**Planning a site**

Goals

* It is a new business so the goal is to let the word out to potential clients.
* To let them know what I am offering
* To sign up to classes and to view the schedule
* To encourage more clients to come to my classes

Challenges

* To attract more clients and to get them to sign up
* To keep the website updated about current classes and offers
* To create a website that would appeal to potential clients

Success

* Website is visited frequently
* Clients are attracted to my services from viewing my website
* Feedback is left by clients
* Clients can easily view the classes schedule
* Good communication between myself and client through my website

Service

* To provide Pilate classes to clients
* It is located in Har Nof but there is an option to travel around Jerusalem to give classes in client’s homes.

Story

* I have been practicing Pilates since I was 16 years old, as I found the benifts of pilates to be a calming and relaxing prescense in my life.For just after a few weeks I felt the difference in my body.I experienced the benfits of my body being toned and becoming more flexible.I continued practicing pilates from a pilates dvd throughout my high school and always found that it kept me ernergized and felling great after one lesson of pilates/Form this I wnet ont o take my passion to business and trained to became a qualified pilates teacher.

**Create some Users**

* **Older ladies who want their body to became more flexible and ache free.**
* **Young ladies who desire a body that is toned and flexible.**
* **Mothers who want to get their body back to shape after birth.**
* **Working ladies who want to work on their fitness through a relacing and easy way.**