

CSE519: Human Computer Interaction
PROF. ANURAG LAKHLANI

project: Nest Yoga Website

Final Report

Group 23, Hivemind.

Members :

Kesha Bagadia (AU1841011)

Manal Shah (AU1841026)

Yashvi Gandhi (AU1841033)

Yashvi Pipaliya (AU1841092)

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Chapter 1 :

Introduction

1. Motivation

Yoga is a system that has lived and survived for over thousands of years, and that too without any sort of papacy or enforcement. No one has ever put a dagger to someone's neck and said, "You must do yoga." It is only because it has worked as a process of wellbeing like nothing else. And even though today it may be taught in a very rudimentary or even distorted way, it still lives on, and is still increasingly gaining momentum across the world.

Be it so, wellbeing is still not an equation so simple. A number of factors including your diet, your daily habits, the activities you do, the people around you everything contributes to the quality of the life that you lead. All the centres of our health, mental, physical and social, are interrelation and for harmony one must balance them.

Nest Yoga Group is an attempt made in this very direction. Combining the practice of Yoga, diet ideas and an open lively community, it's a haven for women who are in need of developing the state of their daily life. A space for them to grow, connect and better the quality of their life.

2. Overview of the project

We plan to build the brand website for Nest Yoga Group For Women. Our main target users are middle age or older women, but it is open for access to users across other demographics as well. It will start with all the necessary information related to the foundation this website is for, the purpose, the team, the location and the contact information. There is sufficient information about the instructor and their credibility and how to contact them for queries. We plan to sell the brand experience and give background information relating to Yoga along with making this website easy to

navigate and understand. In features, the website will firstly include information about how to sign up for the classes and the different plans the user can subscribe to, like yearly, monthly, and fortnight packages and choose their time slot for the same. In addition to classes, there will also be an option for subscribing to diet plans or diet challenges with other users catering to different needs and ayurvedic rules. Users can also get a customised diet chart, all subject to the plan they have selected. There is a blog page where stimulating information related to different aspects of Yoga and why it is beneficial along with easy health tips and ideas are provided to make it more fun and engaging. For the social aspect of the community, there are different groups the members can participate in along with the option to sign up for different events like seminars and leisure and bonding activities with other members. It is more than just a regular fitness website by showcasing it as not just a mere exercise routine, but a full fledged lifestyle choice.

3. Market Survey

➤ <https://www.yogatoday.com/>

This is the brand site of YogaToday, dedicated to different series of Yoga Classes. The user can make their own account and subscribe to these various series. Most of these classes are set in the outdoors, which makes for visually appealing and soothing content. All the sections are bifurcated appropriately and are given catchy and creative titles, which makes the text accessible and interesting for the user. To make things more engaging, a number of playlists and challenges are created and curated, segregated on the basis of needs and moods. Appropriate instructions are available as to how to sign up for the classes for new users. There's an entire section dedicated to different Yoga Poses for unsubscribed users as well, so there is something for everyone. Overall, the web design is consistent, neat and easy to navigate.

➤ <https://www.jenniferkwellness.com/> :

This site belongs to Jennifer who is a Yoga & Health Coach. This site offers various tips for maintaining health and Intuitive Eating. The color theme of the

website is bright and colorful which gives out a joyful and a positive aura. The text in the website is in first person, as if the owner, Jennifer, is having a one-to-one interaction with the user. She has also shared her social media and informal blog posts with images about her personal health-related experiences. All of this gives the website a personal touch which helps develop an intimacy between Jennifer and the users, and makes the brand and the interface less intimidating, more appealing. The design is in a manner such that the interface and the text blocks are easy to navigate and move across which facilitates the user experience. Sufficient details about the offline yoga classes and how to sign up for them is provided along with user reviews. There's also options to collaborate with Jennifer outside being her student and they're all present on the website.

➤ <https://www.dietdoctor.com/>

This site offers a wide range of diet plans, tips and ideas. It has a very friendly user interface with attractive bright colours. The user has an option to create an account so as to record and save their progress and plans, but they can also navigate the site anonymously. The diet plans provided are very diverse and made to fit different users' needs, like there are vegan and vegetarian options, budget and quick alternatives, et cetera. There's even the option to get a customised diet plan for members. The website moreover offers specific programs like weight loss and weight gain. An additional feature is that there are also a number of recipes provided catering to different diet plans like low carbs and keto. There's a number of curated videos and articles for new users or old users who need more information about how the diets work and the pros and the cons and other in-detail knowledge. This transparency builds trust and familiarity in the user and makes the website more accessible. Overall, this website is helpful to people across demographics and cultures and can be used by almost anyone who wishes to better their diet.

Chapter 2 :

Details of the tools

1. Brief description of the facilities available

a. Simple form:

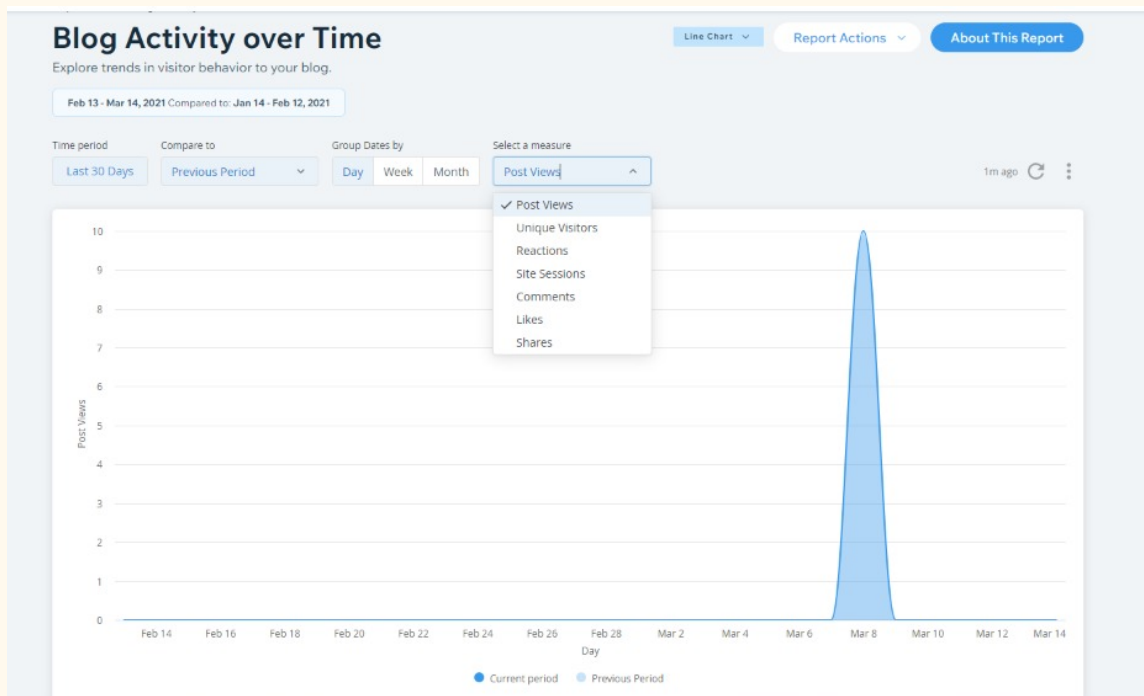
Wix provides the feature to add fully functional signup and contact forms that can collect emails, gather customer feedback etc. There are sign up/login forms available with options to include APIs from sites like google. We can also create our own customised forms using the templates provided or using drag-and-drop text fields. Templates are of different styles and serve different purposes and can be further customised to fit one's use too.

b. Drag and drop elements:

For people who are novices in website building and are not well-versed with CSS/HTML/Javascript, this feature serves very helpful. Elements ranging from slide-shows to icons, images/videos to menus/lists, even decorative items are available and are at user's disposal to use and design their website to their desired fit. This makes the process of designing easy without inhibiting the maker's control over it.

c. Site analytics:

Analytics of website traffic helps the owner analyse what is working and what's not working for their page. They can see how well their website is doing and can track their site's performance and stats. For now, it provides us data of total site sessions and blog post views.



d. Unlimited pages:

There is no limit to the pages that can be designed in the free version of Wix. This relieves us of the constraint of limiting ourselves to what's available and allows us to design a website of the scale that we want without any hassle.

e. Personalized SEO:

SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results. The website has built-in SEO, so that it can be found on Google. There is the feature to customise the SEO title and description for different pages of the website as well which makes the accessibility of the page higher.

Preview on Google
When will changes show live?

https://nestyogaweb.wixsite.com/home/post/are-you-...
Great daily yoga flows to clear nega...
 Visualizing the release of negative energy can be done anywhere, anytime, even while sitting in a busy airp...

URL slug ⓘ
 / are-you-ready-to-plunge-into-yoga
[Go to URL](#)

SEO title ⓘ
 Great daily yoga flows to clear negative

SEO description ⓘ
 Visualizing the release of negative energy can be done anywhere, anytime, even while sitting in a busy

☒ Show this page in search results

2. Comparison table with other tools

Feature	Wix	Carrd	Webflow
Simple form	Available with example templates	Not available in free version	Available without example templates
Drag and drop elements	Available, unlimited, customisable.	Available but limited to 50.	Available and unlimited.
Site analytics	Available	Not available in free version	Not available without a third party.
Unlimited pages	Available	Static background with dividers	Only 2 pages available in free version
Personalized SEO	Available	Not available	Available

Chapter 3 :

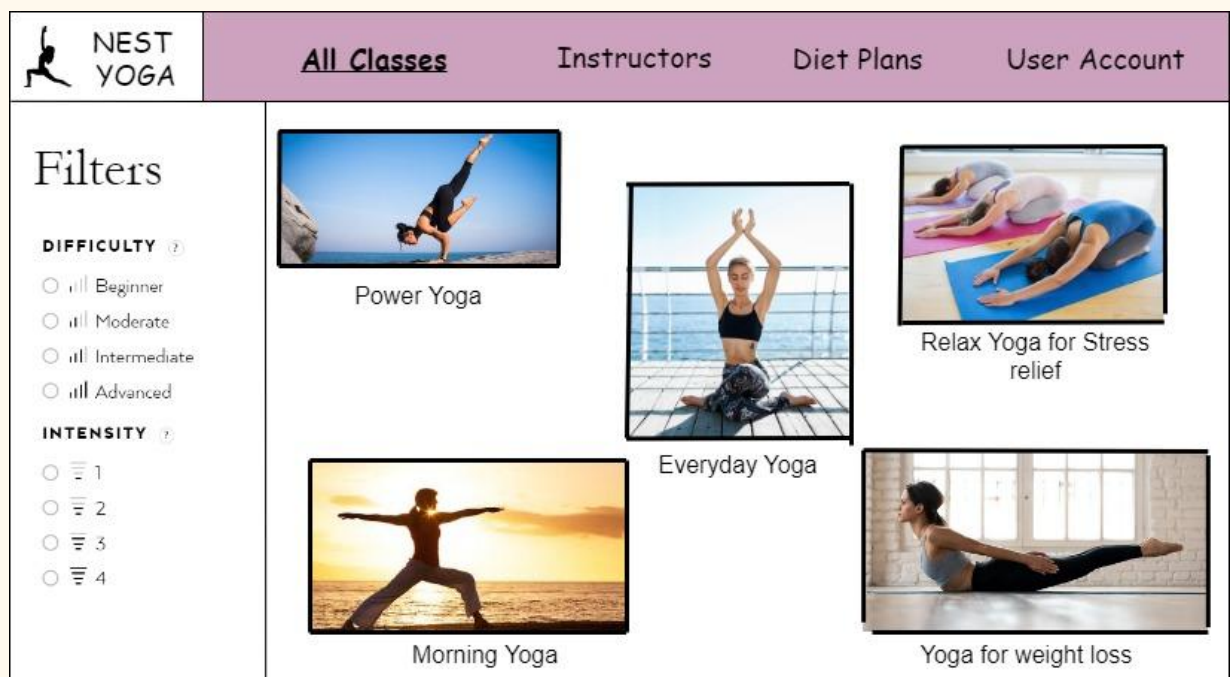
Project Planning and Preparation

1. Paper-pen designs of the screens

a. Instructors Page




b. All Classes Page



c. Login Form

Login now to be a part
Nest Yoga community



LOG IN

Email

Password

[Forgot Password](#)

d. Home page design-1

Title and Logo of website

SearchSign-up/LoginContact

A drop down menu of categories

Slideshow of photos of people performing yoga

About us section

Strat your free trial plan

View subscription plans

Some suggestions

e. Home page design-2

Website logo and name	Search bar	Login/Signup
About Subscription plans Health tips Diet plans Videos Contact us Info of offline classes		
Slideshow of photos of people performing yoga		A section of About-us which gives the overview of the yoga plans which we offer
Small description of importance and benefits of yoga		Slideshow of photos of some asanas
Start your free trial now		View subscription plans
Contact information	Want to join offline classes?	

f. Videos page

Website's logo and name	Login/Sign-up
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About	Subscription plans	Health tips	Diet plans	Videos	Contact us	Info of offline classes
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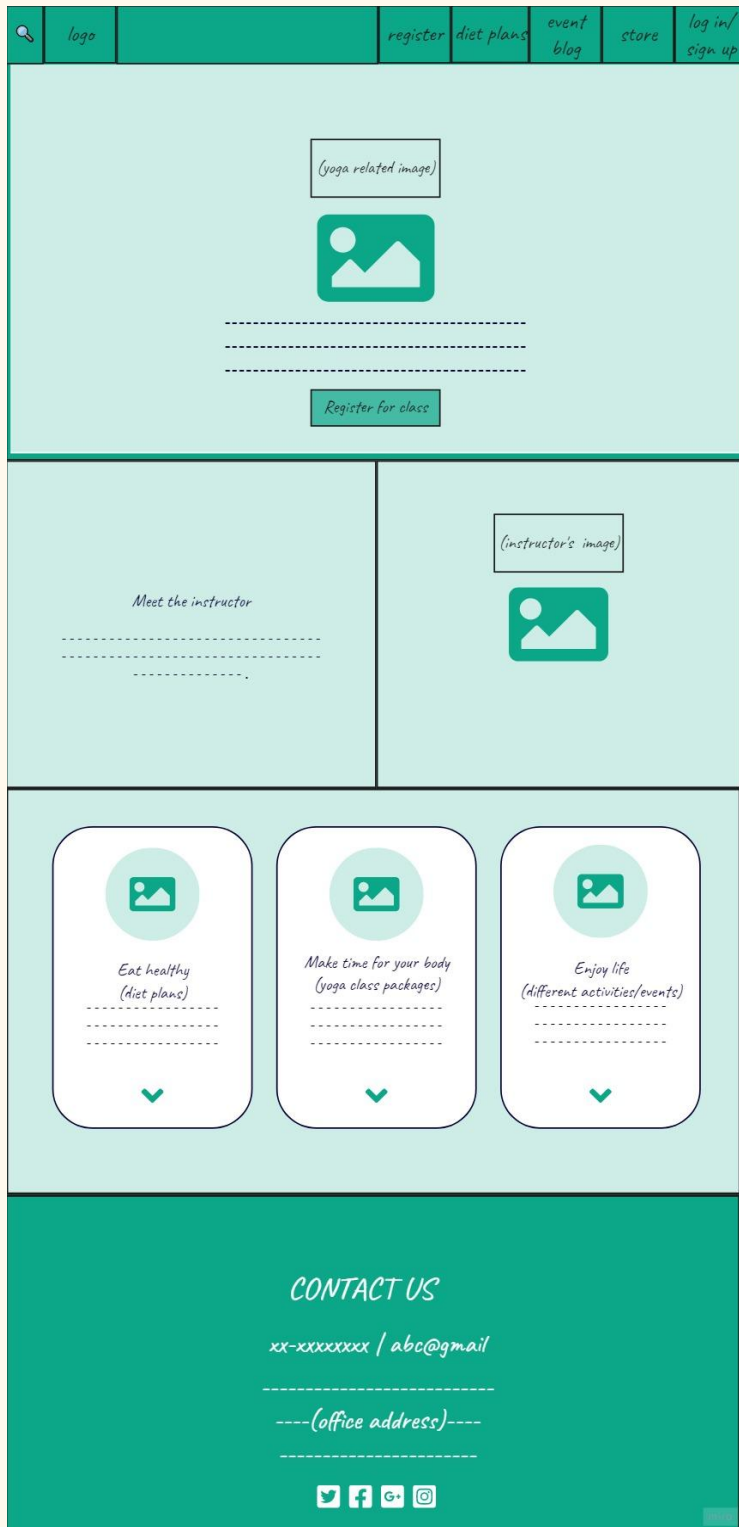
Videos List

Video-1	Description of video
Video-2	Description of video
Video-3	Description of video

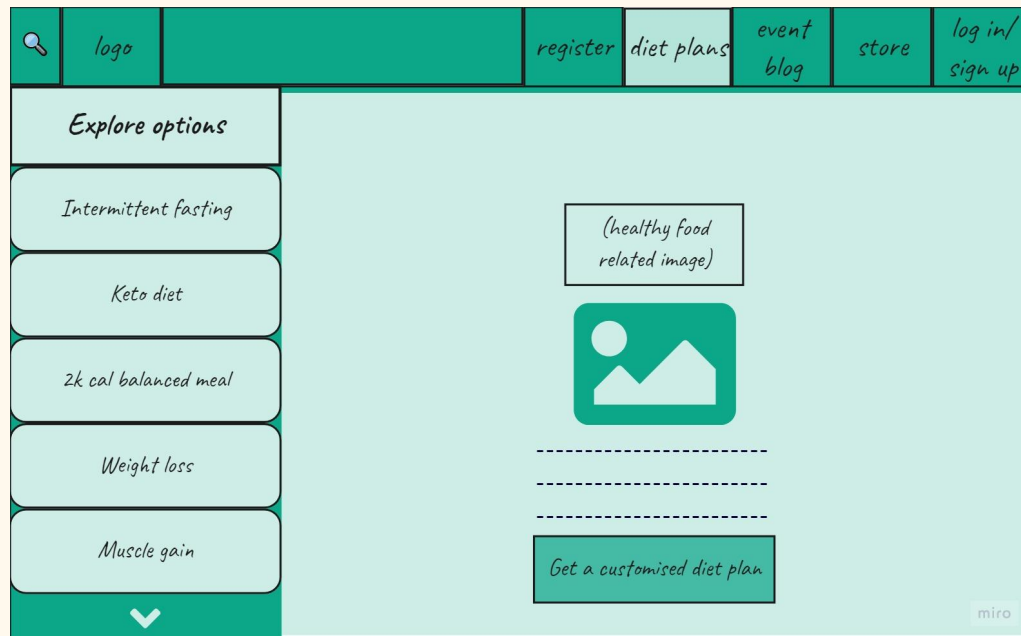
A button which directs to the page where all the videos are available as per the user's plan when they sign in.

Contact us	FAQ	Some quick links
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g. Home page



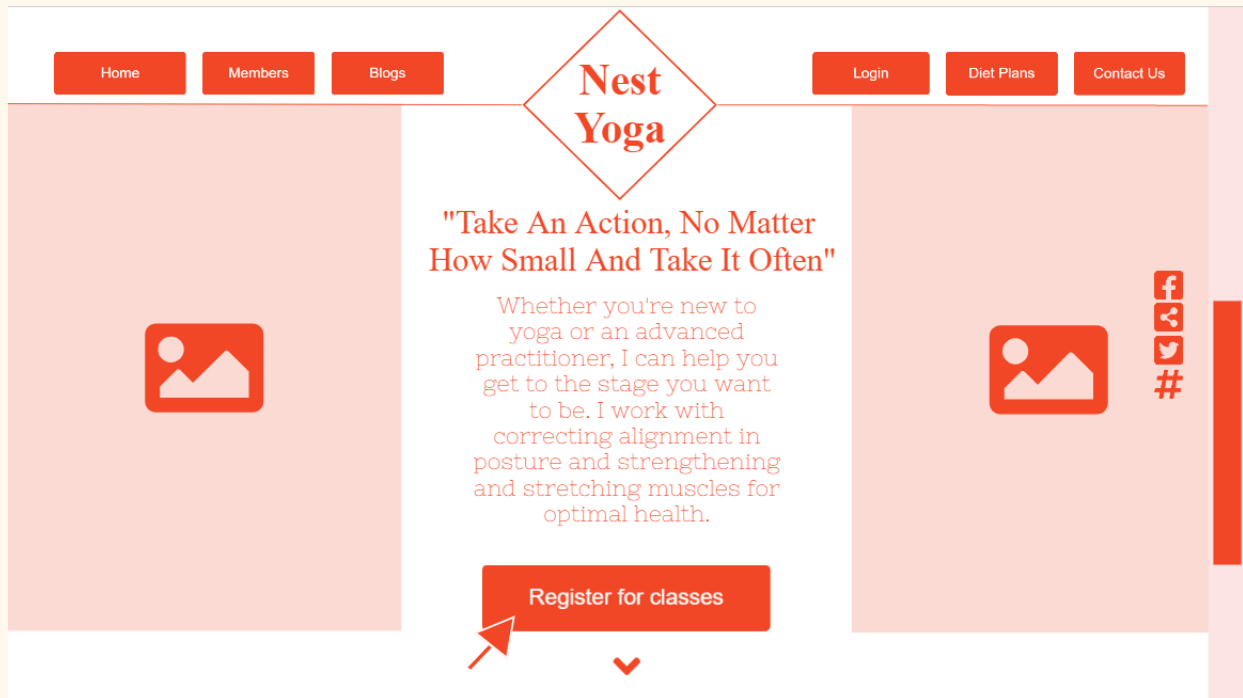
h. Diet plans page



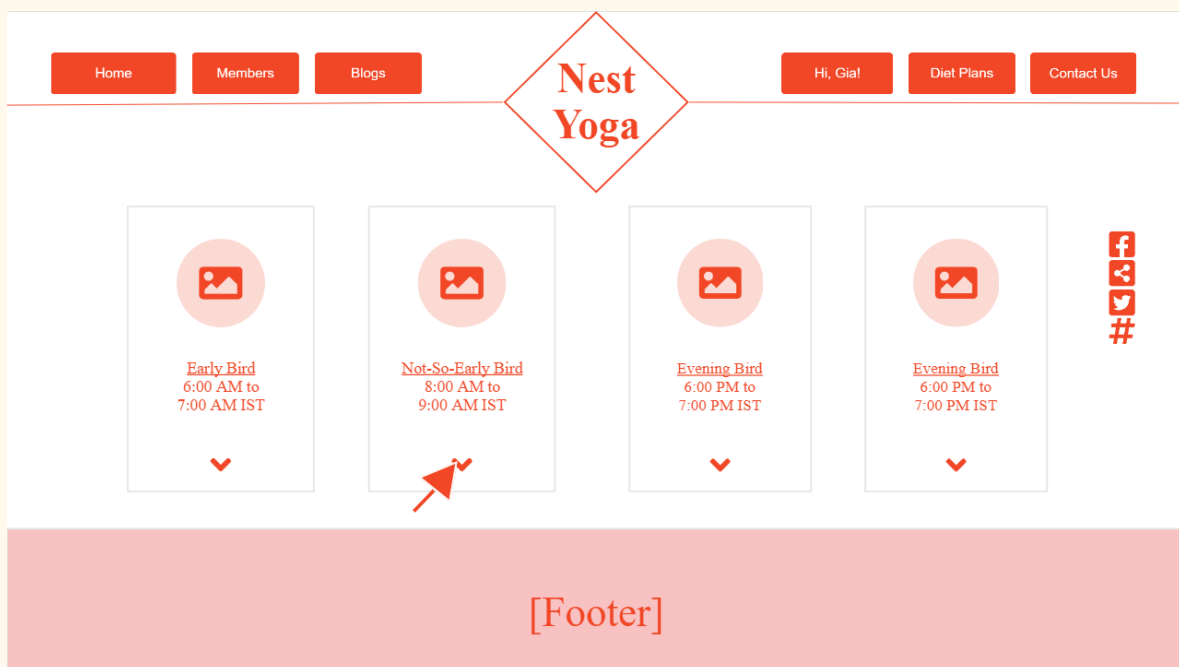
i. Register page



j. Home page (containing registration button)



k. Registration page (having time slots)




1. Registration page (Final step: payment for a particular slot)



HomeMembersBlogs

Nest
Yoga

Hi, Gia!Diet PlansContact Us

Not-So-Early Bird
8:00 AM to
9:00 AM IST








Payment Details

.....
.....
.....

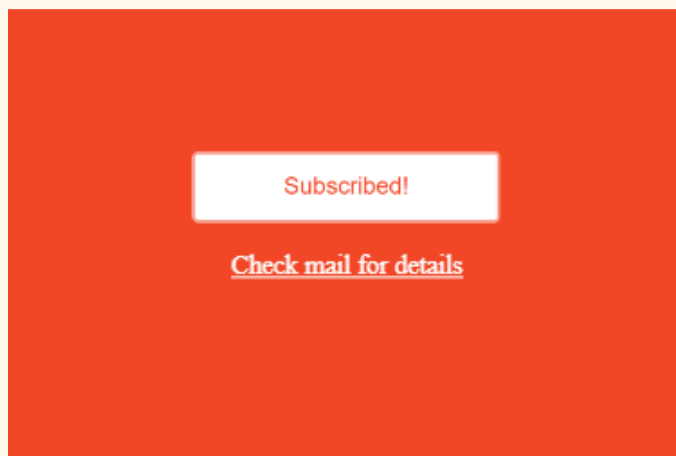
Subscribe

About the instructor

Whether you're new to yoga or an advanced practitioner, I can help you get to the stage you want to be. I work with correcting alignment in posture and stretching muscles for optimal health.


#

[Footer]



2. Persona Development

a. Vaidehi Khanna

Vaidehi Khanna



"I want my body in shape regularly without going to gym and I am looking forward to try Yoga"

Age: 27

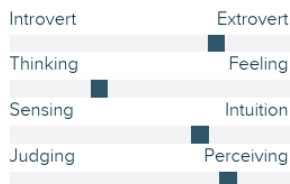
Work: Fashion Model

Family: Single.

Location: Mumbai

Character: Ambitious and Hardworking

Personality



Dedicated

Observant

Outspoken

Kind

Passionate

Charismatic

Goals

- She wants to look fitter and lose 6 pounds
- To be able to follow a yoga routine everyday to maintain her body shape.
- To have a healthier lifestyle

Frustrations

- To go to a gym everyday for a workout.
- Finding a place or medium that suits her body-type and her preferred practice method
- Its very difficult to follow a same time table everyday so finding something that could fit her varying time schedule has become impossible

Motivation

Fitness

Nutritious Diet

Growth

Social Life

Time

Bio

Vaidehi is struggling with maintaining her body with her busy schedule and regular events that she needs attend, due to her profession and as a part of her job she needs to get back in shape for her upcoming project. So she is looking for an app who provides guidance on maintaining body shape with the help of yoga. She is also looking for some guidance on healthy eating and nutritive diet plans.

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

Brands & Influencers

LOUIS VUITTON



fitbit



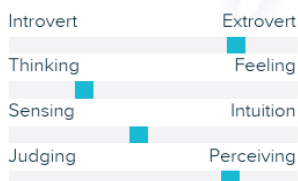
b. Ashna Malhotra

Aashna Malhotra



"After being a good manager of the company, I want to manage my body and mind as well."

Personality



Age: 45

Work: Manager at a startup

Family: Married

Location: Ahmedabad

Character: Focused and adaptable

Friendly

Smart

Passionate

Proactive

Responsible

Calm

Goals

- Wants to do yoga regularly in this pandemic situation to maintain her health.
- She wants some me time and have a good health of her mind.

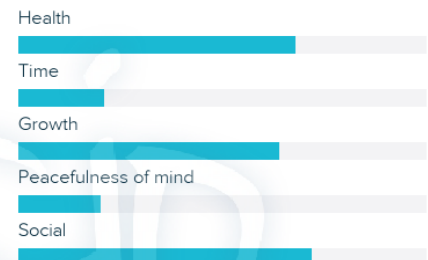
Challenges

- But she doesn't get enough time from her busy schedule.
- Can't get time for her and her family.

Bio

Aashna is a middle aged woman who is very dedicated and focused with her job. She works as a sales manager at a startup and has a very good reputation. Everyday after working for eight hours at her job, she comes home and does household chores. Her days are just passing like this mundanely. She wants some peace from this chaotic and stressful life. So she wants to start practicing yoga and have a balance with everything. But as she doesn't have any proper schedule for doing it, she prefers online yoga classes as she can do yoga at her feasible time without any worries.

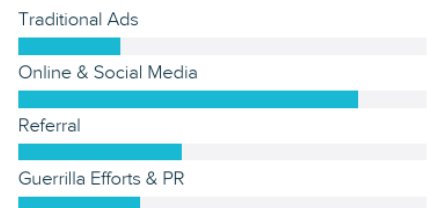
Motivation



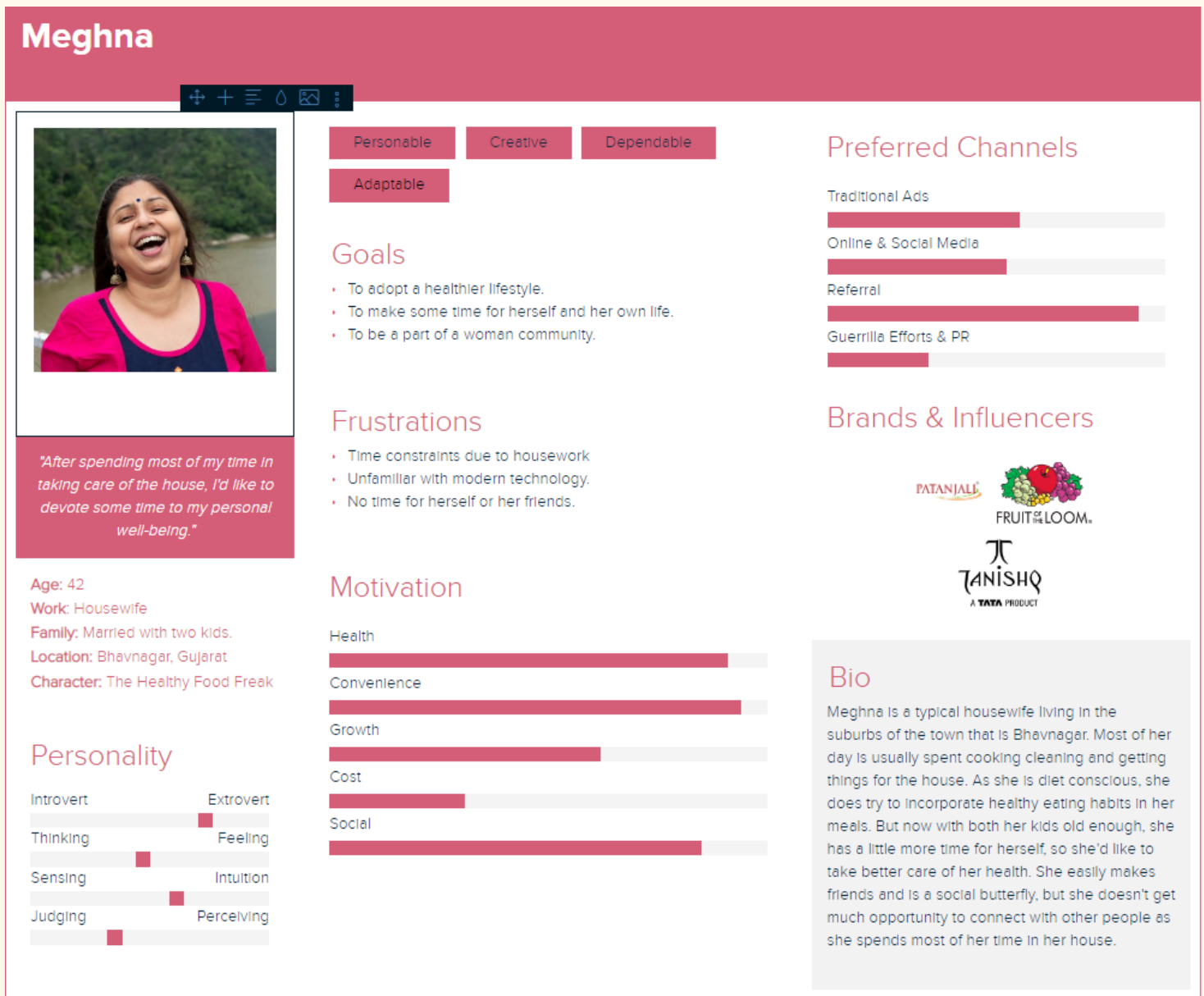
Brands & Influencers



Preferred Channels



c. Meghna



d. Gia Sharma

Gia Sharma



"Just need yoga in my routine to balance out my college load"

Age: 20

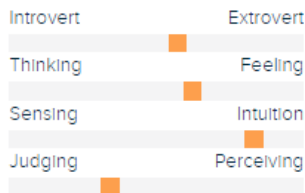
Work: Student

Family: 2 roommates

Location: Ahmedabad

Character: Yoga Addict

Personality



- Early bird
- Green tea connoisseur
- Dancer
- Hates social media
- Nature

Goals

- Get clear skin.
- Release stress through yoga.
- Become more efficient in handling everyday tasks.

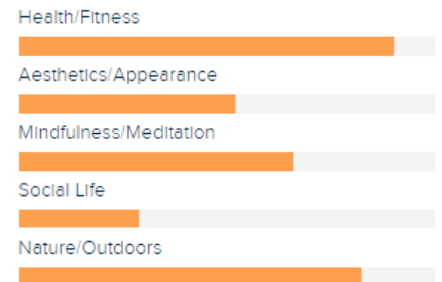
Frustrations

- Too much time spent in front of screens!
- No time for dance or any physical activity.
- No time to visit friends and family.

Bio

Gia is a busy, stressed-out grad student, who lives with her two tight-knit roommates. Her day-to-day activities are focused on college work, college activities, spending time with friends and family, and then finally for herself (if not bone tired). She would like nothing more than just to take 20 mins out of her mundane routine to spend time doing yoga instead of doing assignments through the screen.

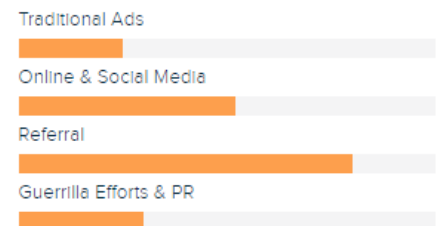
Motivation



Brands & Influencers



Preferred Channels



3. Scenario Description

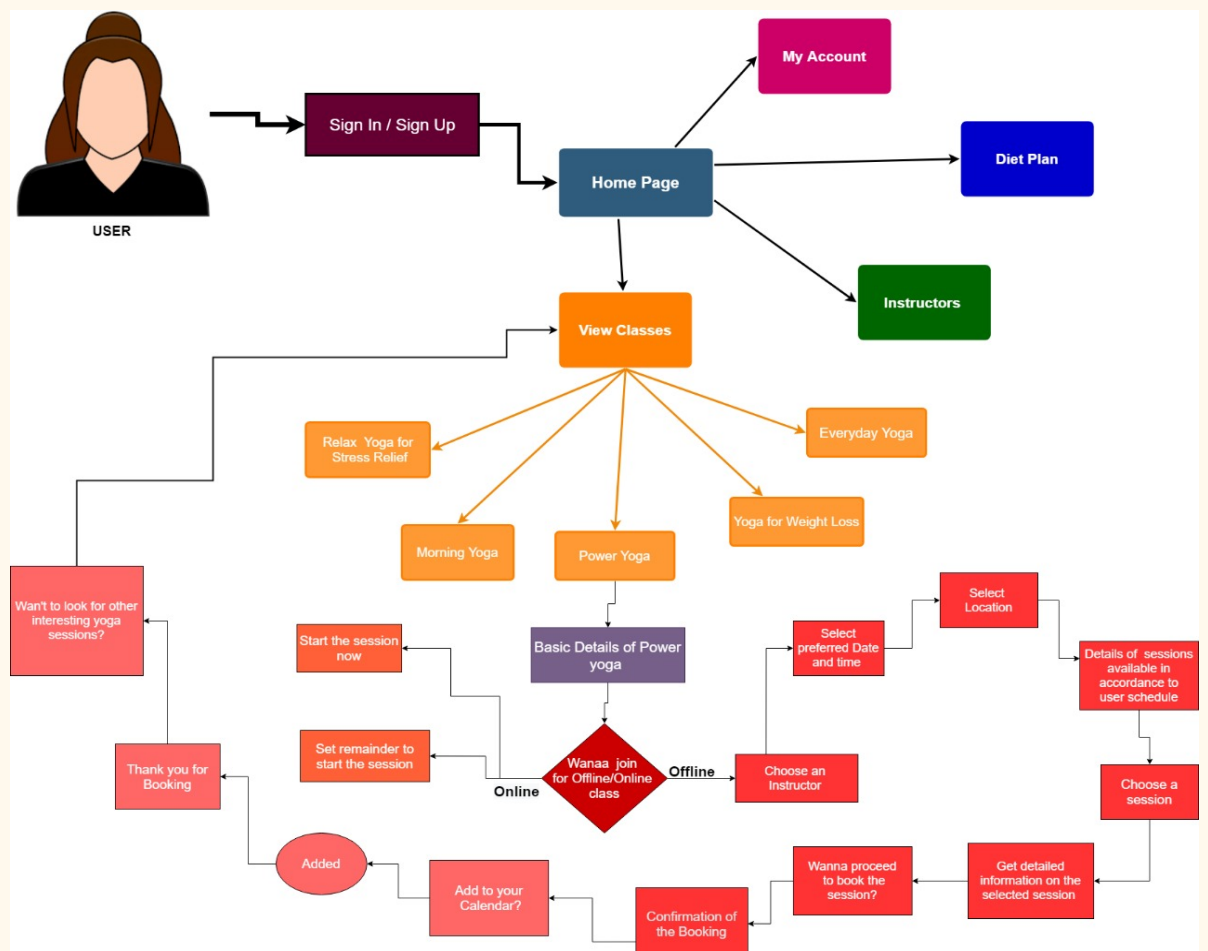
- a. Vaidehi Khanna has always wanted to become a fashion model since her childhood. She moved to Mumbai recently to find herself better opportunities for her career. She worked hard to earn herself a better position in the modelling industry. Finally one day she was offered her dream project. In order to get herself this project Vaidehi almost forgot to maintain her daily workout at the Gym. She had to get herself in shape and had to lose 6 pounds weight for the project and with her busy and varying schedule she had no time to go to the gym everyday. One of her friends suggested trying Yoga and further recommended her to enroll for one of the online yoga classes conducted by Nest Yoga. Vaidehi also wanted to try Yoga for years so she immediately checked the Nest Yoga website and to her surprise she found Nest Yoga also offering diet plans by professionals which would help her to lose weight and she knew this is what she needs and would fit to her schedule. She instantly scrolled through different packages and subscribed to the one which included yoga sessions as well as customised diet plans. She took a breathe of relief as her major problem was solved.
- b. A middle aged woman is well settled and lives happily. But she is tired of her mundane routine of handling the household work. To do something new in her life and give herself and her health a top-most priority in this situation where the world is going through a health crisis, she decides to either join a gym or start a yoga class. But as still the pandemic situation is not very well under control in her city, she prefers some online classes. So she goes to google and there she stumbles upon Nest yoga website which offers online yoga classes with affordable prices and a very flexible timing schedule. So without any other thought, she subscribes to the plan and is really excited to start her first session.
- c. *This scenario is a description of the user discovering the Yoga Brand:* Meghna gets the suggestion of Nest Yoga classes in her town from her friend who enjoys it, but Meghna wants to research more before she commits. So she googles the name and comes across the website of the same. She looks for the instructors and checks their credibility. She goes through the event blog and explores the different events the community has been a part of. As she is diet conscious, she checks the options of diet plans available and she finds them legitimate and trustworthy. She finally goes through different packages to see if

any timing matches with her free slots. She finally registers for a bimonthly 7 am class and calls her friend to tell her the news.

- d. *User get a zoom link for their class:* When Gia registers for a specific class, the system saves their data. The system creates an excel form having names and email addresses in it. After the registrations are closed, the system imports the data from the excel sheet and adds it to a drafted mail. The mail contains the zoom link for the class and a curated message which is then altogether sent to the people. Gia can then join through this link. After 30 days, the system will cancel Gia's subscription. She will have to again go through the website and register for the class if she wants to continue the class. This way the system keeps track of monthly users and makes it easy/feasible for the owner.

4. Use case development

- a. This use case is of a frequent user who is trying to book her offline yoga class



- b. This Use case is when a user logs in his account to see some videos for asanas:

1. The user goes to the website's home page.
2. The user clicks on the button of login to login into his account.
3. Then a dialog box appears which asks for his username and password.
4. The user then adds his username and password.
5. His account opens up if the required fields are correct.
6. The user then goes to see the videos which are applicable to him as per his subscription plan.
7. The user then selects the video which they want to watch.

Alternate course:

5. If the username or the password is incorrect,
 - 5.1 A suitable feedback is given to the user like an appropriate dialog box which says that the information added is incorrect.
 - 5.2 The user is then redirected to step 3.

- c. This use case is of a registered user applying for a new offline class package:

1. User logs in to their account.
2. User goes to the registration page.
3. User selects evening timing and looks for a yearly package.
4. User finds that it's only available for online mode.
5. User checks for a morning package.
6. It shows available, so the user applies for it.
7. User chooses the option to pay cash locally.
8. User logs out.

Alternate course:

1. ...
2. ...
3. ...
4. ...

5. User checks for bimonthly and monthly packages if evening timing is available.
 6. On its unavailability, the user goes to the contact page.
 7. User sends the office an email asking for assistance as they want to continue the yoga class but they are only free in the evening.
 8. User logs out and waits for the office to revert to their email.
- d. The use case to subscribe for the zoom evening class through the website.
1. The user visits the website.
 2. The user chooses the “subscribe for online class” option.
 3. The system prompts the user to choose one slot from the given different time slots.
 4. The user chooses a time slot whichever is feasible for them.
 5. The system checks for the availability of the class (full or not).
 6. The system prompts the user to fill the online form.
 7. The user enters all the details in the form.
 8. The system prompts the user for online payment.
 9. The user pays for the online class.
 10. The system checks if the payment is successful.
 11. The system pops up a message for successful payment and saves the data.
 12. The system emails the subscriber informing them about the class attached with the link to the scheduled zoom meeting.

Alternative Course:

6. If a particular time slot is not available:
 - 6.1 The system displays a suitable message.
 - 6.2 The system returns to step 3.
11. If the payment is not successful:
 - 11.1 The system displays a suitable message.
 - 11.2 The system returns to step 8.