Active Life Centre

The Active Life Centre is a new community hub in Ottawa designed to serve people of all ages from toddlers to seniors with inclusive recreational programming. The centre features a pool, ice rink, steam rooms, gym, and fitness classes tailored for different skill levels. A key project goal is to design a welcoming and accessible website that reflects the community spirit of the centre and makes it easy for visitors to:

- Explore facilities View and register for programs (e.g., swim classes, fitness sessions, drop-in sports)
- Sign up for summer programming for children
- Find upcoming events and contact the centre easily

This project follows the Design Thinking process to deliver a website rooted in real user needs, backed by persona development and research insights. The end product will contribute to a professional UX case study that demonstrates web design skills and a user-centered approach.

1. User Groups (Target Markets)

- a. Students and Young Adults (18–30)
- Includes university students and young professionals.
- Highly active; use fitness areas, drop-in sports, and online resources.
- Prefer mobile access and digital scheduling.
- b. Families with Children (Parents 30-50)
- Look for structured programs for kids and weekend family activities.
- Need intuitive systems to register multiple children.
- Prioritize safety and program clarity.
- c. Older Adults and Seniors (55+)
- Engage in light physical activity and community programs.
- Value simplicity and clarity in website design.
- May rely on in-person or phone support for booking.

2. User Goals (Relative to Website)

- Students and Young Adults:
- Book classes and gym sessions quickly.
- Receive live updates and alerts.
- View schedules from mobile devices.
- Families with Children:
- Browse child-specific programs by age/interest.
- Easily register multiple family members.
- Get timely reminders and confirmation.
- Older Adults and Seniors: Navigate easily with clear, large-text interfaces.
- Access simple program lists and printable options.
- Contact staff easily when confused.

3. User Frustrations

All Users:

- Cluttered or outdated interface.
- Hard-to-find information. Unreliable or non-updated schedules.
- Confusing booking and registration process.
- Families: Can't register more than one child at once.
- Seniors: Font too small, layout too busy. Students: Lack of mobile optimization.

4. Shared vs. Unique Needs

Shared Needs:

- Searchable program list
- Updated and live schedule/calendar
- Fast and secure registration
- Mobile-friendly and accessible design

Unique Needs by Group:

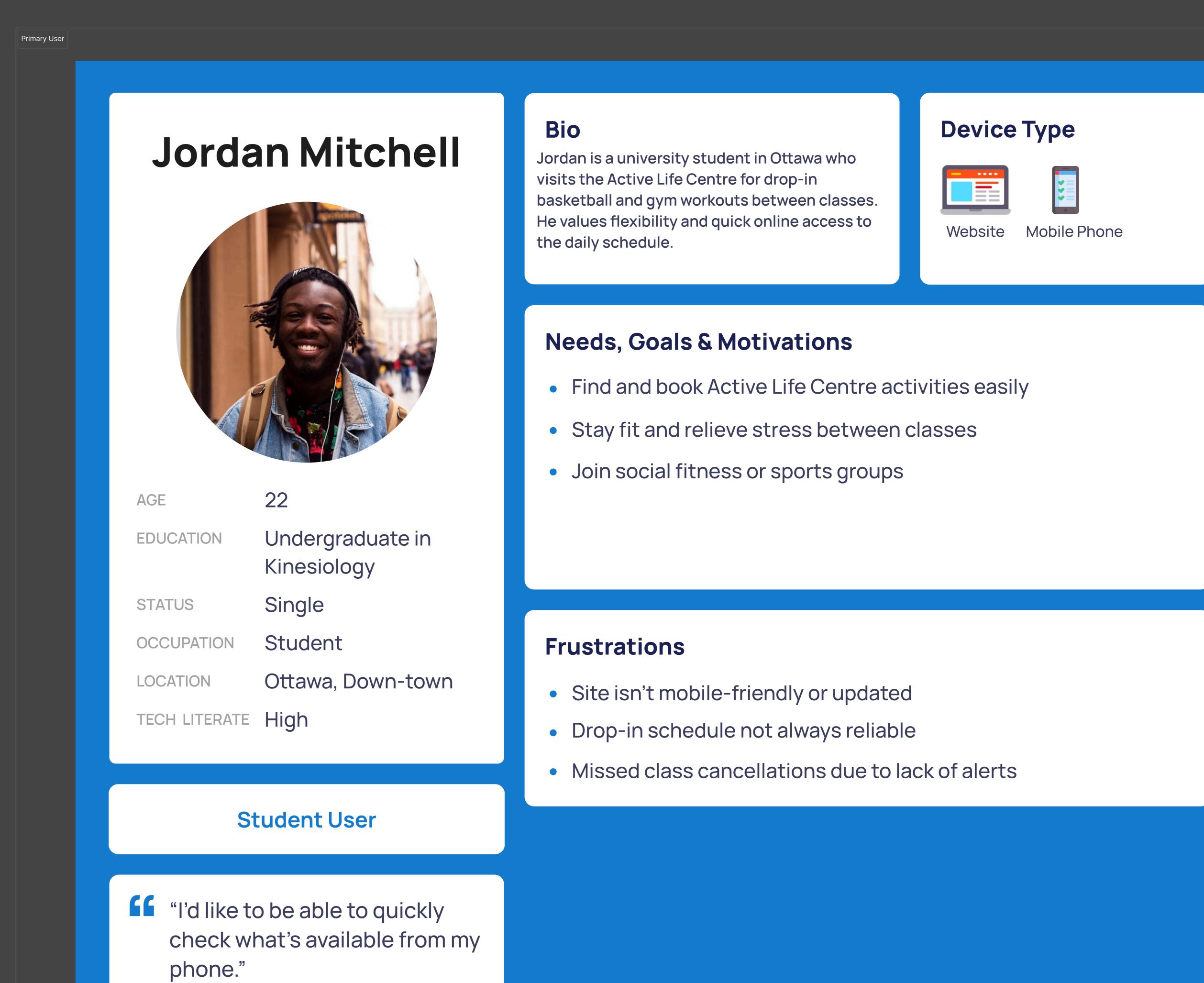
- Students: Booking on-the-go, class trends, fitness tracking
- Families: Multi-child registration, safety details, family bundles
- Seniors: Accessibility tools, direct help, quiet time options

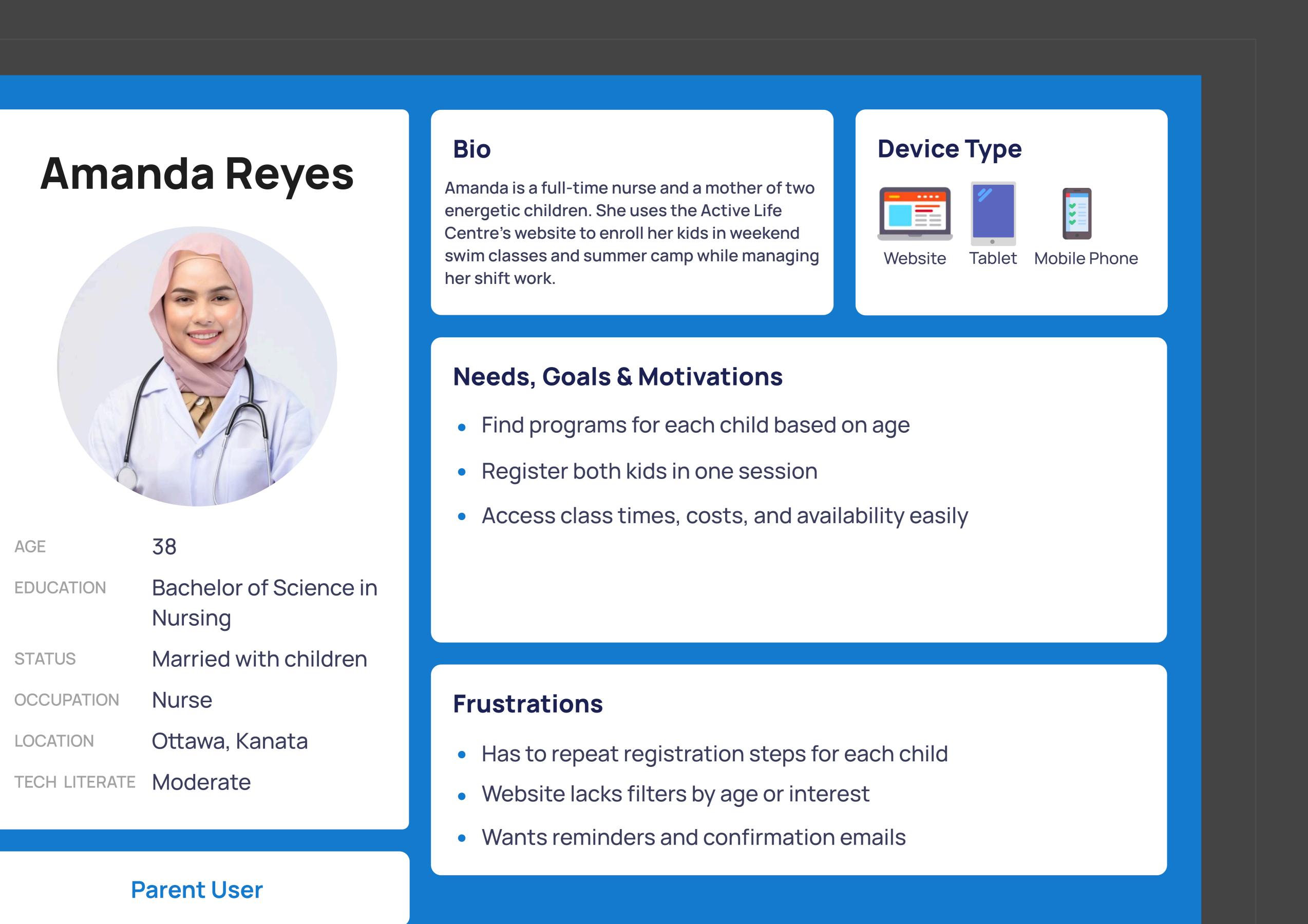
5. Summary of Interview Observations

- Interview 1 (Young Adult):
- Uses drop-in gym Wants reliable, updated schedule
- Interview 2 (Parent):
- Confused by child program listings
- Wants age filters and group registration
- Text is too small Prefers phone-based support

Interview 4 (Student):

- Uses court booking with friends





"I just want to sign up both my

everything."

kids at once without repeating

