

Phone: (650) 520-8113
210 El Camino Real #A
Belmont, CA 94002

Karoline Duffy
Jasmine Wah Hoang
April 13, 2020 - May 21, 2020



TRAIN WITH THE BEST.

Design Brief: Bay Area's Boxing

Company Background

Bay Area Boxing is dedicated to providing high quality, authentic, boxing, kickboxing training classes in a clean and safe environment. BAB welcomes everyone who simply want to get in shape or compete one day. Bay Area Boxing also provides additional instructional classes such as Boxing, Muay Thai Kickboxing, MMA, and Brazilian Jiu-Jitsu. BAB are located in Belmont, CA.

Company Statement

Bay Area Boxing aims to help people learn the benefits of living an active lifestyle through the vessel of martial arts (Boxing Kickboxing, BJJ). We help people find something fun and interesting to learn that is also truly effective for fitness. We help create an atmosphere and culture of community where people can meet, network and share ideas.

Target Audience

- Kids (Age: 6-14) for Brazilian Jiu Jitsu
 - Teen (Age: 13+) Classes
 - Athletes searching for professional level fighters and martial arts instructors
-

Competitive Landscape

Undisputed Boxing (\$179) / Impact Boxing Studio (\$149) / Aloha Time (\$169)
All these gyms have an initiation fee, including BAB's studio. Aloha and Undisputed have a higher month to month fee and have a \$99 initiation fee. The differences are larger facilities, and offers a few more amenities.

Delievered Product

- Include HTML/CSS web platform
- Revamp the website so people can easily search for information
- Simple, professional, but friendly to invite newcomers
- Keep the brand colors: red, black, white

Competitive Analysis

Undisputed Boxing
Impact Boxing Studio
Aloha Time Boxing



Undisputed Boxing

380 Convention Way, Redwood City, CA 94063

Business Description

Undisputed Boxing Gym has been a resource for people looking to take their fitness pursuits to the next level since 2006. With a team of trainers, who are committed to helping every member achieve his or her goals, Undisputed Boxing Gym brings solid basics and fundamentals to every workout.

Main Business Features

- Four signature classes
- Personal training services
- Full-service gym

ANYONE CAN
HIT A BAG.
WE JUST DO IT
BETTER.



Pro:

- Long gym hours
~6am to 9pm weekdays
~7/8am to 12pm weekends
- Clean and organized environment
- Professional instructors
- Showers in women's room equipped with lotion, shampoo, etc.
- Intense workout sessions
- Versatile workout sessions everyday

Website Features

- First visit Free
- Weekly Schedule
- Reserve workout sessions

Target Audience

Ages: 20-35

The screenshot shows the Undisputed Boxing Gym website. At the top, there are social media icons and links for phone number (650) 362-3346, Contact Us, 380 Convention Way | Redwood City, CA 94063, Open 7 Days, BOOK-A-BAG, INSTRUCTORS, LOCATION, FIRST VISIT FREE, and LOG IN. The main banner features a woman in a boxing ring with the text "TRAIN STRONG. BE UNDISPUTED." and "Authentic boxing and kickboxing group fitness workouts." Below the banner are two buttons: "BOOK-A-BAG" and "READY TO JOIN? LET'S GET STARTED!"

Con:

- Cannot see the pricing on the website
- Need to make an account to use most of the website
- Not enough "boxing/kickboxing" sessions
- Customer service is terrible
- Not enough space to workout alone
- Not enough instructions/guidance
- Pricey

Costs

\$30 drop-in-rate
\$129/\$149 Monthly Membership
\$179 initiation fee

Visuals

- Strong visual elements
- Review statements
- Clean and simple layout

Impact Boxing Studio

836 Brittan Ave, San Carlos, CA 9407

Business Description

IMPACT! Kickboxing Fitness is a group exercise fitness studio focusing on women's self defense, martial arts fitness, boxing bag workouts, strength conditioning, stretching, Kickboxing Light Sparring, aerial silks, and aerial straps classes. All levels of ability are welcome to this positive, fun workout experience!

Main Business Features

- 4 specialty classes
- Plenty of instructors
- \$25 1-month trial for full experience



Pro:

- Best Reviewed kickboxing studio in Bay Area
- Clean, spacious, convenient
- Extremely popular
- Easy accessibility to information
- Great customer service
- Lots of equipment
- Speciality classes such as aerial classes, stretch flow, kickboxing light sparring, and women's self defense

Website Features

- Groupon & livingsocial coupons
- Member Loyalty Program with point system
- Latest News

Target Audience

Ages: 20-35

The website features a prominent logo at the top left. A large, colorful graphic on the right side encourages users to 'CHECK OUT OUR LIVESTREAM CLASS SCHEDULE!' with a 'LIVE' button and a 'Class Schedule' link. The navigation bar at the bottom includes links for Home, Class Schedule, Specialty Classes, Latest News, FAQs, Rates, Reviews, and Gallery. Social media icons for Facebook, Twitter, and Instagram are also present.

Con:

- Not many kickboxing workout sessions throughout the week
 - 2 classes offered on weekdays
 - 1 class offered on the weekends
- No free trials
- Website does not evoke excitement to customers
- Tend to share equipment
- IBS boxing equipment are old

Costs

- \$149 initiation fee
- \$759 8-month membership
- \$1,099 Yearly membership

Visuals

- Plain, simple, informational
- No engaging or striking visuals
- Difficult to see

Aloha Time Boxing

628 South Railroad Ave, San Mateo, CA 94401

Business Description

Aloha Time Boxing is about changing the game when it comes to boxing. People who face challenges have a couple of options. They can either retreat, give up, or wave the white flag. Or fight back. Aloha Time is here to guide you and help get your fighting spirit back. Aloha Time Boxing was created for those who choose to rise up and punch back.

Main Business Features

- 7 variety of classes
- Excellent trainers and classes
- Full-service gym



Pro:

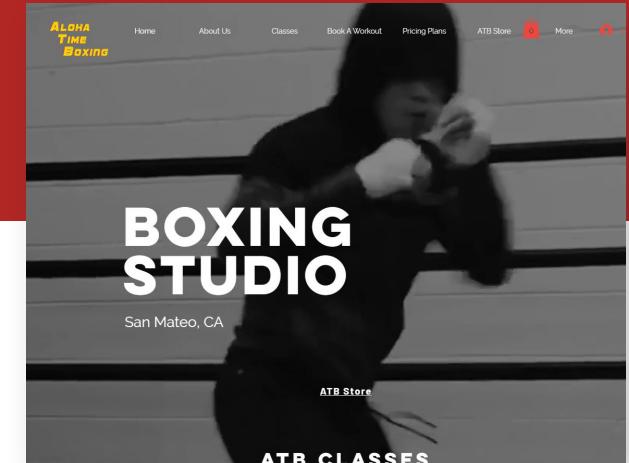
- Clean and remodeled environment
- Small groups for workout sessions
- Professional trainers with prior boxing/strength training experiences
- Great guidance
- Diverse price range
- Moving boxing gif as hero shot
- Easy accessibility to information
- Strong following

Website Features

- Plenty of Choices for events/classes
- Clothing Store
- Updated News on "blog"

Target Audience

Ages: 20-40



Con:

- Website layout gets glitchy
- Boxing gif stops moving after scrolling
- Navigation bar sometimes condenses into vertical instead of horizontal without changing window size
- Legibility to read words/recognize key icons

Costs

- \$20/hr Online Counter-Punch
- \$169 Aloha Monthly Membership
- \$1728 Annual Membership

Visuals

- Engaging visual elements
- Simple but informational
- Pictures are laid out neatly

Persona: James Ramos

Biography

When it comes to fitness, James Ramos has tried everything to stick to something, but nothing has worked to keep him consistent. He's slightly overweight and lives with his roommates who like to sit around playing video games and eating pizza. So, his diet is obviously not the greatest. With little encouragement from his friends, he is looking for a hobby that provides a sense of community and promotes a healthy lifestyle. He lives in the Bay Area, working a job at a large law firm as a paralegal.

Profile

Age: 27
Occupation: Paralegal
Location: Bay Area
Gender: Male
Education: Golden Gate Law School

Goals and Needs

- Join a community
- Motivational friends
- Fitness goals that maintain accountability

Pain Points

- Dirty space
- Overcrowded environments
- Overpriced
- Poor instructors

Desired Workouts

- Cardio
- Kinesthetics
- MMA Introduction
- Introduction to weight training

Favorite Online Platforms

- Instagram
- Facebook
- Twitter

Availability

Free from 5PM until 10PM



Personality



Extrovert

Introvert



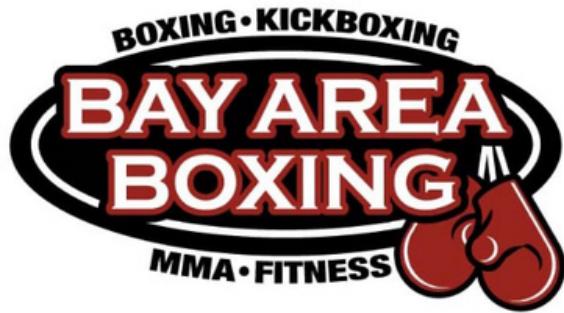
Thinking

Feeling



Judging

Perceiving



Style Tile

Example of the Headline

Roboto Bold

Example of the Subheadline

Roboto Medium

Example of the Paragraph. Ment et est eostius ut aut imus. Apid ut que isimpor si sinctionsed estotat usanderibus pari suntiur solesti nctatiu mquatur? In pre voluptae eles ad eatia sita velliquo ese et offic tem il imi, es esciamus valor aut labo. Ditiunti voluptur, et harupta sit quodi comnihictas mod qui ut modi cum facitas sitassintios ratae doloris dolorer orerfer uptasped mod et eria seque dolestrum volorepeles mo eliquid ut aute veribus sam que et ut voletcum eum quunt, sus dolupid qui renis maximusciet quid etur sePiostabeme rei publinverestIgil host fac re terfex num firit, nos iaedit ommmod rem ademur, prem

Noto Sans Regular

Adjectives

Capable Simplistic Strong Active Bold

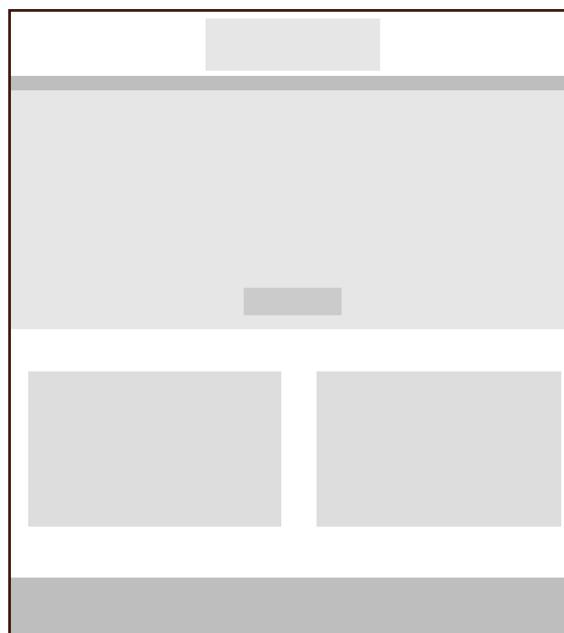


#010006

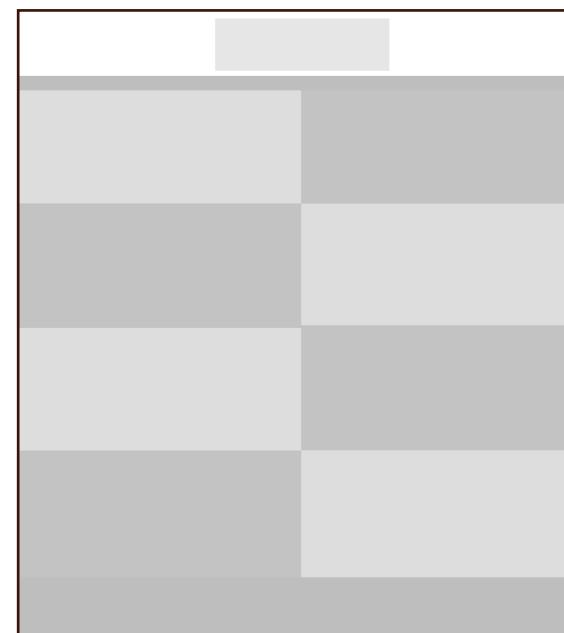
#b42515

#f6fbfd

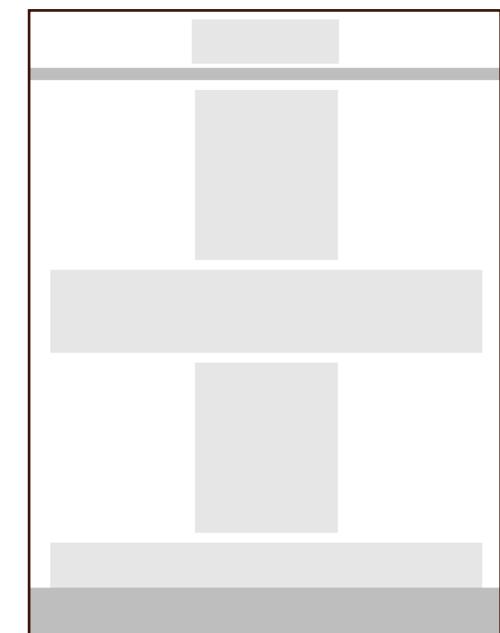
Wireframe



Home



Programs



Staff

Mockup: Home Page

The image shows a home page mockup for a website. At the top, there's a black header bar with the text "Mockup: Home Page". Below it is a red sidebar on the left and a main content area on the right. The main content area features a large banner image of a boxer's hands wrapped in red bandages. Overlaid on this image is a white button with the text "SIGN-UP FOR A FREE CLASS!". Above the banner is the "BAY AREA BOXING" logo with the subtext "BOXING • KICKBOXING • MMA • FITNESS". Below the banner, there's a section with a "yelp" badge showing a 5-star rating and the text "People love us on yelp! With over 60 FIVE STAR REVIEWS". To the right of this is a "Philosophy" section with text about the gym's dedication to quality training. Further down is a "Cardiovascular classes" section with text about the classes' intensity and equipment requirements. At the bottom, there's a footer with contact information and social media links.

BAY AREA BOXING
BOXING • KICKBOXING • MMA • FITNESS

HOME CLASS SCHEDULE INSTRUCTORS/STAFF PROGRAMS CONTACT

SIGN-UP FOR A FREE CLASS!

yelp 5 Star Company

People love us on yelp!
With over 60 FIVE STAR REVIEWS

Philosophy

Bay Area Boxing is dedicated to providing high quality, authentic, boxing, kickboxing training classes in a clean and safe environment. Whether you're just looking for a better way to get in shape or you would like to one day compete, Bay Area Boxing is a great place to start!!

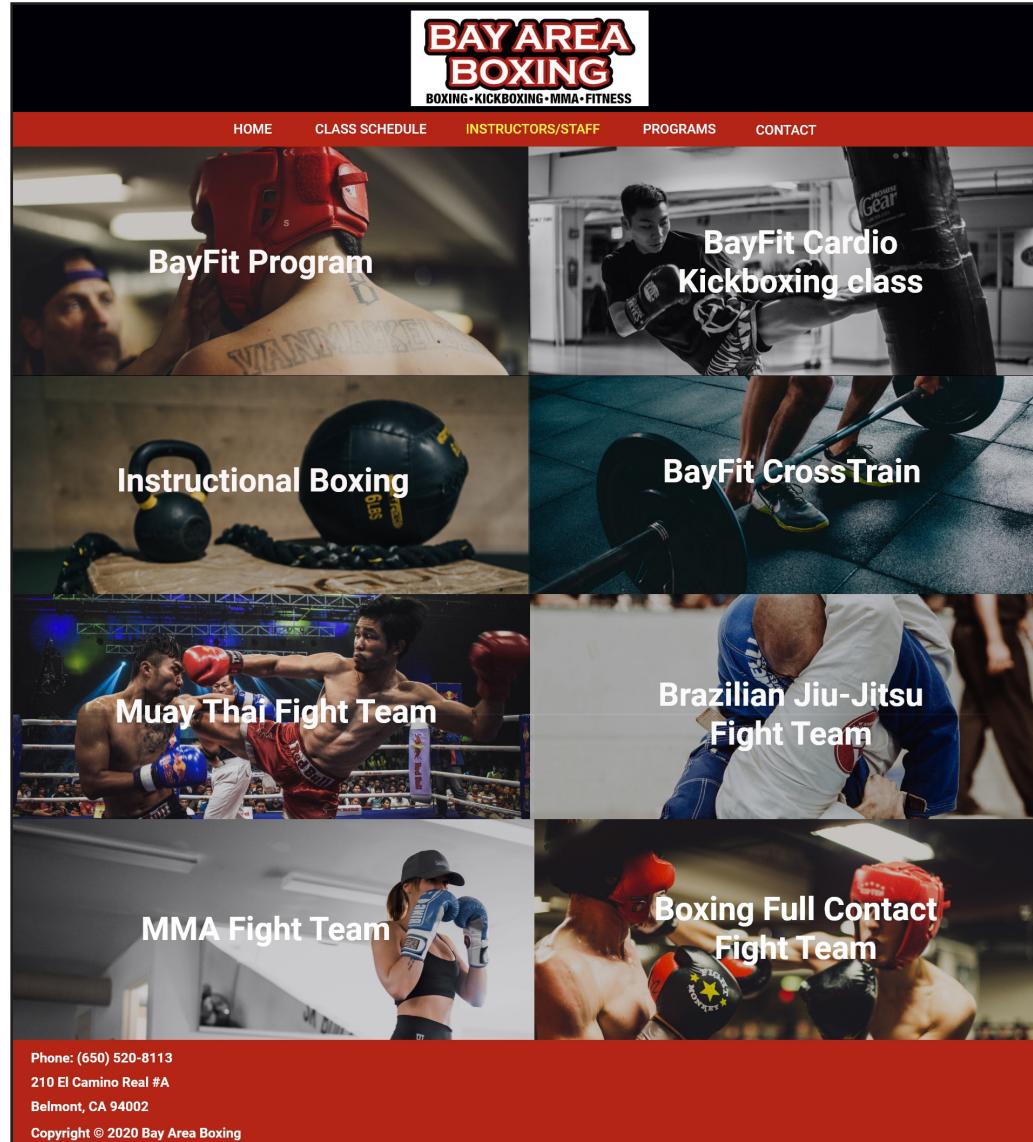
Cardiovascular classes

Our boxing and kickboxing conditioning classes are 1-hour in length and BURN 800-1000 CALORIES PER CLASS! Get both, cardio and resistance training at the same time. The equipment requirements are elementary: heavy bags, gloves, your body, a timer and music. And you'll get a workout that doesn't miss a spot: a 1,000-calorie-an-hour cardio bomb and a superb all-body toner that builds shoulders and forearms and works legs, hips, abs, upper back, triceps, biceps and lats. Want to blast your deltoids? Try holding 16-ounce gloves at chin level for two rounds.

Read more...

Phone: (650) 520-8113
210 El Camino Real #A
Belmont, CA 94002
Copyright © 2020 Bay Area Boxing

Mockup: Programs Page



The image shows a website mockup for "BAY AREA BOXING" featuring a grid of program highlights. The header includes the logo "BAY AREA BOXING" with "BOXING • KICKBOXING • MMA • FITNESS" below it, and a red navigation bar with links for HOME, CLASS SCHEDULE, INSTRUCTORS/STAFF, PROGRAMS (which is highlighted in yellow), and CONTACT.

The main content area displays seven program cards:

- BayFit Program**: A man wearing a red boxing helmet and a tattooed shoulder.
- BayFit Cardio Kickboxing class**: Two people in a kickboxing class.
- Instructional Boxing**: A person with kettlebells and a speed bag.
- BayFit CrossTrain**: A person using resistance bands.
- Muay Thai Fight Team**: Two fighters in a ring.
- Brazilian Jiu-Jitsu Fight Team**: A person performing a submission hold.
- MMA Fight Team**: A woman in a boxing ring.
- Boxing Full Contact Fight Team**: Two fighters in a ring.

At the bottom, there is a red footer bar with contact information:

Phone: (650) 520-8113
210 El Camino Real #A
Belmont, CA 94002
Copyright © 2020 Bay Area Boxing

Mockup: Staff Page

BAY AREA BOXING
BOXING-KICKBOXING-MMA-FITNESS

HOME CLASS SCHEDULE INSTRUCTORS/STAFF PROGRAMS CONTACT



Jake Delaco
Position: Owner/General manager
Specialties: Brazilian Jiu-Jitsu/ Strength Training

Bio: Jake is the founding owner and general manager of Bay Area Boxing. Jake managed/operated our Belmont location for the first 5 years (2010-2015) and then went on to run presale and grand opening for our east bay location (Bay MMA & Fitness). Jake is currently a Black belt in Brazilian Jiu-Jitsu under Brian Fernandez (Halperin Gracie black belt) and has 11+ years experience in the gym, fitness and fitness management. Jake currently runs the front desk, fitness classes and kids jiu-jitsu classes. You will see Jake at the front desk weekdays and is here to help with all your fight and fitness goals!



Brian Fernandez
Position: Head Brazilian Jiu-Jitsu Instructor

Brian was born and raised in the San Francisco Bay Area and has been training martial arts for the last 20+ years. In 1994, Brian received a black belt in Brazilian Jiu-Jitsu in California many years of training. In 2007, Brian added a black belt in Jiu-Jitsu to his belt under Ralph Gracie. In 2007, Brian began teaching Brazilian Jiu-Jitsu. Brian loves to share his love of BJJ as the head instructor at Bay Area Boxing. His classes are 1.5 hours long and consist of BJJ warm ups, technique and full contact sparring. Being a black belt in Jiu-Jitsu Brian can belt our students up to his ranking.



Justin Davis
Position: Head Muay Thai coach

Bio: Justin started training Muay Thai as a young man under Kru Sam of World Team USA in San Francisco. Justin trained, taught and fought for the World Team flag for 8 years. We welcome Justin as our Head Muay Thai coach and competitor. Justin's Muay Thai background, extensive experience in training and competing has him well equipped in the ring or cage. Outside of fight training and competition preparation Mr. Davis also specializes in client body transformation and leads our 6:30am BayFit Kickboxing classes Monday/Wednesday/Friday. Just carries with him an intense yet friendly coaching style with an emphasis on muscle toning and weight loss. Martial arts changed Justin's lifestyle for the better and his life goal now is to share that passion with the world. Come check out Justin's class for a fun, technically proficient full body kickboxing workout or try your hand in one of his Muay Thai fight team classes.

Phone: (650) 520-8113
210 El Camino Real #A
Belmont, CA 94002
Copyright © 2020 Bay Area Boxing

Bay Area Boxing

Prototype Url

<https://xd.adobe.com/view/2baf6c08-d8e3-4bd3-42b7-56d95085b126-5d9e/>

GitHub Url

jhoangmuzic.github.io/kduffy_jhoang_Proj5-BAB/home.html