

## Martial Apps Landing Page - Detailed Description

### Header Navigation

Logo: "Martial Apps" (top left, white text)

Nav Links: Services, Gallery, Team

CTA Button: "Contact Us" (orange/yellow button, top right)

### Hero Section

Dark blue gradient background

Headline: "Streamline Your Martial Arts Club and Delight Your Students"

Subtext:

"Martial Apps is designed for dojo owners. Reduce the time spent on administration and delight students with a great new progressive experience."

"Our platform automates attendance taking, payments, exams, and more. A comprehensive dashboard shows how your club is doing."

"Discover our library of high-quality videos specific for your club, and fun games and quizzes."

"You can customize the whole app, including all videos."

"Transform your club's operations and delight your students with Martial Apps."

### CTA Buttons:

"Sign me up" (orange)

"Contact Us" (orange)

### Our Services Section

White/light background with 3 service cards

Card 1: Club Management Automation

Image: Mobile app screenshot showing attendance interface with "34" count, member list including "Mark Mendoza", checkboxes for "Ending / Keen", "Mike Levine", "Out Members"

Description: "Streamline your operations with automated attendance tracking and fee payments, exam progression, and more. Reduce administrative workload and free up time to focus on what matters – training your crew."

### Card 2: Performance Dashboard

Image: Laptop showing dashboard with graphs, charts, and a person working

Description: "Consult a comprehensive dashboard with live data about your club and specific people. For the month or even all-time records. Monitor events, attendance, performance at a glance."

### Card 3: Videos and Gamification Features

Image: Gaming controller (red/orange retro style controller)

Description: "Engage your students with top-quality teaching videos and gamification elements to keep them coming to your competitions and encourage. Boost participation and retention with incentives and challenges you've never had."

#### Stay Connected Section

Dark blue background

Headline: "Stay Connected"

Subtext: "Sign up for our email newsletter" / "Once a month. No rules."

Email Input Field: "Enter your email" with orange submit button (arrow icon)

#### Martial Apps Gallery Section

Dark blue background with multiple mobile app screenshots

Screenshots shown:

Video Library Screen: "Martial Apps" header, "Video Library" with description "Martial Arts techniques & Definitions", grid of martial arts technique videos/thumbnails

Welcome Screen: "Welcome, Marks!" with profile avatar, "Enter your code below", stats showing "3 Days", "6 Weeks", "Black 5" (appears to be belt progress)

Recent Activity: Showing activity feed

Elite Martial Arts Dojo: Club branding example

Your Progress Screen: Shows "Belt Progression" with progress bar at "00:43" and "02:10"

Squash Challenge / Catch Spiders Date: Gamification elements

Home Navigation: Bottom nav showing Home, Library, Progress, Manage icons

Club Management Screen: "Club Management" header, "Elite Martial Arts Dojo" with "New" badge, showing "3" and "67%"

Club Members Screen: "Martial Apps" header with "Club Members" section showing Attendance, Alerts, Deadlines, Settings tabs, "Filters" option, "Active Membership" filter, member list

#### CTA Section

White background with martial arts action image

Image: Person in white gi performing martial arts kick/technique

Headline: "Run your dojo efficiently and elevate your students' learning journey!"

Subtext: "Start transforming your club today!"

CTA Button: "Contact us" (orange)

#### Team Section

Dark blue background

Headline: "Team"

Team Member: Nick

Photo: Man in white karate gi with brown belt

Name: "Nick"

Title: "Shotokan karate brown belt and Founder of Martial Apps"

Bio text:

"We're on a mission to transform art club owners to be the best they can be."

"As a brown belt martial artist, I know the challenges of running a traditional dojo.

Administration, meetings and more, student retention, organizing tournaments... it takes a lot of time and organization."

"Using my experience as an IT project manager, I founded Martial Apps to help club owners automate and streamline what they do, to focus on growing their clubs."

"We are a young start-up supported by Invest Ottawa. We work with a dev team of 4 to 6 people based in Ottawa, Canada."

"Reach me today: 613-555-5555"

"Our broader vision and mission: spreading the many benefits of martial arts to people young and old."

Frequently Asked Questions Section

White background with expandable accordions

Headline: "Frequently Asked Questions"

Questions (all collapsed with down arrows):

"How does Martial Apps benefit club owners?"

"What payment methods are accepted for membership fees?"

"What gamification elements does Martial Apps include?"

"What about Federations?"

Contact Us Section

White background, split layout

Left side - Contact Form:

Headline: "Contact Us"

Location: "Kanata, Ottawa, Canada"

Subtext: "All your data is protected and encrypted."

Privacy note: "We do not sell user info or data or introduce your data to third parties."

Form Fields:

Email address \*

Name \*

Phone number

Message \*

Submit Button: "Submit a Contact Us" (blue button)

Right side:

Google Maps embed showing Kanata, Ottawa area with red location pin

Footer

Dark blue background

Left: "Martial Apps"

Right: "© 2025 Martial Apps"

Bottom right: "Made with ❤ Softr" (platform attribution)

## Design Notes

Primary Colors: Dark navy blue (#1a2744 approx), Orange/Yellow (#f5a623 approx), White

Typography: Clean sans-serif fonts

Style: Modern, mobile-first design with rounded corners on cards and buttons

Target Audience: Martial arts dojo/club owners looking to digitize operations