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 benefits of Pilates to be a calming and relaxing presence in my life. For just after a few weeks I felt the difference in my body. I experienced the benefits of my body being toned and becoming more flexible. I continued practicing Pilates from a Pilates cd throughout my high school and always found that it kept me energized and feeling great after one lesson of Pilates/Form this I went on to take my passion to business and trained to became a qualified Pilates teacher.

Create some Users

Possible 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 relaxing and easy way.

What users need?

* Older ladies need a slow class with easy exercises that will help them with their flexibility.
* Young ladies need a class that is exciting and see the results of the class fast.
* Mothers need a convenient time to do the class.
* Working ladies need to be encouraged to come to class by promoting the relaxation aspect of it-get a break from your busy day.

Common to all users

* All users would like a workout that would tone their body, increase their flexibility and a place where they can relax and have a fun place to work out after a busy day.

Analyze the market

* Cambridge PilatesFit
  + Unique service providing classes led by qualified physiotherapists.
  + Professional and knowledgeable about Pilates helping people
  + They cater to all groups of people, old young, pregnant and injuries.
  + I like it contains testimonials on each page from clients.
  + The book now button is featured prominently but not too intrusive.
  + I don’t like the ‘any questions’ panel is featured prominently at the end of each page.
  + I like how it contains read-life images of their Pilate groups in action instead of a stock photo.
  + They understand the customer needs by offering a simple site to use. Providing only the necessary information in simple terms.
  + The navigation bar is simple and no long lists are used which makes it easier for user to navigate to other pages.

Define the core values

* Culture
  + Enthusiastic
  + Dynamic
  + Exciting
  + Helpful
  + Clear
  + Passionate
* Customer
  + Eager
  + Driven
  + Determined
  + Educated
  + Family-oriented
* Personality
  + Trustworthy
  + Knowledgeable
  + Passionate
  + Helpful
  + Professional
* Feeling
  + Energized
  + Relaxed
  + Healthy
  + Great feeling of wellbeing
  + Challenged
  + Happy
* Impact
  + Toned body
  + Strong core
  + Greater flexibly
  + Increased body awareness
* Unique value
  + Qualified
  + Passionate
  + Eager to help people experience the benefits of Pilates
  + Desire to help change people lives for the better in fitness.
  + Individualized attention small groups.
  + Convenient times and locations.

Define the brand

* Visual words
  + Dynamic
  + Determined
  + Helpful
  + Energized
  + Toned body
  + Eager to help people experience the benefits of Pilates
* Answer
  + A Pilates business,
  + Pilates classes taught at a studio or home.
  + Chassia Robinson
  + Har Nof
  + To provide a service to people to help them come to love their body’s in a relaxed and easy environment.
  + Daily morning/afternoon
* Summary
  + Chassia Robinson provides a Pilates class to determined customer in a dynamic environment, with a helpful voice; helping them feel energized and a toned body.
* Unique value
  + Passionate in helping people enhance their lives by taking Pilates classes in wellbeing and in fitness.