The Story of Matt

"I am a member of a historical fencing club called the Seatac Rapier Practice. We meet on a weekly basis to teach and practice historical swordsmanship. Our school has always struggled to bring in new members. We didn't have any online presence or marketing to speak of.

I approached Liyun Cecil to help us build a website that would promote our school and serve as an online home for our members. With those two audiences in mind, she designed a website that has useful information for people who are interested in trying out our school, as well as resources for existing members, both new and experienced."

Goals: To recruit new students and to store information for training manuals and videos

Phase I: Brainstorming & Information Gathering

1. Finding out Matt's target audience, issues, and approaches.

2. Creating a flowchart and wireframe layouts of the website.

Phase II: Making the website

1. Deciding the theme colors (black and red) and designing the logo

2. Creating content and images based on Phase I

Challenges

The biggest challenge was that it was a brand-new website. It was quite a journey! Matt and I spent a lot of time together discussing the design and the content before I built the site for him. In addition, we only had two weeks to make it live!

Solutions

First, I used an Audience-Issues-Approach (AIA) method to help Matt find out his targeted audience, possible issues, and approaches during phase I. Second, I created a blueprint of his site based on the results of AIA analysis. During the limited two-week time frame, I utilized the information (including the content and images) provided by Matt and built this site for him.

Here is the snapshot of the AIA analysis:

Audience Information

Audience	Issues	Approach
Potential members: The target population is high-school graduates and college students who like to try out new things with a gender focus on 60% of males and 40% of females. They probably own a laptop or a desktop plus mobile devices and have moderate computer skills using both Mac and PC platforms with access to cable and WIFI Internet connection.	• Limited income • Little knowledge about historical fencing • Just want to try it out and don't want to commit to it • Interested in what kind of equipment is needed • Marketing strategies: How to make fencing look cool to them	• Offering 1st lesson free and special arrangement if they can't afford the tuition • Gear borrowing system; offering informational and educational videos and documents • Providing the client's contact info • A page of links to makers and stores that make or sell equipments • Presenting fencing videos, pictures and events highlights.
Established members: The target population is an age group from 22 to 45 with almost 100% of males. Likely they just start their career or already have a steady job which brings income with diverse educational backgrounds (from high school graduates to people with advanced degrees). They probably own a laptop or a desktop plus mobile devices and have moderate computer skills using both Mac and PC platforms with access to cable and WIFI Internet connection.	• Logistics: Tuition and due date; class updates or cancellation notifications; upcoming events • How to improve their fencing	• Having posts to handle those logistics; providing the client's contact info. • Offering resources to instruction videos, fencing manuals and links.

"Liyun put together a really impressive, modern website for us, with articles about the school, teacher, and philosophy, an interactive map of our location, and an automatically updating calendar of events and tournaments."

Services

| Enrollment | Classes | Training | Equipment |

A variety of training materials are available online to help our fencers advance. The Black Tiger Rapier YouTube channel has a variety of introductory and advanced techniques presented:

How To Control Measure with Joe Bricky

A Common stance

Watch The Feet

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We have loaner equipment available for new members. As students advance and want to start participating in tournaments and events outside of the school, they can begin purchasing their own equipment.

The most important purchase is a sword. Castille Armory is a good choice for top-quality weapons. In addition, a standard 3-weapon fencing mask and gorget are required to spar.
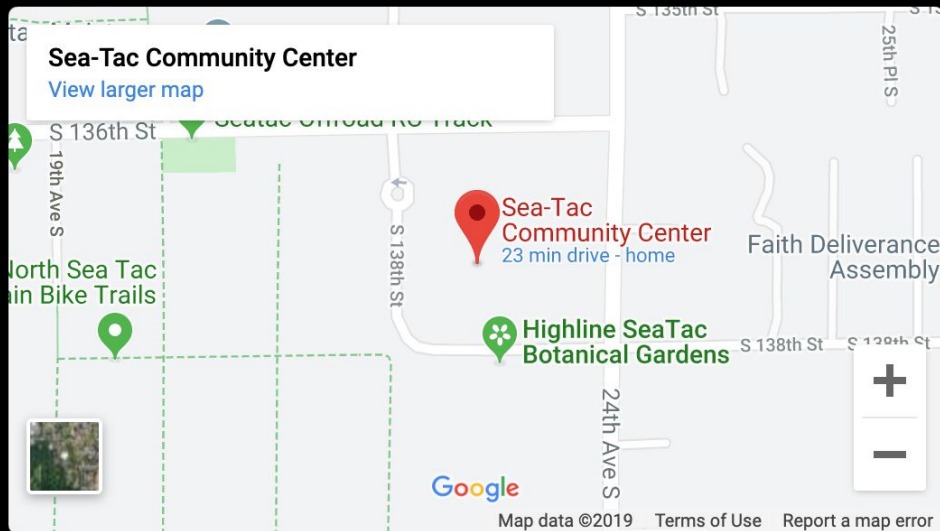
Select an armor

Hood ▾

Select a blade

Italian Foil Blade ▾

Select a sword

DG2 Graves Spanish Ra… ▾

Google Map

Techniques Highlights

Lemon drops gummies apple pie apple pie macaroon sugar plum. Cotton candy lollipop cupcake sugar plum. Dragée tootsie roll jelly beans jelly-o powder tart jelly beans powder. Donut cake tart lemon drops cookie cookie lemon drops halvah brownie.

On Guard

Retreat

Advance

Lunge

Attack

Attack and Defence

Final Result: Let's hear what Matt said

"Liyun's work really exceeded my expectations. Little details like animations when you open an image thumbnail and all the plugins really surprised and delighted me.
Our school now has an online home to be proud of and has brought in several new members who discovered our school via the website. I highly recommend Liyun for web development services!"