GRUPOGINGADOCAPOEIRA

Building a website that establishes their brand identity

PROBLEM STATEMENT

Student enrollment in Grupo Gingado Capoeira has dropped by 30% YOY in 2015. With decreasing enrollment, the school may not afford to pay for their current space.

OBJECTIVE

By creating the website, it will establish the Grupo Gingado Capoeira brand identity. Thus, it will engage existing students and attract new ones.

We will know this to be true when Grupo gains more visibility in the San Francisco Bay Area community.

RESEARCH & QUESTIONNAIRE

I interviewed three people on what information each individual would look for in a Capoeira website. From my interviews, the following is the most important information they wanted to learn:

- School structure and values
- Background information about Capoeira
- Class descriptions including schedules, costs and locations.

Example Research Questions
- What do you think is the purpose of this site? (i.e. persuasive, informative, entertaining, etc)
- Who do you think is the intended audience?
- Could you find the information you were looking for?
- Was there something missing you were expecting to see?
- Could you describe what the page was about?

Timothy Burns

"I just go where life takes me."

Age: 27
Occupation: Construction worker
Status: Single
Hobbies: Fix up houses, build classic cars, smoke cigars and drink fine whiskey
Fitness Level: Doesn't exercise regularly, but does a lot of manual labor at work
Education: High school graduate, some college
Technology level: Knowledgable, always likes to upgrade to latest smartphone
Archetype: "The Rebel"

Goals
- Would like to lose 10 lbs.
- Wants to go on a backpacking trip to Europe
- Eventually finish college

Frustrations
- Doesn't manage his time very well
- Tunes out when situations get complicated for him
- Not disciplined with money

Timothy Burns

"I always try to find ways to make my life easier and more efficient"

Age: 28
Occupation: Sales
Status: In a relationship
Hobbies: Playing the piano, indoor rock climbing, learning to program, dancing
Fitness level: Very active, exercises 6 days a week
Education: BA in Music
Technology level: Very knowledgeable, always researching the latest news and trends in technology. likes to build websites
Archetype: "The Computer Geek"

Goals

- Transition to a new career in web development
- Teach music to the youth and community
- Save enough money to buy his own house

Frustrations

- Gets bored easily when he's not feeling challenged
- Feels burnt out at his current job
- No time to go out and socialize as frequently

Lisa Jones

Age: 44
Status: Recently Separated
Occupation: Writer
Education: BA in Communications, MA in Journalism
Hobbies: Spending quality time with her son, good quality wine, watching documentaries
Fitness level: Not actively fit, goes for daily walks, occasional yoga class
Technology level: Competent with new technology, loves her iPhone
Archetype: "The Soccer Mom"
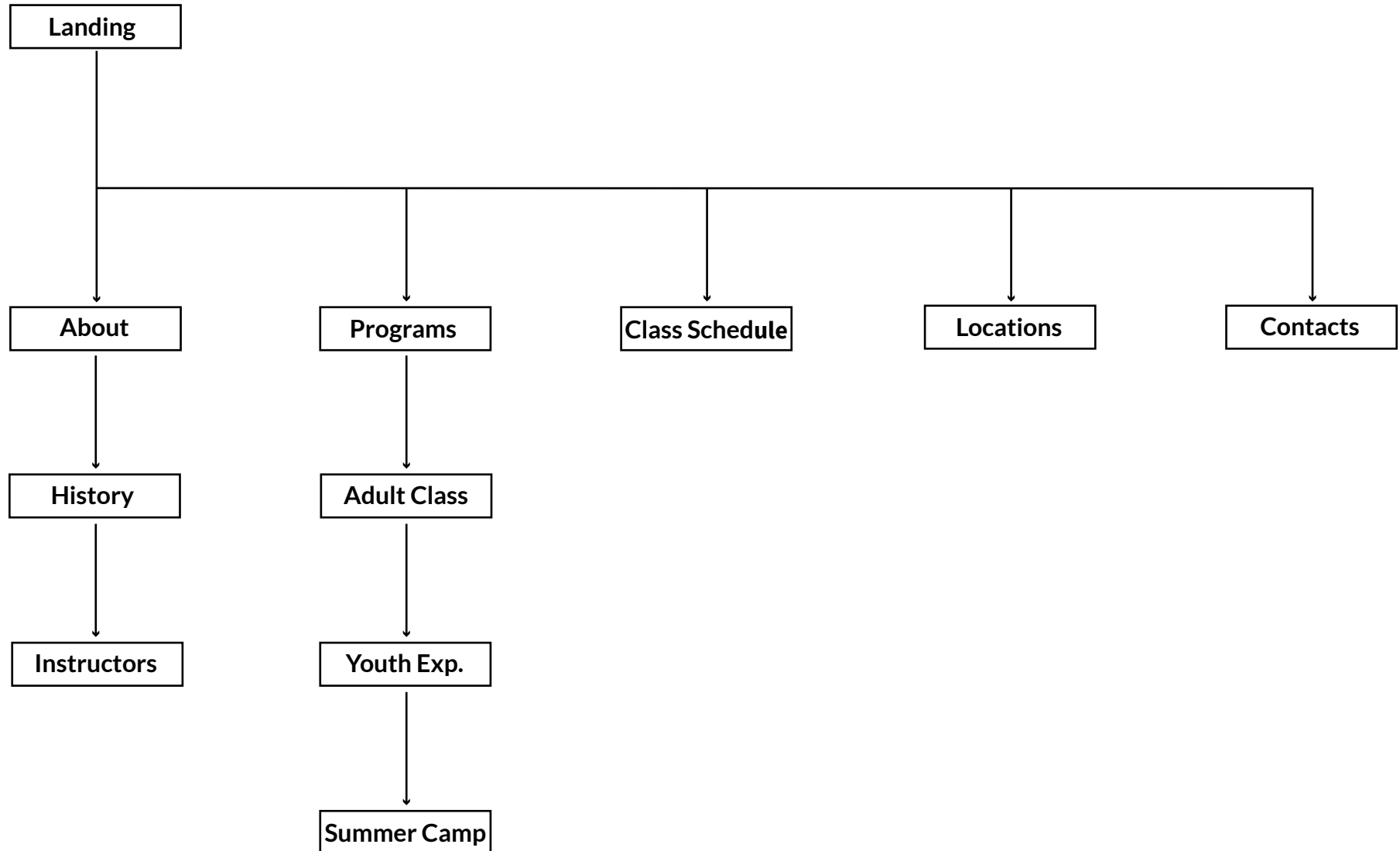
Goals

- Give her son the best education possible
- Would like to be more physically fit
- Travel around the world more

Frustrations

- Her place in San Francisco is getting more expensive to live
- No time to do extra curricular activities
- Feels tired and drained juggling work and being a single parent

"I want to make my community a better place for my son to grow up in."

SITE MAP

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Landing
   │
   ├──────────────┬──────────────┬──────────────┬──────────────┐
   │              │              │              │              │
 About        Programs      Class Schedule    Locations      Contacts
   │              │
History       Adult Class
   │              │
Instructors    Youth Exp.
                  │
              Summer Camp
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INITIAL CONCEPTS AND SKETCHES
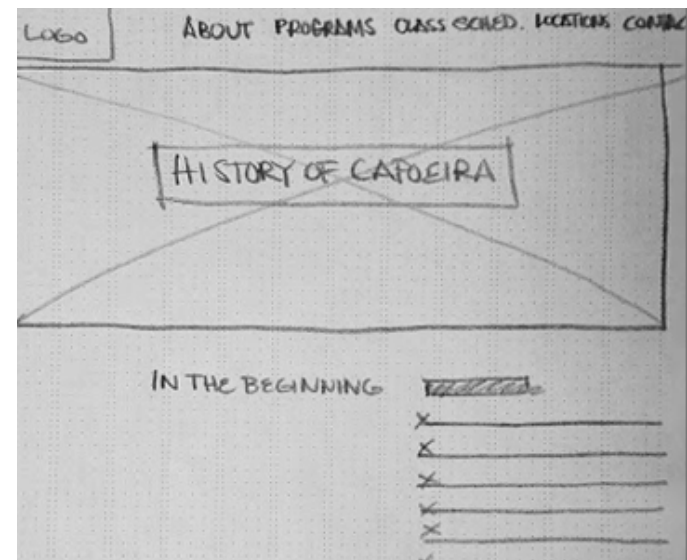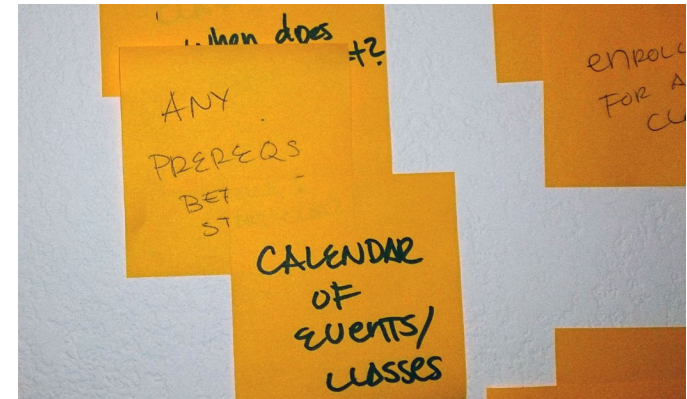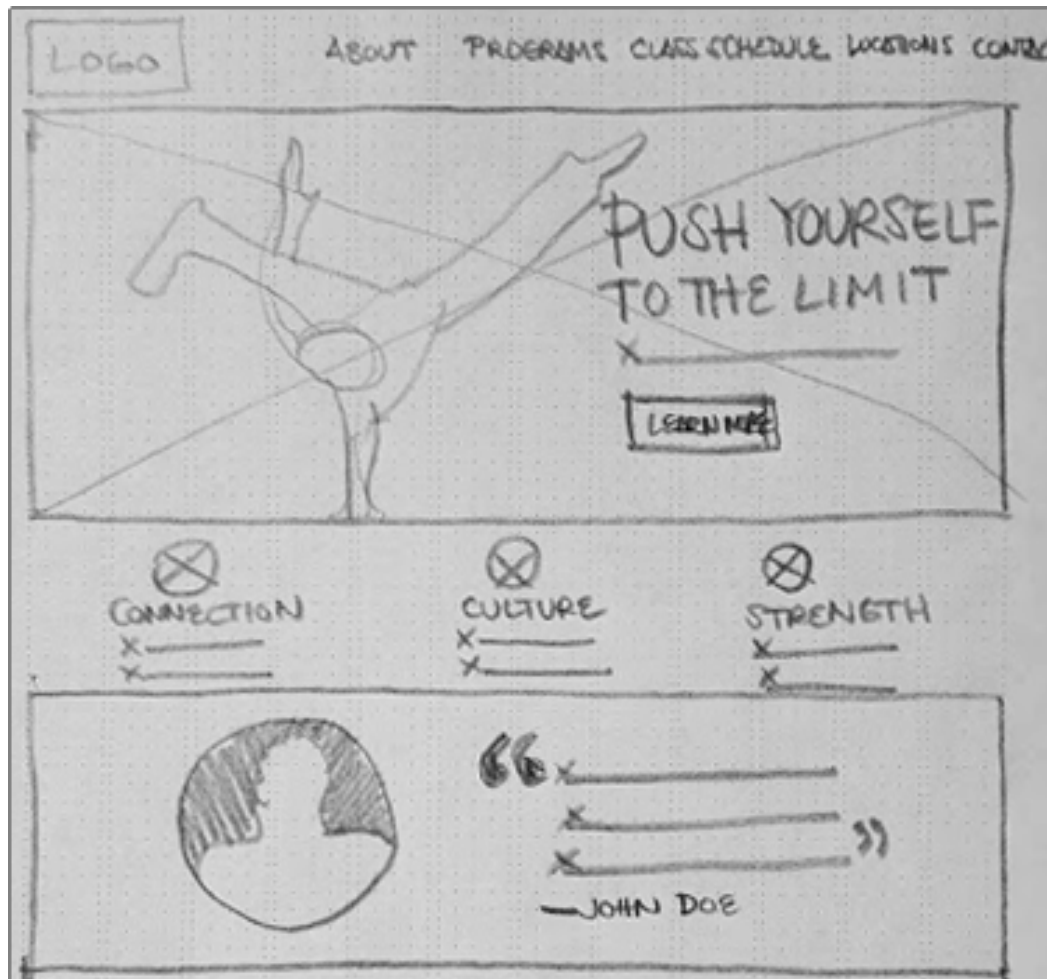
EARLY WIREFRAMES

Wireframe 1:

LOGO

ABOUT PROGRAMS SCHEDULE CONTACT

(Hero pix)

ABOUT GINGADO CAPOEIRA

MISSTION STATEMENT

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OUR STORY

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Contact information   (Footer)   Social Media Icons

Wireframe 2:

LOGO

ABOUT PROGRAMS SCHEDULE CONTACT

(Hero pix)

HISTORY OF CAPOEIRA

MISSTION STATEMENT

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Contact information   (Footer)   Social Media Icons

Wireframe 3:

LOGO

ABOUT PROGRAMS SCHEDULE CONTACT

INSTRUCTORS

Profile Picture

Mestre Cafu

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Profile Picture

Professor Urubu

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Profile Picture

Professor Chameleon

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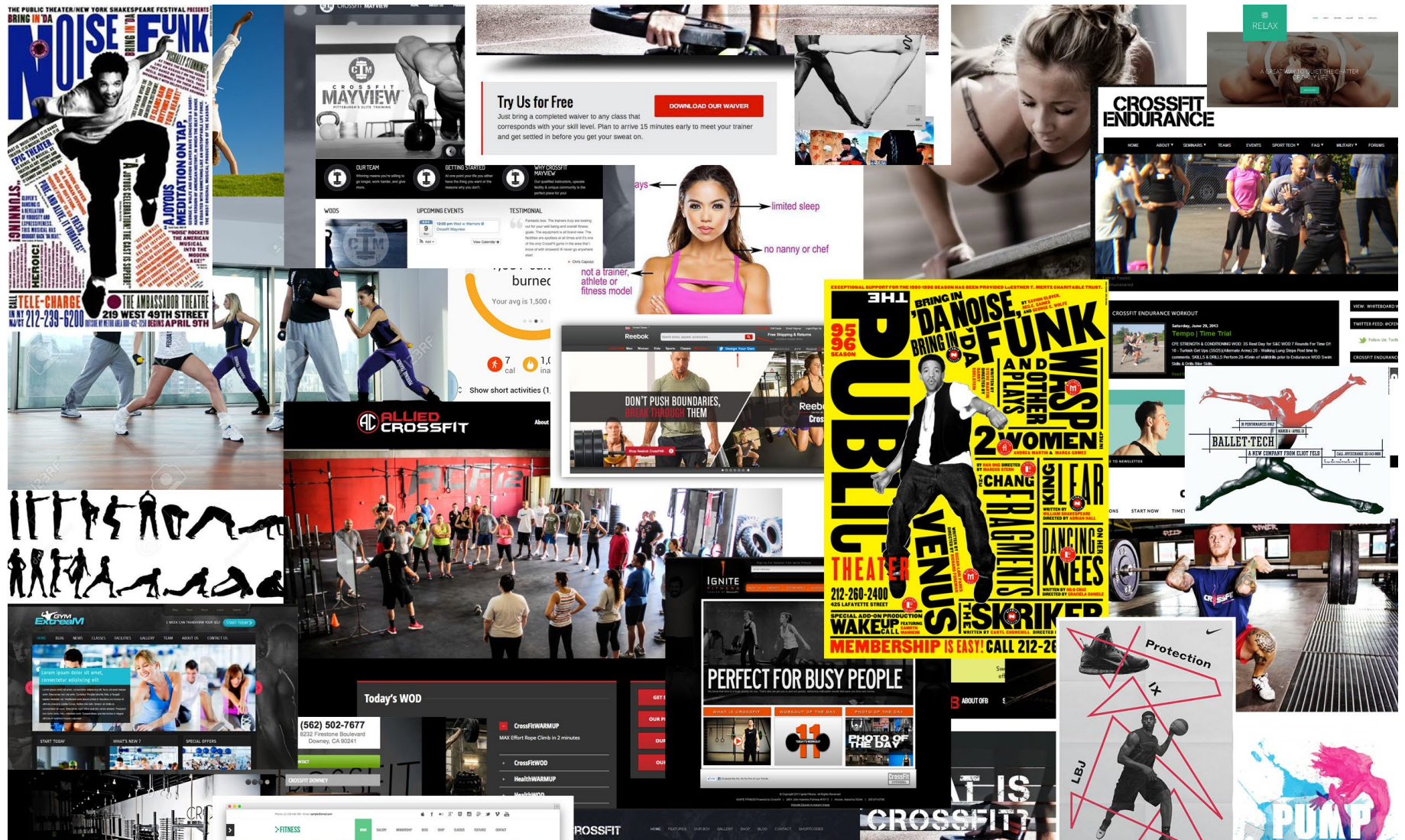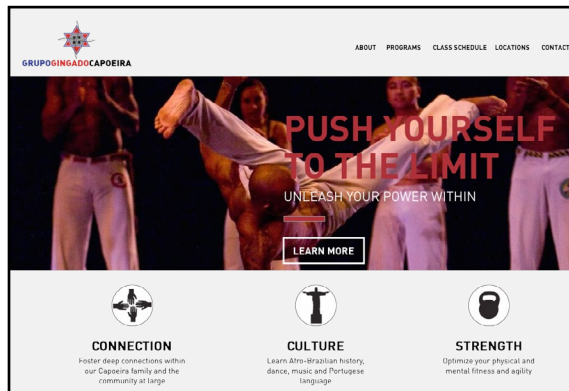
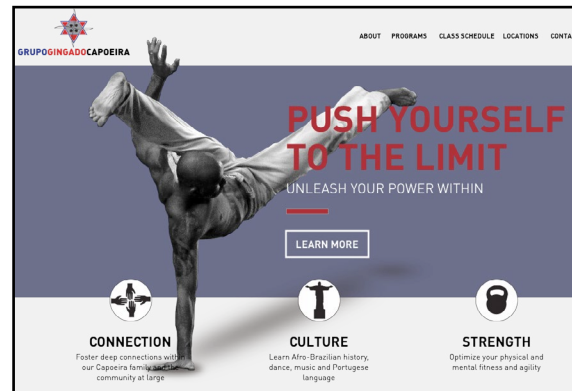Contact information   (Footer)   Social Media Icons
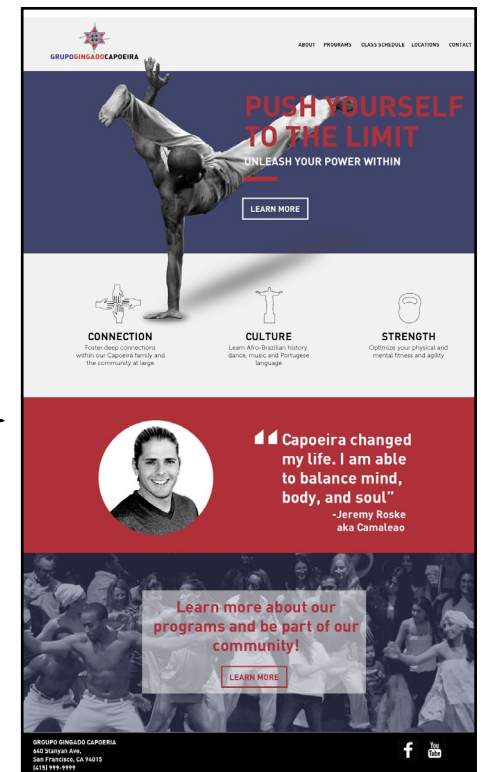
MOOD BOARD

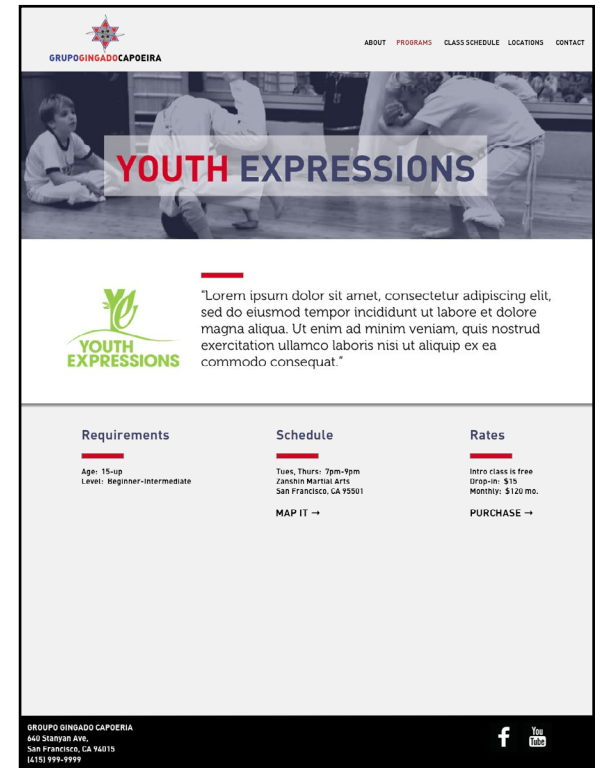# MOCK PAGES

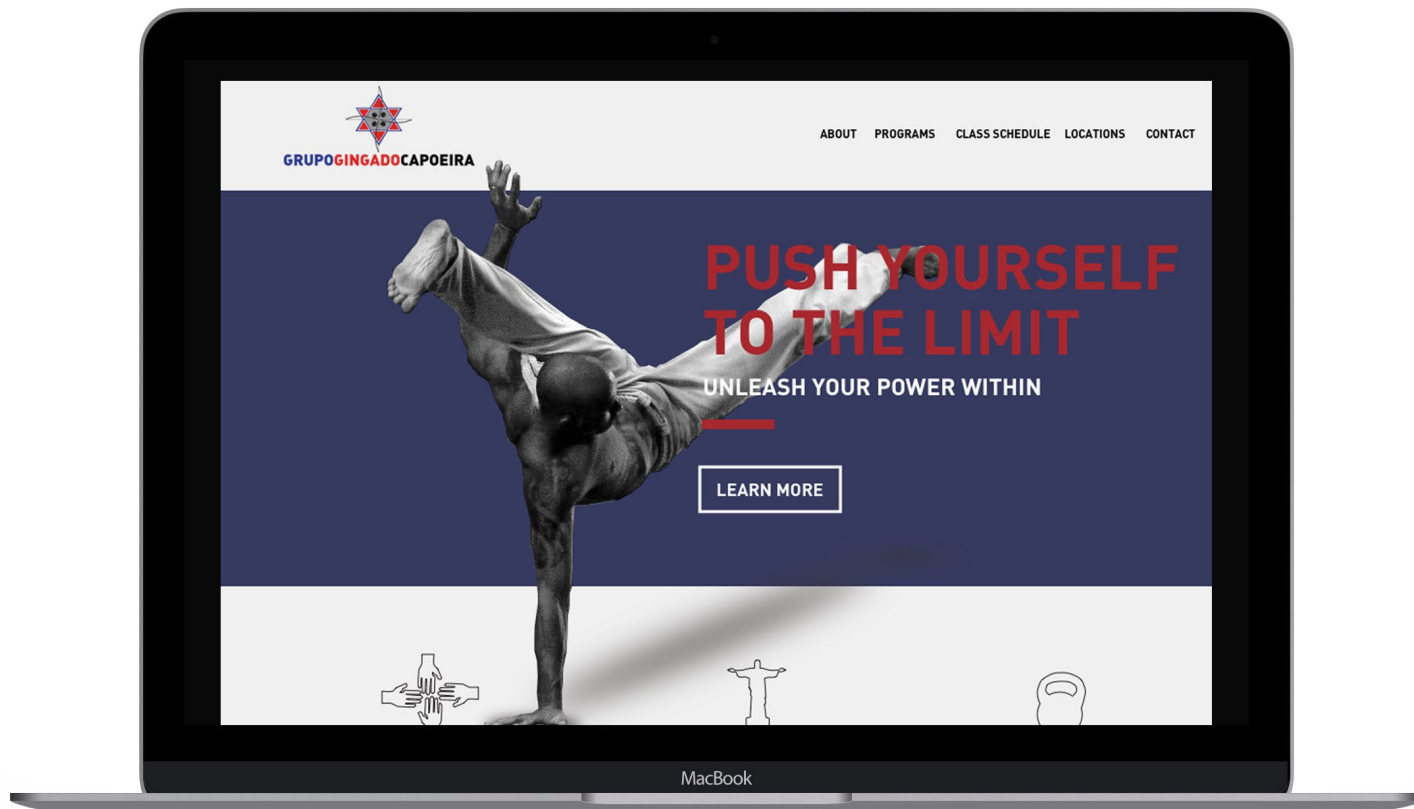*Landing Page Iterations*

First Iteration

Second Iteration

Final Iteration

MOCK PAGES

About page mockup:

GRUPO GINGADO CAPOEIRA

ABOUT   PROGRAMS   CLASS SCHEDULE   LOCATIONS   CONTACT

ABOUT GINGADO CAPOEIRA

Mission Statement

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Our Story

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GROUPO GINGADO CAPOERIA
640 Stanyan Ave,
San Francisco, CA 94015
(415) 999-9999

Programs page mockup:

GRUPO GINGADO CAPOEIRA

ABOUT   PROGRAMS   CLASS SCHEDULE   LOCATIONS   CONTACT

PROGRAMS

ADULT CLASS

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LEARN MORE

YOUTH EXPRESSIONS

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LEARN MORE

SUMMER CAMP

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LEARN MORE

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Youth Expressions page mockup:

GRUPO GINGADO CAPOEIRA

ABOUT   PROGRAMS   CLASS SCHEDULE   LOCATIONS   CONTACT

YOUTH EXPRESSIONS

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Requirements

Age: 15-up
Level: Beginner-Intermediate

Schedule

Tues, Thurs: 7pm-9pm
Zanshin Martial Arts
San Francisco, CA 95501

MAP IT →

Rates

Intro class is free
Drop-in: $15
Monthly: $120 mo.

PURCHASE →

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FINAL PROTOTYPE

View the complete prototype here