UCD Planning Analysis Sheet

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**1. Website goal – describe the goal of your website in one or two sentences:**

**What results do I want to see?**

The goal of this website is to encourage young, seriously competitive athletes to obtain a membership at the high-end training centre.

I want to see a simple, clean, and modern website that is both attractive and informative with a touch of sophistication. I hope that the site is easy to navigate, and draws in the user.

Special Design Considerations

* Because the nav bar is relatively thick (done so to give the logo more prominence), I decided to make it translucent so it’s less restrictive and keeps the viewport open when scrolling. It’s visible enough to access when needed, and also easy enough to see through so that the viewport feels open when scanning through- and scrolling down the page.
* I chose a sticky navigation bar, as the facilities page is a bit long to expect the user to scroll all the way back up to move to another page
* I made the background colour of the header and footer the same as to frame the website and create a clear start and end to the pages
* I thought the transition on the navigation items was both classy, and interesting; giving the site a more upscale feel. The transitions work well with the font and the monochrome theme - having the links change from white to black when hovered over, and changing size over a more drawn out duration.
* I think the two chosen fonts work beautifully for the aim of the site and the content. Both are modern and open, and give a sense of sophistication and elegance to appeal to the more premium feel of the brand. Fallbacks are common fonts that can serve the purpose if the main fonts are not available for render.
* I reduced the paragraph lengths and created a bulleted list for additional services to shorten the facilities page, and reduce the huge walls of text - hoped to improve the user experience by only including pertinent information and adding some interesting visual changes with photos, a bulleted list, and the table for pricing.
* I wanted to keep the contact page simple, as to not overwhelm the user, and reduce the amount of information that the organisation would be responsible for from a data protection standpoint.
* The hero image was chosen for its great content match, and aesthetic integration with the theme, purpose, and design of the website. It draws interest, and gives insights into what the page is about before scrolling or reading anything. I thought this was a good choice as the logo could be interpreted as medical if that is what a person was looking for.

**2. List the working title of each page on your site. What information do I need?**

Home page - This page will introduce the company and their offering, as well as elucidate their purpose and why the target audience should choose them.

Experts page - This page will introduce the personal trainers who run the training facility. There will be a bit of background on each trainer, sharing the highlights of their careers.This will have more text, but as they are bios and a part of the website’s selling points, I think that’s appropriate.

Facilities - This page will showcase the facilities and services offered by the centre accompanied by prices which will be displayed as a table.

Contact - This page will have a contact form that captures the name, email, and phone number of the contact. It will gather very little information for the reasons outlined above.

**3. List of sources (facts, text, graphics, sound, video) you will use in the pages**

**Above.**

Logo created with

<https://app.logo.com/dashboard/logo_695db5bb-7005-4ae5-8b1a-9cd5ebebf70c/your-logo-files>

Hero image

<https://www.shutterstock.com/video/clip-1070916085-athlete-sporty-group-cardio-exercise-burning-calorie>

Gym image

<https://www.shutterstock.com/image-photo/equipment-machines-modern-gym-room-fitness-432408646>

Indoor football pitch

<https://www.shutterstock.com/image-photo/corner-line-indoor-football-soccer-training-1119241181>

Image of swimming pool

<https://commons.wikimedia.org/wiki/File:Piscina_Nuovo_Campus_SANAA_Bocconi.jpg#file>

Indoor running track

<https://www.shutterstock.com/image-photo/couple-running-on-indoor-track-gym-332798033>

Sauna

<https://www.shutterstock.com/image-photo/sauna-interior-relax-hot-793349599>

Ice Bath

<https://www.shutterstock.com/image-photo/ice-edge-on-plunge-bath-very-1949955292>

Reception image

<https://www.shutterstock.com/image-illustration/marble-reception-office-table-plants-on-1424049893>

Sleek background (facilities)

<https://www.shutterstock.com/image-vector/abstract-geometric-white-gray-color-background-736534063>

Silver water background

<https://www.shutterstock.com/image-vector/grey-water-color-marble-luxury-seamless-2203684229>

Facebook logo

<a href="https://www.flaticon.com/free-icons/facebook" title="facebook icons">Facebook icons created by Enamo Studios - Flaticon</a>

Twitter logo

<a href="https://www.flaticon.com/free-icons/twitter" title="twitter icons">Twitter icons created by Enamo Studios - Flaticon</a>

Instagram logo

<a href="https://www.flaticon.com/free-icons/instagram" title="instagram icons">Instagram icons created by Payungkead - Flaticon</a>

Social icon

<a href="https://www.flaticon.com/free-icons/marketing" title="marketing icons">Marketing icons created by wanicon - Flaticon</a>

Contact icon

<a href="https://www.flaticon.com/free-icons/contact-center" title="contact center icons">Contact center icons created by Wahyu.Setyanto - Flaticon</a>

Copyright icon

<a href="https://www.flaticon.com/free-icons/copywriting" title="copywriting icons">Copywriting icons created by Freepik - Flaticon</a>

Emma

<https://www.shutterstock.com/image-photo/beautiful-female-swimmer-on-pool-edge-430289953>

Sarah

<https://www.shutterstock.com/image-photo/portrait-ribbon-motion-blur-gymnastics-black-2275626235>

Cameron

<https://www.shutterstock.com/image-photo/sport-backgrounds-sprinter-on-start-line-603198743>

Talbot

<https://www.shutterstock.com/image-photo/soccer-player-celebrates-victory-on-professional-1726037752>

Henry

<https://www.shutterstock.com/image-photo/baseball-player-hitting-92411023>

Swimmer

<https://www.shutterstock.com/image-photo/young-man-swimming-cap-goggles-swim-204694078>