**Fictional website**

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**Student Number** : ST10478790

**Module**: Web Development

**Fictional website**

**2) BUSINESS OVERVIEW**

**Name: Lift Kings  
Type: personal fitness and coaching services**

1)Individual fitness training sessions, in-person or remotely

2) customized meal planning

3)exercise instructions

4) physique progress monitoring

**3 )Target Audience**

1) disciplined adults willing to improve their health

2)people who prefer online coaching

3)beginners who are looking for instructions and support

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**4) Website Goals**

1. **gain new clients** – by implementing a Morden and user friendly website to attract fitness enthusiasts and beginners
2. **make bookings simple** – simplify the process for booking training sessions
3. **share useful resources** – provide valuable meal plans , workout plans, and results of hard working clients
4. **Support our clients** – help members keep track of their journey by providing BMI calculator , and digital motivational quotes

**5) Common Problems Fitness Websites Face**

1. **outdated interface**

- outdated fonts and contradicting colors

- Poor quality images

1. **Difficult to navigate**
   * + Website has a poor structure
2. **not mobile-friendly**
   * + Website looks poor on phones

**6 )Proposed Improvements**

1. **simple and tidy layout**

- Good quality images and clean color scheme

1. **Easy Navigation**

-Clear menu: *Home , About Us, products and services, Enquiry, Contact*.

1. **Phone-friendly interface**

-Website that looks good on all devices.

1. **User Tools**

- Diet planner – user types in fitness goals and the system will generate a diet plan

- Exercise Database – video exercise tutorials.

**7 . Website Features & Functionality**

**Home Page**

* Welcomes users with the Gym logo
* Features a button to book a free consultation and a explore training program button

**About Us Page**

* Presents the Lift Kings brand

**Products and Services Page**

-Presents the Products and equipment that we have for sale

-Highlights our training programs

**Enquiry page**

-This page lets users contact the gym.

**Contact page**

-Presents the gyms email and address **8 Programming Languages and Frameworks**

**Current Development:**

-HTML (used for building the structure of the site).

* **Future Enhancements:**

-CSS – for styling and layout.

-JavaScript – for interactive features (BMI calculator, progress tracker).

**9 Project Timeline & Key Milestones**

* **Part 1 – Initial Structure (by 27 August 2025)**

-Create basic HTML pages: Home, About, Services, Contact

-Set up navigation menu

-Add placeholder content and images

-Ensure responsive layout for devices

* **Part 2 – Styling & Interactivity (by 26 September 2025)**
* **Part 3 – Testing & Launch Preparation (TBD)**

**10 Estimated Budget**

* **Website Development:** R15,000 – R25,000

-Offers a good quality design, fully responsive HTML/CSS layout, JavaScript features, and interactive tools like BMI calculator and progress tracker.

* **Hosting & Domain Name:** R3,000 – R5,000 per year

-Includes reliable premium hosting, SSL certificate, and unique domain registration

* **Maintenance & Updates:** R5,000 – R8,000 per year

-Includes consistent content updates, Safety updates, performance improvement , and Feature updates

**Total Estimated First-Year Cost:** R23,000 – R38,000

**11) Additional Features**

* BMI Calculator – Simple tool for users to check their health stats.
* Progress Tracker – Members log in and record workouts.
* Weekly Blog – Nutrition tips, workout advice, and motivation.

**12 )Pictures used**

Gym instructors



(Wray, 2023)



(Wallpapers.com, 2025)



(Wallpapers.com, 2025)

GYM Equipment for sale



(Hirakraja, 2025)

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**(FitKit UK, 2025)**

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**(Life Fitness India, 2023)**

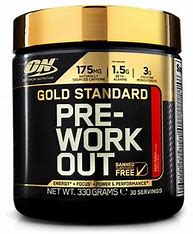
Gym products for sale

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**(Reapp Ghana, 2024)**

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**(Animal, 2024)**

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**(XXL Nutrition, 2024)**

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