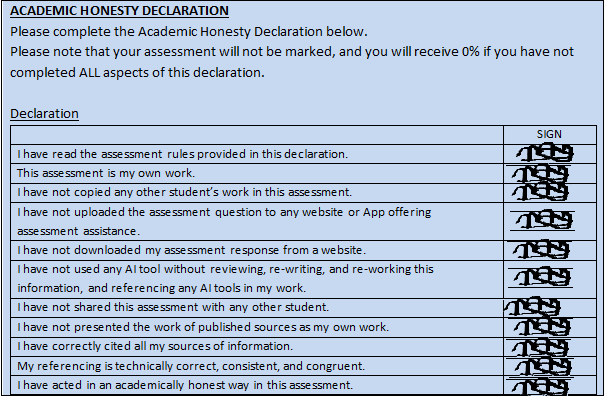
WEDE5020

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%:** This can be done through making use of digital marketing campaigns and seasonal promotions.
* **Streamline class bookings and personal training sessions:** Implementing a user- friendly system of booking to improve conversion rates.
* **Building an online community through member success stories:**

**KPIs**:

* Reduction in bounce rate (Exercise.com, 2023)
* Growth in social media engagement (HubSpot, 2020)
* Increase in monthly class bookings via the website (Exercise.com, 2023)

# 3. Current Website Analysis

**Strengths**:

* **Strong branding:** It has consistent use of logo, colours and tone on all its pages enhancing the brand recognition.
* **High-quality gym photography:** Professional images showcasing the gym facilities.
* **Clear service descriptions:** Services are explained succinctly.

**Weaknesses**:

* **No online booking system:** Members must call or visit in person this causes inconveniences.
* **Poor mobile navigation:** Buttons/links are unresponsive on smaller screens.
* **Unresponsive links:** The links are broken.

# 4. Proposed Features

* **Multiple membership plans:**

-Basic: access to gym facilities (R300/month)

-Premium: limited groups classes + 1 personal training session per week (R600/month)

-Elite: unlimited classes + 3 personal training session per week (900/week)

* **Personal trainer profiles:** The biographies of the trainers and their booking availability.
* **Blogs and Resources:** Weekly blog posts for fitness and nutrition guides.
* **Help section:** FAQ hub and troubleshooting guides for booking issues.

# 5. Design and User Experience

**Colour Scheme**:

Bold Red (#FF6347): Used for buttons (e.g., "Join Us" and "Sign Up") to grab attention.

Black (#333): Used for the header background and button backgrounds to provide contrast.

White (#FFFFFF): Used for text and background contrast, ensuring readability.

Light Gray (#ccc): Used for form input borders to maintain a clean and modern design.

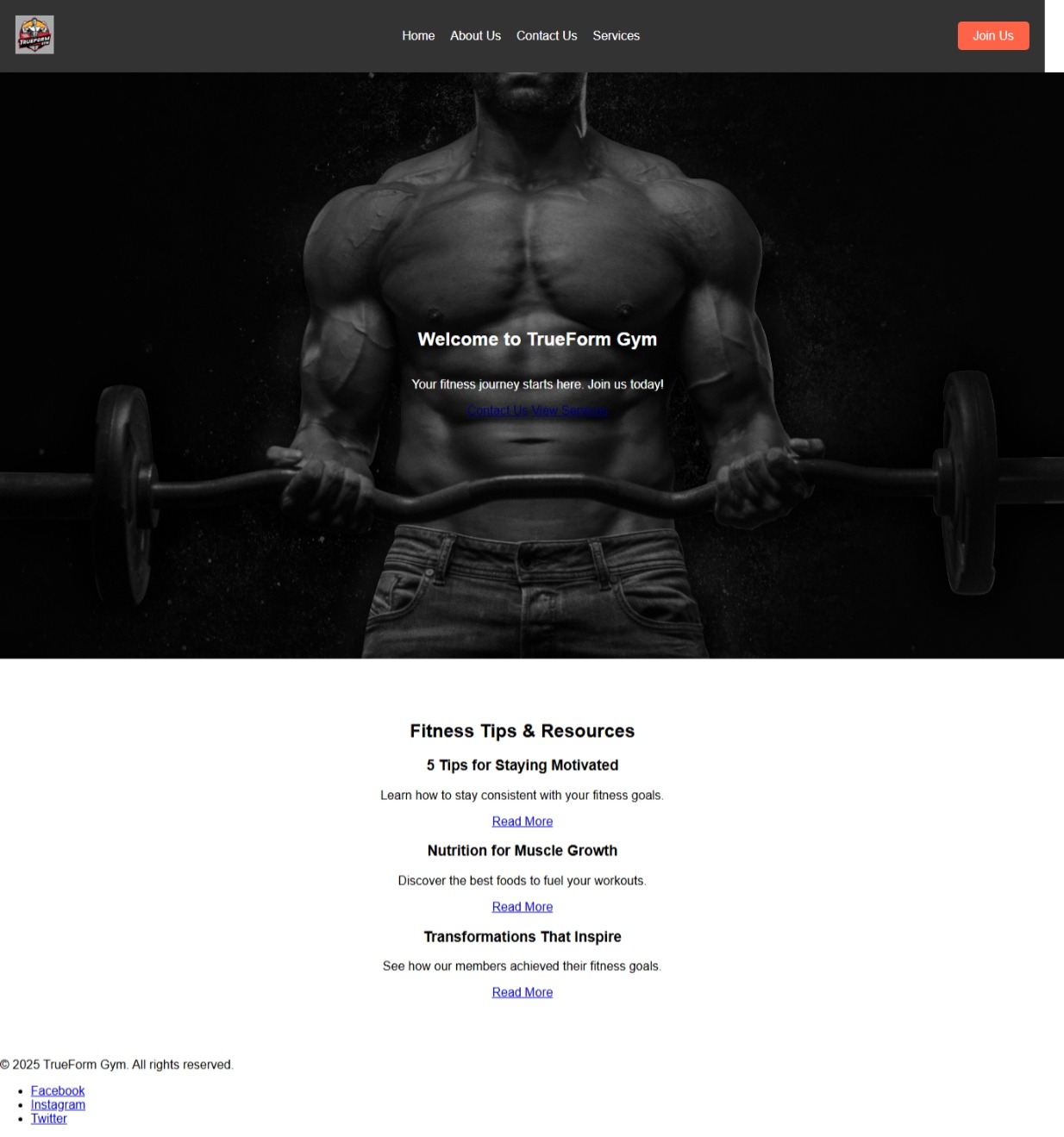
**Typography:**

* Font-family: Arial, sans-serif (World Wide Web Consortium (W3C), 2018)
* 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 (World Wide Web Consortium (W3C), 2018; World Wide Web Consortium (W3C), 2021)
* Footer- This includes the copyright information and the social media links of the business

**Wireframes:**

****

# 

# A screenshot of a body builder

# A screenshot of a computer AI-generated content may be incorrect.

# 6. Technical Requirements

**Hosting**: HostAfrica  (HostAfrica, 2023)

**Booking System**: Mindbody API

**CMS**: Wordpress  (Kinsta, 2023)

**Languages**:

* HTML to structure the webpage and its content (World Wide Web Consortium (W3C), 2014)
* CSS to style the website (World Wide Web Consortium (W3C)
* 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 (New Perspective Studio, 2022)

-Frontend (HTML/CSS/JS): R2000

-Backend (WordPress/Mindbody API): R1500

**Hosting/Maintenance**: R4820/year (HostAfrica, 2023)

-HostAfrica Premium Plan (R360/month)

-SSL Certificate (500/year)

**Marketing**: R10000

-Google Ads (R5000)

-Social Media Campaigns (R3000)

-SEO Tools (R2000)

**Total**: R17820

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

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