

Business Description

- a) The official name of your business.

BeFit Gym

- b) Where the business office(s) is/are located, including the address of the headquarter(s) and branches (for a potential “Contact” page). Even if the business is a purely online business, it needs to show a physical presence in order to create credibility.

Gym Address: Karl-Liebknecht-Straße 136, Cottbus Germany (Cottbus Location)

Rollbergstraße 2-8 12053 (Potsdam Location)

Neckarstraße 24-25 12053 Berlin Germany (Ostkreuz Location)

Müllerstraße 36 13353 Berlin Germany (Ostkreuz Women Location)

Opening times: Monday – Saturday 07:00 – 23:00

Sunday 09:00 – 22:00

- c) Contact information: email, phone numbers, social media accounts, etc.

Email: contact@befitgym.com

Phone: 0355/ 4869 9448 (Cottbus)

030-68 08 44 04 (Potsdam)

030-68 08 44 02 (Ostkreuz)

030-41 20 62 32 (Ostkreuz Women)

Facebook: BeFit Gym Germany

Website: BeFit.de

- d) A brief portrait of your business for an "About" page. This should include a description of its mission.

We have designed the ideal training atmosphere for each of our clients. BeFit Gym Germany transforms into the most pleasant space for your training session with its 850m2 in Cottbus, 800m2 in Potsdam, 933m2 in Ostkreuz and 785m2 in Ostkreuz Women of trendy furnishings. Modern equipment that has received EU certification is all available in all our locations. Because we place a high value on our clients' safety, we have chosen vinyl and rubber flooring that complies with EU fire and health regulations. Additionally, our gyms offer a massage area, SPA and much more on its property that can satisfy the needs of its members by offering them: relief from stress, relaxation, a decrease in muscle stiffness and weariness after training, as well as injury prevention. We took care to design spacious locations that are airy and bright, where you won't ever get fatigued. With us, you may receive professional guidance, a tailored plan, and the highest level of on-the-spot attention for personal or group training. In all our locations we have a trainer that will

look after you regardless of your objectives or level of athletic ability. Utilize your ability to the fullest in a stimulating environment that will never demotivate you. Choose a time that works for you, create a plan specific to your requirements with the assistance of our instructors, who are leaders in their fields, and begin training.


- e) Product, services and/or business activities, describing how they are to be supported by the new website.

Our locations include modern equipment and very reasonable prices. The business activity is held locally. This new website enables us to provide information to our new members and clients by offering these services: Aerobics, Relax, Gym, Weight area, Sauna, Solarium, Fitness equipment, Cardio, Beverage Area, Wi-Fi Connection.


The new website helps BeFit Germany:

- *To spread information and enables us to tell the clients about our gym background.*
- *Prices and various discounts.*
- *Our Services and locations.*
- *Contact Form on our website to register or for feedback and we should be able to reply back by email.*
- *Enables members to get the most up to date information available.*
- *Job openings/applications and many more.*

- f) User personas of the main users/customers of the new website. A user persona is a semi-fictional character created based on your knowledge of your current, or ideal, user/customer. Create two user personas distinguishing clearly two different user profiles, based on behavior, interests, needs, desires, etc. using this guide on personas and this guide on user profiles.

Persona:	<i>Doctor</i>
Fictional Name:	<i>Chris Smith</i>
Photo:	
Job title:	<i>Pediatrician</i>
Major responsibilities:	<ul style="list-style-type: none"> • <i>Diagnosing and treating common childhood ailments and minor injuries.</i> • <i>Effectively communicating their patients' health, nutritional, and fitness needs to their guardians</i>

Demographics:	<ul style="list-style-type: none"> • 49 years old • Married • Father of a baby boy
Goals and Tasks:	<ul style="list-style-type: none"> • His work and general goals are: Being a good father and keeping a healthy marriage. Keeping children healthy and preventing diseases. Educating children about health. • Regarding himself: Being the best version of himself; Keeping a healthy body and mind by doing physical activity.
Environment:	<i>He lives with his family on a quiet residential building. He is also very comfortable using the internet and is in search of finding his perfect gym to train his body and mind.</i>
Quote:	<i>"How are you feeling today?"</i>

Persona:	<i>Student</i>
Fictional Name:	<i>Bart Simpson</i>
Photo:	
Job title:	<i>Informatics Student</i>
Major responsibilities:	<ul style="list-style-type: none"> • Just started studying and in search of new friends. • His major responsibility is focused on school related work, watching movies and training.
Demographics:	<ul style="list-style-type: none"> • 19 years old • Single • Has a Silver Medal in a Community Marathon
Goals and Tasks:	<ul style="list-style-type: none"> • His university and general goals are: Complete Assignments One Day Before the Deadline. Improve his grade in calculus. Apply for student jobs. Last but not least, eat healthy and hit the gym. • Find a modern gym to train in Cottbus.

Environment:	<ul style="list-style-type: none"> • <i>He lives in a single room in Cottbus.</i> • <i>He is also very good using the internet and social media and follows a lot of training accounts to keep himself motivated.</i> • <i>He is using his laptop daily.</i>
Quote:	<i>"You can do it!"</i>

g) Any other relevant information that helps the web developer(s).

Visual Style: *Mostly white incorporated with black color.*

Base Color: *White*

Font: *Important points use "Century" bold.*

Headers and Brand name use "Lora".

Layout: *The website should feel energetic. Our gym has state of the art equipment and we want that reflected on our website, by giving this modern feeling. Also, it should have a navigation menu, modern feeling, computer and mobile friendly.*

Logo:



For more information or questions do not hesitate to contact us!

BeFit Gym

