

Train4less.ie



Group Project

CTEDB Finglas Training centre

FlorinAndreas | Vitalie Brescanu | Milena Sahni

5/14/2018

Group Members responsibilities

Shared tasks:

Brainstorming on company name

Checking domain availability and hosting price

Discussing the reasons for our choices

Creating Home page Desktop and Mobile wireframe

Creating Flow chart

Milena Sahni Individual tasks

As group leader checking on progress and dividing task between members

Writing Project plan document

Gathering text content for Home and Team pages

Draw Wireframes for Team Page

Choose fonts and colour scheme

Include jQuery slider

Build Home and Team pages

Vitali Brescanu Individual tasks

Sketching all wireframes in Adobe Photoshop for mobile and Desktop

Drawing mobile and desktop wireframe for Contact us and Free trial pages

Include site map and contact Form

Include mobile menu to pages

Build Contact us and Free trial pages

Florin Andreas Individual tasks

Drawing mobile and desktop wireframes for Membership and Classes and Team pages

Gathering and optimizing images for all pages

Gather content for Membership and Classes pages

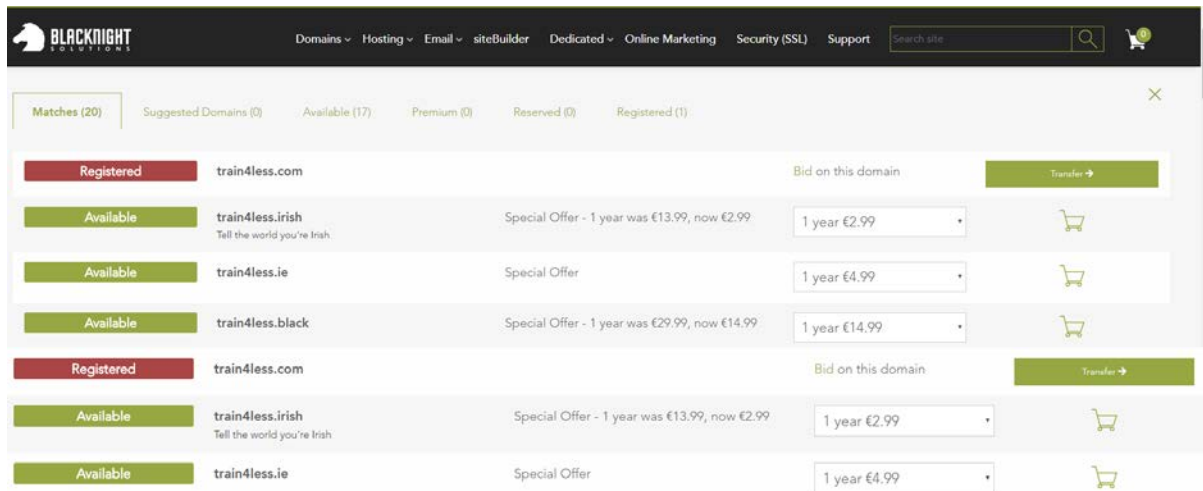
1

Build Membership and Classes pages

Include PDF

Reasons for brand name

After initial brainstorming, we as a group thought “Train4less” is a good description of gym’s offerings. It promotes an excellent price and excellent training services. Hosting on Blacknight for train4less.ie domain costs 4.99 €per year.



Objectives

Offer better and more personalized services for standard gym price.

Motivate visitors to revisit the page and lead them towards healthy lifestyle

Offer free nutrition tips and collect email addresses of potential customers

Offer the free trial to attract new clientele

Aims

Stand out from the competition in the area.

Continuously gain new clientele.

Keep loyalty of existing client base.

Target Audience

We wish to target:

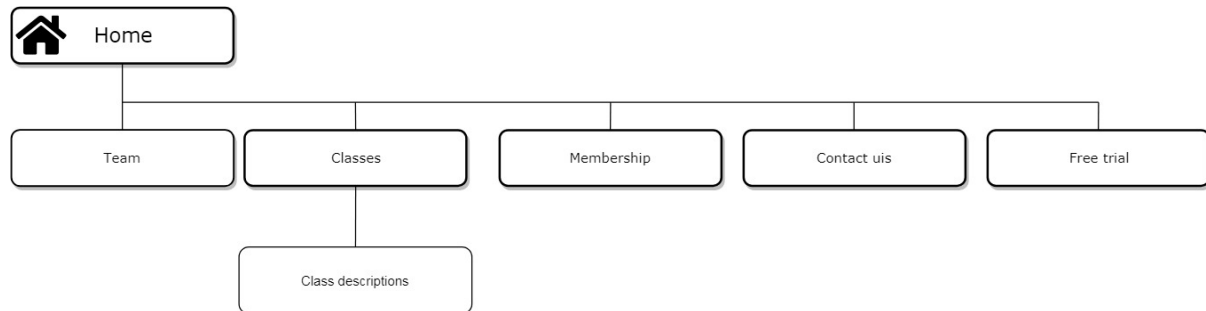
All healthy lifestyle enthusiasts

Anybody who is training at home

Anybody who wishes to join a gym

Anybody who appreciate stronger personal approach

Flow chart



Web site will have 6 separate pages, with home page advertising all gym's offerings and will clearly navigate user to all 5 remaining information channels. All pages will be wire framed with mobile first in mind requiring minimum changes on desktop version

Fonts & colour scheme

Text:

#fff

#000

Background on buttons and few containers, borders, links active, hover, selected:

#413c3a

#c86caa

font-families: Oswald, sans-serif and Open Sans

<link href="https://fonts.googleapis.com/css?family=Open+Sans|Oswald|Raleway" rel="stylesheet">

Sizes of containers:

Calculation based on 1152px screen,

Desktop:

Navigation width: 700px

Container size: 800px = 70%

3 column

266.6px = 30% each

2 column=30% image 70% text

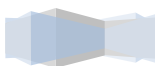
4 columns

25% each

Mobile:

container size:95%

all images , text width:100%



LOGO

HOME

TEAM

CLASSES

MEMBERSHIP

CONTACT

FREE TRAIL

CLASSES

ACTIVITIES

CARDIO

TEXT

TEXT

TEXT

TEXT

TEXT

BODY AND MIND

TEXT

TEXT

TEXT

TEXT

STRENGTH

TEXT

TEXT

TEXT

TEXT

TEXT

TEXT

TIME TABLE AVAILABLE

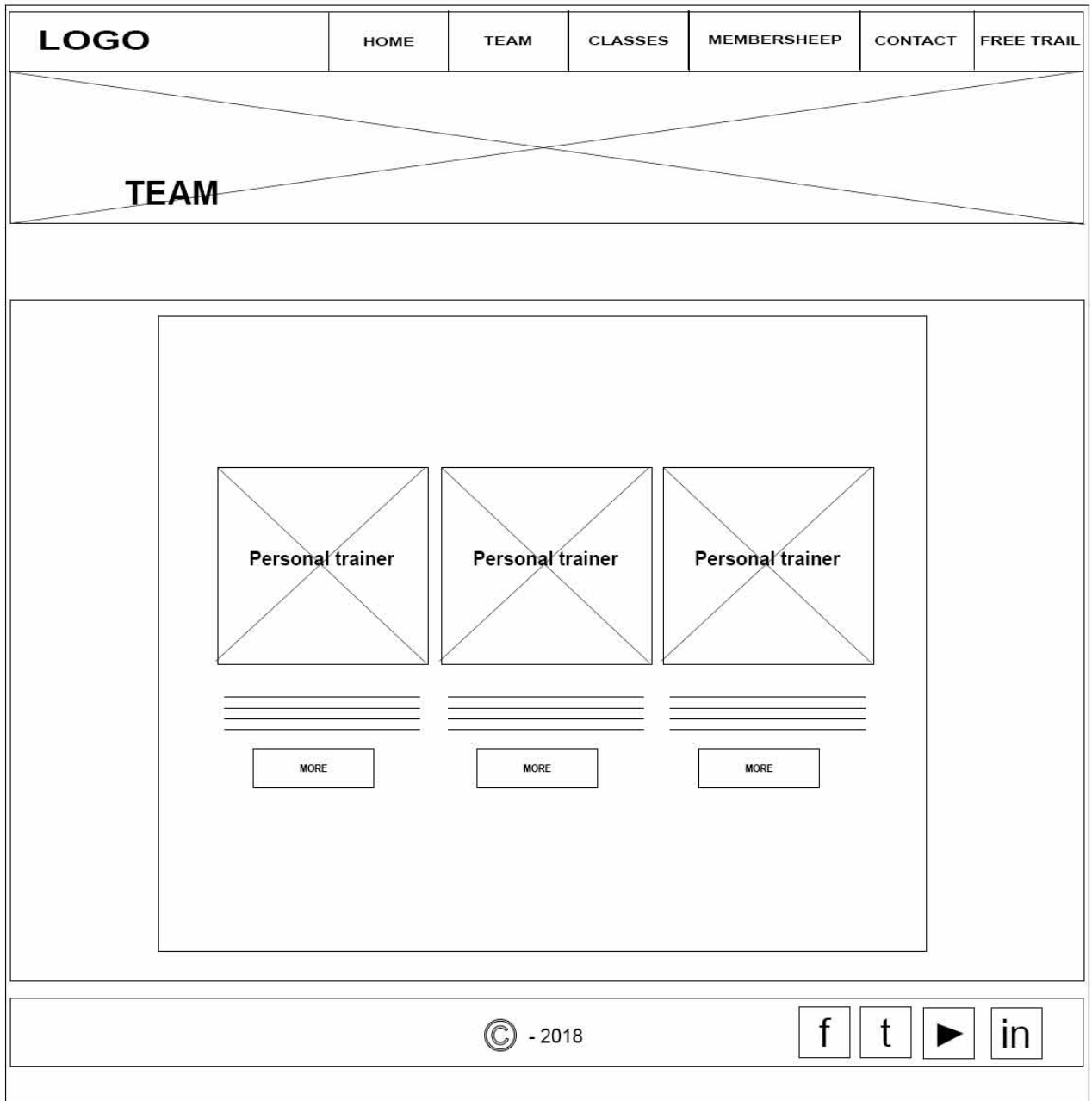
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LOGO	HOME	TEAM	CLASSES	MEMBERSHIP	CONTACT	FREE TRAIL
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TEXT

BUTTON

OFFERING

Personal trainer

MORE

CLASSES

MORE

NUTRITIONS

MORE

HOW ARE WE DIFFERENT

SUBSCRIBE for nutrition tips

NAME	EMAIL	Submit
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LOGO	HOME	TEAM	CLASSES	MEMBERSHEEP	CONTACT	FREE TRAIL
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Free Trail

Free 7 day pass

FIRST NAME

LAST NAME

EMAIL

MOBILE

ADDRESS 1

ADDRESS 2

SELECT YOUR COUNTY

VIZA

VIZA

VIZA

VIZA

VIZA

SELECT YOUR PAYMENT

CREDIT CARD NUMBER

CARD HOLDER NAME

CARD EXPIRATION DATE

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SUBMIT

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LOGO	HOME	TEAM	CLASSES	MEMBERSHIP	CONTACT	FREE TRAIL
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CONTACT

CONTACT US

MOBILE : 01-123456789
EMAIL: train4less@GMAIL.COM

OPEN HOURS

OUR LOCATION

FULL NAME

EMAIL

MOBILE

MESSAGE...

SUBMIT

GOOGLE MAP

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LOGO	HOME	TEAM	CLASSES	MEMBERSHIP	CONTACT	FREE TRAIL
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MEMBERSHIP

LOGO

HOME

TEAM

CALSESSES

MEMBERSSHEEP

CONTACT

FREE TRAIL

CONTACT

CONTACT US

MOBILE - 01-123456789

EMAIL: train4less@GMAIL.COM

OPEN HOURS

OUR LOCATION

FULL NAME

EMAIL

MOBILE

MESSAGE...

SUBMIT

GOOGLE MAP

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LOGO

HOME

TEAM

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CONTACT

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MEMBERSHIP

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LOGO

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CALSSSES

MEMBERSSHEEP

CONTACT

FREE TRAIL

CLASSES

ACTIVITIES

CARDIO

TEXT

TEXT

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BODY AND MIND

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STRENGTH

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FREE TRAIL

TEAM

Personal trainer

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Personal trainer

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LOGO

HOME

TEAM

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MEMBERSSHEEP

CONTACT

FREE TRAIL

TEXT

BUTTON

OFFERING

Personal trainer

CLASSES

NUTRITIONS

HOW ARE WE DIFFERENT

SUBSCRIBE

NAME

EMAIL

SUBMIT

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LOGO

HOME

TEAM

CALSSSES

MEMBERSSHEEP

CONTACT

FREE TRAIL

Free Trail

Free 7 day pass

FIRST NAME

LAST NAME

EMAIL

MOBILE

ADDRESS 1

ADDRESS 2

SELECT YOUR COUNTY ▼

VIZA VIZA VIZA VIZA VIZA

SELECT YOUR PAYMENT ▼

CREDIT CARD NUMBER

CARD HOLDER NAME

CARD EXPIRATION DATE

CVC

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Content Home Page

Logo sourced from:

Black and white with original size 700px by 700px

Source: <https://thenounproject.com/icon/835273/>



Modified as following: 152px by 60px



Slider texts:

Train with our personal trainers

More

Get trained in our classes

More

Get advice from our trained Nutritionist

More

Heading2: Offerings

Subheading:

Image caption: **Heading3:Personal Training**

Text: Personal training is a way to go. We know that and we have the best environment to achieve what you are aiming for. You can simply book a private session with one of our specialists and discuss what is right for you. Membership is free of cost on a trial bases. Price of instruction can be calculated during the private session with Instructor.

Button: More

Image caption: **Heading3: Classes**

Text

Classes in our gym have very convenient timetable, you can attend same class at different times and you can attend as many classes as you want if you are a member or during your trial period. Please check our membership offerings.

Image caption: **Heading3: Nutrition advice**

Text:

Nutrition goes hand by hand with good health and it affects the results you are achieving, therefore we offer also this service in our gym. We have received excellent feedback on all our services in the past, so we are proud on our team for a reason. As a small family business we are focusing on more personalized approach for every client.

Button: More

Heading2: HOW DO WE DIFFERENTIATE

Text:

We offer quality for less. Please check the price of our membership, social media and public ratings and visit us for free trial to experience pleasant and representative environment of our gym and we promise you never leave

Heading3: Subscribe for daily free nutrition tips

Content Team Page

Name: Vitali Brescanu

Position: Gym class instructor

Qualification:

National Certificate in Gym Instruction (NSC)

Certificate in Fitness Instruction – Gym Based Exercise (VTCT)

Experience:

5years of experience

Latest review:” Vitali is excellent class instructor. Motivation is a key and he keeps the group motivated”

Name: Florin Andreas

Position: Gym personal trainer

Qualification:

Certificate in Fitness Instruction – Gym Based Exercise (VTCT)

Experience:

10 years of experience

Latest review: “I recommend training sessions with Florin. I achieved results quicker than ever before. ”

Name: Milena Sahni

Position: Nutritionist, Yoga and Pilates Instructore

Qualification: Award in Nutrition for Physical Activity ITEC RQF Level 3 (EQF Level 4)

National Certificate in Gym Instruction (NSC)

Experience:

2 years of experience

Latest review “I exercised daily with no accurate result. Milena helped me to understand it was due to poor nutrition habits. Everyone who attends the gym should get a session.”

Content Membership Page

Heading2: FLEXIBLE MEMBERSHIP OPTIONS TO SUIT YOUR INDIVIDUAL NEEDS

Heading3: DAY PASS

Single person Membership

€5 For a day session!

Heading3: 1 MONTH MEMBERSHIP

€30 per month.

Initial Joining Fee €20

You are committing to a single payment of €20 joining fee and €30 monthly fee. After this your membership payments of €30 will continue on a monthly basis.

Heading3: 12 MONTH MEMBERSHIP

€169 per year (or €14.08 per month)

NO Initial Joining Fee

You are committing to a single payment of €169

Heading3: GROUP OF 4 MEMBERS

€599 per year (or €149.75 per person for 1 year)

NO Initial Joining Fee

You are committing to a single payment of €599

Stop by a studio and our staff members will explain the options so you can choose what's best for you. First time? Drop in for a free session – it is on us.

Try it free today

Start burning today

Content Classes Page**Heading2: ACTIVITIES**

The Train4Less Fitness Department has a large team of first-class coaches and instructors and is equipped with state-of-the-art sports technology. All Train4Less members have a completely free ADVISORY interview : a personalized start plan where one of our coaches will make a program adapted to their physical.

Image captions:

Heading3: Cardio

Heading3: Body and mind

Heading3: Strength

Heading3: Timetable Available

Pictures Cover Tittle

Hiit, Tabata, Cal Aesthetics, Step & Tone, Aquafit, Heated Yoga, Karate, Spin, Kettlebells, Boxercise, Power Hour, Shape Tone Strenght, Zumba, Wod, 15-15-15

Timetable sourced from: <http://activefitness.ie/activity-classes/>



Content Class Description

All titles are Headings 2

HIIT

Give 100% effort in a quick, intense burst of exercise followed by a short and sometimes active rest. Great for improving fitness and stripping fat.

Tabata

A high intensity interval training for anyone looking to increase athletic capacity, lose weight, reduce fat or if you don't have a lot of time for fitness.

Cal Aesthetics

Cal Aesthetics is a body weight centred class that focuses on building endurance and strength through a range of beginner to advanced, functional movements. Includes deep stretches and mobility work to keep your body working at its most efficient.

Step & Tone

A form of aerobic power, distinguished from other types of aerobic exercise by its use of an elevated platform (the step). Designed to improve cardiovascular fitness and overall muscle tone.

Aquafit

This class, done mostly vertically and without swimming, is suitable for all fitness levels. Aquafit is offered in a group fitness class setting and focuses on aerobic endurance, resistance training and creating an enjoyable atmosphere.

Heated Yoga

Classes are offered by Milena and Joshephine of YogaYoga. The classes are an intense form of yoga taught in a heated room. This class is designed for all levels of students from absolute beginners to the advanced practitioner.

Karate

A martial art developed in the Ryukyu Islands. Classes are offered to adults and children from 6 years, and are for all levels from beginner to the most advanced students.

Spin

A vigorous cardio workout using stationary bikes. It improves endurance, muscle tone and helps relieve stress, all while burning those calories.

Kettlebells

Offers a different type of training using dynamic moves targeting almost every area of fitness: endurance, strength, balance, agility, and cardio endurance.

Boxercise

This circuit class trains the whole body by using boxing style stations and techniques. Time flies as you work on body movement, agility and momentum. If you stick with the boxer-size workout you'll get fit and enhance muscle definition, without the bulk. It's a great way for relieving stress too!

Power Hour

Power Hour is an hour long class which balances cardio and strength training with 15 minute interval training to finish. Prepare to be pushed to your absolute limits and then some. Our instructors will have no mercy.

Shape Tone Strenght

A class combining high repetition weight training with aerobic conditioning. It will tone and condition your body, can help you lose weight and ultimately change your body shape. Suitable for all levels.

Zumba

Pretty much the most awesome workout ever. Dance to great music, with great people, and burn a ton of calories without even realising it. Keeping it short and sweet for you!!

WOD

"Workout Of the Day" can include many different exercises, routines and personal challenges. Each class will be different from the last and will be body weight, strength, endurance or cardio focused, including kettlebells and barbell. Class length is however long it takes you to complete. So if it takes you 20 minutes, then your class is only 20 minutes, but you will earn that 20 minutes.

15 - 15 - 15

15 minutes of cardio, 15 minutes of strength training, and 15 minutes of stretching and core work. A class designed to give you the ultimate challenge and total body workout. We guarantee you'll sweat and feel your whole body working. Exercises are modified to each individual, all levels welcome.

Content Contact Page

Heading1: Contact us

Heading2: Address

Train4less 2018 Industrial Estate Ballymoon Road Finglas, Ballymun, Dublin 11

Heading2: Opening hours

Monday – Friday 7:00 am. – 22:00 pm.

Saturday 8:00 am. – 17:30 pm.

Sunday Closed

Heading3: email

Train4less@gym.ie

Heading3: telephone

01 8887779

Content Free Trial Page

Heading2: Please fill in this form for free 30 days trial

*Please note money will only be taken from your account after 30 days , unless you decide to cancel your trial before than

*Please check your email for the membership unique 12-digit pass



Timetable for the Project

FROM Tuesday 15th of May 15:00

Group is building 2 static templates for Home Page. One for mobile and second for desktop. Template divides into 3 sections:

Milena Sahni: Navigation and Slider banner

Vitali Brescanu: Offerings section

Florin Andreas: How we are different and Subscribe section and Footer

FROM Wednesday 16th of May 12:45

Milena Sahni:

Tweak Home page and build jquery slider. Build Team Page mobile and desktop version. Create styles for headings, links, buttons, and usage of colours

Florin Andreas:

Build Membership and Classes Pages mobile and Desktop version. Include PDF download

Vitali Brescanu:

Build Free trial and Contact Page mobile and desktop version. Build mobile menu plugin, include site map

FROM Thursday 17th of May 14:00

Florin Andreas: Build Class description Page

Milena Sahni and Vitali Brescanu: Testing cross-browser and cross-platform, Storyboard

Banner on all pages:

Dimension:1980:200



Pictures

<https://unsplash.com/search/photos/gym>

https://pixabay.com/en/photos/?q=gym&hp=&image_type=all&order=&cat=&min_width=&min_height=

Banner pic



Dimension: 1920x 1080

Size: 121KB

Mobile: dimension 600x338

Size: 25.4KB



Dimension: 1920x 1080

Mobile: dimension 600x338

Size: 124KB

Size: 23.9KB



Dimension: 1920x 1080

Mobile: dimension 600x338

Size: 175KB

Size: 23.7KB

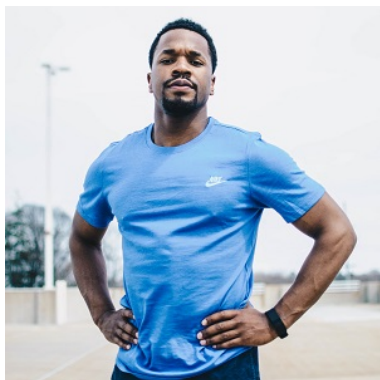
Home picture:

All pictures

300 x 300



Team picture:



Dimension: 300x 300

Size: 33.1KB



Dimension: 300x 300

Size: 30.2KB



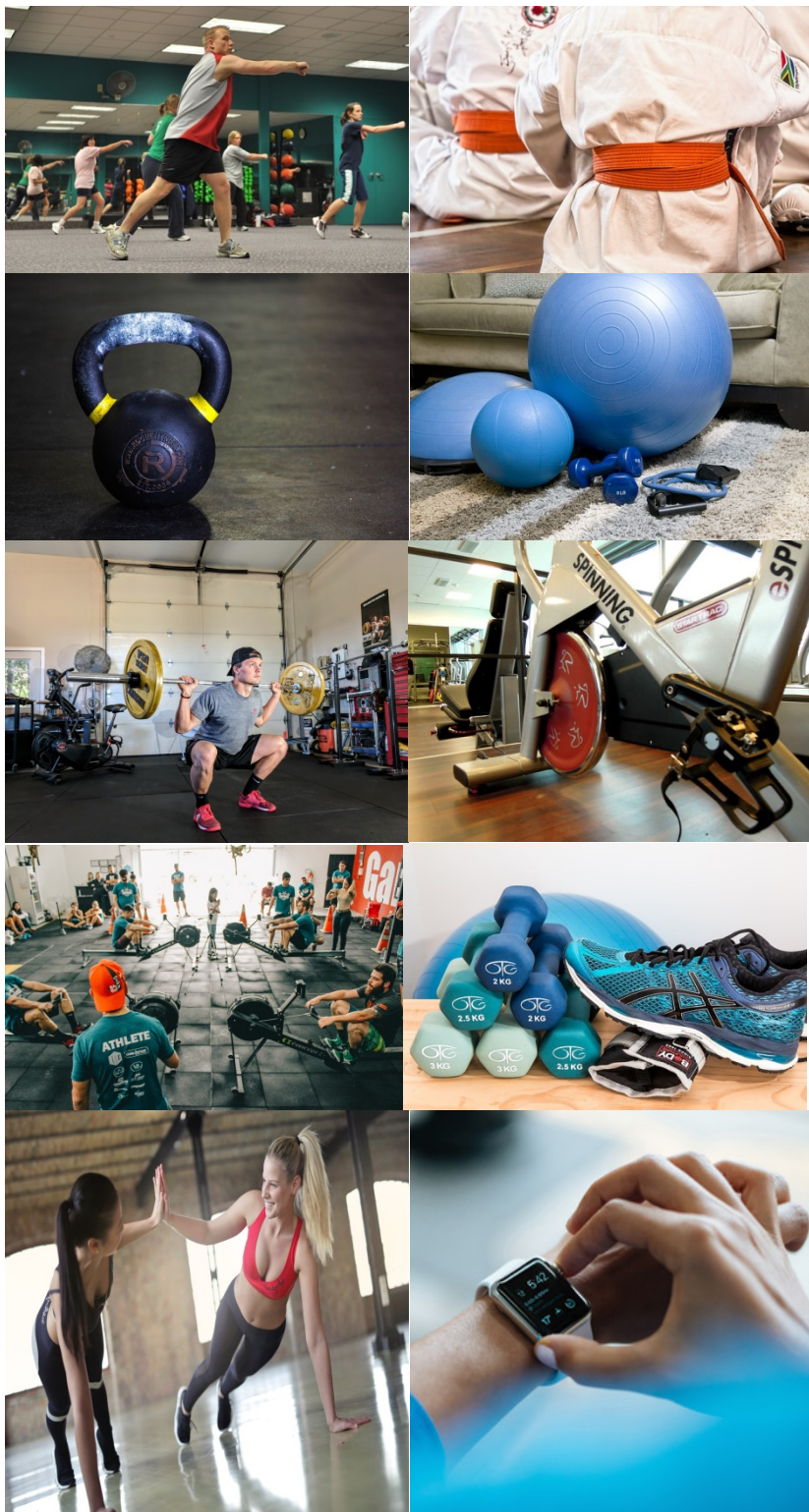
Dimension: 300x 300

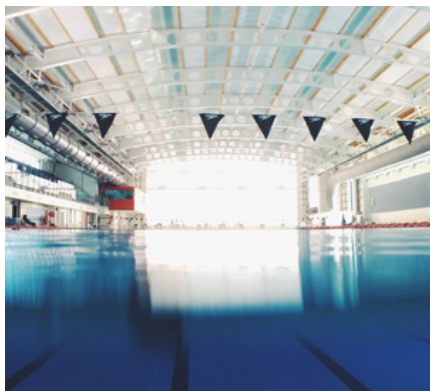
Size: 48.8KB

Classes picture:

All pictures

300 x 300





Membership:

Dimensions: 1980x406



Free Trial





OUR TEAM



Vitali Brescanu

Class instructor

Qualification: National Certificate in Gym Instruction (NSC) Certificate in Fitness Instruction - Gym Based Exercise (VTCT)

Experience: 5 years of experience

Latest review: "Vitali is excellent class instructor. Motivation is a key and he keeps the group motivated"

[MORE](#)



Milena Sahni

Nutritionist, Yoga and Pilates instructor

Qualification: Award in Nutrition for Physical Activity ITEC RQF Level 3 (EQF Level 4) National Certificate in Gym Instruction (NSC)

Experience: 2 years of experience

Latest review: "I exercised daily with no accurate result. Milena helped me to understand it was due to poor nutrition habits. Everyone who attends the gym should get a session."

[MORE](#)



Florin Andreas

Personal instructor

Qualification: Certificate in Fitness Instruction - Gym Based Exercise (VTCT)

Experience: 10 years of experience

Latest review: "I recommend training sessions with Florin. I achieved results quicker than ever before."

[MORE](#)





Home

Team

Classes

Membership

Contact

Free Trial

MEMBERSHIP

FLEXIBLE MEMBERSHIP OPTIONS TO SUIT YOUR INDIVIDUAL NEEDS

DAY PASS

Single person Membership
€5 For a day session!

1 MONTH MEMBERSHIP

€30 per month.
You are committing to a single payment of €20 joining fee and €30 monthly fee. After this your membership payments of €30 will continue on a monthly basis.

12 MONTH MEMBERSHIP

€169 per year (or €14.08 per month)
NO Initial joining fee
You are committing to a single payment of €169

GROUP OF 4 MEMBERS

€599 per year (or €149.75 per person for 1 year)
NO Initial joining fee
You are committing to a single payment of €599

Stop By A Studio And Our Staff Members Will Explain The Options So You Can Choose What's Best For You. First Time? Drop In For A Free Session – It Is On Us.

Try It Free Today!

Start burning today

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Home

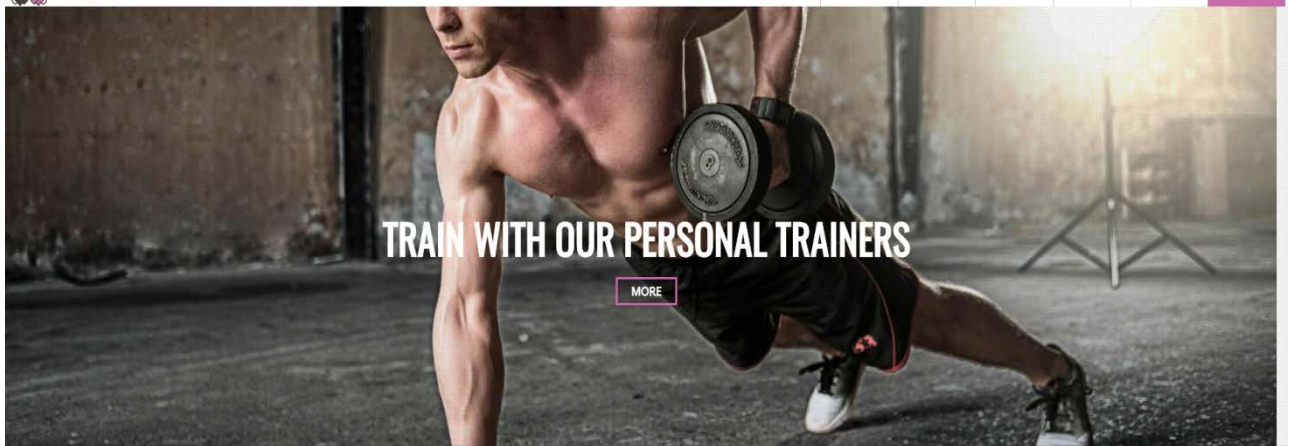
Team

Classes

Membership

Contact

Free Trial



TRAIN WITH OUR PERSONAL TRAINERS

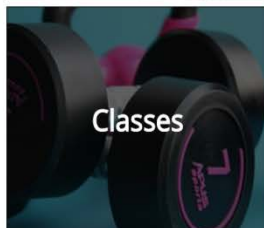
[MORE](#)

OFFERING



Personal Training

Personal training is a way to go. We know that and we have the best environment to achieve what you are aiming for. You can simply book a private session with one of our specialists and discuss what is right for you. Membership is free of cost on a trial bases. Price of instruction can be calculated during the private session with Instructors.

[MORE](#)


Classes

Classes in our gym have very convenient timetable, you can attend same class at different times and you can attend as many classes as you want if you are a member or during your trial period. Please check our membership offerings.

[MORE](#)


Nutrition advice

Nutrition goes hand by hand with good health and it affects the results you are achieving, therefore we offer also this service in our gym. We have received excellent feedback on all our services in the past, so we are proud on our team for a reason. As a small family business we are focusing on more personalized approach for every client.

[MORE](#)

How Are We Different

We offer quality for less. Please check the price of our membership, social media and public ratings and visit us for free trial to experience pleasant and representative environment of our gym and we promise you never leave.

SUBSCRIBE FOR DAILY FREE NUTRITION TIPS

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[Home](#)[Team](#)[Classes](#)[Membership](#)[Contact](#)[Free Trial](#)

FREE TRIAL

PLEASE FILL IN THIS FORM FOR FREE 30 DAYS TRIAL

*Please note money will only be taken from your account after 30 days , unless you decide to cancel your trial before than

*Please check your email for the membership unique 12-digit pass

First name:

Last name:

Email:

Phone:

Address 1:

Address 2:

County:

Select County



Payment:

Select payment

Credit card number

Credit card Holder Name

Expiration Date

Security code:

Is the last three digits on the back of your card

SUBMIT



CONTACT

CONTACT US

Mobile: 01-1254789
Email: train4less@gym.ie

Open hours

Monday - Friday 7:00 am. - 22:00 pm.
Saturday 8:00 am. - 17:30 pm.
Sunday Closed

Our location

Train4less 2018 Industrial Estate Ballymoon Road Finglas, Ballymun, Dublin 11
Dublin-50

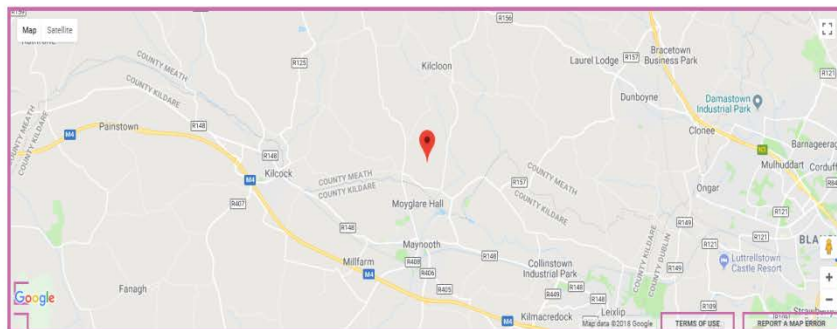
Full name:

Email:

Phone:

Message:

SUBMIT



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CLASSES

Activities

The Train4less Fitness Department has a large team of first-class coaches and instructors and is equipped with state-of-the-art sports technology. All Train4less members have a completely free ADVISORY interview: a personalized start plan where one of our coaches will make a program adapted to their physical.

Cardio



HIIT



Step & Tone



Spin



Shape ton strenght

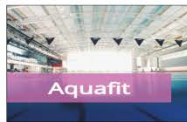


15 - 15 - 15

Body And Mind



Cal Aesthetics



Aquafit



Heated Yoga



Zumba

Strenght



Tabata



Karate



Kettlebells



Boxercise



Power Hour



WOD

Timetable Available

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7:00 AM	Spin 7:00 AM 8:00 AM		Spin 7:00 AM 8:00 AM		W.O.D. 7:00 AM 8:00 AM		Heated Yoga 7:00 AM 8:00 AM
8:00 AM							
9:00 AM							
10:00 AM	Power Hour 10:00 AM 11:00 AM	Shape Tone Strenght 10:00 AM 11:00 AM	HIIT 10:00 AM 11:00 AM	15 - 15 - 15 10:00 AM 11:00 AM	Spin 10:00 AM 11:00 AM		Heated Yoga 10:00 AM 11:00 AM
11:00 AM			Aqua Fit 11:00 AM 12:00 PM		Aqua Fit 11:00 AM 12:00 PM	Spin 11:00 AM 12:00 PM	
12:00 PM						Karate 12:00 PM 1:00 PM	
1:00 PM							
2:00 PM							
3:00 PM							
4:00 PM							
5:00 PM	Tabata 5:00 PM 6:00 PM	Step & Tone 5:00 PM 6:00 PM	HIIT 5:00 PM 6:00 PM	Step & Tone 5:00 PM 6:00 PM	Spin 5:00 PM 6:00 PM		
6:00 PM	Spin 6:00 PM 7:00 PM	Heated Yoga 6:00 PM 7:00 PM	Spin 6:00 PM 7:00 PM	Boxercise 6:00 PM 7:00 PM	Aesthetics 6:00 PM 7:00 PM		
7:00 PM	Heated Yoga 7:00 PM 8:00 PM	Boxercise 7:00 PM 8:00 PM	Heated Yoga 7:00 PM 8:00 PM	Aqua Fit 7:00 PM 8:00 PM	Karate 7:00 PM 8:00 PM		
8:00 PM		Aqua Fit 8:00 PM 9:00 PM		Heated Yoga 8:00 PM 9:00 PM			

You can download our timetable here:

