

Yoga in Sewickley

Executive Summary

Community Partner

Sharon Beddard-Hess

Student Consulting Team

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Background

Yoga in Sewickley is a small, community-focused studio dedicated to promoting health and wellness through alignment-based instruction. Led by its founder and serving a primarily local, older demographic, the studio offers both in-person and Zoom classes. While the community partner has built a loyal customer base, the studio relies heavily on manual, paper-based processes and has minimal digital infrastructure. The outdated website lacks clarity and interactive features, and technology support is provided only by the CP's daughter given our CP's minimal background with these technologies. Through our analysis, we identified four key challenges: an outdated website, limited tools for customer communication, lack of digital engagement for existing customer, and inefficient paper-based operations.

Project Description

Project Opportunity

We identified four key areas where digital solutions could support Yoga in Sewickley's mission and operations: an outdated website, lack of an easy way for new customers to reach out, limited engagement outside of class, and paper-based internal processes. Addressing these issues would improve customer acquisition, retention, and operational efficiency—helping the studio grow and better promote yoga as an everyday practice.

Project Vision

Our project aimed to address four key challenges at Yoga in Sewickley: an outdated website, limited customer communication, lack of digital engagement, and inefficient paper-based internal processes. We implemented a two-part solution: a redesigned Wix website to improve outreach and engagement, and a Google Sheets system with integrated Forms to digitize attendance and revenue tracking. These tools improved the studio's online presence, enabled more efficient operations, and provided data insights to support scheduling and business planning.

Project Outcomes

By the end of the project, the community partner adopted new digital tools that significantly improved both external communication and internal operations. The CP now uses a modern,

user-friendly Wix website to manage content, share class information, and engage with current and potential customers. Internally, she transitioned from paper-based tracking to a Google Sheets system that automates attendance logging, calculates instructor pay, and visualizes key business metrics. These outcomes reflect a lasting shift in the CP's workflows, allowing for greater efficiency, clearer communication, and data-informed decision-making—all aligned with the studio's mission to make yoga more accessible and sustainable.

Project Deliverables

We delivered a new Wix website, a Google Sheets-based database system, and a customizable gift card template. Each tool was paired with tailored training materials, including written guides and video tutorials, to ensure the community partner could confidently use and maintain the systems independently.

Recommendations

To support long-term growth and ensure sustainability, we outlined several next steps the community partner can take to build on this project. Key recommendations include enabling online payment system integration and subscription-based videos on the *Yoga at Home* page. We also suggest creating a member portal, building a gift card purchase. These enhancements would streamline operations, expand customer engagement, and even generate more revenue moving forward.

Student Consulting Team

Simran Bedi served as a client relationship manager. She also contributed to the development of the website and the database system. Simran is a senior majoring in Information Systems with a minor in Computational Finance. She will be starting as a Quantitative Research Analyst at Citibank after she graduates.

Sally Pak served as a Project Manager. She contributed to designing the website, database, scheduling meetings with the CP and sending agenda for our meetings. She is a senior majoring in Information Systems with a minor in Business Analytics and Optimization. She will be working at PwC as a Technology Consultant after graduation.

Panpan Tochirakul served as a developer. He is a third-year student majoring in Information Systems with a Minor in Computer Science. He intends to pursue a career in Software Engineering. He contributed to developing the website, database, and other technical roles for this project.