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| **Client Name** | Elizabeth Rabusseau  Recharge Yoga |
| **Business Name** | Recharge Yoga, recharge.yoga |
| **New or Redesign** | New |
| **Type of Website** | Business, promotional |
| **Client Goals** | Connect with customers, grow sales,  Increase awareness of her business |
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| **Audience** | **Issues, Concerns, Needs** | **Approach** |
| Corporations/  Program Managers at Corporations | * The website seeks to target mainly large corporations to offer Yoga breaks/session for corporate workers on a regular basis for teams, but also as part of design sprints. * Accessibility: because the Yoga the client is offering needs to be accessible to a variety of bodies/ individuals , the site also needs to be accessible to everyone * The corporate managers need to quickly identify the type of classes she is offering and what her approach to Yoga is: how is the corporate business profiting from having Yoga classes? | The client wants a website in the form of the website legalzoom.com: this means the homepage has three containers placed next to one another allowing each customer/ each customer group to directly select the specific offerings  1. Corporations/ Large Businesses that want Yoga classes for teams   * 2.Individuals who want individual Yoga classes in their lunch hours * 3. Individuals interested in retreats * In addition, the website will also lay out the client’s Yoga training ( About me) and how she is qualified for this. One issue to address is accessibility: how can Yoga be made accessible to everyone? * There is a contact form |
| Corporate Workers ( individuals) interested in Yoga classes in their lunch breaks | Individuals, rather than teams, might be interested in a lunch Yoga session and thus need to quickly navigate how such a service might take place  Is this type of Yoga accessible to me? |  |
| Individuals interested in Yoga Retreats or private Yoga classes | Which retreats are offered?  What are the prices?  What is the location?  What kind of Yoga ?  Is the teacher qualified? |  |
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