The Plan

1. Recognize the purpose of the website and what goals are realistic
   1. Sales driven?
   2. To Educate?
   3. Engagement?
   4. ETC ETC ETC
2. Planning the site
   1. Create wireframe and sitemap (skeleton of the website). This outlines not only the layout and design but also how the pages we include will be interacting with each other. Gotta keep the users experience in mind when navigating through the pages.
3. Designing the layout
   1. Get creative with the images/ clickables/ videos the user will notice
   2. Important not to get carried away with a certain design or element on the page that does not contribute to the overall goal
   3. Let’s have the homepage focus more on letting the user gain an understanding of what kind of things they can expect from the website.
4. The technical part

HOME

-email

-phone#

-online chat

-etc

-Who we are

-our why/story

-meet the team

-etc

User Portal

-email

-phone#

-online chat

-etc

About

Profile

Contact

User’s info

Height

Weight

Gender