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CSC271
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Assignment 2: Process & Design

A. Define your product:
1. When people use fitness apps, most time it just lack certain components that do not provoke audience retention. This website will have every aspect needed to tie in a professional personal trainer to guide any type of user from beginner to intermediate to advanced to any type of fitness goal.
2. This website is a fitness training platform designed to make professional workouts accessible to anyone, anywhere. The site will feature the trainer's proven results, demo workouts, and interactive tools that guide users through routines tailored to their needs. It is aimed at people of all backgrounds and fitness levels who want affordable, convenient, and effective training resources. The website will be easy to navigate, mobile-friendly, and promoted through social media channels.
3. I am building an e-commerce or business website, I believe, since it is selling a service.
4. My mission is to create a memorable experience for its users, provide actual resources, and be accessible to the users.

B. Profile Of Target Audience
1. This will be designed for anyone of any age but for now we will targe adults 21 and up. The gender distributioon will be equal.The visitors will be mostly from The United States. They will live in mostly urban. The average income will be probably a range of 12k-60k. They can be of any level of education, probably will be between a high school diploma, process of getting the bachelor degree or already having obtained it. There will be married and single people using this. Their occupation will vary fromc college student to professionals. They will be working from 20-40 hours a week. They use the web often and will use it on their phone.
2. Profiles:

Name	**Persona**	**Gender**	**Age**	**Location**	**Occupation**	**Income**	**Web Use**	**Reasons for Coming**
Marcus Rivera	The Busy Professional	Male	28	Boston, MA	Financial Analyst	~$75,000/year	Heavy — desktop at work,	Quick, reliable workouts;

							mobile during commutes/after hours	flexibility home/gym; credible trainers
Sofia Martinez	The College Student	Female	21	Providence, RI	College Student / Barista	~$12,000/year	Constant — primarily mobile, social media active, quick-loading/affordable	Budget-friendly guidance; workouts for school schedule; social sharing
Raj Patel	The Beginner	Male	40	Jersey City, NJ	IT Specialist	~$85,000/year	Moderate — prefers simple interfaces, desktop & mobile use	Beginner-friendly workouts; improve health/stress; clear instructions & accessibility

3. General Reasons People Would Visit the Site

1. Find quick, efficient workouts.
2. Access flexible routines for home or gym.
3. Get credible fitness guidance from trainers.
4. Find budget-friendly and affordable fitness plans.
5. Fit workouts into a busy schedule.

6. Share progress and connect with others on social media.
7. Access beginner-friendly workouts.
8. Improve overall health and reduce stress.
9. Access clear instructions and accessibility features (captions, text-to-speech).

Assigned Tasks for Fictional Visitors

Marcus – The Busy Professional (28, Financial Analyst, Boston, MA)

- Task: Browse site for quick 20–30 minute workout plans.
- Task: Use filters to switch between home and gym workout routines.
- Task: Check trainer bios to find credible, results-driven trainers.

Sofia – The College Student (21, Biology Major, Providence, RI)

- Task: Look for budget-friendly membership or free workout guides.
- Task: Save a weekly workout routine that fits around her class schedule.
- Task: Use the social sharing feature to post progress on Instagram/TikTok.

Raj – The Beginner (40, IT Specialist, Jersey City, NJ)

- Task: Start with a beginner-friendly workout plan.
- Task: Follow step-by-step instructional videos with captions.
- Task: Explore wellness content to reduce stress and improve overall health.

Part III:

A. Website Requirements:
    a. It is to promote and sell a service.
    b. We want them to sign up and purchase the personal training service.

    c. The critical pages on the site will be: Home Page – Clear value proposition, featured workouts, and easy navigation. About Us – Introduces the trainers, credentials, and mission (builds trust). Workout Library / Product Gallery – Categorized routines (e.g., quick workouts, beginner-friendly, gym/home). Pricing & Membership Plans – Transparent options, with affordable/budget-friendly tiers. Success Stories / Reviews – Testimonials from real users to build credibility. FAQs – Covers membership, accessibility features, workout difficulty, etc. Contact Form / Support – Easy way to reach out with questions or issues. Blog / Resources – Health tips, stress management, nutrition, and study/work balance advice.
    d. The homepage should immediately tell users they're in the right place for quick, affordable, credible, and beginner-friendly workouts

  Look and feel:
    e. The nike training club is a good example of what content I'd like to convey. It's clean and to the point. I really like the design and easiness of FitOn as well.
    f. I want the website to look modern and professional.
    g. The style will be a play between light and dark colors to give hardcore gym but also be welcoming. Maybe some greys, black, red and a pop of yellow.
B. Design and protoyping:

I've chosen the **Agile (Scrum) model** because:

- It allows flexibility to adapt features based on user needs (e.g., Marcus's need for credibility, Sofia's budget focus, Raj's accessibility).

- Work is completed in **sprints** (2–3 weeks each), with incremental deliverables.

- Continuous feedback ensures the site evolves into a user-friendly, goal-driven platform.

2. Timeline of Phases & Milestones

- Phase 1 – Planning & Requirements (Week 1)

- Define personas (Marcus, Sofia, Raj).

- Identify essential features (workout filters, accessibility, social sharing).
- Draft site map & homepage layout.
- Milestone: Requirements Document Approved.

🔹 Phase 2 – Design (Weeks 2–3)

- Create wireframes for homepage, workout library, and trainer profiles.
- Choose color palette, typography, and branding elements.
- Build low-fidelity prototypes, then high-fidelity mockups.
- Milestone: Design Mockups Ready.

🔹 Phase 3 – Development (Weeks 4–7)

- Sprint 1: Implement Homepage + Navigation.
- Sprint 2: Build Workout Library with filters (quick, beginner, budget-friendly).
- Sprint 3: Add Trainer Profiles, Reviews, Social Sharing features.
- Milestone: Beta Version of Website.

🔹 Phase 4 – Testing (Week 8)

- Conduct functional testing (navigation, workouts, filters).
- Test accessibility (captions, text-to-speech).
- Cross-device/mobile testing.
- Milestone: Testing Report Completed.

🔹 Phase 5 – Deployment (Week 9)

- Launch site on chosen hosting platform.
- Configure analytics to monitor usage.
- Milestone: Public Website Launch.

🔹 Phase 6 – Maintenance & Iteration (Ongoing)

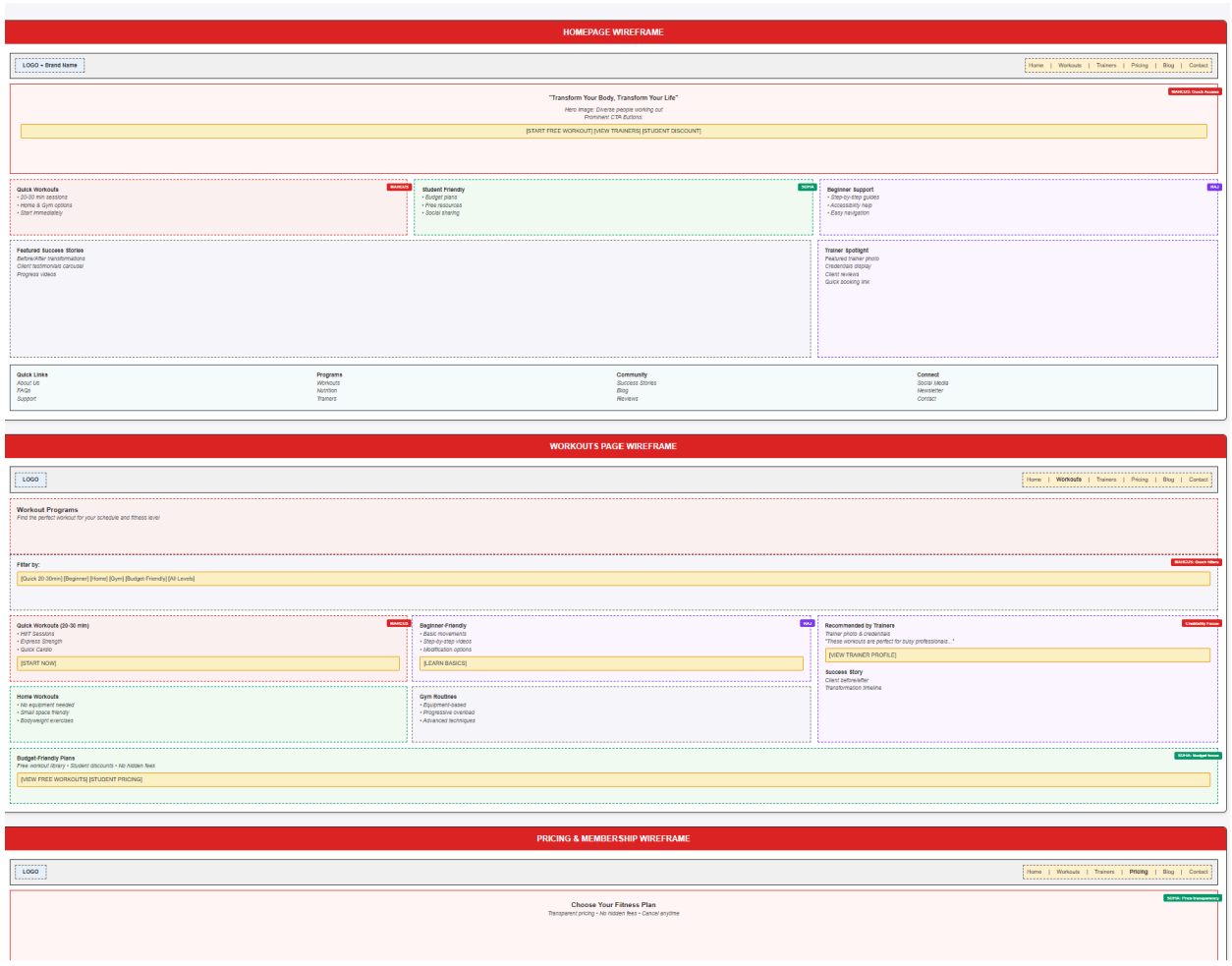
- Collect feedback from users.
- Add new workout plans and features (e.g., push notifications, progress tracking).
- Continuous bug fixes and updates.
- Milestone: First Post-Launch Update (Month 2).

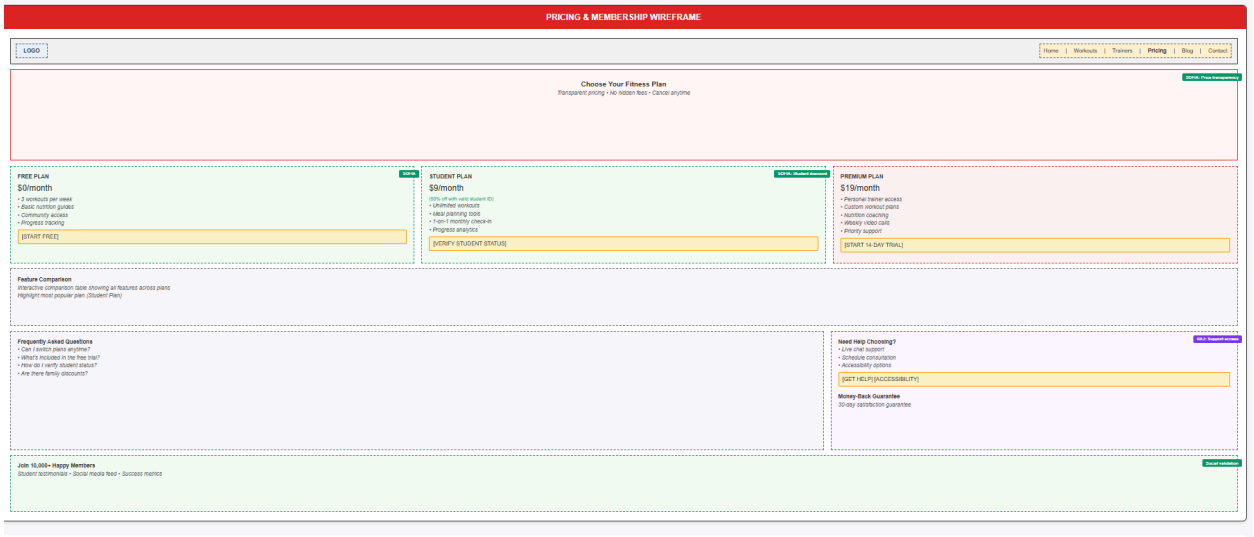
3. Visual Timeline (Bullet-Style Gantt Outline)

- Week 1: Planning & Requirements
- Weeks 2–3: Design (Wireframes, Mockups)
- Weeks 4–5: Development Sprint 1 (Homepage + Navigation)
- Weeks 5–6: Development Sprint 2 (Workout Library + Filters)
- Weeks 6–7: Development Sprint 3 (Trainer Profiles, Reviews, Social Sharing)
- Week 8: Testing (Functional + Accessibility + Mobile)
- Week 9: Deployment (Launch)
- Ongoing: Maintenance & Iteration

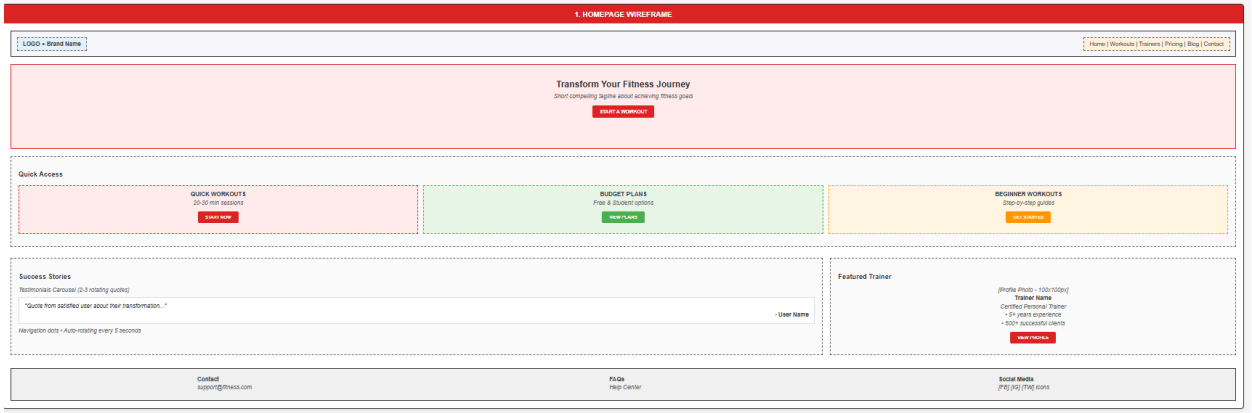
B. Original logo:

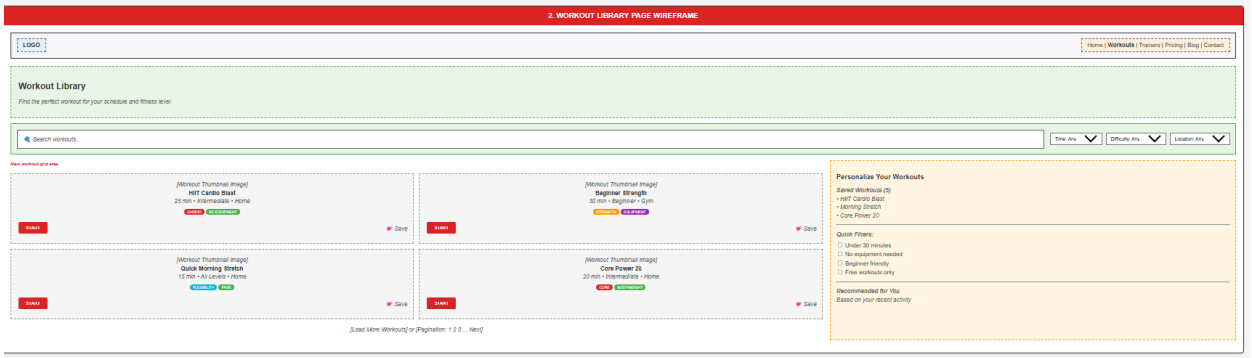
C. Site maps:

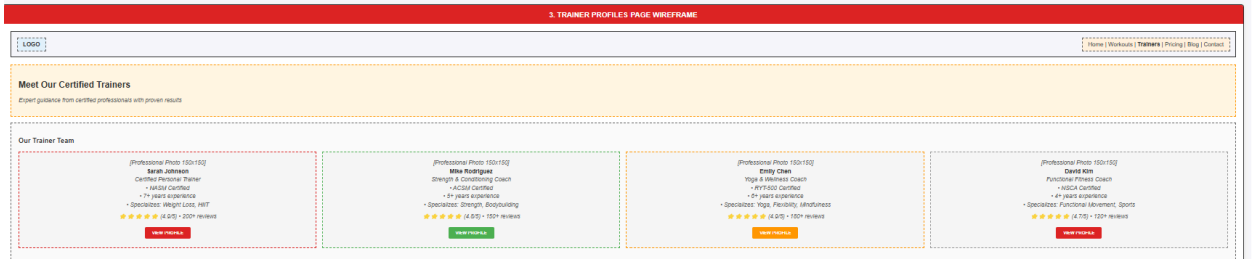




D. Wireframes:







E. Accessibility

Accessibility will be a core part of the design and development process rather than an afterthought. The website will follow WCAG 2.1 guidelines and ensure inclusivity for users with visual, hearing, motor, and cognitive impairments.

2. Features for Accessibility

🔹 Visual Impairments

- Alt text for all images, icons, and graphics.
- High-contrast color palette and a toggle for “dark mode / high contrast mode.”
- Resizable text without breaking the layout.
- Screen reader compatibility using semantic HTML and ARIA labels.

🔹 Hearing Impairments

- Captions for all workout videos and trainer content.
- Transcripts available for audio/podcast resources.
- Visual cues (icons, progress bars, alerts) for notifications instead of sound-only.

🔹 Motor Impairments

- Keyboard navigation support (tab-friendly forms, skip-to-content links).
- Large, clickable buttons with adequate spacing to avoid mis-clicks.
- Voice command compatibility for navigation and workout start/stop.

🔹 Cognitive Impairments

- Simple, consistent layout to reduce confusion.

- Clear language with minimal jargon.
- Step-by-step instructions for workouts and site features.
- Optional text-to-speech for written instructions.

3. Accessibility Audit Tools

To ensure compliance and usability, I will audit the site with:

- WAVE Accessibility Tool → for quick error detection (contrast issues, missing alt text).
- Google Lighthouse → built-in performance and accessibility scoring.
- axe DevTools → browser extension for automated accessibility checks.
- Manual Testing → navigating the site with only a keyboard, and testing with screen readers (NVDA or VoiceOver).

4. Ongoing Commitment

- Accessibility checks will be integrated into each sprint cycle (Agile approach).
- Collect user feedback from real users with accessibility needs.
- Regular updates to ensure compliance with evolving standards (WCAG updates, ADA compliance).