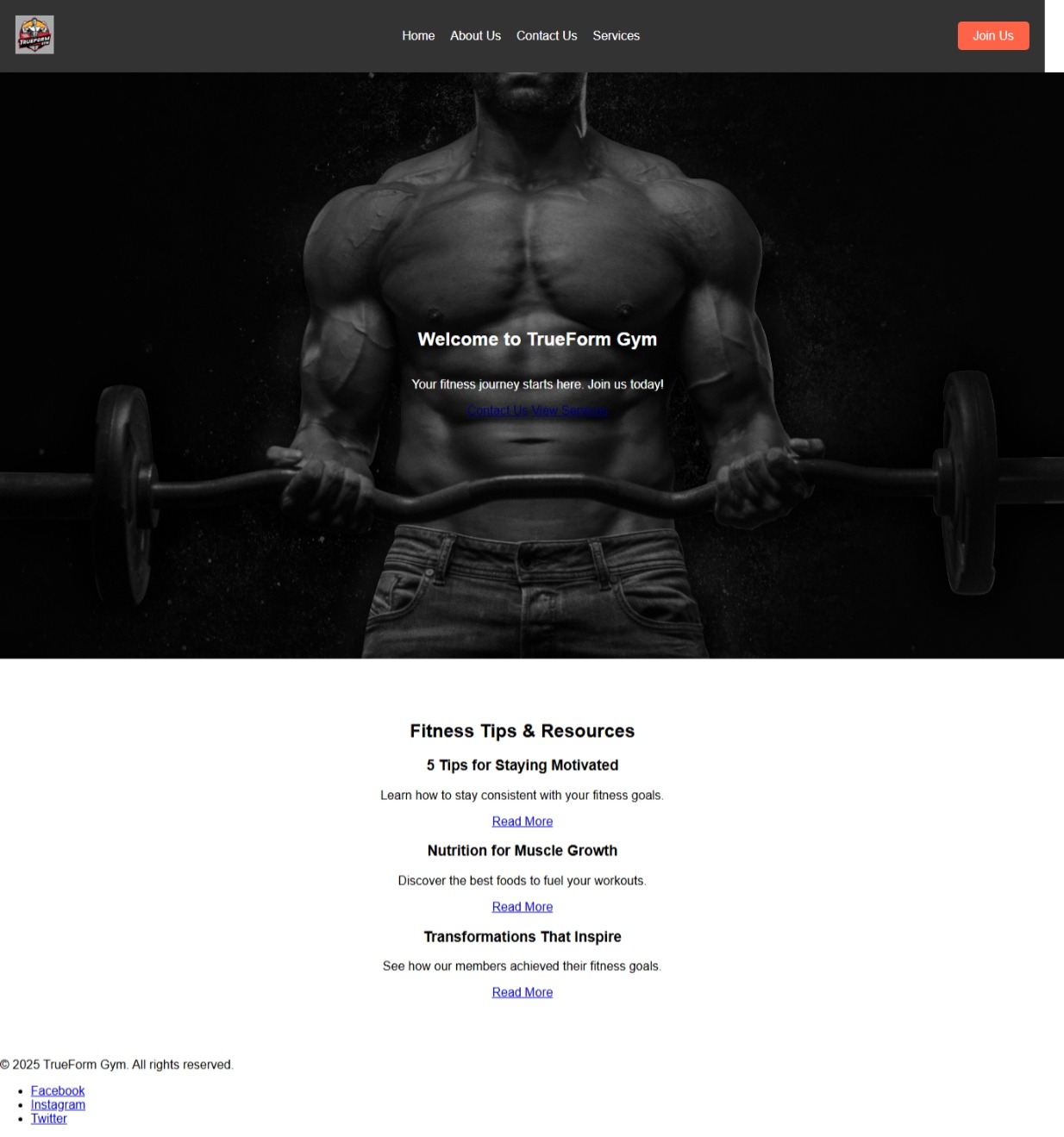
**Typography:**

* Font-family: Arial, sans-serif
* Heading: Style with bold text to emphasize the section titles

**Layout:**

* Header- This contains the logo,navigation bar, and a join us button
* Sections- Every section is styled with min-height:100vh for them to span the full viewport height
* Footer- This includes the copyright information and the social media links of the business

**Wireframes:**

****

# 6. Technical Requirements

**Hosting**: HostAfrica

**Booking System**: Mindbody API

**CMS**: Wordpress

**Languages**: HTML to structure the webpage and its content, CSS to style the website and JavaScript to make the website interactive.

# 7. Timeline

**Week 1-2**: Research for part 1

**Week 3-6**: Doing part 1, Pre submission, Submitting part 1

**Week 7-10**: Research for part 2, Doing part 2

**Week 11-12**: Submitting part 2

# 8. Budget

**Development**: R3500

**Hosting/Maintenance**: R4320/year

**Marketing**: R10000

**Total**: R17820

**Github Repository**: <https://github.com/Tyrb01/wede5020>

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