

Project Proposal

1. Project Summary

1. Write a one-paragraph summary of your project.
1. For my project, I'm going to build a website for a local gym. It's going to have a few navigation tabs at the top of the page. The main page is going to allow for scrolling that will show images and videos. There will be hover animations that will display information about the gym. The website's tabs are going to include: locations, classes, training, and about information. I'm also going to add a logo for a home navigation button.

2. Goals

1. Specify the primary goal of your project.
1. The purpose of the project is to display a gym in a manner that can bring in more views and help entice users to purchase a gym membership.

3. Look and Feel

1. Describe the intended look and feel of your project, including any ideas for thematic elements and possible fonts, colors, graphics, compositional arrangement, etc.
 1. I'm going to look for multiple ways to add responsiveness to the web page, which include color and background changes while hovering over certain elements. Background images will include gym classes and will cover the majority of the screen as you enter the web page. Scrolling down will change the background to white, but new images will show important information about the gym. The changed hover elements will correlate with the color of the website, which is to be orange, black, red, and white.

4. Navigation and Functionality

1. Describe how the project will work, what it will do, and how users will use it.
 1. The users will find each link by navigating and scrolling through the first page. The website is aiming to provide a service that makes the user feel comfortable to join. The returning users will often use the classes tab to see upcoming classes.

5. Communication

a. Communication Objectives and Message

1. What are the main reasons you are developing this website?
 1. The main reason for creating the website is to provide more value to a company that provides gym memberships and services. It's also designed to entice users to want to come back to the website and to rely on it for easy access.
2. What is the most important message that you wish to communicate to your website audience?
 1. The message that I'm attempting to display is a welcoming advertisement for a specific gym, which shows every single service that it will provide.
3. What are your secondary communication objectives/messages?
 1. As for the secondary message, the objective is to give the gym a sense of acceptance to all types of individuals.
4. What goals do you hope to reach with your website? Discuss both short and long term goals/plans for the site.
 1. I hope to add more functionalities and to add better graphics to the web site. The stylization of the tabs will probably be updated periodically. As for a long term goal for the website, I plan on adding functionalities to easily update the classes page on the server end. This will make it easy for a business associate to use and update the classes.

1. Target Audience

- Who is your target audience for your website?
 1. The target audience is for all ages and sizes of people.
- Imagine a typical user of your website. Profile and describe this user in detail. Why is he or she coming to the site?
 1. The main reason for new users to join is to find out whether or not they want to purchase a membership. Returning users come for new class information.
- What actions would a typical user to your site take? What is the primary action that you would like the user to take (e.g. read information, make contact, make a purchase, etc.)
 1. Most of the users will begin scrolling through the website, and then they would scroll up back to the top to press the "Get Started" button. This will take the user to purchase membership page.

1. Marketing

- How do you expect most people will find out about your Website?
 1. The majority of website viewers will make up local people trying to find a close gym for cheap membership prices.
- Will visitors use search engines to find your site and/or your type of services? How important is search engine optimization and placement to your marketing plans for your site?
 1. Most users will use search engines on google or on a google service to find the website. It's extremely important to find popular keywords for the website so it shows at the top of google.
- What marketing strategy will you use to promote your site?
 1. Some good ideas of marketing can be through social media and advertisements on workout or fitness related websites.

1. Content Outline and Deliverables

- Specify the content that will be included on each page of your project. Describe all the elements (text, photos, graphics, audio, animation, and any other assets) that will be delivered in the final project.
 1. The locations tab will show a search bar and a 3 column grid to contain different locations of the gym. The classes tab will include additional tabs which show certain activities depending on the day. The images and fonts will switch sides for each set of information. The about page will take a similar form of the training tab, except it will have two long columns to provide information at the bottom of the page. The main page will include information related to the price and a main navigation button in the middle of the page. The training tab will include nutrition information and group training information. One of these tabs may be replaced for a HIIT exercise class tab.
- 1. Project Work Plan and Schedule
 - Explain your plan of action-- your planned steps and work schedule in order to deliver the project on time.
 1. I'm planning on building a small portion of each tab first before spending too much time on one single page. This will typically include basic structuring, then I will begin focusing on graphics and animations. After this is done, I can begin adding more content to the tabs.

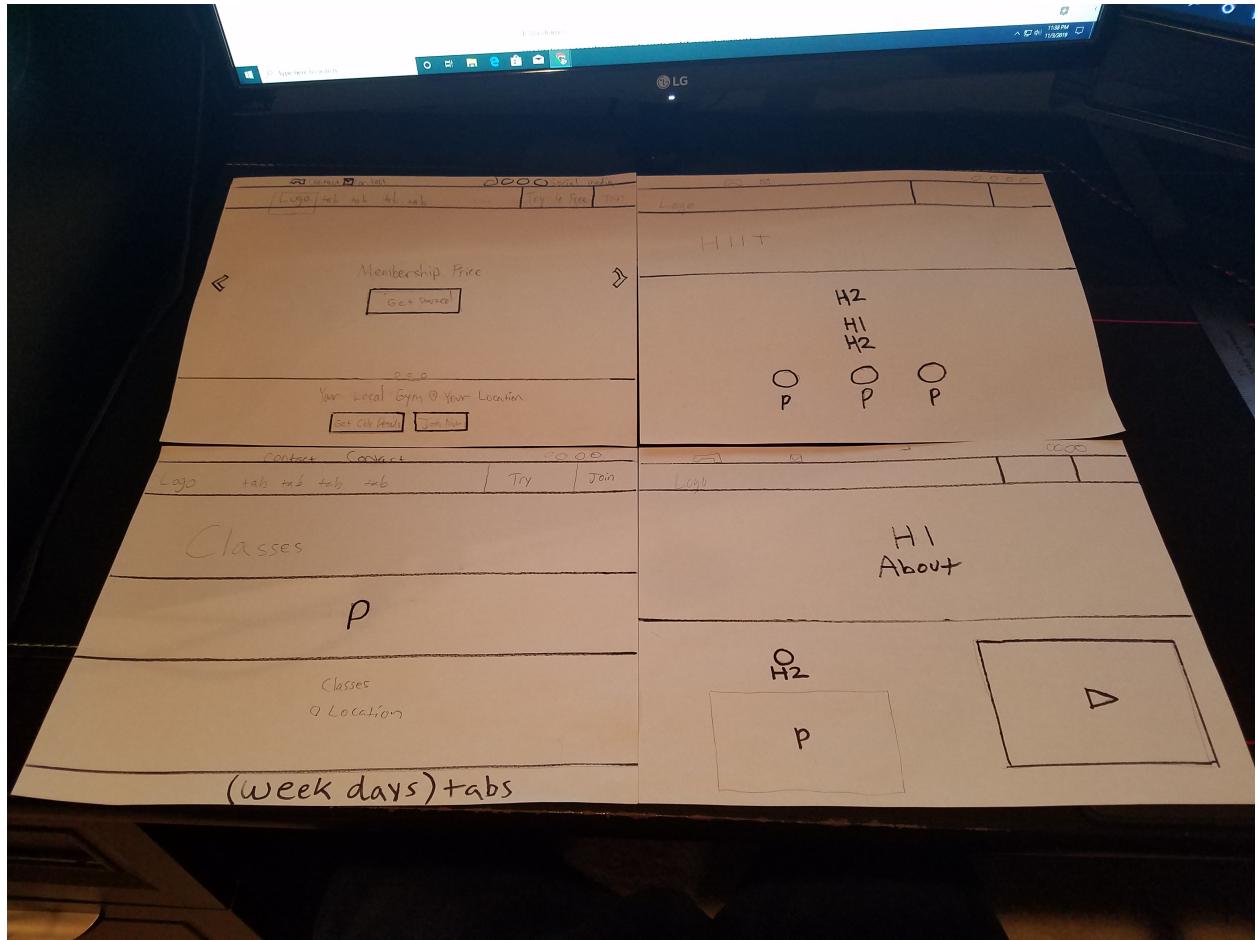
Home Page Design

Hi class, I'm planning on changing the heading of my project because I'm not too fond of the cluttered look so far. I taped together a logo as you can tell which I'm probably going to remove also haha. I'm more than likely going to change the theme color to a more brighter blue instead of dark blue.

1. Research

1. <https://p4lfitness.com/> ([Links to an external site.](#))
 2. <https://eosfitness.com/location/temeculaparkway/> ([Links to an external site.](#))
 3. <https://selfmadetrainingfacility.com/> ([Links to an external site.](#))
1. The hover effects changing two portions of tabs on the selfmadetrainingfacility website is one of the effects I'm going to include in my web page. I also like how the p4lfitness website makes the header of the page change as you scroll through. The EoSFitness website has a great heading design, along with its unique styling of tabs. The EoSfitness website has an ugly main picture that just says "Now Open" with no button. The image animation is a bit tacky and serves no purpose. While the selfmadetrainingfacility website does a good job at showing their gym on the front page, there isn't any display of information on top of the image and the image is a bit low quality. This would probably be better looking if it was dimmed when hovered over. The images in the middle of the page for the p4lfitness website are all aligned next to each other with no regard to the sizing of the pictures. As you switch through the images at the top of the page, the words and button moves around too much.

2. Thumbnails



999-999-9999 NoPainNoGain@gmail.com



HOME CLASSES HIIT ABOUT

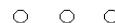
Free Trial Join



Memberships at \$10/MO



Try now



Your Local Gym  NoPainNoGain

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MORE INFO

Welcome to your family

There's no judgement here - No to an extreme or insufficient. No glares of dissatisfaction. Here we keep receptive outlooks. We are nurturers. We look for just to energize, enable and engage. There is not just one type. There is not just one reason. There is no single way.

What we are is a different network; what we have is a culture of fun; what there is, is space for everybody: a wide range of



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HIIT

CLASSES

Find Classes At
 Location

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5:30 pm	5:30 pm	5:30 pm	5:30 pm	5:30 pm	5:30 pm	5:30 pm

Zumba
Circuit mesmerizing Latin rhythms and simple-to-pursue moves to make a high vitality, calorie impacting, all out body move based exercise intended to condition your body from head to toe.

5:30 pm 60 min



Utilize a brand new training style

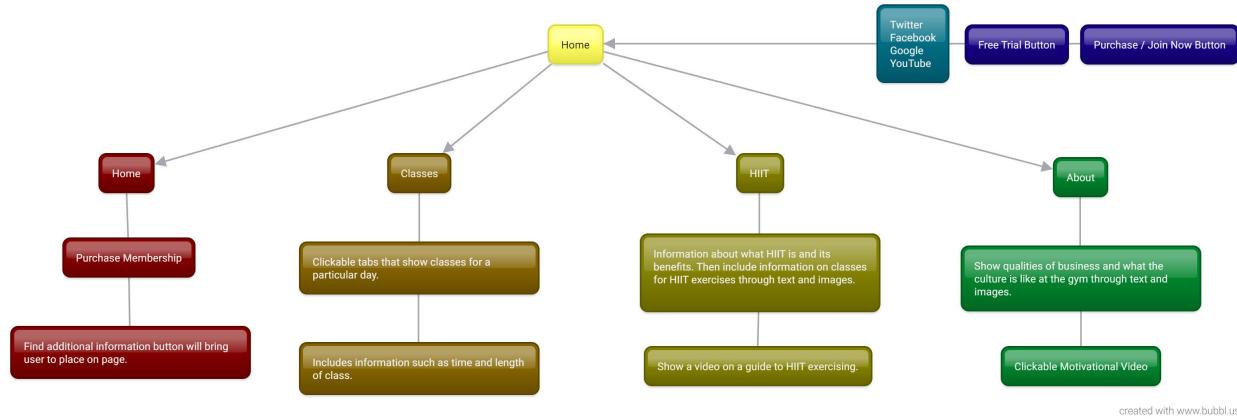


Heart-pumping teamwork



See much faster results

Project Site Map & Flow Chart



Testing

1. My plan was to search through the website in every sort of sizing in order to make the page readable. In each sizing, I would test each of the links.
2. I tested my own site. Planning on having someone else test for me as well.
3. I tested the links to see if they were clickable and to see if the tabs work. I also check to see if the graphics stay organized as you change screen sizes.
4. I used the chrome browser in order to test the functionality of the site. I also need to use a css and html validator on the files.
5. I evaluated the results by inspecting the browser for any underlying bugs and I dragged the web browser around to change its size in different ways.
6. During the testing of sizes, I found that an invisible div was covering the web page, making it impossible for users to enter the site navigation links. I found that a particular sizing also made an element cover over the footer. Changing the size of the browser brought a ton of graphical user interface bugs that will need a lot of fixing. I'm currently working on the specific device sizes now.

Project Production

I'm still in the process of getting the resizing finished for most common screen sizes. Whenever I change the size of the screen, things start getting out of wack. Also please view the page under 1600px wide since I have't added view-ability for sizes above this yet. Please let me know what needs fixing, thanks!

I'm going to add a purchase page in the future once I finish the resizing in time for the due date. Eventually the tabs will need added icons for each available class.

I also need help changing the color for the top part of the jquery tabs in classes.html. I'm unable to change it from the very bright yellow color because I don't know which CSS selector to use. If anyone can help with this, I'd be very delighted!

Working Link:

<http://gc.palomar.edu/75357/75357bjug3242/project/index.html>