**Part 1**

**Purpose Statement:**

**The purpose of Tai Chi Solution's website is to convince website visitors that they should become customers of their service company. Also, to provide customers with class information.**

**Objectives:**

1. ***Home:* The homepage shows all the highlights of Tai Chi Solution.**
2. ***About:* The about section has information about the founder, all the teachers and trainers’ information.**
3. ***Contact:* The contact section has all the information for contacting Tai Chi Solution.**
4. ***Courses:* This section is divided into all the classes available in Tai Chi Solution and also the class information.**
5. ***Review:* This is a comment section for the old customers to rate Tai Chi Solution and also to help the new customers to judge.**
6. ***Helpline:* This is section for live chat or for any query if any customer wants to know anything.**

**Competitor Sites:**

1. ***Aikido of Petaluma* -** [**https://www.aikidopetaluma.com/**](https://www.aikidopetaluma.com/)

**Pros: User interface is categorized nicely.**

**Cons: No online booking option available.**

1. ***Ling's Oriental Martial Arts* -** [**https://lingsorientalmartialarts.com/**](https://lingsorientalmartialarts.com/)

**Pros: A section for website visitors to find out which martial art is best for them.**

**Cons: No option available for requesting a class.**

1. ***Irvington Wellness Center* -** [**http://irvingtonwellnesscenter.com/**](http://irvingtonwellnesscenter.com/)

**Pros: There is a user-friendly section for users to know the basic of Tai Chi.**

**Cons: No option available for requesting a class.**

**Advantage:**

**The classes and courses will be described separately so that customers can choose their courses separately. All the trainer's and teacher's description will be provided. Also the customer can request a class online. Also there will be a message option for customers who are experiencing trouble with any information. There will be a review section for old customers to share their experience which will help new customers to believe in Tai Chi Solution.**

**Target Audience:**

**The targeted audiences are mainly adults. As there are courses for heart conditions, memory, arthritis and other things. Also, parents who want their kids to learn Tai Chi is an audience for this site.**

**Demographics:**

**Part 2**

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| --- |
| Home |

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| --- | --- | --- | --- | --- |
| About | Contact | Courses | Review | Helpline |

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| --- |
| Tai Chi for Arthritis and Fall Prevention |
| Tai Chi for Kids |
| Tai Chi for Work |
| Tai Chi for Beginner |
| Tai Chi for Energy |
| Tai Chi for Memory |
| Tai Chi for Heart Conditions |