**WEDE2020 Formative 1: Part 1**

Zander Christiaan Wentzel // ST10482354 // Group 2

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# Organisation Overview

**Name:** Conditioned By Trooper

**A brief history:** Conditioned by Trooper is a CrossFit gym that was established in 2017 after the owners, who were lifelong CrossFit fanatics, saw an opening in the town they resided in and decided to take it and create their own (Conditioned by Trooper, 2025a).

**Mission and Vision:** Welcome to CONDITIONED by Trooper! We offer a variety of group fitness classes to condition and strengthen your body. PILATES focuses on strengthening your core and improving posture and flexibility. BOXFit is a fun, high-intensity workout structured around boxing techniques. SMELT incorporates kettlebell training into another exciting and high-intensity class. Nutrition guidance and assistance are also provided (Conditioned by Trooper, 2025b).

**Target Audience:** Anyone looking to improve their physical health and fitness.

# Website Goals and Objectives

**Define specific goals:** The main goal for this website is to allow the clients to gain additional information about the company without relying solely on social media platforms. Instead, they will be able to access information with just a simple web search (Conditioned by Trooper, 2025a).

**KPI’s:**

* Website Traffic: Measures how many users visit your site. A steady increase indicates growing awareness.
* Average Time on Page: Indicates how long visitors are staying. More time spent often means they find your content useful.
* Page Views Per Session: Helps assess user interest and how easily they navigate between service pages (Pilates, BOXFit, SMELT, Nutrition).
* Search Engine Ranking (SEO Performance): Track how well the site ranks when someone searches terms like “CrossFit gym in Pretoria” or “BoxFit near me” (CrossFit, n.d.).
* Client Feedback / Reviews (Google, Facebook, etc.): Gauge satisfaction and identify areas of improvement (Conditioned by Trooper, 2025a).

**Current Website Analysis:**  
Not applicable because the business currently does not have a website.

# Proposed Website Features and Functionality

**Essential Website Features**

* **Homepage:** Clear branding (logo, slogan, gym photos), brief intro to the gym and classes offered, call-to-action (e.g., “Book a Class,” “Join Us Today”).
* **About Us Page:** Gym history and background of the founders, mission & vision statements, photos of the facility and team.
* **Class Offerings / Services Page:** PILATES, BOXFit, SMELT, Nutrition Guidance — each with class description, duration & intensity, booking link or CTA.
* **Schedule / Timetable:** Interactive calendar, filter by class type, instructor, or day.
* **Online Booking System:** Real-time booking, optional login, SMS/email confirmations.
* **Membership Info & Pricing:** Breakdown of plans, inquiry form, discounts/packages.
* **Client Feedback:** Written or video reviews, before/after stories, testimonial submissions (Conditioned by Trooper, 2025b).
* **Nutrition Guidance Section:** Information on services, booking form, nutrition tips (Conditioned by Trooper, 2025c).
* **Contact Page:** Phone, email, physical location with Google Map, social links.
* **Blog/News (optional):** Fitness tips, recipes, or spotlights for SEO improvement (Unsplash, n.d.; Pexels, n.d.).

**Desired Functionality:**

* Responsive design for mobile devices.
* Fast loading speed (optimized hosting, compressed media).
* SEO optimisation (Google Domains, n.d.).
* Social media integration (Conditioned by Trooper, 2025a–c).
* Newsletter signup.
* Client portal for membership management.
* Admin dashboard for backend control.

# Design and User Experience

**Overall Aesthetic and Branding:**  
The website will reflect a strong, energetic, and disciplined fitness lifestyle, aligning with the identity of CrossFit (CrossFit, n.d.).

**Colour Scheme:**

* Primary: Deep red (power, action, energy).
* Secondary: Charcoal black (strength, grit, professionalism).
* Accent: Burnt orange or yellow (highlights CTAs).
* Background: Soft grey/white (clean readability).

**Typography:**

* Headings: Bebas Neue or Montserrat Bold.
* Body: Open Sans or Roboto.
* Hierarchy: H1 for titles, H2 for subsections, paragraph text for details.

**Layout:**

* Grid-based sections.
* Homepage flow: Hero banner → Class highlights → Testimonials → CTA.
* White space for readability.

**UX Considerations:**

* Sticky navigation bar.
* Mobile-first design.
* Consistent branding.
* Quick-access CTAs (“Book Now,” “Contact Us”) (Pexels, n.d.).

# Low-Fidelity Wireframes

[Header]

* Logo | Navigation | CTA (Book a Class)  
  [Hero Section]
* Large motivating image, welcome text, CTA button  
  [Class Overview]
* PILATES | BOXFit | SMELT | Nutrition — icons, short text, learn more  
  [Timetable Preview]
* Upcoming sessions + link  
  [Reviews]
* Quotes + member images  
  [Footer]
* Contact info | Social icons | Quick links (Unsplash, n.d.)

# Technical Requirements

**Domain Name:** [www.conditionedbytrooper.com](http://www.conditionedbytrooper.com) (Google Domains, n.d.).

**Hosting:** Options include SiteGround, Hostinger, or Afrihost (Hostinger, n.d.; SiteGround, n.d.; Afrihost, n.d.).

**Frontend Languages:** HTML5, CSS3, JavaScript.

**Frameworks/Libraries:** React.js, Bootstrap, or Tailwind CSS.

# Timeline and Milestones

| **Date Range** | **Task / Milestone** | **Details** |
| --- | --- | --- |
| 1–5 Aug | Project Brief Finalisation | Define goals, target audience, objectives. |
| 6–11 Aug | Design & UX Planning | Colour palette, typography, wireframes. |
| 12–17 Aug | Technical & Feature Planning | Identify requirements, list features. |
| 18–22 Aug | Content Preparation | Draft content for homepage, classes, contact. |
| 23–26 Aug | Final Compilation | Compile documentation. |
| 27 Aug 2025 | Part One Submission | Submit all documents. |

# Budget

**Domain & Hosting:** R200–R300/year (Google Domains, n.d.).  
**Web Hosting:** R900–R1,500/year (Hostinger, n.d.; SiteGround, n.d.).  
**Development:** R3,000–R7,000 once-off (Afrihost, n.d.).  
**Booking Plugin:** R600–R1,200/year.  
**Content:** Free stock (Unsplash, n.d.; Pexels, n.d.).

Total: R2,000 – R12,000 depending on approach.

# Content Research and Sourcing

**Organisation Overview:** Conditioned by Trooper provides Pilates, CrossFit, BOXFit, and nutrition services in Hartbeespoortdam, South Africa (Conditioned by Trooper, 2025a–c).

**Content Sources:**

* Social media: Facebook (Conditioned by Trooper, 2025a), Instagram (Conditioned by Trooper, 2025b), TikTok (Conditioned by Trooper, 2025c).
* Original content creation (trainer profiles, testimonials, nutrition guidance).
* Stock photos (Unsplash, n.d.; Pexels, n.d.).

**Website Content Plan:**

* **Home Page:** Hero image, intro, CTA (Conditioned by Trooper, 2025a).
* **About Us:** Business story, trainers (Conditioned by Trooper, 2025b).
* **Services/Classes:** Pilates, CrossFit, BOXFit, Nutrition — adapted from industry standards (CrossFit, n.d.).
* **Schedule & Pricing:** Adapted to South African rates.
* **Gallery:** Real photos (Conditioned by Trooper, 2025b).
* **Contact Us:** Phone, email, location (Conditioned by Trooper, 2025a).

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