Client

The client is a yoga studio "Yoga's Heart" which needs a website to advertise its yoga courses, have a schedule for the classes, and a contact method (by email and phone) with the studio for customers.

Style

The style of the website is minimalistic, spiritual, and inspiring. It has to have light pastel colors, minimum text, and round angles. The website has to lead the visitor through its content slowly and naturally. Notable examples are https://fonts.google.com/ for its simplicity and easy navigation, https://yogaworks.com/ for round angles and color palette, https://www.rasa-yogarivegauche.com/ for its minimalistic design, https://yoga-izh.ru/ for its structure of information.

Platform

The website will target traditional monitor resolutions of 1024X768 and greater.

Semantic Design Guide

Header

The expected use: navigation throughout the page, where the logo is located

Names (id): header

Font choices: Baskervville

Color choices: RGB(220, 222, 207), black

Images required for element and their sizes: lotus.png (50*50px)

Layout location: on the top of the page

Main

The expected use: studio's slogan that represents the main idea of the company

Names (id): main

Font choices: Baskervville

Color choices: black font, #FFFDF4 background

Images required for element and their sizes: none

Layout location: the first thing on the page after the header

Form

The expected use: getting information (name, phone number, email) about potential clients

Names (id): sign

Font choices: Baskervville

Color choices: RGB(220, 222, 207), black, white, #616E38

Images required for element and their sizes: none

Layout location: next to the Main semantic element

Section 1

The expected use: all available courses with brief descriptions and pictures

Names (id): Courses

Font choices: Baskervville

Color choices: RGB(220, 222, 207), black, #616E38

Images required for element and their sizes: hall_light.jpg, candles.jpg, hammock.jpg, hall.jpg, bricks.jpg and hall_dark.jpg (all 400*400px)

Layout location: after the Main and Form semantic elements

Section 2

The expected use: provies information about the teachers in the studio, their education, and presonal advice

Names (id): Teachers

Font choices: Baskervville

Color choices: RGB(220, 222, 207), black

Images required for element and their sizes: none

Layout location: after Section 1

Section 3

The expected use: shows prices for lessons

Names (id): Price

Font choices: Baskervville

Color choices: black font, #FFFDF4 background

Images required for element and their sizes: flower_icon.jpg, herb_left.jpg, face_icon.jpg, herb_right.jpg, white_flower_icon.jpg (all 200*200px)

Layout location: after Section 2

Section 4

The expected use: provides a weekly schedule for yoga classes

Names (id): Schedule

Font choices: Baskervville

Color choices: black, #FFFDF4, RGB(220, 222, 207)

Images required for element and their sizes: none

Layout location: on the separate page (Schedule / Yoga's Heart)

Section 5

The expected use: shows the main goals and ideas of the company

Names (id): Mission

Font choices: Baskervville

Color choices: black, #FFFDF4, RGB(220, 222, 207)

Images required for element and their sizes: none

Layout location: after Section 3

Section 6

The expected use: provides the customers with Frequently Asked Questions and answers to them

Names (id): FAQ

Font choices: Baskervville

Color choices: black, #FFFDF4, RGB(220, 222, 207)

Images required for element and their sizes: none

Layout location: after Section 5

Section 7

The expected use: provides the customers with contact information and a map showing the location of the studio

Names (id): Contacts

Font choices: Baskervville

Color choices: black, #FFFDF4

Images required for element and their sizes: none

Layout location: after Section 6

Section 8

The expected use: shows more information regarding the history of yoga

Names (id): History

Font choices: Baskervville

Color choices: #616E38, black, #FFFDF4

Images required for element and their sizes: history1.jpg, history2.jpg, history3.jpg, history4.jpg (all 400*400px)

Layout location: on a separate page (The History of Yoga / Yoga's Heart)

Section 9

The expected use: shows pictures associated with the history of yoga and their descriptions

Names (id): Gallery

Font choices: Baskervville

Color choices: black, #FFFDF4

Images required for element and their sizes: history1.jpg, history2.jpg, history3.jpg, history4.jpg. history5.jpg, history6.jpg, history7.jpg, history8.jpg (all 400*400px)

Layout location: on a separate page (Gallery / Yoga's Heart)

Footer

The expected use: duplicates header content, shows the credits to the information on the website and provides mailto form

Names (id): Footer

Font choices: Baskervville

Color choices: black, RGB(220, 222, 207)

Images required for element and their sizes: none

Layout location: at the bottom of the page

Yoga's Heart Site Map

Landing page

Schedule

The History of Yoga

Back to the Landing Page

Back to the Landing Page

Gallery

Back to the Landing Page