



Site Project: Inner Path Coaching

DVP 4

MARJANA COWAN

Analysis: Site Purpose and Visitor Demographics

- ▶ For this month I will be designing a Life Coaching website. Unlike therapists, Life Coaches put their clients in the driver's seat of their life, guiding them through the process of setting goals and achieving them. A Life Coach's website will be visited by all genders between the ages of 25 and 60. They are typically middle to upper class and interested in personal and/or spiritual growth. Websites of other life coaches reveals that design isn't always a first consideration.

Analysis: Content and Functionality Requirements

- ▶ This site will include sections to tell about what life coaching is, the services provided by the company, a blog and a contact form. My client has chosen a blue and purple color palette with a white background. I will use Righteous. Shadows into Light and Source Code Pro fonts. The front page image will contain a photo of a winding path to represent the road people have to navigate in life.
- ▶ The site mostly consist of a single page where the navigation links will jump to the desired section of the page. From these page sections:
 - ▶ About – Section will give a brief description of Life Coaching and provide a link that will load a modal that provides a longer description of life coaching
 - ▶ Services – Section will list all services with descriptions
 - ▶ Blog – Section will provide featured blog articles with photo, title, short snippet and “Read More” link. Will also link to Blog page with all blog articles, archive and search
 - ▶ Contact – Section will provide company contact details and a contact form
 - ▶ A Call to Action link will be placed at the end of the content in addition to links to the sections, social media and newsletter subscription.

Analysis: Competition

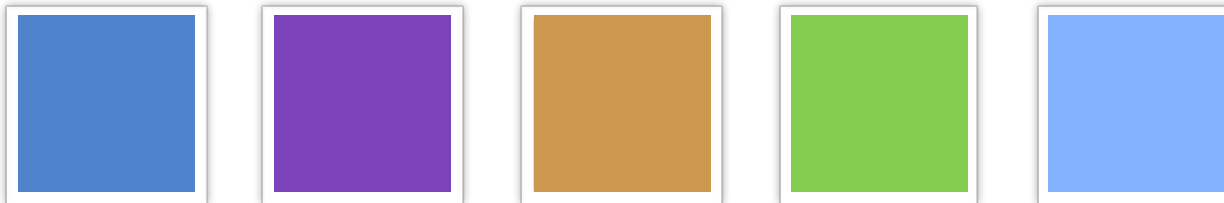
- ▶ Of the sites reviewed, most fell into 2 categories.
 - ▶ The first was the independent coach. These sites did not display modern web design techniques and appeared to be either self-designed or from older design templates.
 - ▶ The second were life coaching firms. These sites appeared to be much more polished and refined.
- ▶ Of the better designs, a common theme was the presence of a road as focal imagery. This is a powerful message as to the content of the site. To stand out, I will use imagery that also depicts a person at the end of the road with hands upward outstretched to deliver the message that this person reached their destination.
- ▶ One less polished site presented detailed information about the coach. While I feel that information like this is needed, a shorter About content section with a link to more information allows me to place other content on the landing page to offer the visitor more varied content on first click to the site.

Analysis: Cost Estimates

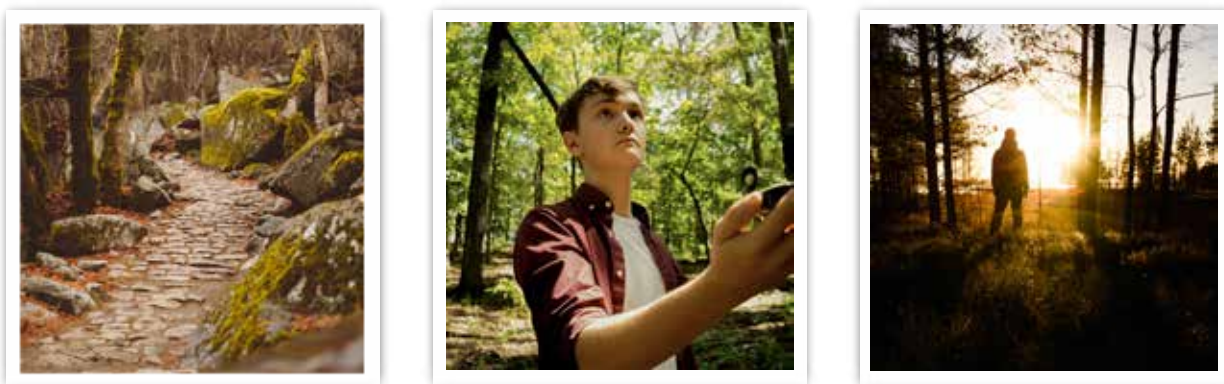
- ▶ A domain registration will cost \$15 for one year
- ▶ Hosting the site will cost \$75 for one year
- ▶ Total cost = \$90 for one year

Style Tile

Possible Colors



Images



This is an example of a Button

Submit

This is an Example of a Header

Font: Righteous Regular 32pt

This is an Example of a Sub Head

Font: Righteous Regular 24pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Source Code Pro Regular 12pt

[This is an example of a Text link »](#)

This is an example of accent text.

Font: Shadows Into Light Regular 36pt

Adjectives

Possibility

Trust

Comfort

Soothing

Empathy

Confidence

If you want to change your life and pursue your dreams, read on...



What is life coaching?

Still, she's got a lot of spirit. I don't know, what do you think? Look, I ain't in this for your revolution, and I'm not in it for you, Princess. I expect to be well paid. I'm in it for the money. Your eyes can deceive you. Don't trust them.

Oh God, my uncle. How am I ever gonna explain this? I'm surprised you had the courage to take the responsibility yourself. No! Alderaan is peaceful. We have no weapons. You can't possibly... I don't know what you're talking about. I am a member of the Imperial Senate on a diplomatic mission to Alderaan--

You're all clear, kid. Let's blow this thing and go home! Don't act so surprised, Your Highness. You weren't on any mercy mission this time. Several transmissions were beamed to this ship by Rebel spies. I want to know what happened to the plans they sent you.

Look, I ain't in this for your revolution, and I'm not in it for you, Princess. I expect to be well paid. I'm in it for the money. The more you tighten your grip, Tarkin, the more star systems will slip through your fingers.

I suggest you try it again, Luke. This time, let go your conscious self and act on in-

Why Inner Path Coaching?

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Service Offerings

Service 1

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Service 2

Look, I ain't in this for your revolution, and I'm not in it for you, Princess.

Service 3

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Featured Blog Posts



Don't underestimate the Force.

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More



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Contact

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[Start Now!](#)

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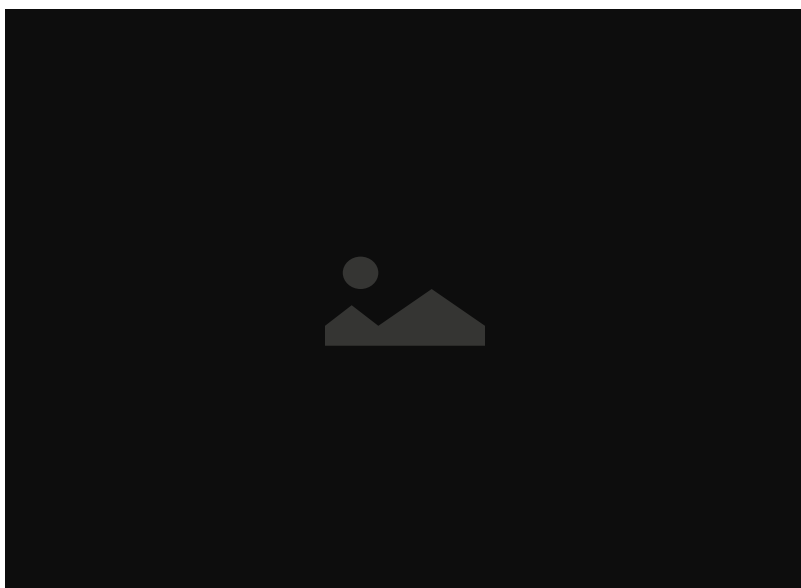
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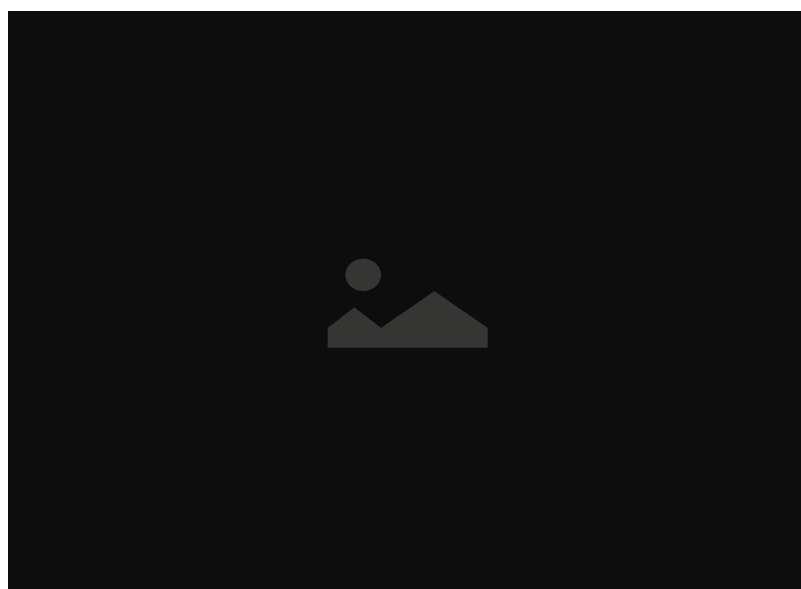
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