



Fast Track User Experience Design

Day 2

Case Study Run-through

Case Study Review

Equilibrium MMA

Equilibrium MMA has been around for the last 10 years and they are one of the leading gyms in Singapore in both Muay Thai and Brazilian Jiu Jitsu. They are conveniently situated in the heart of Orchard Road, and run classes 7-days a week conducted by champion-level instructors from across the globe, catering to students of all ages and levels. Their students range from weekend warriors and enthusiasts trying to get fit to aspiring fighters looking to make it to the big time!



ADRIAN TAN

Software Engineer

"I need a workout that challenges me and helps me disconnect from my hectic work life. Equilibrium MMA offers the perfect blend of fitness and fun, helping me stay fit and focused."

Demographics

- Age: 28
- Gender: Male
- Location: Singapore

About

Adrian is a tech-savvy professional working in a fast-paced environment. He has a demanding job that often requires long hours at his desk, leading to a sedentary lifestyle. Adrian is looking for a way to stay fit and relieve stress.

Goals

- Improve physical fitness and overall health
- Learn self-defense techniques
- Find a hobby that allows him to disconnect from work
- Meet new people and expand his social circle

Frustrations

- Struggles to maintain a regular workout routine due to a busy schedule
- Finds typical gym workouts monotonous and uninspiring
- Experiences back and neck pain from prolonged sitting

Motivations

- Desire to stay healthy and fit
- Interest in martial arts and self-defense
- Seeking a fun and engaging way to work out
- Looking for a supportive community

Favorite Brands



Adrian Tan Customer Journey Map

Stage	Actions	Touchpoints	Painpoints	Say Think Do Feel
1. Awareness	Feels the need to improve fitness and manage work stress.	Google search, social media ads	Overwhelmed by the number of fitness options available.	Say: "I need to get back in shape." Think: "There are so many options, what should I choose?" Do: Browse online for fitness options. Feel: Overwhelmed, motivated.
2. Consideration	Discovers Equilibrium MMA through an online ad and friend's recommendation.	Equilibrium MMA website, online reviews	Confused by the variety of classes; uncertain which suits him.	Say: "Where is the Book a trial form??" Think: "Which class would be best for a beginner like me?" Do: Research more about the classes. Feel: Curious, unsure.
3. Decision	Impressed by class variety; signs up for a trial class.	Equilibrium MMA website, email confirmation	Worries about feeling out of place as a beginner.	Say: "I'll give it a try." Think: "What if I'm not fit enough?" Do: Register for a trial class. Feel: Nervous, hopeful.
4. Onboarding	Attends first class; enjoys the workout and community.	Front desk staff, trainers	Nervous about the initial learning curve; fears not keeping up.	Say: "That was tough but fun!" Think: "Everyone here seems so skilled." Do: Attend classes regularly. Feel: Encouraged, motivated.
5. Engagement	Becomes a regular attendee; interacts with trainers and members.	In-person classes, social media	Struggles to fit classes into a busy schedule; feels guilty when missing classes.	Say: "I feel stronger and more focused." Think: "I need to balance my schedule better." Do: Adjust schedule to make time for classes. Feel: Satisfied, determined.
6. Advocacy	Highly satisfied; starts recommending Equilibrium MMA to friends.	Word-of-mouth, social media posts	Concerned about how to effectively convey his positive experience.	Say: "You should try Equilibrium MMA, it's great!" Think: "How can I convince my friends to join?" Do: Post positive reviews online. Feel: Proud, enthusiastic.



Mei Ling Wong

Marketing Manager

"I'm always looking for new ways to push my limits and stay active. Equilibrium MMA's dynamic classes not only keep me in shape but also give me the confidence and skills I need to feel empowered."

Demographics

- Age: 35
- Gender: Female
- Location: Singapore

About

Mei Ling is a career-oriented individual with a passion for fitness. She has tried various fitness regimes in the past, including yoga, pilates, and running, but is now interested in exploring martial arts. She leads a balanced lifestyle but is always on the lookout for new challenges.

Goals

- Achieve a higher level of physical fitness
- Gain confidence and self-defense skills
- Diversify her fitness routine with something more dynamic
- Balance work-life stress with an engaging activity

Frustrations

- Finds it challenging to stick to a single fitness routine
- Bored with traditional gym workouts and looking for something more exciting
- Needs a flexible schedule due to her unpredictable work hours

Motivations

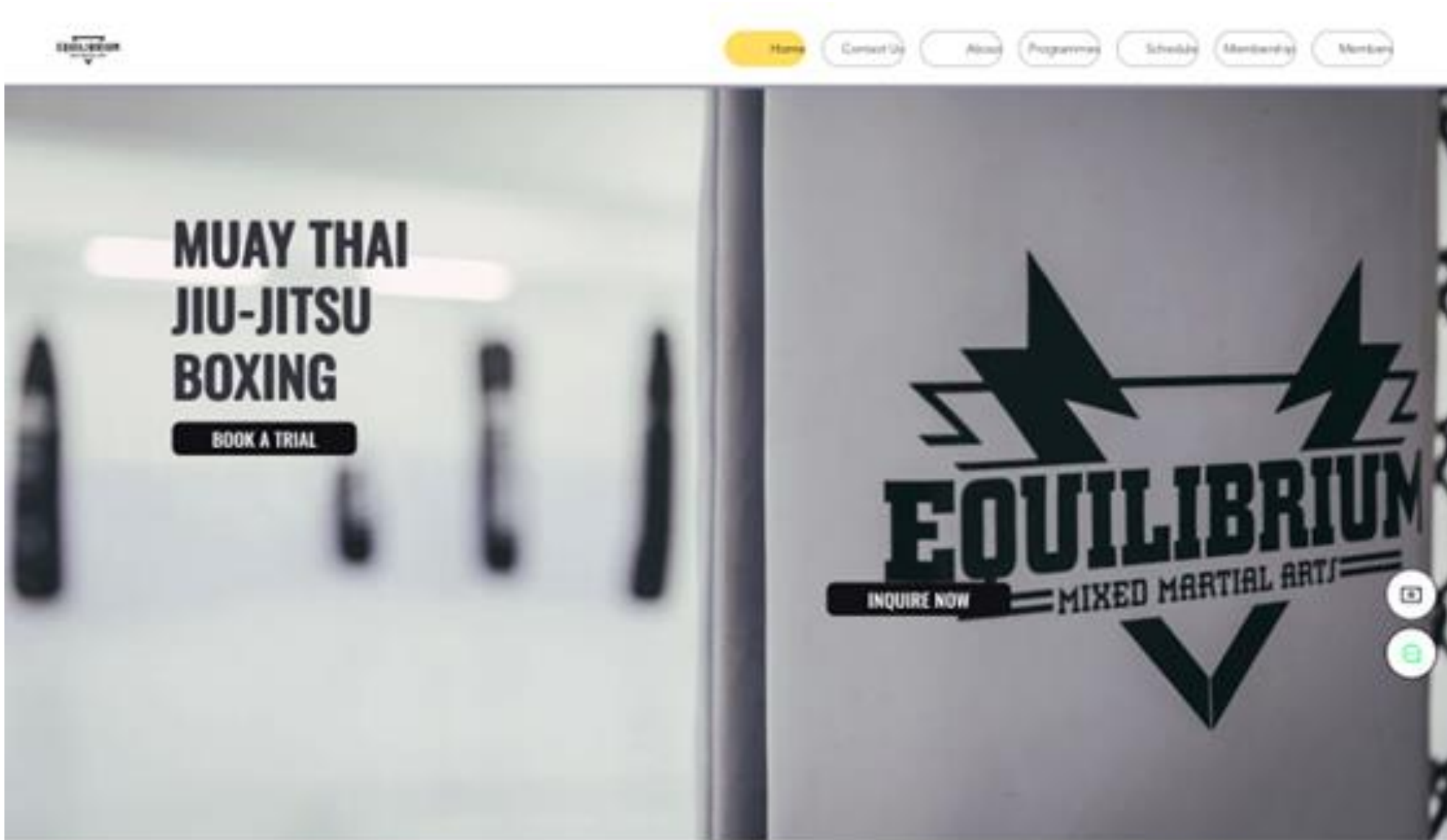
- Passion for maintaining a healthy and active lifestyle
 - Desire to learn new skills and challenge herself
 - Interest in martial arts and their cultural aspects
- Looking for a structured yet varied workout program

Favorite Brands



Mei Ling Wong Customer Journey Map

Stage	Actions	Touchpoints	Painpoints	Say Think Do Feel
1. Awareness	Wants to diversify her fitness routine; looks up new fitness trends and martial arts.	Google search, fitness magazines	Overwhelmed by options; unsure of what to try next.	Say: "I want to try something new." Think: "What's the latest fitness trend?" Do: Research online. Feel: Excited, curious.
2. Consideration	Comes across Equilibrium MMA through a blog and social media post.	Equilibrium MMA website, fitness blogs	Unsure if she will fit in with the martial arts community.	Say: "Where is the Book a trial form??" Think: "Will I be able to keep up?" Do: Read more about the gym and classes. Feel: Intrigued, hesitant.
3. Decision	Intrigued by structured programs; signs up for a trial class.	Equilibrium MMA website, email confirmation	Hesitant about committing to a new routine; fears it might be too intense.	Say: "I'll try a trial class to see how it is." Think: "Is this too intense for me?" Do: Sign up for a trial class. Feel: Anxious, hopeful.
4. Onboarding	Enjoys her first class; finds instructors supportive and knowledgeable.	Front desk staff, trainers	Nervous about the initial learning curve; worries about being judged by others.	Say: "The instructors are great!" Think: "I need to improve quickly." Do: Attend classes regularly. Feel: Encouraged, determined.
5. Engagement	Feels challenged and motivated; attends various classes regularly.	In-person classes, social media	Balancing work-life commitments with class schedules can be challenging.	Say: "I love the variety of classes here." Think: "How can I fit this into my busy schedule?" Do: Schedule classes around work commitments. Feel: Energized, busy.
6. Advocacy	Delighted with her progress; shares experiences with her network.	Word-of-mouth, social media posts	Concerned about how to effectively convey her positive experience and encourage friends.	Say: "This place is amazing, you should join!" Think: "How can I get my friends to try this?" Do: Post reviews and invite friends to join. Feel: Proud, enthusiastic.



MUAY THAI

The ancient art of Muay Thai, dates back for over thousands of years, being one of the oldest yet most effective martial arts in the world. First used as a system of self-defense and on the battlefield, Muay Thai has, over the centuries, become the national sport of Thailand. Known as "The Art of Eight Limbs", Muay Thai teaches the use of the fist, feet, knees and elbows, allowing the practitioner to make use of any part of the body to defend themselves.

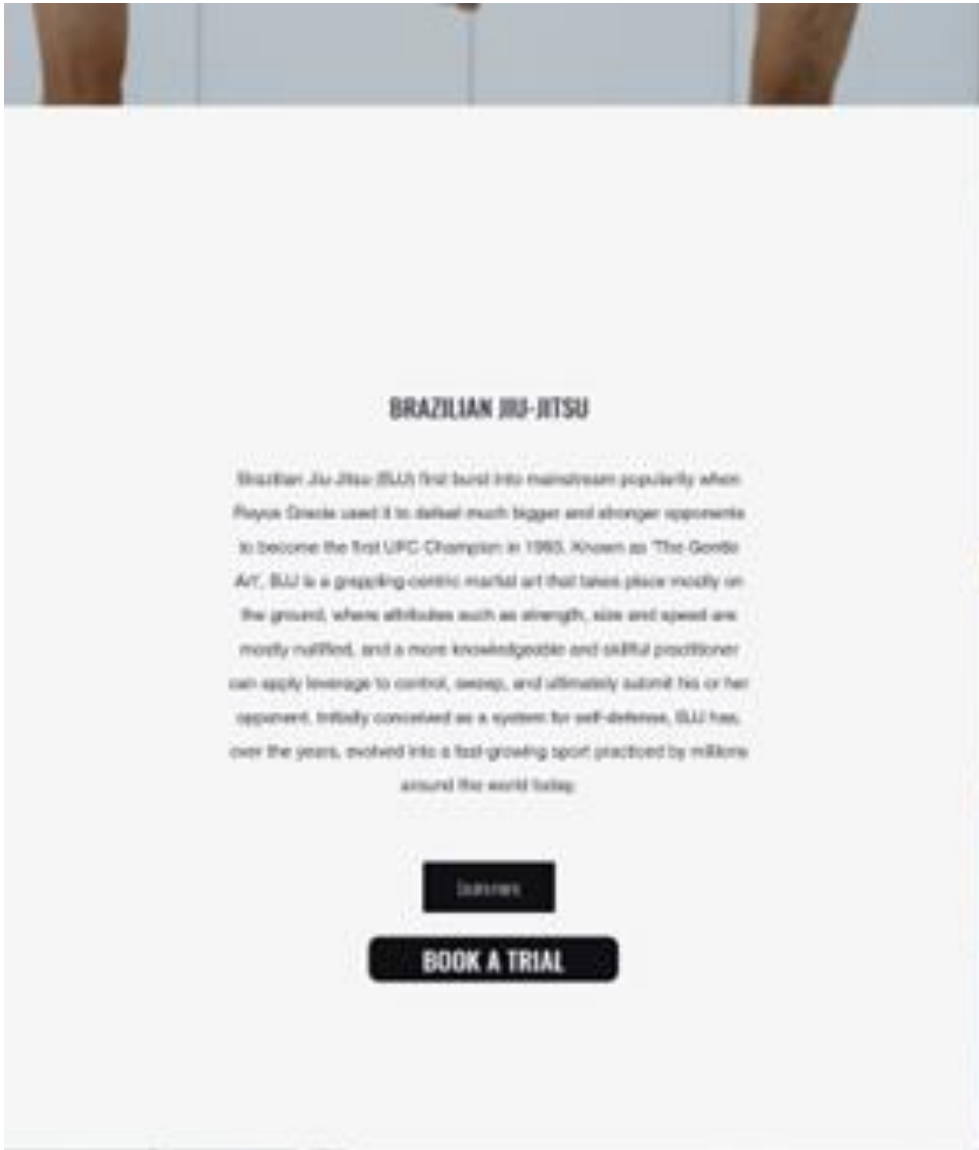
Learn more

BOOK A TRIAL



BRAZILIAN JIU-JITSU

Brazilian Jiu-Jitsu (BJJ) first burst into mainstream popularity when



BRAZILIAN JIU-JITSU

Brazilian Jiu-Jitsu (BJJ) first burst into mainstream popularity when Royce Gracie used it to defeat much bigger and stronger opponents to become the first UFC Champion in 1993. Known as "The Gentle Art", BJJ is a grappling-centric martial art that takes place mostly on the ground, where attributes such as strength, size and speed are mostly nullified, and a more knowledgeable and skilled practitioner can apply leverage to control, sweep, and ultimately submit his or her opponent. Initially conceived as a system for self-defense, BJJ has, over the years, evolved into a fast-growing sport practiced by millions around the world today.

Learn more

BOOK A TRIAL

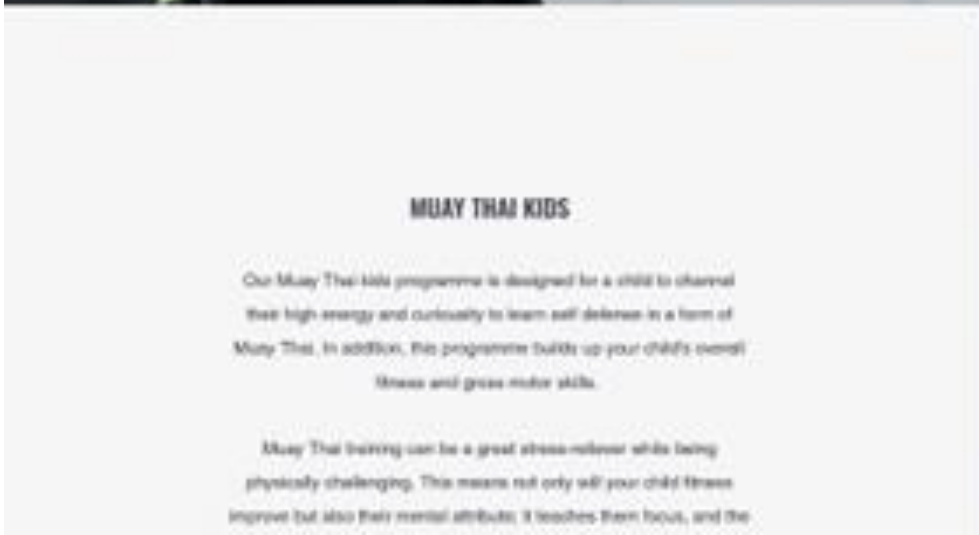


BOXING

Boxing is one of the oldest martial arts, dating back around 3000 BC. Boxing involves the utilization of different combinations of punches, striking and footwork. The high-intensity workout will have you see not only an increase in your physical fitness, but mental wellness too!

Learn more

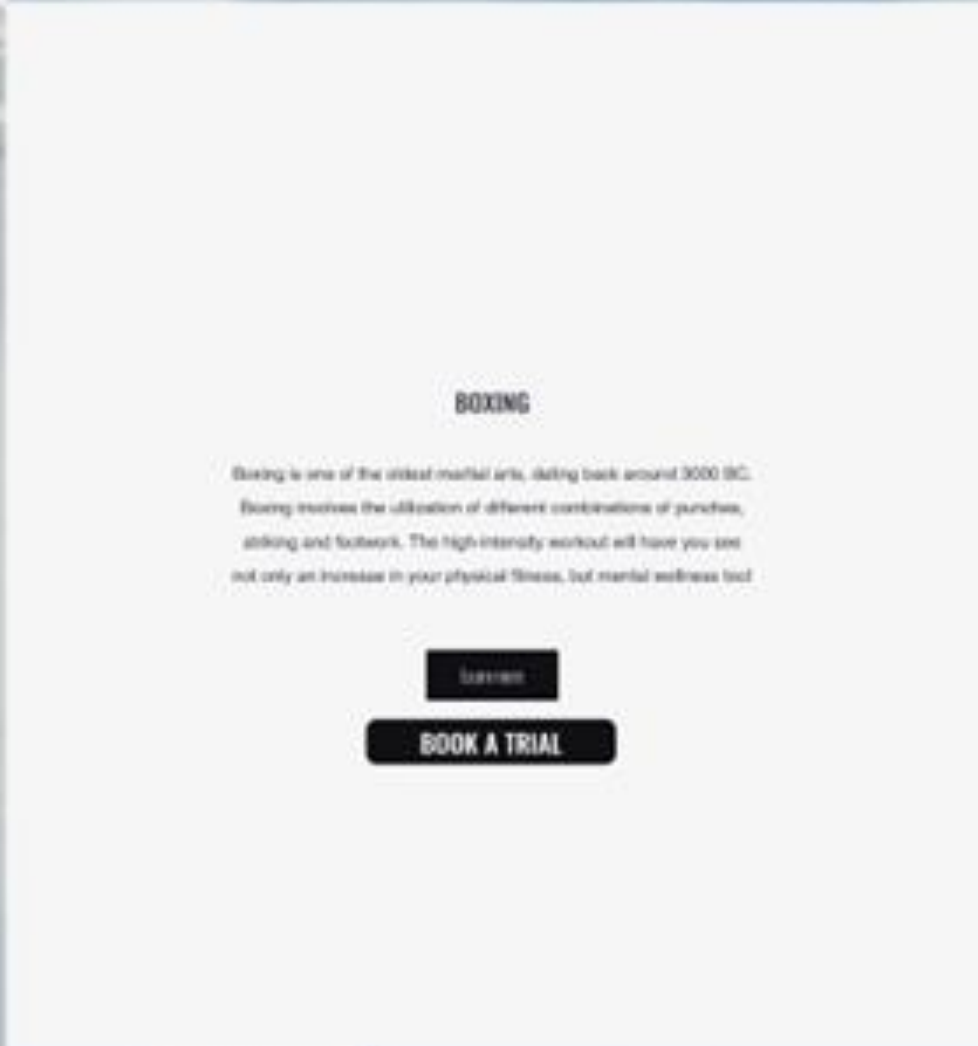
BOOK A TRIAL



MUAY THAI KIDS

Our Muay Thai kids programme is designed for a child to channel their high energy and curiosity to learn self defense in a form of Muay Thai. In addition, this programme builds up your child's overall fitness and gross motor skills.

Muay Thai training can be a great stress-reliever while being physically challenging. This means not only will your child fitness improve but also their mental attributes; it teaches them focus, and the

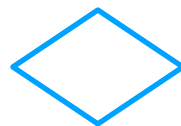
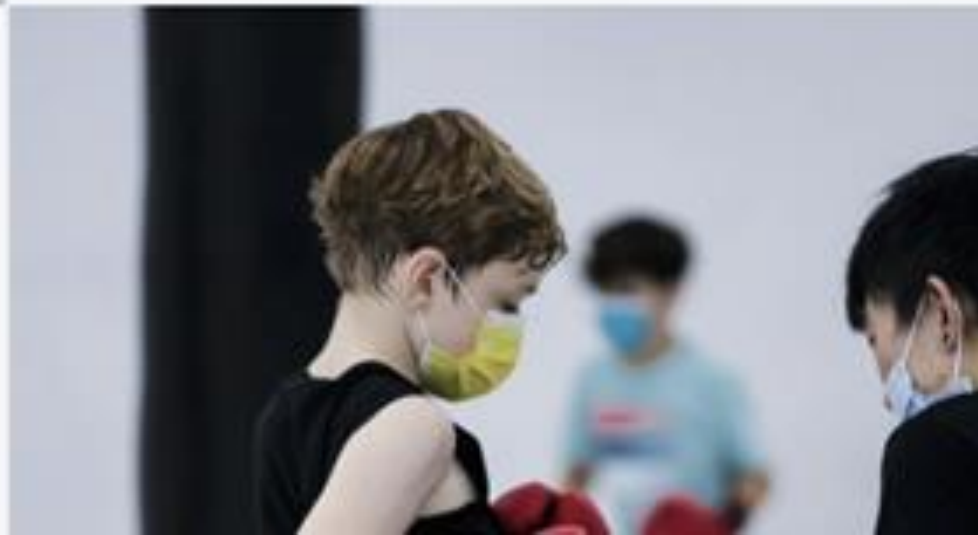


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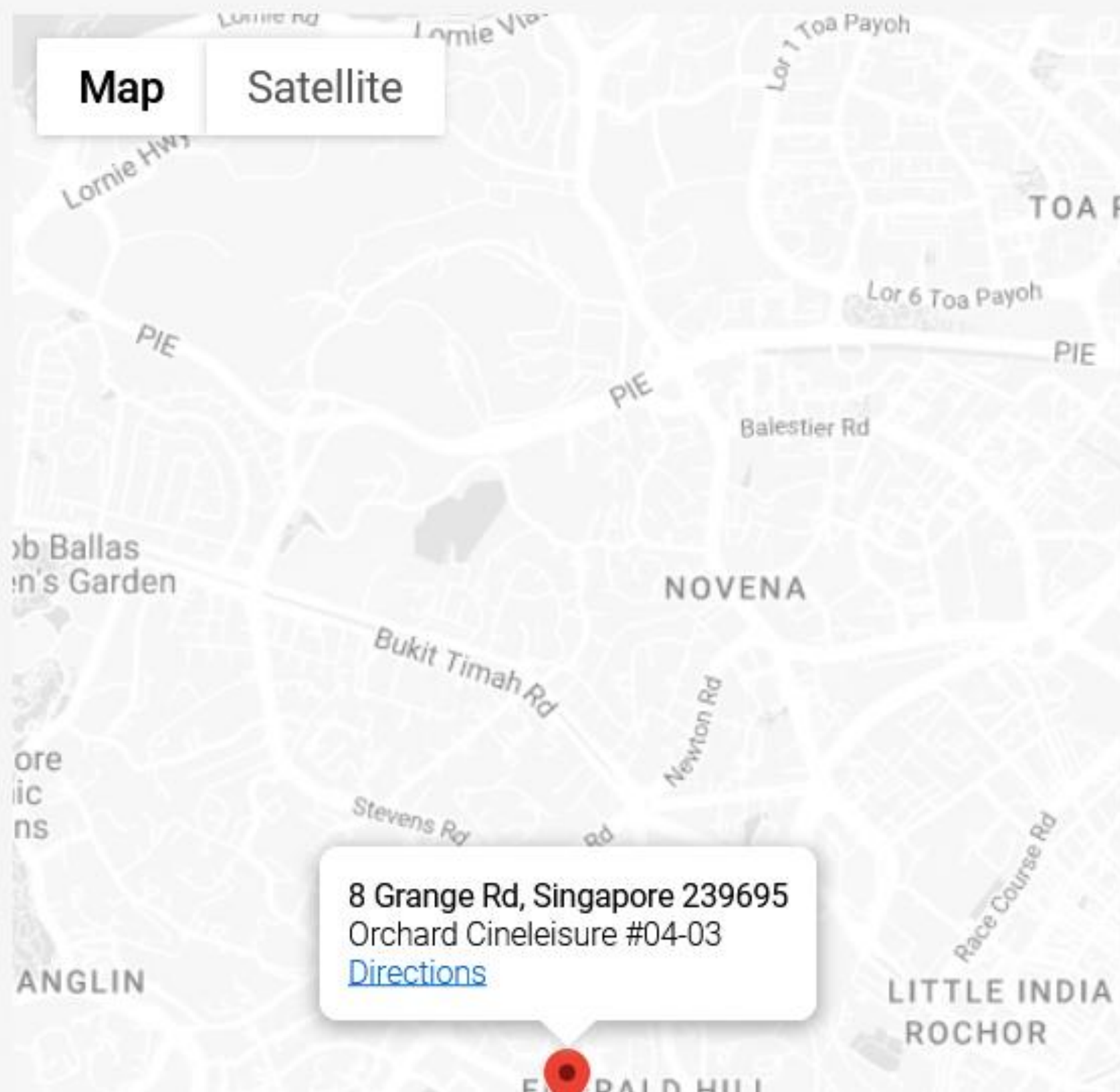
Learn more

BOOK A TRIAL



Do you think
this is a good
website
design?

What did they
do well and
what did they
not do well?



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8 GRANGE ROAD

#04-03 ORCHARD CINELEISURE

Singapore 239695

ask@eq-mma.com

MOB: +65 9616 4390

TEL: +65 6634 0696



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page when
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OUR CLASSES

BOOK A TRIAL

MUAY THAI

The ancient art of Muay Thai, often called the "art of eight limbs" as it utilizes all eight limbs (fists, elbows, knees, and shins) in combat. Muay Thai has been recognized by the International Olympic Committee (IOC) as an official sport. It's a full-body workout that builds strength, endurance, and cardiovascular fitness. The practice of Muay Thai is a blend of traditional Thai boxing and modern sports science, offering a unique and effective way to stay fit and healthy.

Learn More

BOOK A TRIAL

BRAZILIAN JIU-JITSU (BJJ)

Brazilian Jiu-Jitsu (BJJ) is a martial art that focuses on ground fighting and submission techniques. It was developed by the Brazilian Gracie family, who were pioneers in the sport. BJJ is a highly effective self-defense system that can be practiced by people of all ages and fitness levels. It emphasizes leverage and technique over brute strength, making it accessible to a wide range of practitioners. BJJ is a fun and challenging sport that builds strength, flexibility, and mental resilience.

Learn More

BOOK A TRIAL

BOXING

Boxing is one of the oldest martial arts, dating back around 3000 BC. It's a full-body workout that builds strength, endurance, and cardiovascular fitness. The sport of boxing is a blend of traditional martial arts and modern sports science, offering a unique and effective way to stay fit and healthy. Boxing is a fun and challenging sport that builds strength, flexibility, and mental resilience.

Learn More

How can we improve the class page?

When I land on the page, what is the first class I see?

How will this layout affect the other classes?

Is there a way to improve the layout?

