**ONE YOGA Web Design Site**

**Step 1: Define Audience / Tone**

1. Who will visit your site? Potential employers? New clients or customers?

One Yoga is a non-profit yoga studio. 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.

1. What can make you and/or your product stand out against your competitors?

Local yoga studios spend their time and energy on the studio, not the website. Too often images and branded messages overtake the functional elements of the site.

My site for One Yoga will stand out because it will express the open, clean vibes of One Yoga without minimizing the details that get users from the website to the studio. And most importantly, the site will welcome newbies—no images of impossible poses, no yoga or studio-specific slang.

1. How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?

Uses of the Product:

* Find a class time
* Learn about the studio
* Find out how much it costs
* Learn about an event or teacher training
* Get inspired to try yoga

Goals of the Product: Answer your logistical questions of practicing yoga

Translate the Tone: Welcoming and warm. Straightforward.

1. What colors represent you or your product?

Neutral gray palette with bursts of orange and bright blue. Color will be selectively used to bring energy to the page and draw attention to different bits and pieces.

1. What images illustrate your message?

See mood board.

**Step 2: Define Site Structure**

What are the three-to-five pages titled?

1. Home
2. About
3. Schedule
4. New to Yoga?
5. Training

HOME

*Purpose: Navigate users to the specific content they are looking for. Set the tone and mood of   
One Yoga studio.*

Contain:

* Header
* Image to set mood/vibe
* Studio Mission Statement
* Find a Class
  + Links to Schedule
* Upcoming Event
  + Links to Schedule > Events
* Teacher Training
  + Links to Training
* Footer
  + Studio Address
  + Phone Number
  + Email Entry for Free Trial
  + Facebook & Instagram links

ABOUT

*Purpose: Provide specific studio information.*

Contains:

* Header
* About Non-Profit
  + CTA: View 2013 Report
* Hours
  + CTA: View Class Schedule
* Studio Space
* Parking
* Staff & Board of Directors (TBD)
* Footer (Address, Phone Number, Email Entry)

SCHEDULE

*Purpose: Class times and pricing.*

Contains:

* Header
* Class Types
* Class Schedule (including time, class name, instructor)
* Pricing
* Events
* Footer (Address, Phone Number, Email Entry)

NEW TO YOGA?

*Purpose: Information for newbies.*

Contains:

* Header
* What to Expect
* What to Bring
* Studio Etiquette
* Find a Class
  + Link to Schedule > Class Schedule
* Pricing
  + Link to About > Pricing
* What’s Non-Profit Yoga?
  + Link to About
* Footer (Address, Phone Number, Email Entry)

TEACHER TRAINING

*Purpose: Information for newbies.*

* Header
* Information about Radiant Life Yoga School
  + Information about Next Training Course
  + Link to Radiant Life Yoga School
  + Teacher Introductions
* Testimonials
* Email Address Sign Up to Receive More Information
* Footer (Address, Phone Number, Email Entry)