

Right Product

When tasked with updating a fitness program during the STC TechComm Bootcamp, I found that the client was looking for the wrong solution. For this scenario, the client is defined as Vitality Fitness and the users as beginners to fitness with an 8th grade reading level. While reading the document that they provided, I found that they had not decided if the product was an explanation of the program or a how to guide. After talking with fictitious clients, I found that they were rather looking for an explanation of the program, and we made a flyer deliverable to match.

Below is the before.

Fitness

When thinking about the state of one's body, many people confuse health and fitness. Health refers to the body's overall functioning, how effective the immune system is, and how well the body responds to illness. Fitness, on other hand, refers to cardiovascular conditioning, muscle tone, strength, and flexibility, and the body's ability to perform tasks requiring stamina, coordination, or strength. With this definition, one can see that a person could possibly be fit, but not healthy. This should get you started on the road towards better fitness; you will have to talk to your family doctor if you have concerns about your health. On the first week of this program, you will walk three kilometers at a normal pace, three times a week, with other exercises used before and after the walk, plus on the rest days in between. The program runs for 16 weeks, but you can continue beyond that as needed. It is not important what time of day you walk, though you will get better results if you are consistent. Day 1: Perform the loosening warm-up gently for five minutes. Make sure you check your watch; don't short-change yourself! When you start walking, use a medium stride, making contact first with the heel of your foot, then rolling forward and pushing off with the toes. When you finish your walk, use the cool-down exercise. For every 20 minutes of walking time, you need approximately 5 minutes of cool-down; if you walked for less than 20 minutes, still do at least 5 minutes; anything over an hour, 15 minutes of cool-down will suffice. Drink a large glass of cool (not cold!) water after your walk. If you have never exercised regularly, or if you have ever suffered from any debilitating illnesses, you must get your doctor's approval before beginning. Day 2: Start with the loosening warm-up, then do 5 sets of squats using the blue hand weights. The idea is to build up the leg and upper body muscles, because as you gain muscle mass, you also tone and burn more calories. This will also help your overall fitness level. Do not worry about "bulking," as the weights used will not lead to this result. Day 3: Repeat as in day 1, walking for the same amount of time. However, try using a slightly longer stride.

The next page is my after.

WALK TO A NEW YOU 2023

Welcome to the Vitality Finesses Walk to a New You Challenge! This program is designed to kick start your fitness journey for 2023.

Fitness training includes cardiovascular, flexibility, and weight training to improve stamina, coordination, and strength. Health refers to the overall functions of the body, including how effective the immune system is and how well your body responds to illness.

While it is possible to be healthy and unfit, the two are still linked together. By improving your fitness, you can have a positive impact on your health.

The Program

This is a 16-week beginner fitness program designed to help you improve your fitness by alternating walking days with strength days. The program includes:

- 3 group walking sessions each week (5 sessions available per day)
- 3 weight-training sessions each week (5 sessions available per day)
- coaching to develop a healthy walking stride and posture
- access to the Facebook group Walk to a New You with Vitality Fitness

Registration

To be eligible for this program, you must:

- be a member of vitality athletics
- fill out the registration form and medical form at Vitality Fitness
- pay the \$285 registration fee

Get Ready for Class

At the fitness center, we have everything you need to successfully complete this program. Bring appropriate exercise attire and shoes with you.

Want to Learn More?

Feel free to contact us at 999-999-9999 or at info@vitalityathletics.com to schedule a consultation.

