

background.

The screenshot shows the homepage of the One Yoga website. The header features a green and orange gradient background. On the left is a circular logo with three stylized green leaves. To its right, the text "ONE YOGA" is written in large, bold, black capital letters, with "A NONPROFIT ORGANIZATION" in smaller letters below it. To the right of the text are three small social media icons: Facebook, Twitter, and Email. Below the header is a navigation bar with links: HOME (highlighted in orange), ABOUT, TEACHERS, CLASSES/WORKSHOPS, YOGA STUDIES, TEACHER TRAINING, and MORE... A grey horizontal bar follows the navigation bar.

One Yoga's mission alleviates suffering and creates well-being for people who don't have access to or cannot afford the healing, transformative powers of yoga.

 [Click here!](#)

One Yoga has been nominated for the Minneapolis Happening list! Click the badge to vote for your favorite nonprofit

 www.minneapolisyogaconference.com

We are so excited to support the 2015 Minneapolis Yoga Conference, which

Redesign a website for a local yoga studio
one-yoga.org

defining the audience.

1. Wrote down reasons people visit a local yoga studio website.
 - Find a studio class time
 - Find the phone number
 - Locate the address
 - Learn about type of classes offered
 - Learn about the studio and type of yoga
 - Sign up for an event
 - Learn about teacher training
2. Identified most common activities involved yoga newbies or first-time studio visitors.
3. Drew upon personal experience. I regularly go to two studios. I haven't visited the websites in over 6 months.

audience description.

The frequent user is not the One Yoga regular, but those **new to yoga** and/or One Yoga.

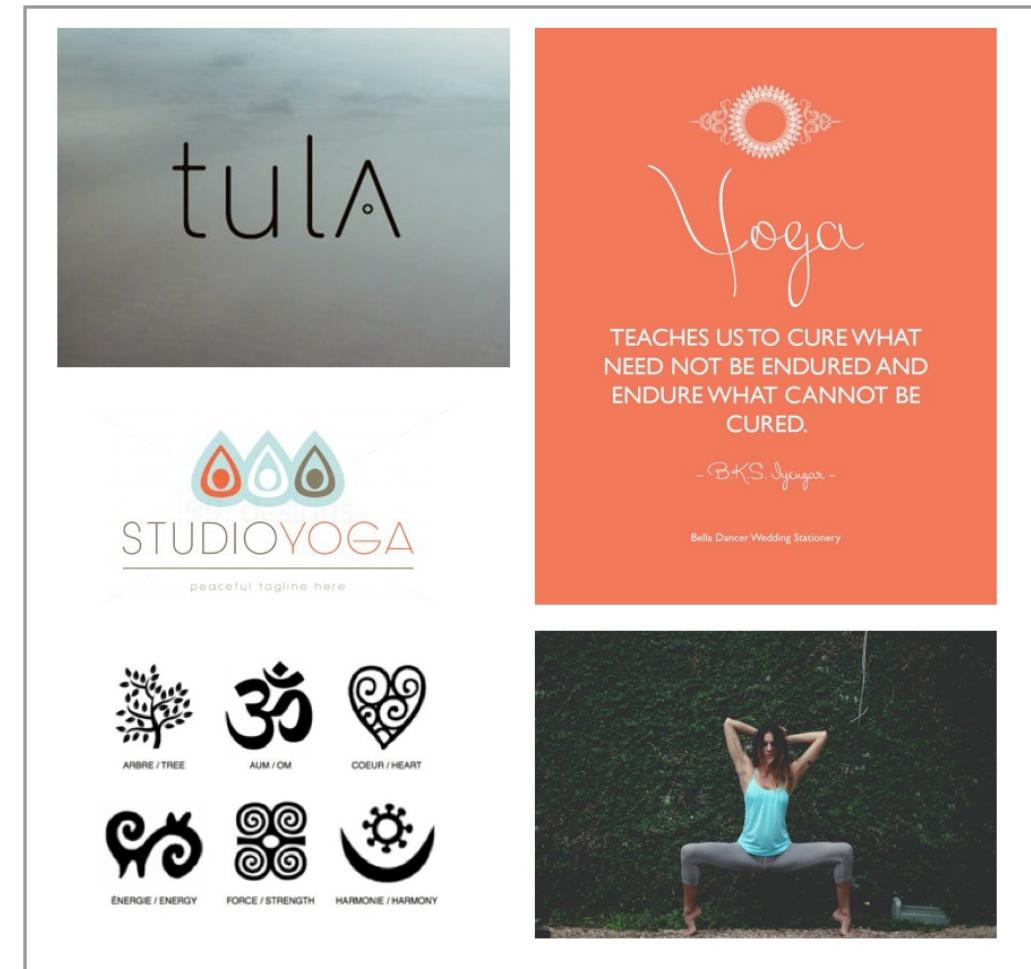
They are searching for the **practical information** you need before you even visit a studio — Is this type of yoga for me? When are the class times? Where can I park? How much does it cost?

And at the same time they want to be **inspired and welcomed** to come give a new studio a try.

website tone.

Welcoming
Warm
Straightforward

Maintain the
inclusive vibes
of One Yoga



website inspiration.

The screenshot shows a website for "9TH & 9TH PILATES" (A STOTT PILATES STUDIO). The header includes a navigation menu with links: WHO WE ARE, CLASSES, RATES + POLICIES, INSTRUCTORS, REHABILITATION, SCHEDULE, CONTACT, EVENTS, and SIGN UP. Below the menu is a decorative horizontal bar with a central diamond shape. A large rectangular callout box contains the text "GET TO KNOW US BETTER.". To the right of the callout, there is a vertical column of five small circular icons (two open circles and three solid dots). Below the callout, the text "WE KNOW YOU'RE STRONGER THAN YOU THINK." is displayed. The main content area features two paragraphs about the studio's offerings and class philosophy.

WHO WE ARE CLASSES RATES + POLICIES INSTRUCTORS REHABILITATION SCHEDULE CONTACT EVENTS SIGN UP

GET TO KNOW US BETTER.

WE KNOW YOU'RE STRONGER THAN YOU THINK.

At 9th & 9th Pilates we offer our students a comprehensive and integrative wellness approach, dedicated to empowering every student in their own physical transformation. With our multi-faceted approach using STOTT Pilates, barrEVOLUTION™, TRX Suspension Training, Zenga, Vinyasa Yoga, Massage and Power Hour Cardio Circuit, we help students achieve a healthy balance in mind and body.

Our classes are designed to realign your body, tone and strengthen your physique, and leave you with a calm mind. Small group classes create an inviting atmosphere and allow for true one-on-one attention. Our studio welcomes all levels from those just starting an exercise regimen to the extreme athlete looking to fine-tune their workouts or rehab an injury. Visit our studio to define your strong.

Fixed header with all content on one long page
(9thand9thpilates.com)

website inspiration.

The image shows two screenshots of the Yoga Design Lab website. The top screenshot is the homepage, featuring a large background image of a woman in a white tank top and shorts sitting cross-legged on a colorful yoga mat on a beach at sunset. The YOGA DESIGN LAB logo is in the top left, and a navigation bar with links for Home, Shop, About, Blog, and Contact is at the top right. Social media icons are also present. The bottom screenshot is a 'Shop' page, showing three product categories: Mats, Bottles, and Towels. Each category has an image of the product and a label below it. The 'Shop' page navigation bar is identical to the homepage's.

Beautiful Yoga Mats & Accessories - **FREE US SHIPPING** on orders over \$35

YOGA DESIGN LAB

Home Shop About Blog Contact

YOGA DESIGN LAB

Home Shop About Blog Contact

Shop

Mats

Bottles

Towels

Airy, non-boxy feel
(yogadesignlab.com)

my design.

The wireframe shows the layout of the OneYoga website. At the top is the header with the logo and navigation links: ABOUT, SCHEDULE, NEW TO YOGA?, and TRAINING. Below the header is a large white area with a large 'X' shape. In the center of this area is a bold statement: "One Yoga's mission alleviates suffering and creates well-being for people who don't have access to or cannot afford the healing, transformative powers of yoga." Below this statement are three boxes: "FIND A CLASS", "UPCOMING EVENT", and "BECOME A TEACHER". At the bottom is a grey footer section containing a map with a 'MAP' label, input fields for "Address", "City, State Zip", and "Ph #: xxxx.xxxx.xxxx", a "GET DIRECTIONS" button, and social media links for FB and IG. To the right of the map is a sign-up form for a free trial with the text "Sign up for free trial" and an "Enter Email Address" input field.

The style guide includes the OneYoga logo and a non-profit organization tagline. It lists various font styles and sizes used throughout the site:

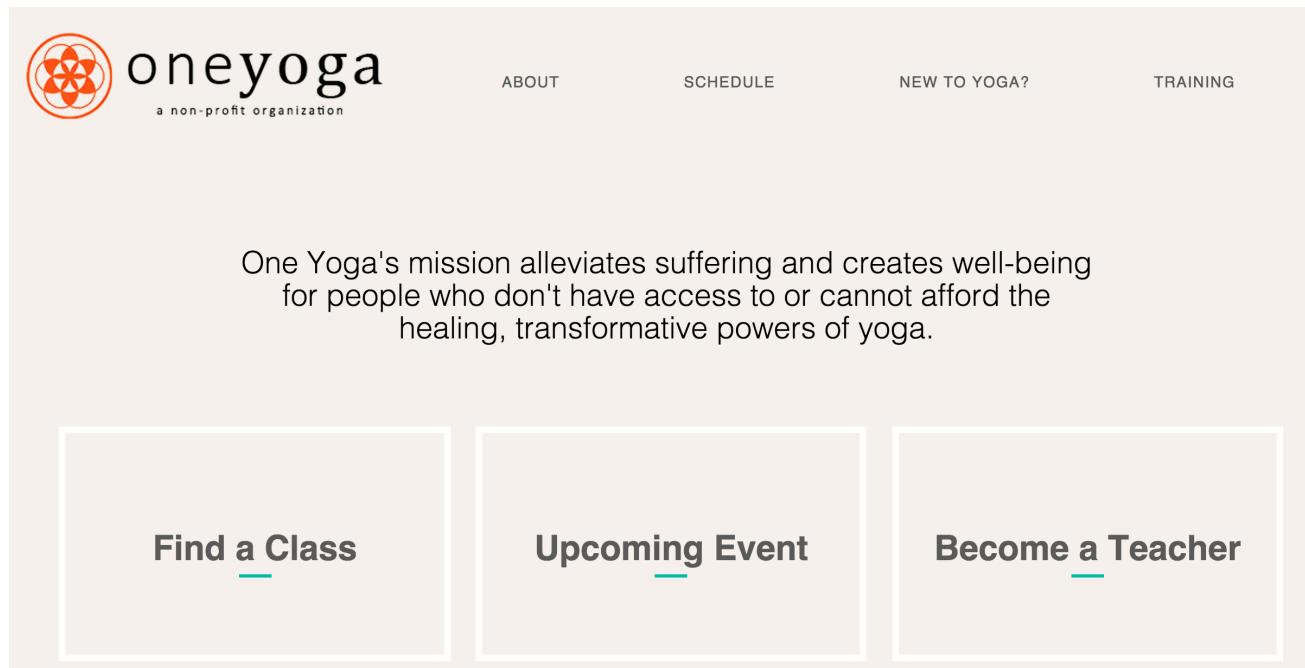
- HEADING 1**: Lato Bold 700, Size: 48 px
- Heading 2**: Lato Light 300, Size: 28 px
- Heading 3**: Lato Ultra-Bold 900, Size: 18 px
- This will be the body text.: Ovo Normal 400, Size: 18 px
- MAIN NAVIGATION: Lato Light 300, Size: 18 px
- Sub Navigation: Lato Light 300, Size: 18 px

Below the style guide are four colored squares with their corresponding hex codes:

- Hex: 00BDA9 (Teal)
- Hex: 5A5E5E (Grey)
- Hex: F7F4ED (Light Grey)
- Hex: FF5B4A (Red)

wireframes & style guide

my design.



The image shows a screenshot of a website prototype for "oneyoga". The header features a red circular logo with a stylized flower or mandala design. To the right of the logo, the word "oneyoga" is written in a lowercase, sans-serif font, with "a non-profit organization" in smaller text below it. A horizontal navigation bar follows, containing five items: "ABOUT", "SCHEDULE", "NEW TO YOGA?", and "TRAINING". Below the header, a large, centered text block states: "One Yoga's mission alleviates suffering and creates well-being for people who don't have access to or cannot afford the healing, transformative powers of yoga." At the bottom of the page, there are three rectangular call-to-action boxes. The first box on the left contains the text "Find a Class" with a teal underline. The middle box contains "Upcoming Event" with a teal underline. The third box on the right contains "Become a Teacher" with a teal underline.

Current design. Looking to add visual interest through images and color.

Check out the prototype: <http://127.0.0.1:32767/start.html#p=schedule&hi=1>

design favorites.

I like that the footer acts as a traditional contact page, but is more visible since it is at the bottom of each page. I think having fewer pages will improve the usability of the mobile design.

I also really like that the footer also advertises the weekly free trial.



design obstacles.

1. Smart ways to integrate images for visual interest.
2. Balance non-profit mission with studio logistics.
3. Content for header. I ended up using the index page as a portal to the other more content-heavy pages.
4. Ways to style content blocks. I struggle with creating a design I can build in HTML/CSS that isn't too blocky and breaks up the flow of the page.

<developing obstacles>

1. Using floats! Forgot about clearfix. Still figuring out how these things work together.
2. Creating a full-bleed for the footer. Here's what I tried:

```
footer {  
    width:100%;  
    margin:0 0 50px 0;  
    padding:50px 0 50px 0;  
    position: absolute;  
    background: #5A5E5E;  
    overflow-x: hidden;  
}
```

3. Lining up my two content blocks within the footer.

what I learned.

1. It's very helpful to draw out your containers before coding.
2. I found it useful to first structure my HTML and CSS documents and then go back and fill in the specifics.



3. To get the design I'm looking for I need to learn Illustrator!