

Reading-Observations

Looking at example websites and gathering requirements

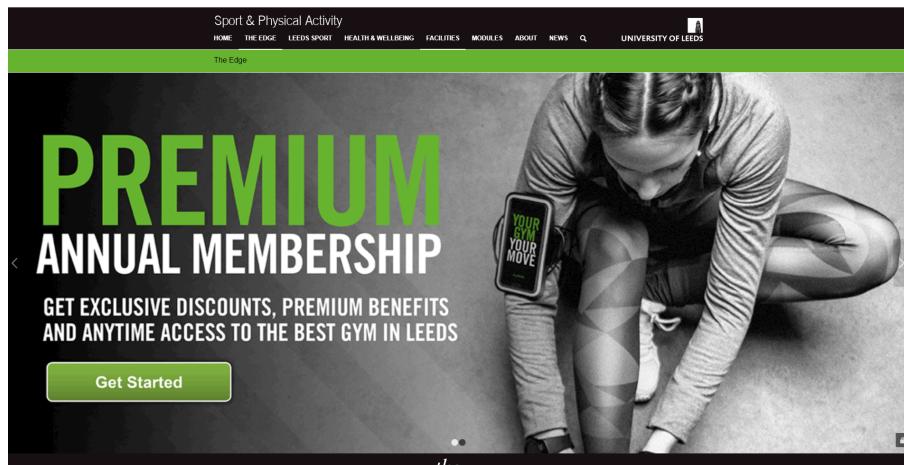
1 Sports Centres

1.1 University Sports Centres

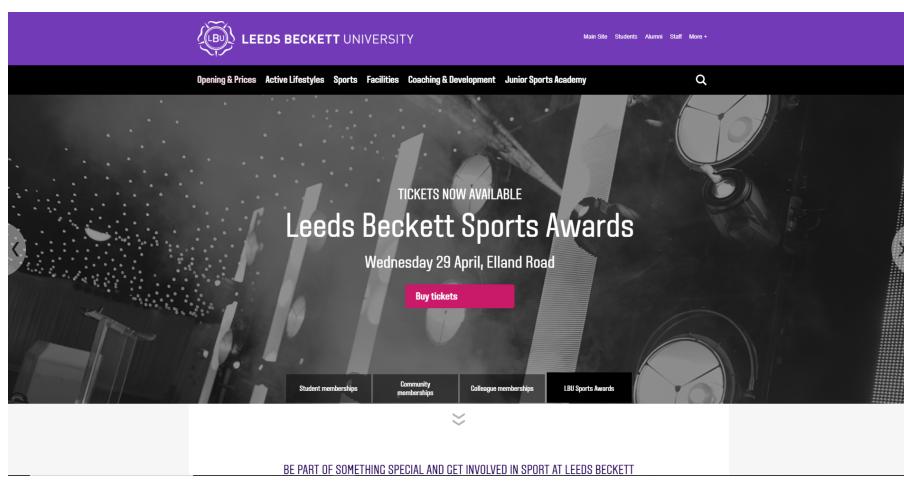
The Edge: <https://sport.leeds.ac.uk/the-edge/>

Beckett Sports Centre: <https://www.leedsbeckett.ac.uk/sport/>

1.1.1 Landing Pages



The Edge landing page

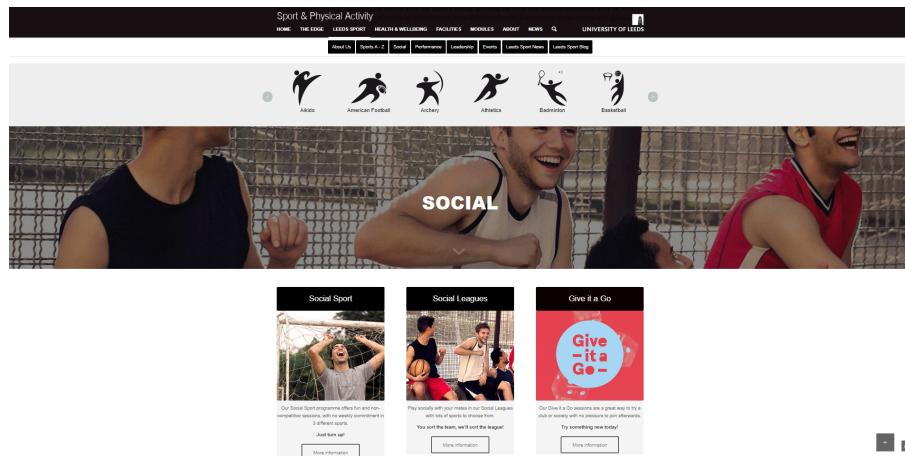


Beckett Sports Centre landing page

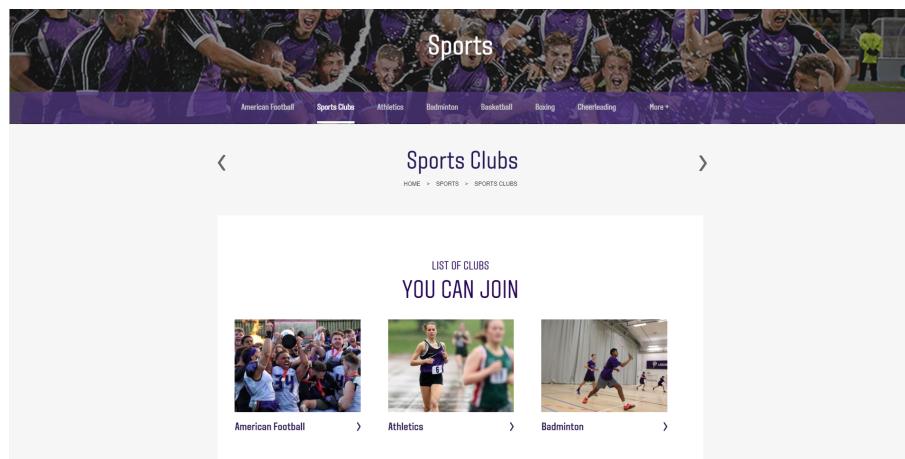
- Both have landing pages featuring large, bold images to grab the user's attention
- The first thing you see on both websites is the membership and pricing options (below jumbotron on beckett)
- Both have specific sections for sports, listing all the sports available in the sports centre
- Both have specific sections to highlight the facilities available - linked to which sports use them

- Both have sections to focus on health and well-being and is clearly promoted on both websites

1.1.2 Sports List



The Edge sports list



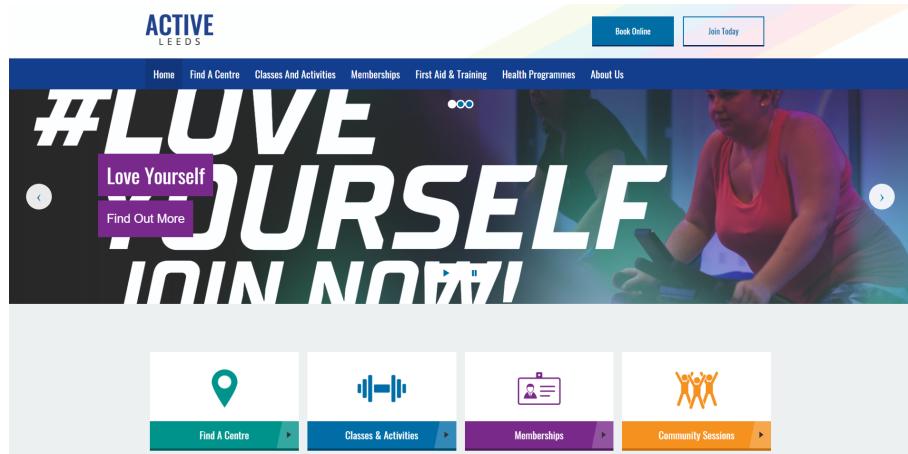
Beckett Sports Centre sports list

- Both use a list style with cards displaying the different sports available at the centres; The Edge groups these, whereas Beckett just lists A-Z
- Both feature images of each of the relative sport, presumably from the centre itself
- both use a centre container with the left and right of the page been free; easier for mobile devices

1.2 Leeds City Council Sports Centres

Website: <https://active.leeds.gov.uk/findacentre>

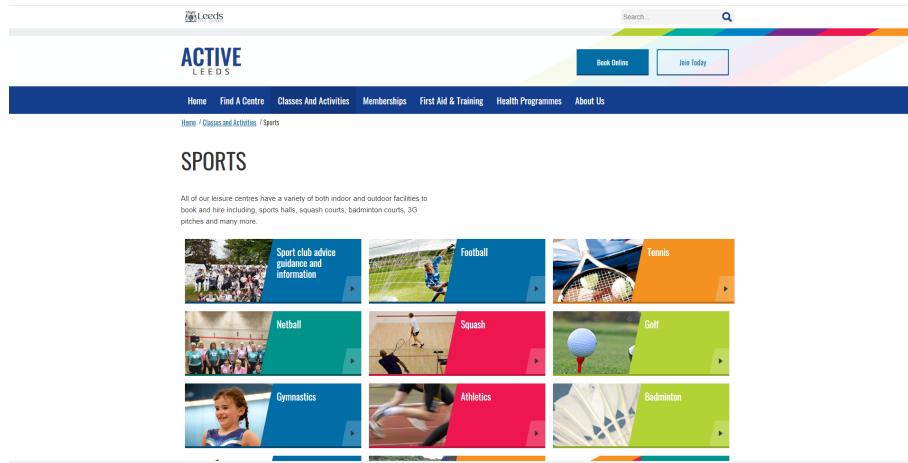
1.2.1 Landing Page



Active Leeds landing page

- Uses the same large bold images and jumbotron on the landing page to grab attention
- First thing you see is a health and well-being promotion
- Since the purpose of the website is to find Leeds City Council Sports Centres, finding a centre, booking sessions and memberships are clearly highlighted on the landing page
- As with the previous websites, has a specific section to list sports and activities available, including booking these with trainers

1.2.2 Sports List



Active Leeds sports list

- Uses the same list-style with cards to display each of the sports available
- Also includes an image relative to each sport

1.3 Other Notable Websites

- **Wellsway Sports:** <https://www.sportwellsway.com/> - shows good example of landing page with navigation; booking, membership, hire etc.
- **Leisure Centre:** <https://www.leisurecentre.com/> - shows a good example of a clean, minimalist design employed within a similar site

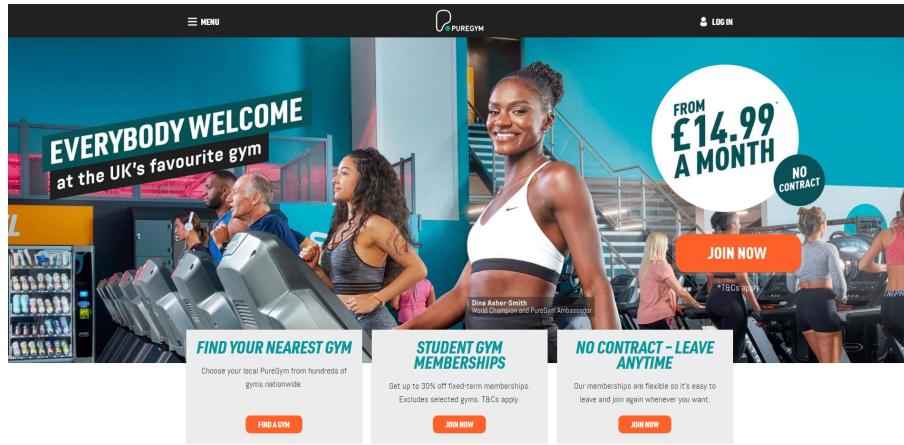
2 Gyms

Puregym: <https://www.puregym.com/>

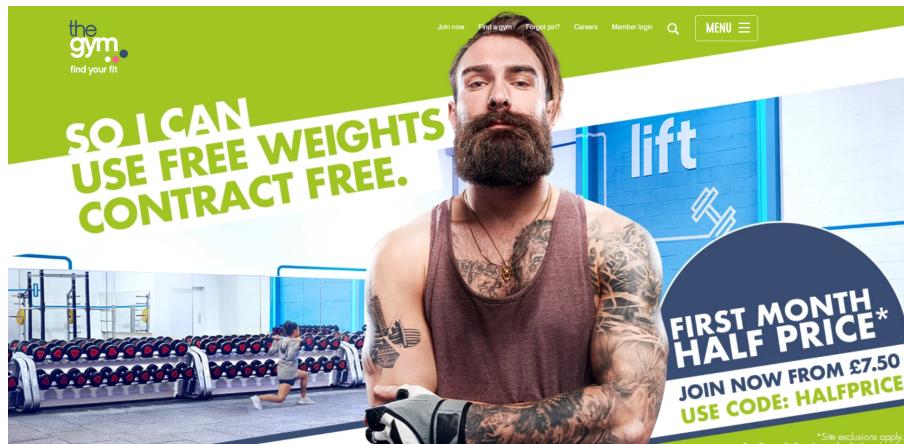
The Gym: <https://www.thegymgroup.com/>

Exercise4Less: <https://www.xercise4less.co.uk/>

Firehouse Fitness Gyms: <https://www.firehousefitness.co.uk/>



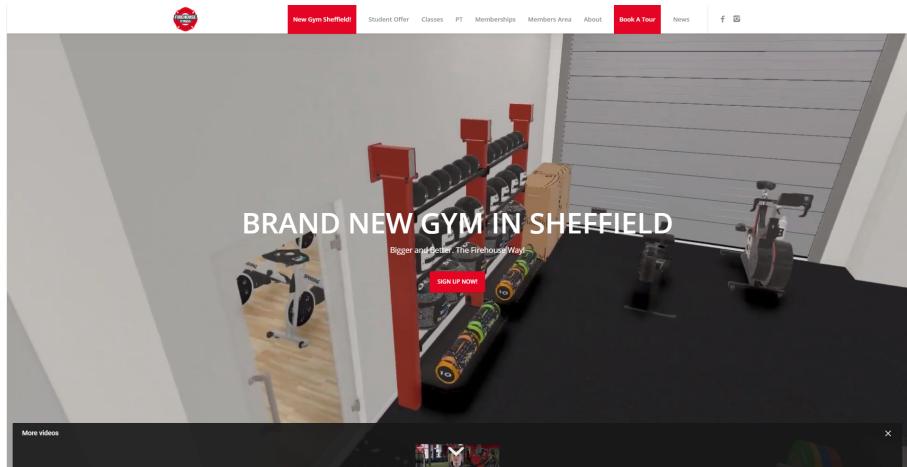
Puregym landing page



The Gym landing page



Exercise4Less landing page



Firehouse Fitness Gyms landing page

- All use large image in jumbotron on landing page, here key info is displayed
- All feature clear membership or join buttons for joining the gyms
- Puregym, The gym and Exercise4Less all feature pricing as the first thing you see
- Since these are chains, all (bar firehouse) include locators for specific location
- All use a minimalist theme; lots of whites, big open spaces with large, bold text, light colours they convey a 'cool' mood

3 Observations

A good article to read is:

<https://www.templatesmonster.com/blog/9-essential-sport-web-design-features/>

Explains the relationship between colours and the mood they convey, the use of angles and polygons as seen in lots of the above examples; The Gym, Leisure Centre for example. Explains the use of proper positional items, including overlapping and simple fonts and the need for powerful imagery

3.1 Takeaway

- Use light colours, such as whites, blues and greens
- Make use of powerful imagery, such as on landing jumbotron, sports selection etc.
- Always show pricing and memberships on the landing page
- Include sections on wellbeing
- For admin, allow them to add new sports, view booking / reservations, change prices, add membership options, view members etc.

3.2 Questions

- Who is the website meant for? will it include a centre locator like the gym or city council websites, or is it for a singular centre?
- Where will we get and licence the images from; all the websites make use of images, where will we get ours? If we use a free image site such as pexels how will we ensure images are relevant? If we licence images from existing centres how will we get permission?
- Will we have a database for different sports and activities, such that these can be extended, or will this be hard-coded? If the latter, how will reservations, memberships and booking interact with these entities?
- how will the interface for employees be considered; will this be integrated within the web application, or separate such as a desktop application?