



2017

U-M Student Life Auxiliary Marketing for  
University of Michigan Recreational Sports

**Client Website Introduction  
Personas, IA, Mockups**

# Our New Website

Website Kickoff Meeting  
Recreational Sports



(Seven main sections, so there's a lot to cover; hold questions until the end; the presentation will be made available for review on your own time later) So with that, let's talk a little about Auxiliary Marketing's [digital strategy...]

# Process



[...Auxiliary Marketing's digital strategy] with the main focus on websites. This methodology helps to explain the thinking that goes into our sites. The most important point that lies underneath it all is our [favorite mantra...]

A modern website requires an innate understanding of its users.



Process

[...favorite mantra] which says that “a modern website requires an innate understanding of its users.” Whether it’s how to make a sale, how to reach out to diverse audiences, or how to accommodate new technology—it all centers around the people who see, use, and experience our website.



Process

And that mantra has driven us to develop a process that includes four areas. [The first...]

1

## Audience

audience identification,  
observations, website personas



Process

[The first] starts with the audience. No surprise there as we build off of brand personas and fine-tune our userbase!

|   |   |
|---|---|
| <p style="text-align: center;">1</p> <h2>Audience</h2> <p>audience identification,<br/>observations, website personas</p> | <p style="text-align: center;">2</p> <h2>Content</h2> <p>navigation, actions,<br/>card sorting, content types</p> |
|   | <p style="text-align: right;"><b>Process</b></p>  |

The second is content, or thinking about what will be presented on the site. Now, traditionally, this has meant pages and pages and PAGES of content. This seeks to pare that down and think about a website as more of a marketing tool.

|   |  |
|---|--|
| <p><b>1</b></p> <h2>Audience</h2> <p>audience identification,<br/>observations, website personas</p>            | <p><b>2</b></p> <h2>Content</h2> <p>navigation, actions,<br/>card sorting, content types</p> |
| <p><b>3</b></p> <h2>Infrastructure</h2> <p>user testing, page layouts,<br/>modules, CRM strategies, mockups</p> |  |
|                               | <p><b>Process</b></p>  |

Third, we have the infrastructure, where we're starting to collect the observations and pieces from the previous two parts of the process. This begins to flesh out the components and visual design of the website, and you'll see plenty of that thinking today.

|   |  |
|---|--|
| <p><b>1</b></p> <h2>Audience</h2> <p>audience identification,<br/>observations, website personas</p>            | <p><b>2</b></p> <h2>Content</h2> <p>navigation, actions,<br/>card sorting, content types</p>         |
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|                               | <p><b>Process</b></p>  |

And finally, we have design—in all aspects. This is where we put the visuals into practice, we develop the site, do final testing with users, we launch the site, and establish a post-launch plan of managing the new site. A lot of work goes into this humble section.

|   |  |
|---|--|
| <p><b>1</b></p> <h2>Audience</h2> <p>audience identification,<br/>observations, website personas</p>            | <p><b>2</b></p> <h2>Content</h2> <p>navigation, actions,<br/>card sorting, content types</p>         |
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|                               | <p><b>Process</b></p>  |

So with all these four parts—audience, content, infrastructure, and design—you'll be glad to know that we are already well along the way. I want to talk [about these...]

|   |  |
|---|--|
| <p><b>1</b></p> <h2>Audience</h2> <p>audience identification,<br/>observations, <b>website personas</b></p>                         | <p><b>2</b></p> <h2>Content</h2> <p><b>navigation</b>, actions,<br/>card sorting, content types</p>  |
| <p><b>3</b></p> <h2>Infrastructure</h2> <p>user testing, <b>page layouts</b><br/><b>modules</b>, CRM strategies, <b>mockups</b></p> | <p><b>4</b></p> <h2>Design</h2> <p>development, soft launch,<br/>surveys, post-launch management</p> |
|   | <p><b>Process</b></p>  |

[...talk about these] sections in particular today to show where we stand with the development, especially since what you'll see today covers a huge breadth of work already completed. So with that, let's [dive in...]

# Website Personas



[dive in] to talking about website personas. Website personas help us identify the people who will be using our site. This builds off of what we have already done with the brand personas for Rec Sports so that we can more closely tie them to the website. As you may have seen, we have [seven happy...]



## Website Personas

[...seven happy] faces that all deal with pieces of the site, and they lead us to some major development goals. So, briefly, who are they?



## Bailey

**Group-X Advocate, Nursing Major**

- “I had never lifted a weight in my life.”
- Rec Sports novice: does best when info, instructions are presented in the most direct way



**Website Personas**

First, we have Bailey. She's a Group-X advocate and a nursing major. Before U-M, she had never really been to the gym or participated in group exercise classes. Bailey is a novice—and she appreciates info and instructions that are direct and to-the-point.



Al

Gym Rat, Associate Professor Emeritus

- “Camaraderie, sportsmanship, and fun.”
- No longer working for the university, he needs clarity in offerings, schedules, memberships



Website Personas

Next, there's Al, who is an associate professor emeritus and is proud to be considered a "gym rat." Since he no longer works for the University, we have to be extremely clear with everything happening within Rec Sports while emphasizing the ideals of camaraderie and sportsmanship.



## Cornelius

**Grandfather, Professor of Art History**

- “This is about my family and grandkids.”
- Needs gym options and offerings to promote his own personal health



**Website Personas**

We also have Cornelius, who is a current professor of art history. Where Al focused on team-building, Cornelius is working on improved health for his family and grandkids. He shares the same desires for efficiency as Bailey and Al, but he needs information regarding options, activities, and programs that can promote his personal health.



## David

Center Forward Striker, IOE Major

- “We’ve been here since freshman year.”
- Pro at IM sports, so efficiency (i.e., no unnecessary info) is key



Website Personas

Halfway through—David is a Center Forward Striker on his intramural sports soccer team. In fact, he’s had the same IM team of friends after meeting in his freshman IOE class on North Campus. David is perhaps the perfect contrast to Bailey, because David is a pro. That means he is all about efficiency and avoiding any unnecessary info.



## Lizzie

**Club Synchronized Skater, Education Major**

- “I thought my skating days were over when I graduated high school.”
- Appreciates the conveyed elevated skill level and seamless experience to get to club contacts



**Website Personas**

Another pro of sorts is Lizzie, who is part of the Club Synchronized Skaters. After graduating high school and turning her focus to her Education studies, she was thrilled to learn that her elite skills in skating wouldn't have to be given up. Whenever she needs to go to the Rec Sports website, she expects a seamless experience to get to her club's contacts and events.



## Paul

Challenge Program Leader, Design Major

- “Who knew I was a natural born leader?”
- Thrives on activities that encourage his fellow colleagues
- Needs a clear schedule to manage them



Website Personas

Nearly done. Paul is a Challenge Program Leader who never really knew he was good at, well, leading. Because he's all for encouraging others, he needs a clear, current schedule to manage everything that he does for Rec Sports.



## Ellen

Outdoor Adventurer, Political Science Major

- “I needed to blaze a new trail.”
- Promoting clarity and mental health, she finds direct info and an easy sign-up process the most useful



Website Personas

Finally, we have Ellen, who is an avid participant in Outdoor Adventures programs. Quite honestly, Ellen really didn't know that the Outdoor Adventure program existed—until one of her friends suggested it as they were talking. Since the website gave such a positive purpose as to why it was offered by Rec Sports, she was convinced to try it out. And, of course, whenever Ellen decides to take her next trip, she's always appreciative of the easy purchase and scheduling process.



## Website Personas

So we have seven disparate voices—yet they all lead us to some clear takeaways. First...



Speedy



Website Personas

First... everyone is looking for a speedy experience. This bucks the trend that you may have heard in the early 2000's that made the argument that "more time on a site = more the user likes the site." That's old thinking. Nowadays, if we can give these seven people what they're looking for in the quickest possible fashion, not only will they be happier, but their perceptions of Rec Sports as a whole will be much more positive. Next, each person [needed...]



Speedy



Clear



Website Personas

[needed] clarity. Clear info, clear schedules, clear processes, clear purposes... all of it needs to be developed with the user in mind. That might even mean looking at some of the most core concepts of Rec Sports like terminology. In any case, it's a pillar principle of our website. [And finally...]



Speedy



Clear



Visible



Website Personas

[And finally,] we see that everyone is better off when all of Rec Sports's offerings are as visible as possible. Think of Ellen, who happened to hear about "Outdoor Adventures" through a friend like it was a "hidden treasure" that Rec Sports offered. We want everyone on campus to know the full offering of this team, because its breadth and its quality of service are important to promote.

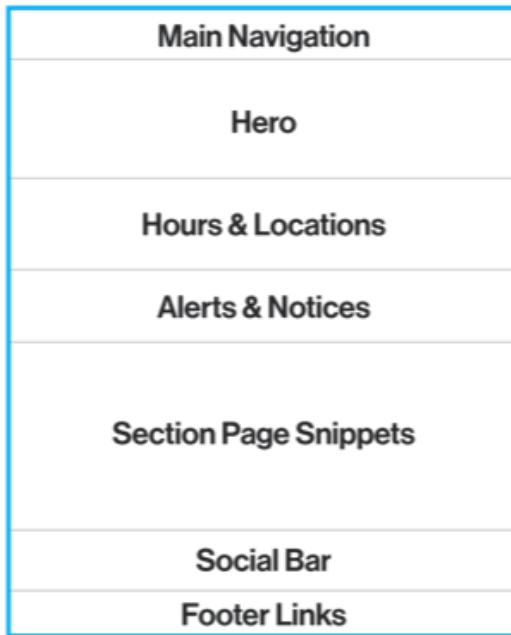
[So now that we know what our audience needs, how can we support those three main pillars with the way we layout the website's pieces?]

# Page Layouts



[So now that we know what our audience needs, how can we support those three main pillars with the way we layout the website's pieces?] Let's talk about the page layouts for our site.

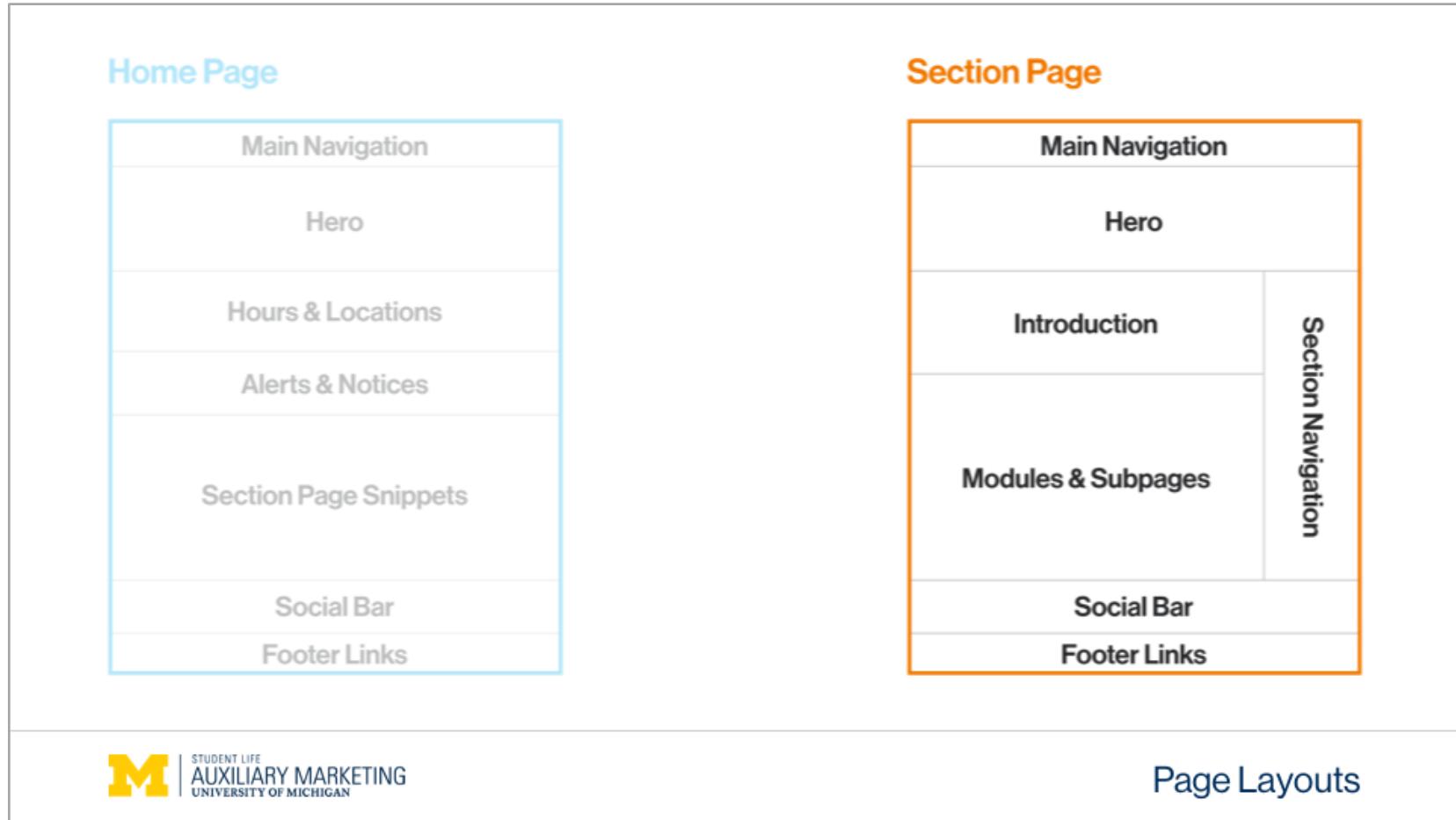
## Home Page



## Page Layouts

On the site, we are going to stick to a very flat hierarchy. First, we have the home page, which already incorporates those three pillars. First, we have the navigation, and then a hero visual that helps to define who Rec Sports is. After that is Hours & Locations followed by Alerts & Notices. You see already we have critical info in an extremely prominent position. Then afterward is Section Page Snippets, which help introduce each division within Recreational Sports. At the bottom, then, we have a Social Media Bar and Footer Links.

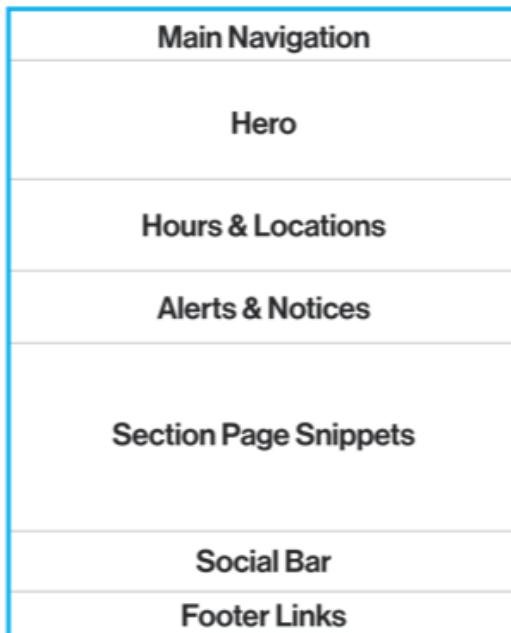
In addition to the main home page, we also [have Section Pages...]



[also have Section Pages,] which share some similarities as the Home Page. Of course, you see the main nav and the hero again. After that is the introduction to the section—a very short paragraph that describes what this section's purpose is. Under that is "Modules & Subpages," which makes up the entirety of content on the site. —Now, I know that might sound a little odd, and I'll explain how we do this in an effective way. To the side, you see the section navigation, helping to guide a user through each of the subpages within a section like this. And, finally at the bottom, again we have the social bar and the footer links.

[To get from the...]

## Home Page

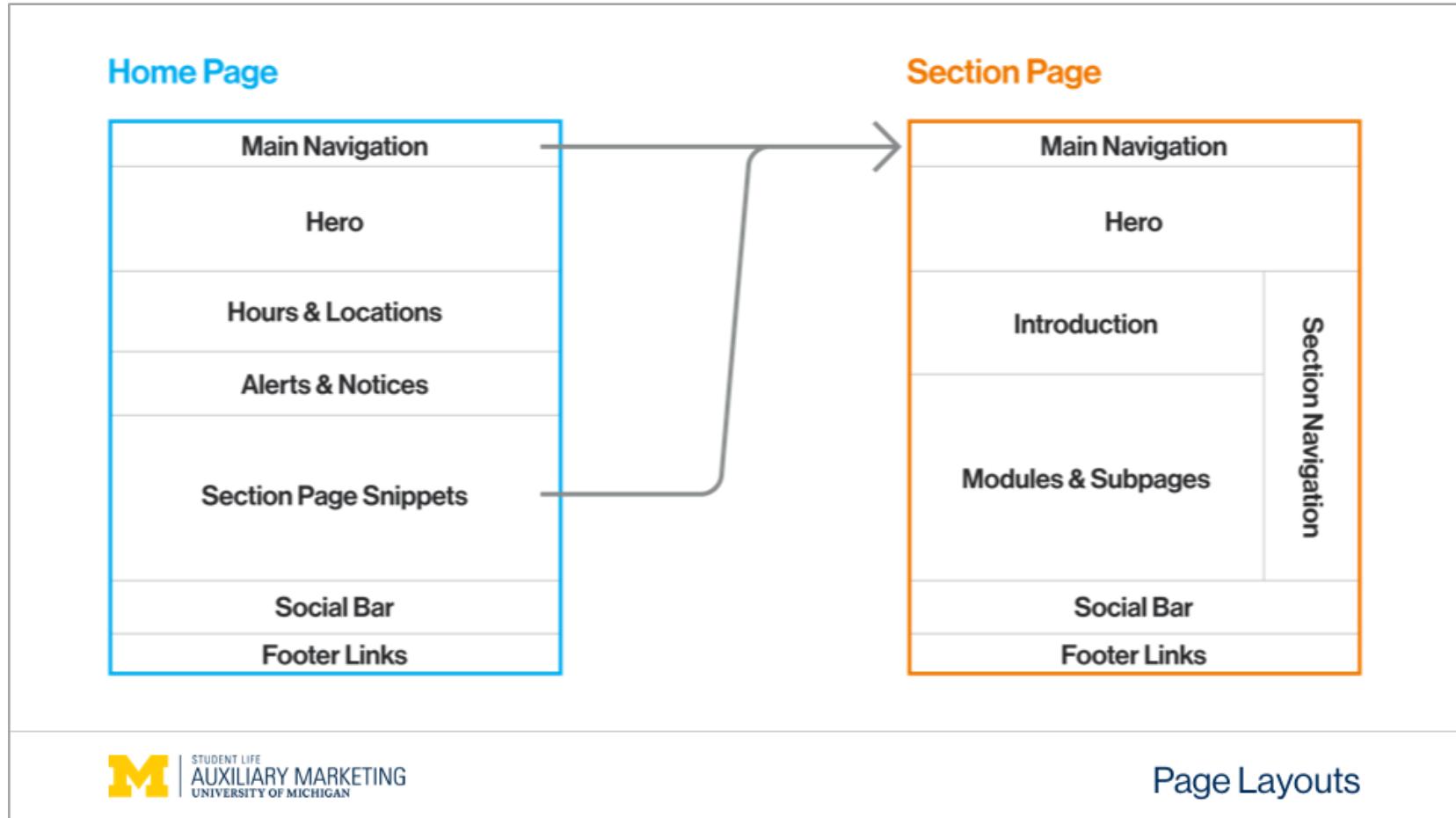


## Section Page



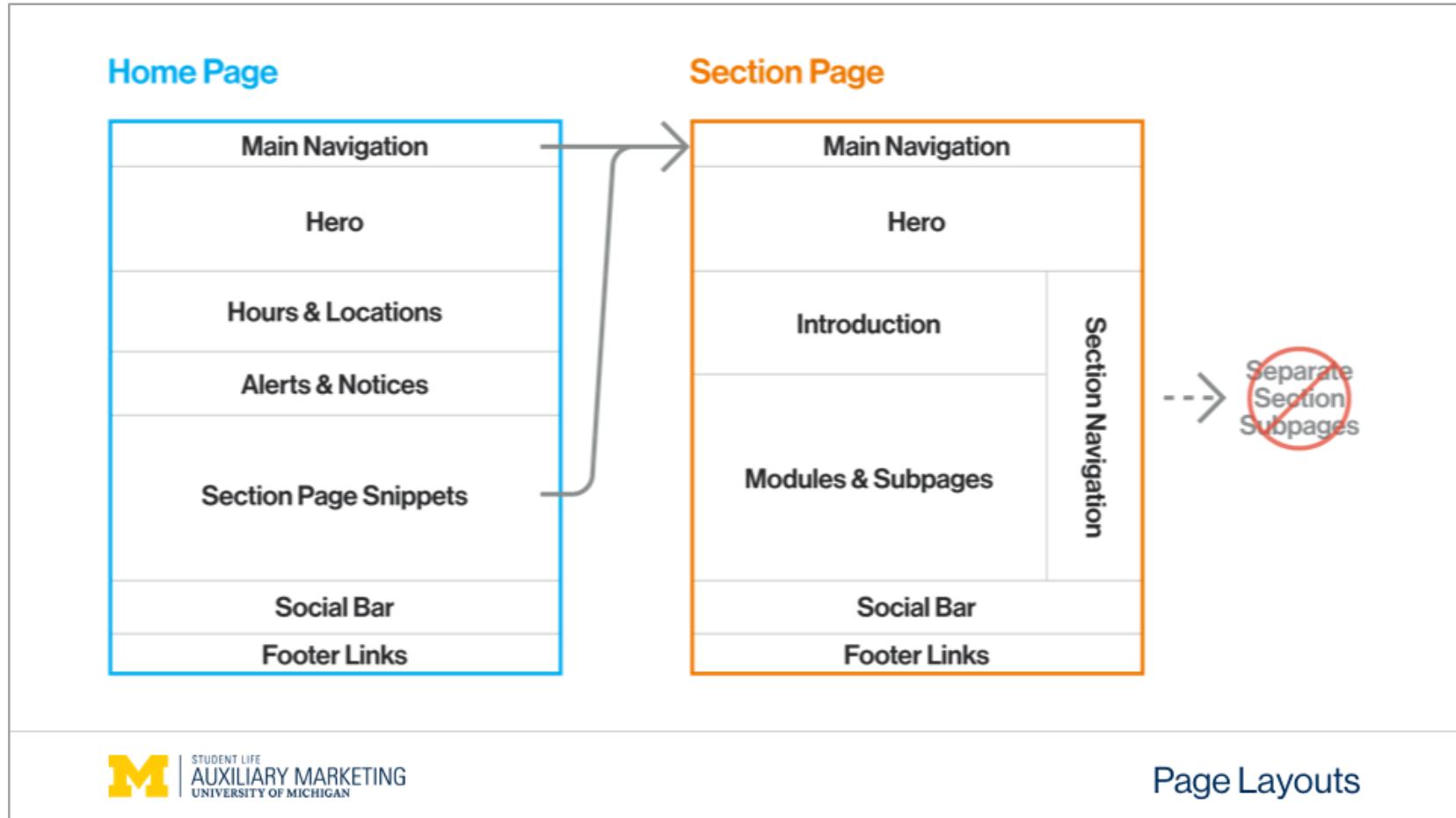
## Page Layouts

[To get from the] home page to the section page, [we have]

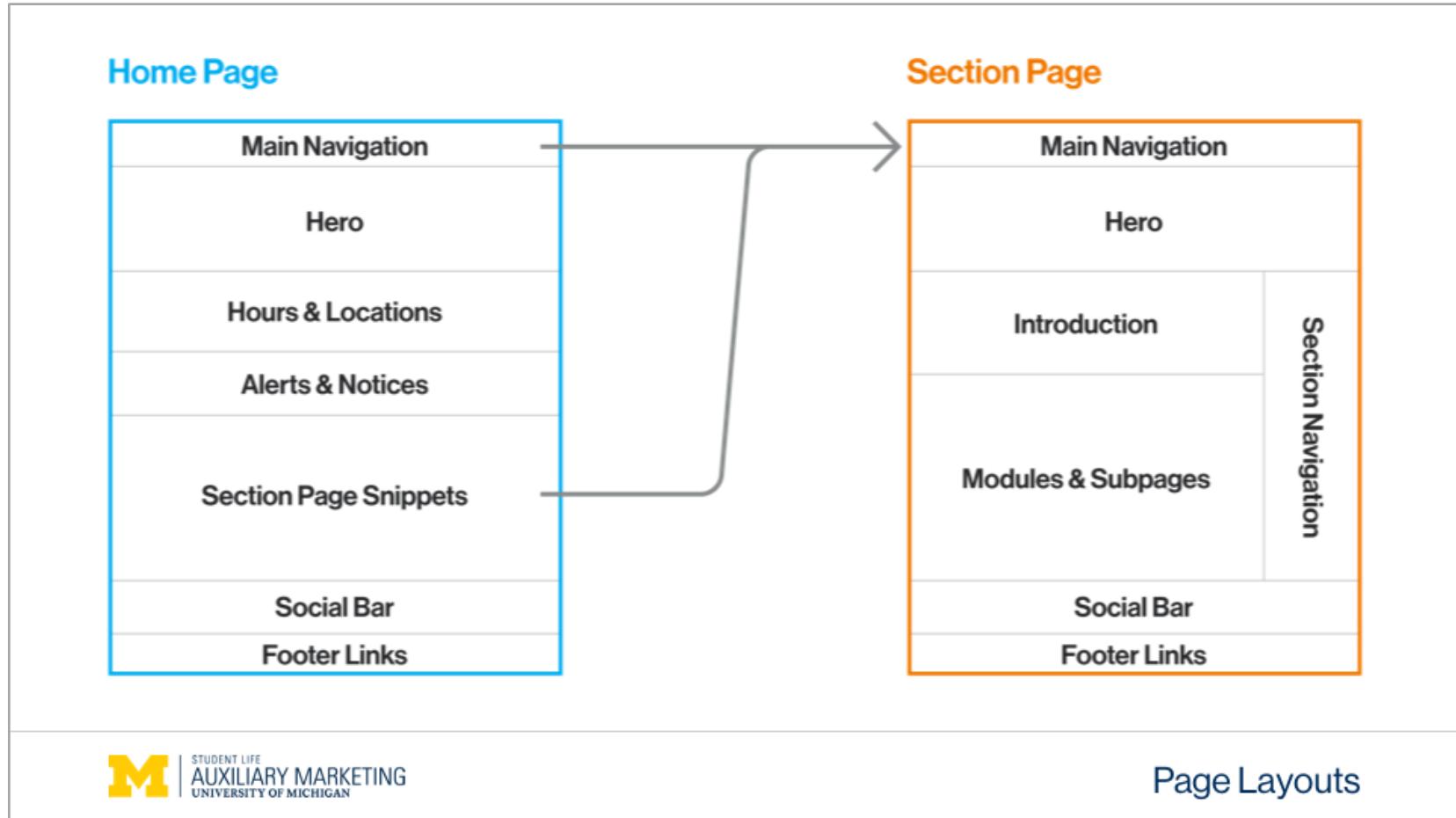


[we have] links from the main nav menus, of course, and we also have a link in the section page snippets. Those are our two main jumping points. And that's the majority of jumping that happens, because again, everything lives within a section page.

[To emphasize that point, ...]



[To emphasize that point,] we are curbing the depth of pages here. There are no section subpages or sub-sub pages that happen—in order to keep a flat hierarchy that is extremely clear, visible, and efficient, [we are striving to stick to...]



[we are striving to stick to] this 2-level hierarchy within our site.

# Section Navigation



Okay, so far we've discussed personas and the page layouts. Those two parts allow us to talk about navigation, or all of the links between the pages.

Group-X

Fitness & Wellness

Personal Training

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Intramural Sports

Club Sports

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Outdoor Adventures

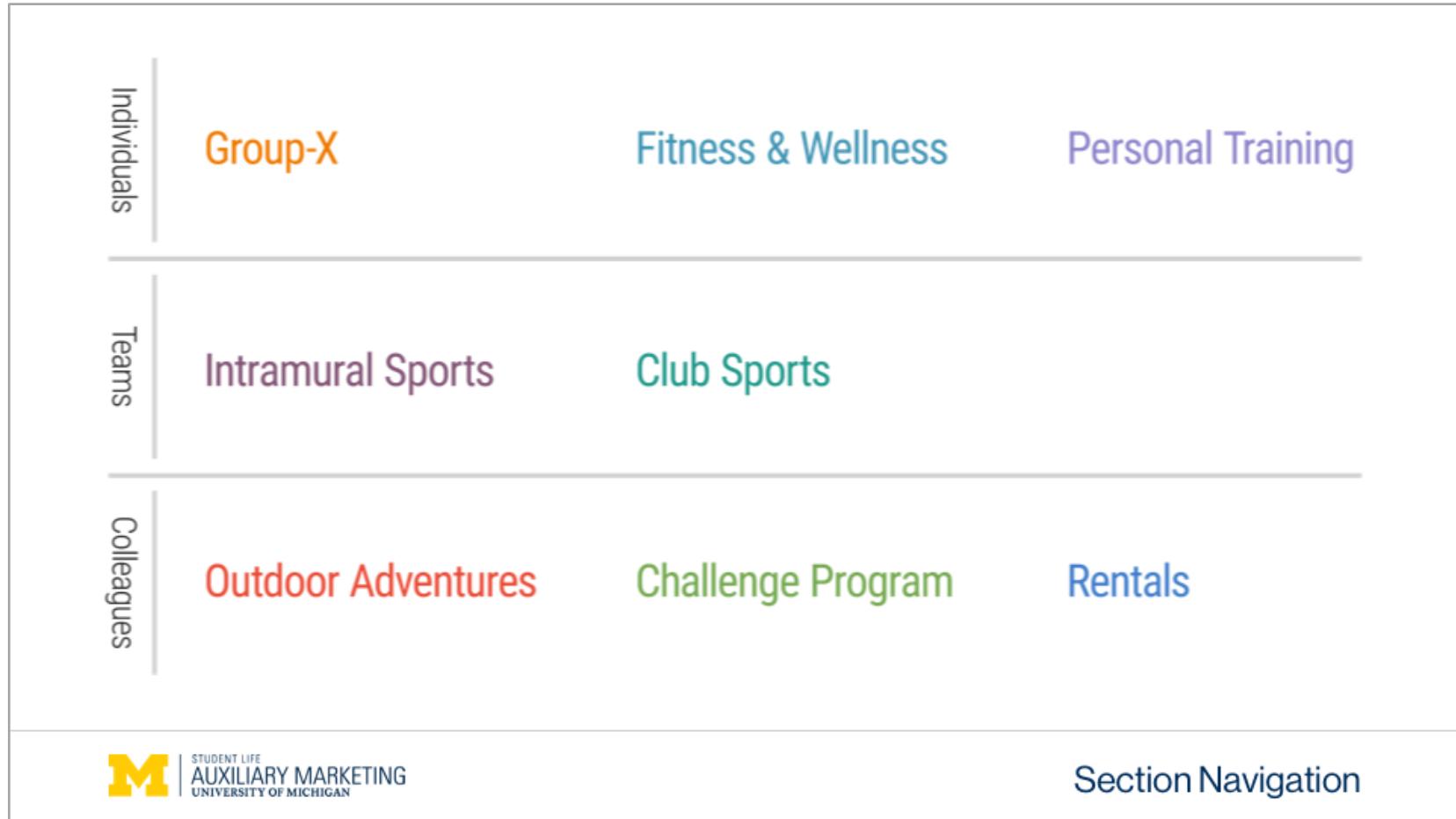
Challenge Program

Rentals



Section Navigation

We were able to identify eight prominent sections that are critical to the website. We've got [READ THE EIGHT]. Now, I've separated them into three groups here, because we noticed that we can add a little bit of structure without it becoming [overbearing:]



[overbearing:] Individuals, Teams, and Colleagues. We did this so that we can start to make some design decisions about this.

|  |   |   |   |
|--|---|---|---|
| Individuals  | <b>Group-X</b>  | <b>Fitness &amp; Wellness</b>                                     | <b>Personal Training</b>  |
|  | Sign Up<br>Schedule<br>Classes Offered<br>Certification Classes | Membership<br>Buildings and Facilities<br>Activities<br>Equipment | Sign Up<br>Training Sessions Offered<br>Eligibility                           |
|  |   |   |   |
| Teams  | <b>Intramural Sports</b>  | <b>Club Sports</b>  |   |
|  | Registration and Sign Up<br>Sports Offered<br>Schedule          | Club Sports Offered and Websites<br>Schedule                      |   |
|  |   |   |   |
| Colleagues   | <b>Outdoor Adventures</b>                                       | <b>Challenge Program</b>  | <b>Rentals</b>  |
|  | Sign Up<br>Trip Schedule<br>Ascent Program<br>Equipment Rentals | Program Inquiry<br>Programs Offered<br>Rates                      | Facility Rental Inquiry<br>Facilities Offered<br>Equipment Offered<br>Details |
|  |   |   |   |
|  STUDENT LIFE<br>AUXILIARY MARKETING<br>UNIVERSITY OF MICHIGAN |   | <b>Section Navigation</b>   |   |

Each section has, of course, several subpages—but take a look at what we have here. For instance, with Group-X, we have “Sign Up,” “Schedule,” “Classes Offered,” and extras. But notice with Outdoor Adventures, we also have “Sign Up,” “Schedule,” “Classes Offered,” and extras.

[Clearly, we have some similarities...]

|  |   |   |   |
|--|---|---|---|
| Individuals  | <b>Group-X</b>  | <b>Fitness &amp; Wellness</b>                                     | <b>Personal Training</b>  |
|  | Sign Up<br>Schedule<br>Classes Offered<br>Certification Classes | Membership<br>Buildings and Facilities<br>Activities<br>Equipment | Sign Up<br>Training Sessions Offered<br>Eligibility                           |
|  |   |   |   |
| Teams  | <b>Intramural Sports</b>  | <b>Club Sports</b>  |   |
|  | Registration and Sign Up<br>Sports Offered<br>Schedule          | Club Sports Offered and Websites<br>Schedule                      |   |
| Colleagues   | <b>Outdoor Adventures</b>                                       | <b>Challenge Program</b>  | <b>Rentals</b>  |
|  | Sign Up<br>Trip Schedule<br>Ascent Program<br>Equipment Rentals | Program Inquiry<br>Programs Offered<br>Rates                      | Facility Rental Inquiry<br>Facilities Offered<br>Equipment Offered<br>Details |
|  STUDENT LIFE<br>AUXILIARY MARKETING<br>UNIVERSITY OF MICHIGAN |   | <b>Section Navigation</b>   |   |

[Clearly, we have some similarities, here...] which means [that it's a good time to talk about how...]



[good idea] to talk about how we can make them consistent. To do this in the best way, I want to briefly explain what these subpages mean in [terms of modular design]

# Modules



[terms of modular design]. So we have [four main]



Sign Up/Rates



Form



Schedule



Offerings List



Modules

[four main] modules that are shared across our eight sections. We have [READ THE FOUR].

I think it's important to tell you about our thinking at such a basic level because it means we will be able to easily meet those three pillar guidelines. We'll also be able to develop the interfaces and presentations for these in more detail than if we had disparate pieces of information flying all over.



## Modules

If we begin to think in a modular way, we can achieve that seemingly paradoxical balance of fine-tuning each section page to its specific needs while also creating a clear, speedy, visibly consistent experience for the user.

# Mockups



But it's easier to talk about modular design (and really, everything we've talked about) if we look at the high-fidelity mockups for the site.

The image shows a screenshot of the University of Michigan Recreational Sports website's home page. At the top, there is a dark blue header bar with the "RECREATIONAL SPORTS" logo featuring a yellow "M" and the words "RECREATIONAL SPORTS". To the right of the logo are links for "Giving", "Employment", "Places", "Hours", "Notices", and "Store". Below the header, there are three navigation links: "Individuals", "Teams", and "Colleagues". The main content area features a large photograph of a woman smiling while playing soccer at night. Overlaid on the photo is a quote: "This is my team, and we're all about blood, sweat and cheers." and the slogan "This is my Rec Sports.". At the bottom of the main content area, there is a link labeled "LOCATIONS AND HOURS". In the bottom left corner of the page, there is a footer for "STUDENT LIFE AUXILIARY MARKETING UNIVERSITY OF MICHIGAN" with a yellow "M" logo. In the bottom right corner, the word "Mockups" is written in blue.

Here's the home page.

**STUDENT LIFE**  
**AUXILIARY MARKETING**  
UNIVERSITY OF MICHIGAN

Mockups

Follow along on the site to see how we scroll through the site.

**LOCATIONS AND HOURS**

- CCRB  
Open until 10 pm
- IMSB
- NCRB  
Open until midnight
- Coliseum
- Elbel Field  
Open until 8:30 pm
- Mitchell Field
- Palmer Field
- Radrick

**INDIVIDUALS**

**Group-X >**

[Buy a Pass](#) [Class Schedule](#)

Be your best you.

Take an ordinary fitness class, spice it up with unlimited variety and add a healthy dose of support and encouragement. Think Zumba, yoga, cycling, cardio, strength and hardcore classes. That's just a glimpse into all this group fitness program has to offer.

**STUDENT LIFE**  
**AUXILIARY MARKETING**  
UNIVERSITY OF MICHIGAN

**Mockups**

(scroll down past engaging header, and hours are shown at the first glance—zero taps required)

**INDIVIDUALS**

**Group-X >**

[Buy a Pass](#) [Class Schedule](#)

Be your best you.

Take an ordinary fitness class, spice it up with unlimited variety and add a healthy dose of support and encouragement. Think Zumba, yoga, cycling, cardio, strength and hardcore classes. That's just a glimpse into all this group fitness program has to offer.

**Fitness and Wellness >**

[Membership](#) [Facilities](#)

Add some variety to your workouts.

Take an ordinary fitness class, spice it up with unlimited variety and add a healthy dose of support and encouragement. Think Zumba, yoga, cycling, cardio, strength and hardcore classes. That's just a glimpse into all this group can do for you and your morale.

**Personal Training >**

[Sign Up](#)

**STUDENT LIFE**  
**AUXILIARY MARKETING**  
UNIVERSITY OF MICHIGAN

**Mockups**

(after, we have a preview of each of our offerings)

into all this group can do for you and your morale.



## Personal Training >

[Sign Up](#)

Motivation, one-on-one.  
Let our certified fitness trainers help you achieve your fitness goals. From fitness assessments to on-going motivation and feedback, our professionals are there for you every step of the way with programs tailored to your specific needs.

---

TEAMS



## Intramural Sports >

[Sign Up](#) [Sports Offered](#)

Fun with a competitive edge.  
With so many sports to choose from, there is no better way to get your game on. Be part of a tradition that started with Recreational Sports more than one hundred years ago.



## Club Sports >



[Mockups](#)



(each provides a helpful summary and a direct link to the most pertinent “action item”)

TEAMS

## Intramural Sports >

[Sign Up](#) [Sports Offered](#)

Fun with a competitive edge.

With so many sports to choose from, there is no better way to get your game on. Be part of a tradition that started with Recreational Sports more than one hundred years ago.

## Club Sports >

[Sports Offered](#)

Play for the University of Michigan.

If you are a serious student athlete, consider joining or volunteering to help out with one of Michigan's Club Sports teams. Compete at national championships and represent your University.

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COLLEAGUES

## Outdoor Adventures >

[Sign In](#) [Calendario](#)

**M** STUDENT LIFE  
AUXILIARY MARKETING  
UNIVERSITY OF MICHIGAN

Mockups



(the high level groupings also show up here—subtly since it's not a big focus, but it helps reinforce our navigation at the top)

COLLEAGUES

## Outdoor Adventures ›

[Sign Up](#) [Schedule](#)

Take a hike.

Shoot the rapids, explore the wilds of the Keweenaw or go spelunking. Learn about wilderness survival, outdoor cooking or building winter shelters. Rent a tent, a camp stove, a canoe or a mountain bike. Get in on one of our exciting trips or use our rental gear to make your next vacation an affordable getaway into the great outdoors.

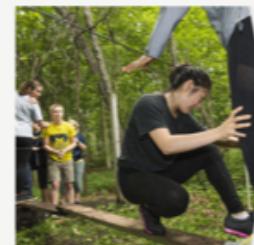


## Challenge Program ›

[Inquire](#) [Rates](#)

Dream teams are made here.

Improve communications. Break down barriers. Encourage collaboration. Foster teamwork. Reshape your culture. Kick off a new project. Whatever your goals may be for your department, team or organization, we challenge you to be better together.



## Rentals ›

[Inquire](#)



 STUDENT LIFE  
AUXILIARY MARKETING  
UNIVERSITY OF MICHIGAN

## Mockups



The image is a composite of several screenshots illustrating a digital marketing strategy. At the top, a banner for 'Rentals' features a green field and the tagline 'challenge you to be better together.' Below it, a section titled 'Facilities and equipment for you.' includes a blue 'Inquire' button and a paragraph about group reservations. To the right is a photo of a large green grassy field with trees in the background. On the left, there's a sidebar with social media links for Facebook (@UmichRecSports), Twitter (@UmichRecSports), and Instagram (@umichrecsports). The Facebook post on Jul 11 at 4:38 pm encourages users to learn about #Victors2020. The Twitter post on Jul 14 at 8:01 am promotes Tabata Time fitness classes. The Instagram post on Jul 11 at 8:10 pm is a 'Now Hiring' advertisement for Fitness Attendants, with a link to apply by July 31st. On the right, a smartphone screen shows a mobile-optimized version of the website.

**Rentals >**

Inquire

Facilities and equipment for you.  
Many of the spaces within our facilities and at our fields can be reserved for your group's special event. Picnics, reunions, sports tournaments and softball games are just a few of the many reasons that groups have reserved our facilities.

**UmichRecSports**

Calling all #Victors2020, get to know what Rec Sports has to offer!

Jul 11 at 4:38 pm 5 likes

@UmichRecSports

Do you like to move it? Get movin' with Tabata Time at 11:30 in Fitness 2 @ CCRB! #iliketomoveitmoveit

Jul 14 at 8:01 am

@umichrecsports

**NOW HIRING**  
Fitness Attendants

apply by July 31st for fall 2016  
[recsports.umich.edu](http://recsports.umich.edu)

Jul 11 at 8:10 pm 11 likes

**STUDENT LIFE**  
**AUXILIARY MARKETING**  
UNIVERSITY OF MICHIGAN

**Mockups**

(we have all 8 represented here.)

just a few of the many reasons that groups have reserved our facilities.

**UmichRecSports**

Calling all #Victors2020, get to know what Rec Sports has to offer!

Jul 11 at 4:38 pm      5 likes

**@UmichRecSports**

Do you like to move it? Get movin' with Tabata Time at 11:30 in Fitness 2 @ CCRB! #iliketomoveitmoveit

Jul 14 at 8:01 am

**@umichrecsports**

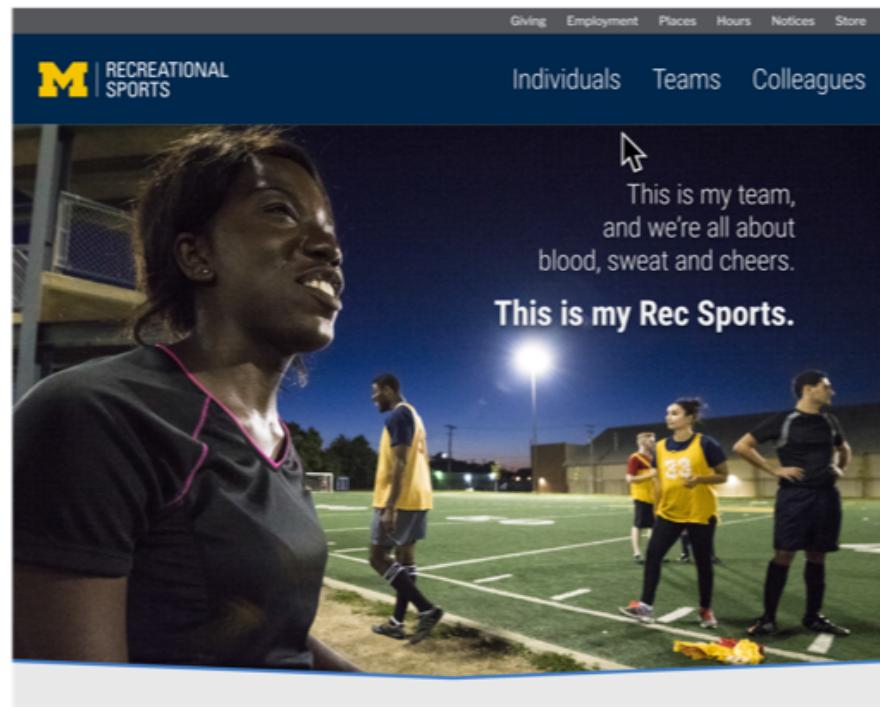
**NOW HIRING**  
Fitness Attendants

apply by July 31st for fall 2016  
recsports.umich.edu

Jul 11 at 8:10 pm      11 likes

## Mockups

(then, we have the social media outlets presented, and finally the trusty footer)



Mockups

(how does the menu work? When you take your mouse and hover or take your finger and tap...)

The screenshot shows the University of Michigan Recreational Sports website. At the top, there is a dark blue header bar with the Michigan 'M' logo and the text 'RECREATIONAL SPORTS'. To the right of the logo are links for 'Giving', 'Employment', 'Places', 'Hours', 'Notices', and 'Store'. Below the header, there are three main navigation categories: 'Individuals', 'Teams', and 'Colleagues'. A mouse cursor is hovering over the 'Individuals' link. Under 'Individuals', there are three sub-sections: 'Group-X >', 'Fitness & Wellness >', and 'Personal Training >'. Each sub-section has a list of links underneath. A large image of people on a sports field is displayed below the navigation menu.

**Individuals**

**Groups**

**Fitness & Wellness**

**Personal Training**

[Group-X >](#)

[Schedule](#)

[Classes Offered](#)

[Rates and Eligibility](#)

[Certification Classes](#)

[Upcoming Special Events](#)

[Fitness & Wellness >](#)

[Membership](#)

[Buildings and Facilities](#)

[Activities](#)

[Equipment](#)

[Personal Training >](#)

[Sign Up](#)

[Training Sessions Offered](#)

[Eligibility](#)

**STUDENT LIFE**

**AUXILIARY MARKETING**

UNIVERSITY OF MICHIGAN

Mockups

(it opens up and shows the section page headers with the contents of that page underneath.)

**LOCATIONS AND HOURS**

|                                  |                |                             |          |
|----------------------------------|----------------|-----------------------------|----------|
| CORB<br>Open until 10 pm         | IMB            | NORB<br>Open until midnight | Coliseum |
| Ebel Field<br>Open until 8:30 pm | Mitchell Field | Palmer Field                | Radrick  |

**INDIVIDUALS**

**Group-X >**

[Buy a Pass](#) [Class Schedule](#)

Be your best you.

Take an ordinary fitness class, spice it up with unlimited variety and add a healthy dose of support and encouragement. Think Zumba, yoga, cycling, cardio, strength and hardcore classes. That's just a glimpse into all this group fitness program has to offer.

**Fitness and Wellness >**

[Membership](#) [Facilities](#)

Add some variety to your workouts.

Take an ordinary fitness class, spice it up with unlimited variety and add a healthy dose of support and encouragement. Think Zumba, yoga, cycling, cardio, strength and hardcore classes. That's just a glimpse into all this group can do for you and your morale.

**Personal Training >**

[Sign Up](#)

Motivation, one-on-one.

Take an ordinary fitness class, spice it up with unlimited variety and add a healthy dose of support and encouragement. Think Zumba, yoga, cycling, cardio,

**M** STUDENT LIFE  
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Mockups

On the home page, we have facilities that—when tapped or clicked—open up[...]

**LOCATIONS AND HOURS**

- CORB Open until 10 pm
- IM3B
- NCRB Open until midnight
- Coliseum
- Elbel Field Open until 8:30 pm
- Mitchell Field
- Palmer Field
- Radrick

**INDIVIDUALS**

**Group-X**

[Buy a Pass](#) [Class Schedule](#)

Be your best you.

Take an ordinary fitness class, spice it up with unlimited variety and add a healthy dose of support and encouragement. Think Zumba, yoga, cycling, cardio, strength and hardcore classes. That's just a glimpse into all this group fitness program has to offer.

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- CORB Open until 10 pm
- IM3B
- NCRB Open until midnight
- Coliseum
- Elbel Field Open until 8:30 pm
- Mitchell Field
- Palmer Field
- Radrick

**Central Campus Recreation Building**

**Hours**

|             | CORB               | BELL POOL          |
|-------------|--------------------|--------------------|
| Today       | 5:30 am - 10:00 pm | 5:30 am - 10:00 pm |
| Tomorrow    | 8:00 am - 8:00 pm  | 8:00 am - 8:00 pm  |
| Sun, Jul 31 | 10:00 am - 7:00 pm | 10:00 am - 7:00 pm |
| Mon, Aug 1  | 5:30 am - 10:00 pm | 5:30 am - 10:00 pm |
| Tue, Aug 2  | 5:30 am - 10:00 pm | 5:30 am - 10:00 pm |

**Map and Directions**

401 Washburn Ave  
Ann Arbor, MI 48109

[Directions to CORB](#) [Parking options](#)

**Activities**

[Available activities](#) [Available Group-X classes](#) [More information](#)

[Buy a Membership](#)

**INDIVIDUALS**

**Group-X**

[Buy a Pass](#) [Class Schedule](#)

[...] to show facility information without going to a separate page. The big draw here are the hours.

Mockups

**LOCATIONS AND HOURS**

|                                  |                |                             |          |
|----------------------------------|----------------|-----------------------------|----------|
| CCRb<br>Open until 10 pm         | IMSS           | NCRb<br>Open until midnight | Coliseum |
| Ebel Field<br>Open until 9:30 pm | Mitchell Field | Palmer Field                | Radrick  |

**INDIVIDUALS**

**Group-X >**

[Get a Pass](#) [Class Schedule](#)

Be your best you.

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**Fitness and Wellness >**

[Membership](#) [Facilities](#)

Add some variety to your workouts.

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**Mockups**

From the home page, let's go to a section page.

The image displays two side-by-side website mockups for Recreational Sports at the University of Michigan. A large grey arrow points from the desktop view on the left to the mobile view on the right.

**Left Mockup (Desktop View):**

- Header:** Locations and Hours
- Facility Hours:**
  - CCR: Open until 10 pm
  - IMSS: Open until midnight
  - NCRB: Open until midnight
  - Coliseum
  - Elbel Field: Open until 9:30 pm
  - Mitchell Field
  - Palmer Field
  - Radrick
- Section: INDIVIDUALS**
  - Group-X:** Buy a Pass, Class Schedule
  - Be your best you. Take an ordinary fitness class, spice it up with unlimited variety and add a healthy dose of support and encouragement. Think Zumba, yoga, cycling, cardio, strength and hardcore classes. That's just a glimpse into all this group can do for you and your morale.
- Section: Fitness and Wellness**
  - Membership, Facilities
  - Add some variety to your workouts. Take an ordinary fitness class, spice it up with unlimited variety and add a healthy dose of support and encouragement. Think Zumba, yoga, cycling, cardio, strength and hardcore classes. That's just a glimpse into all this group can do for you and your morale.

**Right Mockup (Mobile View):**

- Header:** RECREATIONAL SPORTS, Individuals, Teams, Colleagues
- Image:** Three people performing kettlebell exercises in a gym setting.
- Text:** Drop in on any fitness class, at any facility, for the entire semester—no pre-registration required. Try a variety of classes to find a just-right workout and an instructor you enjoy. Take as many classes as you can fit into your schedule. It's all yours for one tiny little price. Be your best you with Group-X.
- Buttons:** Buy a Pass, Schedule, Open Google Calendar
- Schedule:** WEEK OF June 16, Day, 4 Days, Week
- Links:** Group-X, Schedule, Classes Offered, Rates and Eligibility, Certification Classes, Upcoming Special Events
- Offer:** Try any class during FREE WEEK September 1–4
- Personal Training:** Sign up now!

Mockups

We'll use this link here, though there are plenty others.

The screenshot shows the University of Michigan Recreational Sports website. At the top, there's a dark blue header with the "M RECREATIONAL SPORTS" logo on the left and navigation links for "Giving", "Employment", "Places", "Hours", "Notices", and "Store". Below the header is a large banner featuring three people in a Group-X fitness class. The banner has a yellow diagonal band across it. The text "Group-X" is visible in the background of the banner. Below the banner, there's a call-to-action button that says "Drop in on any fitness class, at any facility, for the entire". To the right of the banner, there's a "Group-X" section with a "Schedule" link. On the far right, there's a vertical sidebar with various links and a search bar. At the bottom left, there's a logo for "STUDENT LIFE AUXILIARY MARKETING UNIVERSITY OF MICHIGAN".

Mockups

(on the section page we again open with a video header)

Drop in on any fitness class, at any facility, for the entire semester—no pre-registration required. Try a variety of classes to find a just-right workout and an instructor you enjoy. Take as many classes as you can fit into your schedule. It's all yours for one tiny little price. Be your best you with Group-X.

[Buy a Pass](#)

## Schedule

[Open Google Calendar](#)

| WEEK OF June 16               |                          | Day                       | 4 Days                       | Week                    |                  |                       |
|-------------------------------|--------------------------|---------------------------|------------------------------|-------------------------|------------------|-----------------------|
| <a href="#">FILTER</a>        | <a href="#">Location</a> | <a href="#">Intensity</a> | <a href="#">Time of Day</a>  |                         |                  |                       |
| Sun 16                        | Mon 17                   | Tue 18                    | Wed 19                       | Thu 20                  | Fri 21           | Sat 22                |
| 11:00 am<br>Metabolic Circuit | 11:30 am<br>Hard Core    | 7:30 am<br>Cycling        | 11:30 am<br>Zumba            | 11:30 am<br>Tabata Time | 5:00 pm<br>Zumba | 10:30 am<br>Cycling   |
| 5:00 pm<br>Zumba              | 5:30 pm<br>Gentle        | 5:30 pm<br>Zumba          | 5:30 pm<br>Metabolic Circuit | 12:30 pm<br>Yoga Flow   | 5:45 pm<br>Zumba | 11:30 am<br>Yoga Flow |
|                               |                          |                           | 6:00 pm                      | 6:15 pm                 |                  |                       |

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**Group-X**

- Schedule
- Classes Offered
- Rates and Eligibility
- Certification Classes
- Upcoming Special Events

[Buy a Pass](#)

Try any class during  
**FREE WEEK**  
September 2 - 9

**Personal Training**  
Sign up now.  


Group-X

Classes Offered

Rates and Eligibility

Certification Classes

Upcoming Special Events

**Mockups**

When we scroll, we already see the modules coming into play along with the sidebar navigation. Some sample ads are presented underneath that.

## Schedule

[Open Google Calendar](#)

|                             |                     | WEEK OF June 16           |                           |                             |                           |                    |  |
|-----------------------------|---------------------|---------------------------|---------------------------|-----------------------------|---------------------------|--------------------|--|
|                             |                     | FILTER                    |                           | Location                    | Intensity                 | Time of Day        |  |
| Sun 16                      | Mon 17              | Tue 18                    | Wed 19                    | Thu 20                      | Fri 21                    | Sat 22             |  |
| 11:00 am Metabolic Circuit  | 11:30 am Hard Core  | 7:30 am Cycling           | 11:30 am Zumba            | 11:30 am Tabata Time        | 5:00 pm Zumba             | 10:30 am Cycling   |  |
| 5:00 pm Zumba               | Noon Zumba          | 5:30 pm Metabolic Circuit | 6:00 pm Kickboxing        | 5:15 pm Total Body Strength | 5:45 pm Zumba             | 11:30 am Yoga Flow |  |
| 5:30 pm Gentle Yoga         | 5:30 pm Cycling     | 5:45 pm Tabata Time       | 6:00 pm Metabolic Circuit | 5:30 pm Cardio Kickbox...   | 6:00 pm Cycling           | 6:00 pm Yoga Flow  |  |
| 6:00 pm Cardio Core         | 6:00 pm Tabata Time | 7:00 pm Tabata Time       | 7:00 pm Gentle Yoga       | 7:00 pm Metabolic Circuit   | 7:00 pm Metabolic Circuit |                    |  |
| 7:00 pm Total Body Strength | 7:00 pm Yoga Core   | 7:30 pm Kettlebell        |                           |                             |                           |                    |  |

**Yoga Flow**

TIME: 12:30 pm - 1:20 pm LOCATION & ROOM: CCRB, Fitness 1 INTENSITY: Gentle - Moderate INSTRUCTOR: Anna

**Group-X**

- Schedule
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[Buy a Pass](#)

Try any class during **FREE WEEK** September 2 - 9

**Personal Training**

Sign up now.



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Mockups

One of the modules is a calendar module, showing off the current class schedule. Clicking on one[...]

WEEK OF  
June 16

FILTER Location Intensity Time of Day

| Sun 16                      | Mon 17 | Tue 18              | Wed 19                    | Thu 20                      | Fri 21        | Sat 22             |
|-----------------------------|--------|---------------------|---------------------------|-----------------------------|---------------|--------------------|
| 11:00 am Metabolic Circuit  |        | 7:30 am Cycling     | 11:30 am Zumba            | 11:30 am Tabata Time        | 5:00 pm Zumba | 10:30 am Cycling   |
| 5:00 pm Zumba               |        | Noon Zumba          | 5:30 pm Metabolic Circuit | 12:30 pm Yoga Flow          | 5:45 pm Zumba | 11:30 am Yoga Flow |
| 5:30 pm Gentle Yoga         |        | 5:30 pm Cycling     | 6:00 pm Kickboxi...       | 5:15 pm Total Body Strength |               |                    |
| 6:00 pm Cardio Core         |        | 5:30 pm Tabata Time | 6:00 pm Metabolic Circuit | 5:30 pm Cardio Kickboxi...  |               |                    |
| 7:00 pm Total Body Strength |        | 5:45 pm Tabata Time | 7:00 pm Gentle Yoga       | 6:00 pm Cycling             |               |                    |
|                             |        | 6:00 pm Yoga Core   |                           | 6:00 pm Yoga Flow           |               |                    |
|                             |        | 7:00 pm Zumba       |                           | 7:00 pm Metabolic Circuit   |               |                    |
|                             |        | 7:30 pm Kettlebell  |                           |                             |               |                    |

**Yoga Flow**

TIME: 12:30 pm - 1:20 pm LOCATION & ROOM: CCRB, Fitness 1 INTENSITY: Gentle - Moderate INSTRUCTOR: Anna

Build strength and flexibility by using your breath to anchor the movement as you flow from one pose to the next. Connect to your inner strength and promote clarity and well-being off the mat. Modifications are offered to accommodate all skill levels.

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[Rates and Eligibility](#)  
[Certification Classes](#)  
[Upcoming Special Events](#)  
[Buy a Pass](#)

**Personal Training**  
Sign up now.







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Mockups

[...] reveals extra information about that class.

## Schedule

[Open Google Calendar](#)

|                             |                     | WEEK OF June 16           |                           |                             |                           |                           |  |  |
|-----------------------------|---------------------|---------------------------|---------------------------|-----------------------------|---------------------------|---------------------------|--|--|
|                             |                     | FILTER                    |                           | Location                    | Intensity                 | Time of Day               |  |  |
| Sun 16                      | Mon 17              | Tue 18                    | Wed 19                    | Thu 20                      | Fri 21                    | Sat 22                    |  |  |
| 11:00 am Metabolic Circuit  | 11:30 am Hard Core  | 7:30 am Cycling           | 11:30 am Zumba            | 11:30 am Tabata Time        | 5:00 pm Zumba             | 10:30 am Cycling          |  |  |
| 5:00 pm Zumba               | Noon Zumba          | 5:30 pm Metabolic Circuit | 6:00 pm Kickbox...        | 5:15 pm Total Body Strength | 5:45 pm Zumba             | 11:30 am Yoga Flow        |  |  |
| 5:30 pm Gentle Yoga         | 5:30 pm Cycling     | 5:30 pm Tabata Time       | 6:00 pm Metabolic Circuit | 5:30 pm Cardio Kickbox...   | 6:00 pm Cycling           | 6:00 pm Yoga Flow         |  |  |
| 6:00 pm Cardio Core         | 6:00 pm Tabata Time | 5:45 pm Tabata Time       | 7:00 pm Gentle Yoga       | 7:00 pm Metabolic Circuit   | 7:00 pm Metabolic Circuit | 7:00 pm Metabolic Circuit |  |  |
| 7:00 pm Total Body Strength | 7:00 pm Yoga Core   | 7:00 pm Zumba             | 7:30 pm Kettlebell        |                             |                           |                           |  |  |

**Yoga Flow** ×

TIME: 12:30 pm - 1:20 pm LOCATION & ROOM: CCRB, Fitness 1 INTENSITY: Gentle - Moderate INSTRUCTOR: Anna

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[Buy a Pass](#)

Try any class during  
**FREE WEEK**  
September 2 - 9

**Personal Training**  
Sign up now.



**Mockups**

If we scroll back up, notice that we're in "week" view, but we can also change it to[...]

## Schedule

[Open Google Calendar](#)

( JUN 14 JUN 22 ) Today Jun 18-21 Day 4 Days Week

FILTER Location Intensity Time of Day

| Tue 18                        | Wed 19                           | Thu 20                             | Fri 21               |
|-------------------------------|----------------------------------|------------------------------------|----------------------|
| 7:30 am   CCRB Cycling        | 11:30 am   CCRB Zumba            | 11:30 am   CCRB Tabata Time        | 5:00 pm   CCRB Zumba |
| Noon   CCRB Zumba             | 5:30 pm   CCRB Metabolic Circuit | 12:30 pm   CCRB Yoga Flow          | 5:45 pm   CCRB Zumba |
| 5:30 pm   CCRB Cycling        | 6:00 pm   NCRB Kickboxing        | 5:15 pm   NCRB Total Body Strength |                      |
| 5:30 pm   CCRB Tabata Time    | 6:00 pm   CCRB Kickboxing        | 5:30 pm   CCRB Cardio Kickboxing   |                      |
| 5:45 pm   CCRB Tabata Time    | 7:00 pm   CCRB Gentle Yoga       | 6:00 pm   CCRB Cycling             |                      |
| 6:00 pm   CCRB Yoga Core      |                                  | 6:00 pm   CCRB Yoga Flow           |                      |
| 7:00 pm   CCRB Zumba          |                                  | 7:00 pm   CCRB Metabolic Circuit   |                      |
| 7:30 pm   Coliseum Kettlebell |                                  |                                    |                      |

**Yoga Flow**

TIME: 12:30 pm - 1:20 pm LOCATION & ROOM: CCRB, Fitness 1 INTENSITY: Gentle - Moderate INSTRUCTOR: Anna

Build strength and flexibility by using your breath to anchor the movement as you flow from

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Try any class during  
**FREE WEEK**  
September 2 - 9

**Personal Training**  
Sign up now.

[...] four day view, or [...]

## Schedule

[Open Google Calendar](#)

( JUN 17 JUN 19 ) Today TODAY June 18 Day 4 Days Week

FILTER Location Intensity Time of Day

|  |                                       |
|--|---------------------------------------|
| <b>Cycling</b><br>LOCATION CCRB<br>ROOM Fitness 5<br>INTENSITY Gentle – Moderate<br>INSTRUCTOR Tully   | Cancelled   7:30 am – 8:20 am         |
| <b>Zumba</b><br>LOCATION CCRB<br>ROOM Fitness 2<br>INTENSITY Gentle – Moderate<br>INSTRUCTOR Anjali  | Cancelled   Noon – 12:50 pm           |
| <b>Cycling</b><br>LOCATION CCRB<br>ROOM Fitness 5<br>INTENSITY Gentle – Intense<br>INSTRUCTOR Michelle   | 5:30 pm – 6:20 pm                     |
| <b>Tabata Time</b><br>LOCATION NCRB<br>ROOM Court 230<br>INTENSITY Intense<br>INSTRUCTOR Tatiana   | Instructor Change   5:45 pm – 6:35 pm |
| <b>Yoga Core</b><br>LOCATION CCRB<br>ROOM Fitness 1<br>INTENSITY Moderate<br>INSTRUCTOR Kayla  | 6:00 pm – 6:50 pm                     |
| A blend of core-strengthening exercises in a flowing format that moves with your breath.<br>Awaken your core and become strong both on and off your mat. |                                       |
| <b>Zumba</b>   | 7:00 pm – 7:50 pm                     |

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Try any class during  
**FREE WEEK**  
September 2 – 9

**Personal Training**  
Sign up now.  


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Mockups

[...] a daily agenda view. We can spend time adding this extra flexibility because this module will be repeated and shared elsewhere on the site.

one pose to the next. Connect to your inner strength and promote clarity and well-being off the mat. Modifications are offered to accommodate all skill levels.

## Classes Offered

[Grid](#) [List](#)

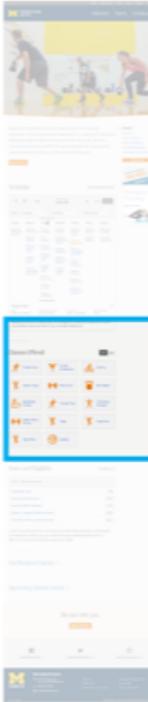
|   |   |   |
|---|---|---|
|  Cardio Core       |  Cardio Kickboxing |  Cycling             |
|  Gentle Yoga       |  Hard Core         |  Kettlebells         |
|  Metabolic Circuit |  Tabata Time       |  Total Body Strength |
|  Upper-Body Sculpt |  Yoga              |  Yoga Core           |
|  Yoga Flow         |  Zumba             |   |

[Group-X](#)  
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[Classes Offered](#)  
[Rates and Eligibility](#)  
[Certification Classes](#)  
[Upcoming Special Events](#)

[Buy a Pass](#)

Try any class during  
**FREE WEEK**  
September 2 - 9

**Personal Training**  
Sign up now.  

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**Mocksups**

Scrolling down more, we have a list of the classes offered. In order to make it more visually useful, we've added icons right alongside the items. Selecting one opens up extra information in the same "dropdown" style used elsewhere.

one pose to the next. Connect to your inner strength and promote clarity and well-being off the mat. Modifications are offered to accommodate all skill levels.

## Classes Offered

Grid
List

-  **Cardio Core**  
 50 minutes filled with a perfect combination of cardiovascular training and core conditioning. You will do cardio drills that have you sweating and core exercises that train more than just the abdominals.
-  **Cardio Kickboxing**  
 In this quick-paced cardio class, your body will be continuously moving throughout to build strength, endurance, and confidence through a combination of punches and kicks. Using combinations of strikes to the beat of the music, our instructors will keep participants at all fitness levels working hard and having fun!
-  **Metabolic Circuit**  
 Do you want an intense workout? A workout where you have the support and encouragement of others to reach your peak performance? Then this class is for you! Metabolic Circuit will put you through strength and cardio drills that will push you to your limits.
-  **Upper-Body Sculpt**  
 This class is designed for those looking to strengthen and shape their upper-body muscles. Working the arms and shoulders, along with the back and core, you will leave this class with confidence to show off your guns!
-  **Yoga Flow**  
 Build strength and flexibility by using your breath to anchor the movement as you flow from one pose to the next. Connect to your inner strength and promote clarity and well-being off the mat. Modifications are offered to accommodate all skill levels.

**Group-X**

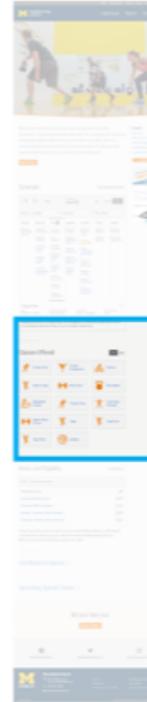
[Schedule](#)
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[Certification Classes](#)
[Upcoming Special Events](#)
  
[Buy a Pass](#)

Try any class during  
**FREE WEEK**  
September 2 - 9

**Personal Training**

Sign up now.







Mockups

And, for flexibility and modularity, we can also show the info as a standard list.

one pose to the next. Connect to your inner strength and promote clarity and well-being off the mat. Modifications are offered to accommodate all skill levels.

## Classes Offered

[Grid](#) [List](#)

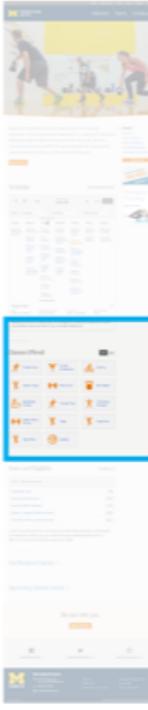
|   |   |   |
|---|---|---|
|  Cardio Core       |  Cardio Kickboxing |  Cycling             |
|  Gentle Yoga       |  Hard Core         |  Kettlebells         |
|  Metabolic Circuit |  Tabata Time       |  Total Body Strength |
|  Upper-Body Sculpt |  Yoga              |  Yoga Core           |
|  Yoga Flow         |  Zumba             |   |

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[Buy a Pass](#)

Try any class during  
**FREE WEEK**  
September 2 - 9

**Personal Training**  
Sign up now.  

**Mockups**

That's the grid module.

**Rates and Eligibility**

I AM A Rec Sports member

|                                   |      |
|-----------------------------------|------|
| Single Day Pass                   | \$5  |
| Spring 2016 Unlimited             | \$30 |
| Summer 2016 Unlimited             | \$30 |
| Spring + Summer 2016 Unlimited    | \$50 |
| Fall 2016 + Winter 2017 Unlimited | \$65 |

To purchase a Group-X Pass, you must be a student taking classes or a Rec Sports member. After checking out, your pass will be automatically loaded onto your MCARD—be sure to take it when you go to your class!

[Certification Classes >](#)

**Group-X**

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- Rates and Eligibility
- Certification Classes
- Upcoming Special Events

**Buy a Pass**

Try any class during  
**FREE WEEK**  
September 2 - 9

**Personal Training**

Sign up now.

**Mockups**

As we scroll farther down, you'll see the rates module for pricing...

To purchase a Group-X Pass, you must be a student taking classes or a Rec Sports member. After checking out, your pass will be automatically loaded onto your MCard—be sure to take it when you go to your class!

Certification Classes ›

Schedule

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Rates and Eligibility

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Mockups

...and then finally, some extra information. Here, you'll see the info has been collapsed—that's because if someone is idly scrolling through the page, we don't want to overwhelm them with information BUT we want to be as transparent as possible. So, if someone is interested in what they see when they scroll, [...]

To purchase a Group-X Pass, you must be a student taking classes or a Rec Sports member. After checking out, your pass will be automatically loaded onto your MCard—be sure to take it when you go to your class!

## Certification Classes ▾

### Becoming Certified

Group-X occasionally hosts the National Association for Fitness Certification (NAFC) Fitness Certification. Receiving a certification from NAFC will provide you with the tools, education, and legitimacy necessary to lead a variety of group fitness classes. For example, high intensity interval training, kickboxing, and strength-based exercise classes are practical applications after receiving the certification.

Certification is good for up to two years and will provide you the credentials to teach at several organizations—including teaching for Group-X!

### Interested?

Email [RecSportsMemberServices@umich.edu](mailto:RecSportsMemberServices@umich.edu) for more details about upcoming certification classes.

## Upcoming Special Events ›

Group-X  
Schedule  
Classes Offered  
Rates and Eligibility  
Certification Classes  
Upcoming Special Events

[Buy a Pass](#)

Try any class during  
**FREE WEEK**  
September 2 - 9

Personal Training  
Sign up now.  




Mockups

[...] they can tap the header to reveal additional information.

To purchase a Group-X Pass, you must be a student taking classes or a Rec Sports member. After checking out, your pass will be automatically loaded onto your MCard—be sure to take it when you go to your class!

Certification Classes >

Upcoming Special Events >

Be your best you.

Buy a Pass

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Buy a Pass

UmichRecSports > @UmichRecSports > @umichrecsports >

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And they can collapse it back if they really want.

And, at the bottom is the final call-to-action once more to keep them within the section, followed by the social media outlets and footer.

Spring - Fall 2016 Unlimited

Fall 2016 - Winter 2017 Unlimited \$65

To purchase a Group-X Pass, you must be a student taking classes or a Rec Sports member. After checking out, your pass will be automatically loaded onto your MCARD—be sure to take it when you go to your class!

Certification Classes ›

Upcoming Special Events ›

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Recreational Sports  
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Ann Arbor, MI 48109-2254  
(734) 763-3064  
[recsports@umich.edu](mailto:recsports@umich.edu)

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Buildings, Fields and Hours  
Sponsorships  
Giving to Rec Sports

Facility Memberships  
1-Month  
4-Month  
12-Month  
Perpetual

UNLIMITED GROUP-X PASSES  
Spring 2016  
Summer 2016  
Spring & Summer 2016  
Fall 2016 & Winter 2017

OUTDOOR ADVENTURES TRIPS

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Online Store

Memberships Passes Trips

View Cart My Account Order Status Help

Mockups

(discuss how call to action would ideally go to the third party online store, and how it would look similar to our site)

**Left Screenshot (Buy a Pass):**

- Header: Spring • Summer • Fall • Winter • Unlimited
- Section: Fall 2016 • Winter 2017 Unlimited \$65
- Description: To purchase a Group-X Pass, you must be a student taking classes or a Rec Sports member. After checking out, your pass will be automatically loaded onto your MCARD—be sure to take it when you go to your class!
- Links: Certification Classes > Upcoming Special Events >
- Text: Be your best you.
- Call-to-action: Buy a Pass
- Social Media: UmichRecSports (Facebook), @UmichRecSports (Twitter), @umichrecsports (Instagram)
- Contact: Recreational Sports, 402 Washburn Ave, Ann Arbor, MI 48109-2254, (734) 763-3064, recsports@umich.edu
- Footer: © 2016 The Regents of the University of Michigan. All rights reserved.

**Right Screenshot (Facility Memberships):**

- Section: FACILITY MEMBERSHIPS
- Options: 1-Month, 4-Month, 12-Month, Perpetual
- Section: UNLIMITED-GROUP-X-PASSES
- Options: Spring 2016, Summer 2016, Spring & Summer 2016, Fall 2016 & Winter 2017
- Section: OUTDOOR ADVENTURES TRIPS
- Events: Grand Ledge Climbing (September 11), Sleeping Bear Dunes and Mackinac Island (September 15-19), Manistee River Backpack (September 26-28), Huron River Paddle (September 29)
- Payment Methods: VISA, MasterCard, American Express, Discover, Diners Club, JCB
- Footer: Recreational Sports, 402 Washburn Ave, Ann Arbor, MI 48109-2254, (734) 763-3064, recsports@umich.edu
- Copyright: © 2016 The Regents of the University of Michigan. All rights reserved.

(also show the offerings)

Mockups

A modern website requires an  
innate understanding of its users



Mockups

So with that, I also want to expand on our mantra—because a modern website not only has to accommodate its users, [but it must do so in]

A modern website requires an innate understanding of its users alongside a **flexible**, precise design.



Mockups

[it must do so] in a flexible, precise way. That means that the website is [responsive]

The image displays three devices showing a responsive website for Recreational Sports. On the left is a smartphone displaying a mobile-optimized version of the site. In the center is a tablet showing a larger view of the site's homepage featuring a woman smiling on a soccer field. On the right is a laptop showing a full desktop view of the site, which includes a navigation bar with links like 'Home', 'Equipment', 'Places', 'Work', 'Notices', 'Store', and categories 'Individuals', 'Teams', and 'Colleagues'. The laptop screen also features a quote from a player and a photo of a team on the field.

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Mockups

[responsive] and reconfigures to fit any device. That means we value and support someone using the website with their 35-inch desktop machine hooked into the Internet equally as much as someone using the website who has that annoying one bar of signal on their phone. We have to expect it all.

# Next Steps



[Update volusion (because—surprise!—those store mockups are actually what we are imagining for that system) and streamline a bunch of other processes (qualtrics/surveymonkey/google forms); kick it off to the client: what other processes can we streamline? What are your ideal workflows or list of "wishes"? Because it's very possible that they could be included in the website or considered as we model our plan for our digital presence.]



Next Steps

The recurring theme we have here is cleaning up all corners of what we do. For starters, [...]

The screenshot shows a web browser window for the University of Michigan Rec Sports store at [store.recsports.umich.edu/ShoppingCart.asp](http://store.recsports.umich.edu/ShoppingCart.asp). The page displays a shopping cart containing one item: "First Ascent 2016-2: Sleeping Bear Dunes and Mackinac Island, July 27-31" with a quantity of 1, a price of \$450.00 each, and a total of \$450.00. The cart also includes links for "View Cart", "PAGE CHECKOUT", and "RECEIPT". On the left, a navigation sidebar lists "Memberships", "Day Passes", "Intramural Sports", "Michigan Classics", "Outdoor Adventures", and "WOA". Below this is a "Navigation" section with "Visa" and "MasterCard" logos, and a "CERTIFIED SECURE SITE CLICK TO VERIFY" SSL seal. At the bottom of the sidebar, it says "University of Michigan Department of Recreational Sports". The footer contains links for "About Us", "Service Level Agreement", "Send Us Feedback", and "Bookmark Us (CTRL+D)". It also includes links for "Company Info", "Product Index", and "Category Index", along with a copyright notice: "Copyright © 2016 University of Michigan Department of Recreational Sports. All Rights Reserved. Ecommerce Software by Valusion".

Navigation

Memberships  
Day Passes  
Intramural Sports  
Michigan Classics  
Outdoor Adventures  
WOA

Visa MasterCard

CERTIFIED SECURE SITE CLICK TO VERIFY

University of Michigan Department of Recreational Sports

store.recsports.umich.edu/ShoppingCart.asp

View Cart | My Account / Order Status | Help

YOUR CART | PAGE CHECKOUT | RECEIPT

SHOP FOR MORE ITEMS

| ITEM DESCRIPTION  | QTY | EACH     | TOTAL    |
|---|-----|----------|----------|
| First Ascent 2016-2: Sleeping Bear Dunes and Mackinac Island, July 27-31<br>[+] View list of options I selected | 1   | \$450.00 | \$450.00 |

Click to remove an item from your cart.  
Empty My Entire Cart.

Total: **\$450.00**

proceed to checkout  
Click Proceed to Checkout to complete your order now.  
On the next page you'll be able to create a personal account or checkout anonymously.

returning customers  
Sign In for Faster Checkout:

Email Address   
Password   
Forgot your password?

About Us | Service Level Agreement | Send Us Feedback | Bookmark Us (CTRL+D)

Company Info | Product Index | Category Index | Copyright © 2016 University of Michigan Department of Recreational Sports. All Rights Reserved. Ecommerce Software by Valusion

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Next Steps

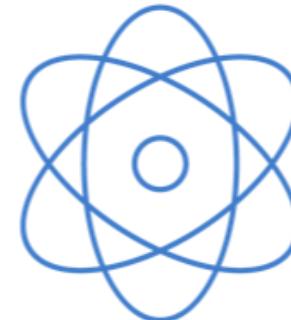
[...we have] this. This is the current Rec Sports store, but really I like to think of it [more like]



Next Steps

[more like] this. Old and clunky.

One of the things we want to clean up is the online store to make it fit with the rest of our site.



SurveyMonkey®



Next Steps

We also will be clamping down on all the external services used for forms (and there are a ton!). Instead, we'll present a single, built-in version that makes the whole thing even more unified.



Next Steps

And, we'll also be exploring the possibilities of using Student Life's new payment platform with Blue Bucks to buy Group-X passes and other purchasable items. This is just one example of a larger integrations project.

This is the perfect time to take a look at Recreational Sports in its entirety.



Next Steps

[be thinking about what your current processes are and what your ideal workflow or situation would be; they may not all be possible but they will help us to think how you could better be serving students faculty & staff]

# Review



Alright! So why don't we wrap up, because we just covered a ton. One of the biggest takeaways of today was [identifying the core principles...]



Speedy



Clear



Visible



Website Personas

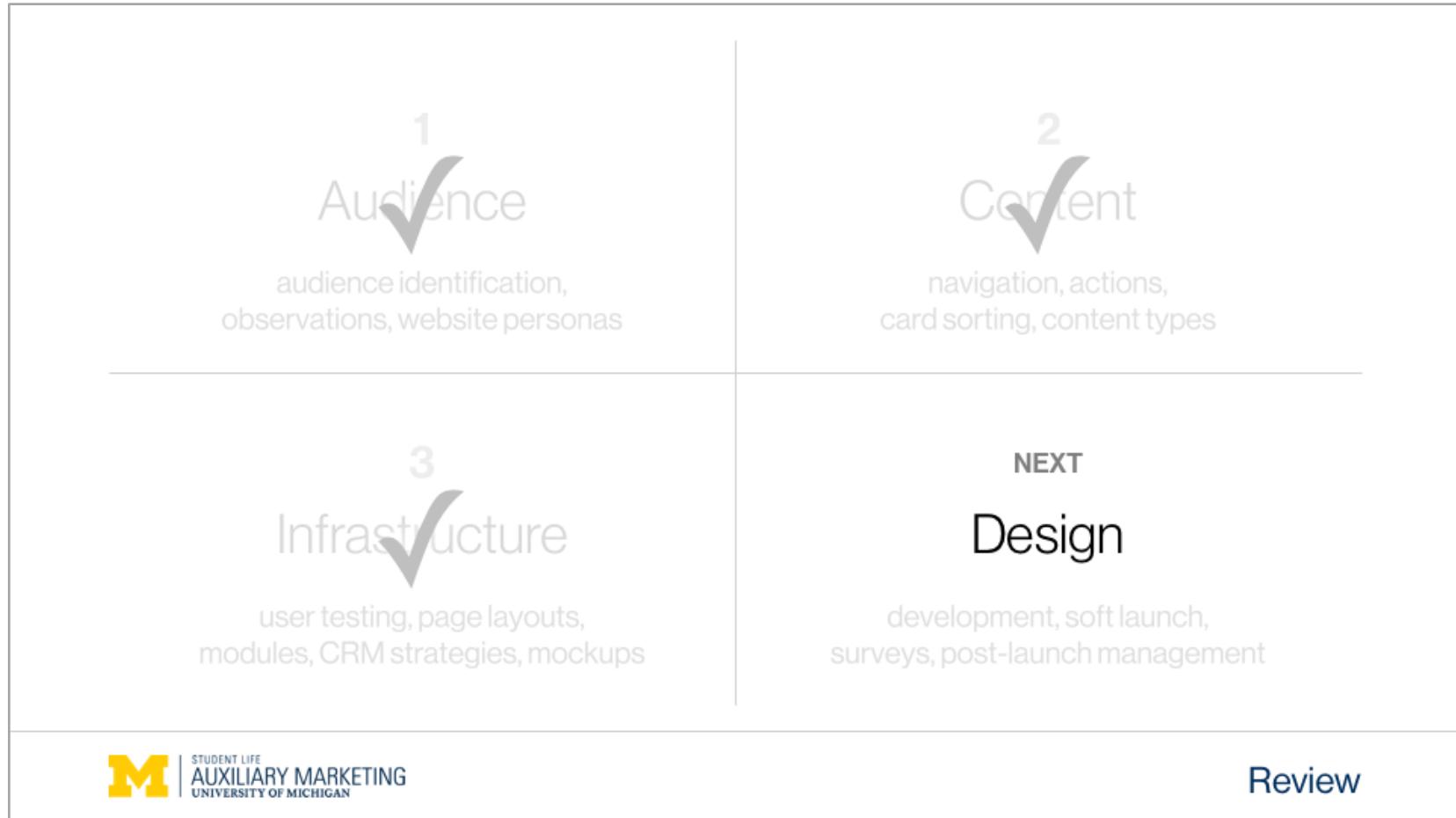
[...core principles] that we established based off of our personas. As we tuck into this project, we know we must keep speed, clarity, and visibility always in mind. And of course, we're able to do that by following along our [process...]

|   |  |
|---|--|
| <p><b>1</b></p> <h2>Audience</h2> <p>audience identification,<br/>observations, website personas</p>            | <p><b>2</b></p> <h2>Content</h2> <p>navigation, actions,<br/>card sorting, content types</p>         |
| <p><b>3</b></p> <h2>Infrastructure</h2> <p>user testing, page layouts,<br/>modules, CRM strategies, mockups</p> | <p><b>4</b></p> <h2>Design</h2> <p>development, soft launch,<br/>surveys, post-launch management</p> |
|                               | <p><b>Review</b></p>   |

[...process]. To achieve those principles, we focused on audience, content, infrastructure, and design. And specifically today, ...

|   |  |
|---|--|
| <p><b>1</b></p> <h2>Audience</h2> <p>audience identification,<br/>observations, <b>website personas</b></p>                         | <p><b>2</b></p> <h2>Content</h2> <p><b>navigation</b>, actions,<br/>card sorting, content types</p>  |
| <p><b>3</b></p> <h2>Infrastructure</h2> <p>user testing, <b>page layouts</b><br/><b>modules</b>, CRM strategies, <b>mockups</b></p> | <p><b>4</b></p> <h2>Design</h2> <p>development, soft launch,<br/>surveys, post-launch management</p> |
|   | <p><b>Review</b></p>   |

...we began with website personas, which informed us how to create our page layouts, which then required a fitting navigation to support it, which then led us to identify consistent modules so that—finally!—we could create detailed mockups of the site. That means, when we get your feedback, we're ready [for the...]



[for the] the design phase, starting with backend and content development. And, of course, there is the [tiny to-do list that...]



Write up current  
procedures  
step-by-step

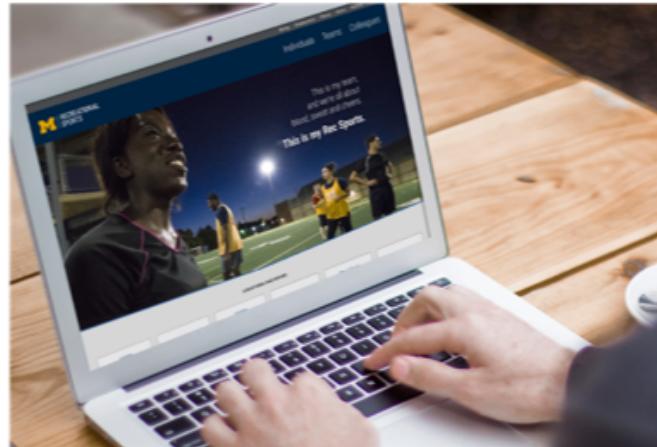
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Think of a “wishlist”



Review

[to-do list that] we look forward to getting back from you—namely allowing us to understand your current workflows and what your “pie in the sky” thinking would be to better serve your students and members. — — — To-do list for client: process streamlining and current processes



End slide of mockup to allow for questions

