



Meredith Marshall



Problem/Solution

Create a real-world website by assessing the client's needs.

PROBLEM:

The client is Meredith Marshall, a Beachbody coach who wishes to have a website that reflects her passion for fitness and nutrition. She would like to advertise herself as a coach and promote a Beachbody product.

SOLUTION:

Create a real-world website assessing the client's needs and promoting her as a legitimate fitness coach and Beachbody client. The multi-page website will feature her biography, a sign-up page for clients, her beliefs in eating well and staying fit, a page promoting Beachbody products, and a blog. The website will be designed in WordPress to allow the client to easily update her blog and edit content.



Project Timeline

Week 1

Thomas – create homework website
Ryan – create homework website
Janell – create homework website

Week 2

Thomas – set WordPress login
Ryan – log in to WordPress
Janell – log in to WordPress

Week 3

Thomas – import/upload theme
Ryan – create pages/navigation
Janell – rework logo

Week 4

Thomas – add content into site
Ryan – create pages/navigation
Janell – image optimization

Week 5

Thomas – make revisions based on feedback from class
Ryan – make revisions based on feedback from class
Janell – make revisions based on feedback from class

Week 6

Thomas – conduct usability testing
Ryan – consider custom theme building
Janell – conduct usability testing

Week 7

Thomas - make updates based on usability testing results
Ryan – make updates based on usability testing results
Janell – make updates based on usability testing results

Week 8

Thomas – class holiday
Ryan – class holiday
Janell – class holiday

Week 9

Thomas – fix bugs
Ryan – fix bugs
Janell – fix bugs

Week 10

Thomas – fix bugs
Ryan – fix bugs
Janell – fix bugs



Target Audience

Gender: male or female

Age: 25 to 55 years old

Household income: \$50,000+

Design for individuals that:

- Would like to lose weight
- Would like to lead a healthier lifestyle
- Have a busy schedule
- Cannot find time to go to a gym
- Need motivation to stick to their workout routine



Personas

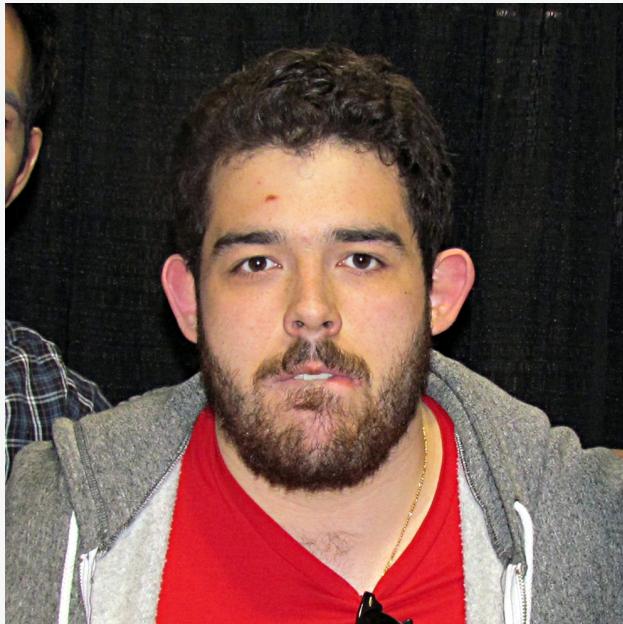


Name: Lucy Starre
Gender: female
Age: 26
Household income: \$60k

Lucy is a stay at home mother who had her second child four months ago. She would like to lose some of her “baby fat” and tone her muscles. She cannot afford childcare and the local gyms won’t care for her baby while she is working out. Her husband bought her a stability ball and dumbbells but she isn’t sure how to use them properly.



Personas



Name: Will Caballero

Gender: male

Age: 32

Household income: \$90k

Will is a programmer who works 80+ hours a week. Since he started working in his new position, as lead programmer, he's found it hard to find time to go to the gym. He has a subscription to the local gym but rarely goes there now. Will really wants to lose weight but he finds it hard to stick to a diet and lacks the motivation to follow through on his weight loss goals.



Personas



Name: Elizabeth Schuller

Gender: female

Age: 47

Household income: \$125k

Elizabeth works long hours as a nurse and has recently been diagnosed with hyper tension. Her husband is a diabetic. She would like them to start going to the gym together but due to their long work days, it seems like too much of a hassle.



Personas



Name: Jamie Braddock

Gender: male

Age: 35

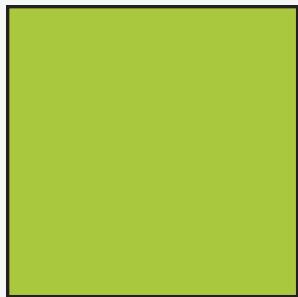
Household income: \$75k

Jamie is a recent divorcee and single parent who works full-time. When he's not working, he is taking care of his three-year-old son, Brandon. Since becoming single, he realizes that he's adopted bad eating habits and has put on some weight. He would like to get in shape and eat healthier but he feels he doesn't have the time to cook or go to the gym.

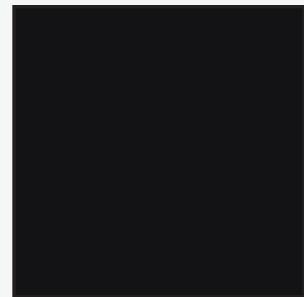


Color Scheme

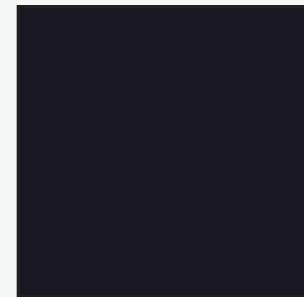
The shade of green was chosen to reflect nutrition and accompanying colors to highlight the green as well as mainstream.



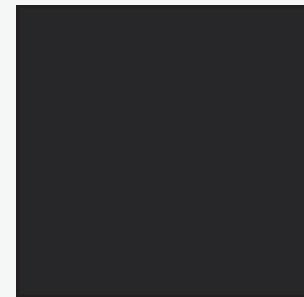
#a8c73f



#151418



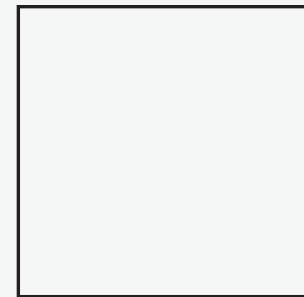
#1d1b22



#29282a



#989898



#f3f3f3



Typefaces

HEADINGS

Bad Script Regular 40px

SUBHEADINGS

Raleway Bold 20px

BODY

Raleway Regular 16px

FOOTER

Raleway Regular 16px

LINKS

Raleway semibold 13px

NAVIGATION

Raleway Bold 13px



Logo

The Meredith Marshall Fitness logo can be displayed with and without “Meredith Marshall.”



 **Meredith Marshall**



Logo

The Meredith Marshall Fitness logo can only be used with official color palette.
The following images display the proper usage of the logo and “Meredith Marshall.”





Logo

The Meredith Marshall Fitness logo can only be used with official color palette.
The following images display the proper usage of the logo and “Meredith Marshall.”





Wireframes

LOGO NAV BAR

“ TAGLINE / MOTIVATIONAL QUOTE ”

ABOUT

STEPS TO SUCCESS

1 2 3

ICON PERSONAL NUTRITION PLAN

ICON TAILORED FITNESS PLAN

ICON MOTIVATION AND SUPPORT

SOCIAL ICONS

CONTACT INFO BEACHBODY LOGO

LOGO NAV BAR

ABOUT

WHY TRAIN WITH MEREDITH

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SOCIAL ICONS

CONTACT INFO BEACHBODY LOGO

LOGO NAV BAR

GETTING STARTED

STEP 1

ICON

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STEP 2

ICON

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SOCIAL ICONS

CONTACT INFO BEACHBODY LOGO

LOGO NAV BAR

STORIES

NAME

ICON

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NAME

ICON

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NAME

ICON

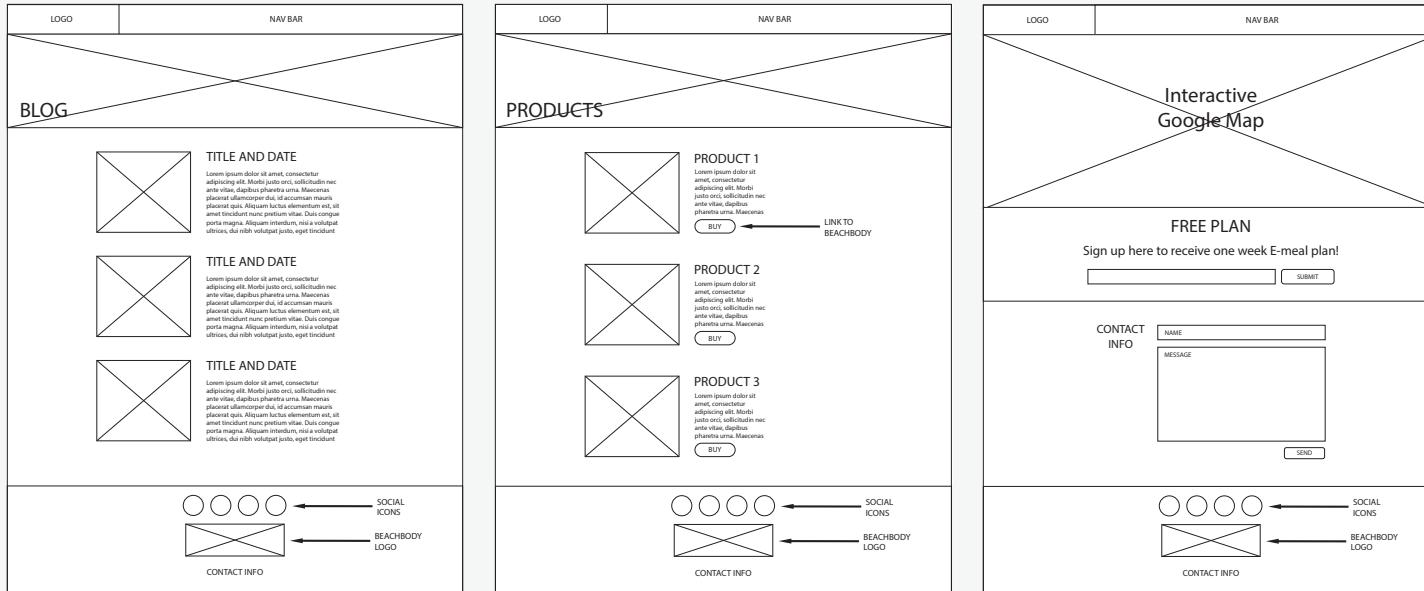
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SOCIAL ICONS

CONTACT INFO BEACHBODY LOGO



Wireframes cont.



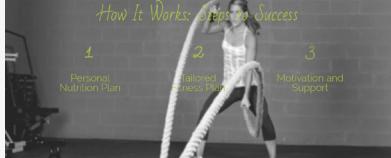


High Fidelity Mockups

Become a better version of yourself

Let's Share!

Meredith Marshall and I'm not only a Beachbody coach but also an avid Beachbody member. My first experience in this program has given me the support and motivation I need to succeed. I want to help you achieve the same success I have through nutrition and exercise. Wish I had the better version of yourself that you've been searching for.



Let's put together a custom-made plan just for you!

Let's Get Started!



FREE PLAN

Sign up here to receive one week e-mail plan!

Email:



(455) 323-4567

MeredithMarshall@gmail.com

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About

Meredith



A friend who I've known since we were in high school has been diagnosed with type 2 diabetes. She has been working hard to lose weight and get healthy. She has lost over 100 pounds and is now down to 125 lbs. She is still working hard to lose more weight and get even healthier.

If I can succeed at becoming healthy and fit, I know you can too!

Come join me on a journey
to become the better version of you!

Let's Do It!



FREE PLAN

Sign up here to receive one week e-mail plan!

Email:

Subscribe



Refine Your Body

Finding the right fitness program is like unearthing a new you. When you discover which program works for you, you'll reach your goals easily and gain a new found confidence and energy you've never had before.

Being overweight, I thought that the only exercise I could perform was walking and using a bicycle - I was wrong! By working with both a fitness and nutrition program, I was able to achieve my personal fitness goals.



As a Team Beachbody coach, I conduct my challenge groups online via Facebook because I have challengers all over the country. Through Facebook, I provide daily fitness videos, nutrition tips, recipes, and of course, motivation to keep you going! If you're interested in joining my challenge group, it's free to join!

You don't even have to leave foot in the gym - you can work out at home! The advantage of working out at home is that you can do it whenever you want at your own time and you don't have to drive back and forth to the gym! All you need is a small amount of floor space and minimal equipment.

FREE PLAN

Sign up here to receive one week e-mail plan!

Email:

Subscribe



Refine Your Body

Finding the right fitness program is like unearthing a new you. When you discover which program works for you, you'll reach your goals easily and gain a new found confidence and energy you've never had before.

Being overweight, I thought that the only exercise I could perform was walking and using a bicycle - I was wrong! By working with both a fitness and nutrition program, I was able to achieve my personal fitness goals.



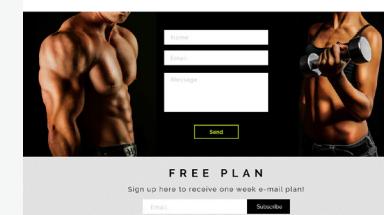
Beachbody offers a meal planner called The New Plan. It's automatically included with your Club Membership. It uses the program since day one and allows you to print it off and use it to eat healthy. The program will tell you exactly what to eat for breakfast, lunch, dinner, and snacks. It not only tells you what to eat and when to eat it, but it even tells you how to prepare it!

I've incorporated Shakeology into my nutrition program, which has helped me achieve my personal goals since day one. I encourage Challengers who are trying to lose weight to incorporate Shakeology into their diet plan. It's a great meal replacement shake that is full of nutrients - this means no additives or artificial sweeteners. By strictly adhering to my meal plan and including Shakeology, I was able to achieve my personal fitness goal and maintain it all year long without gaining weight.



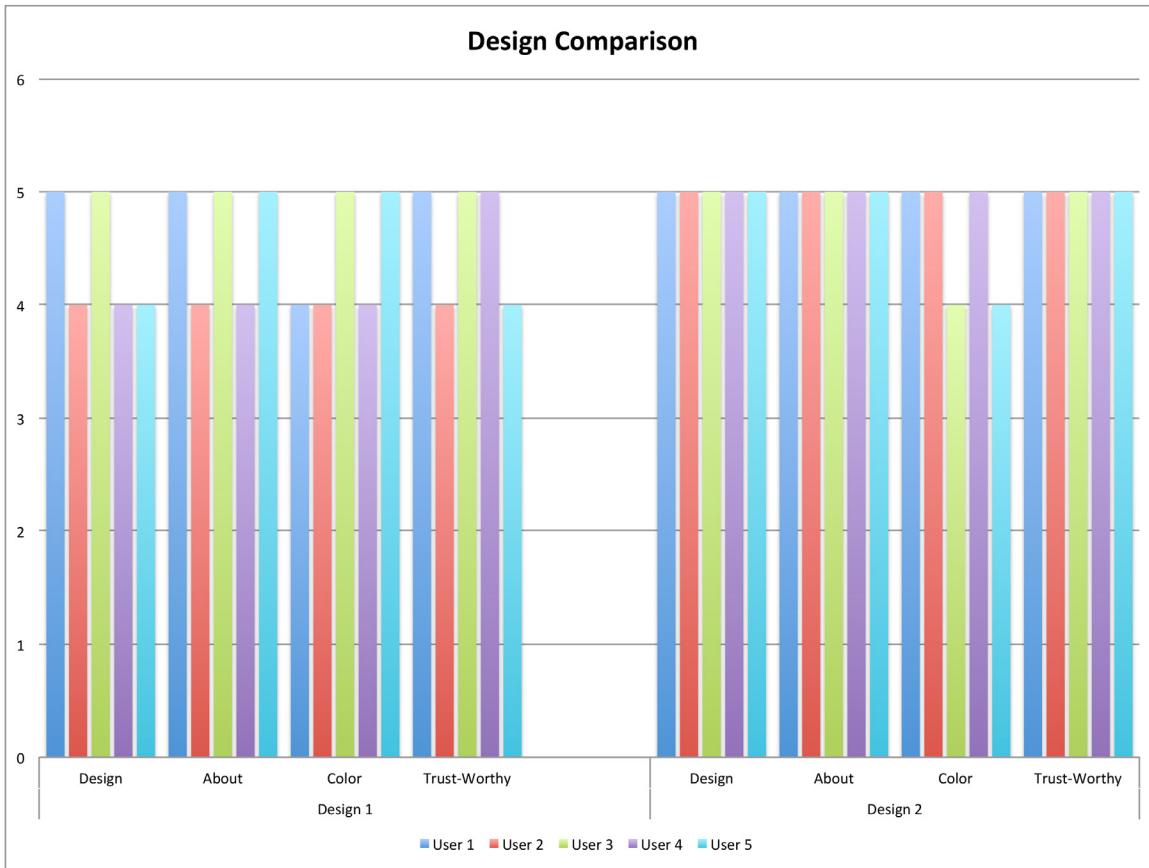


High Fidelity Mockups cont.





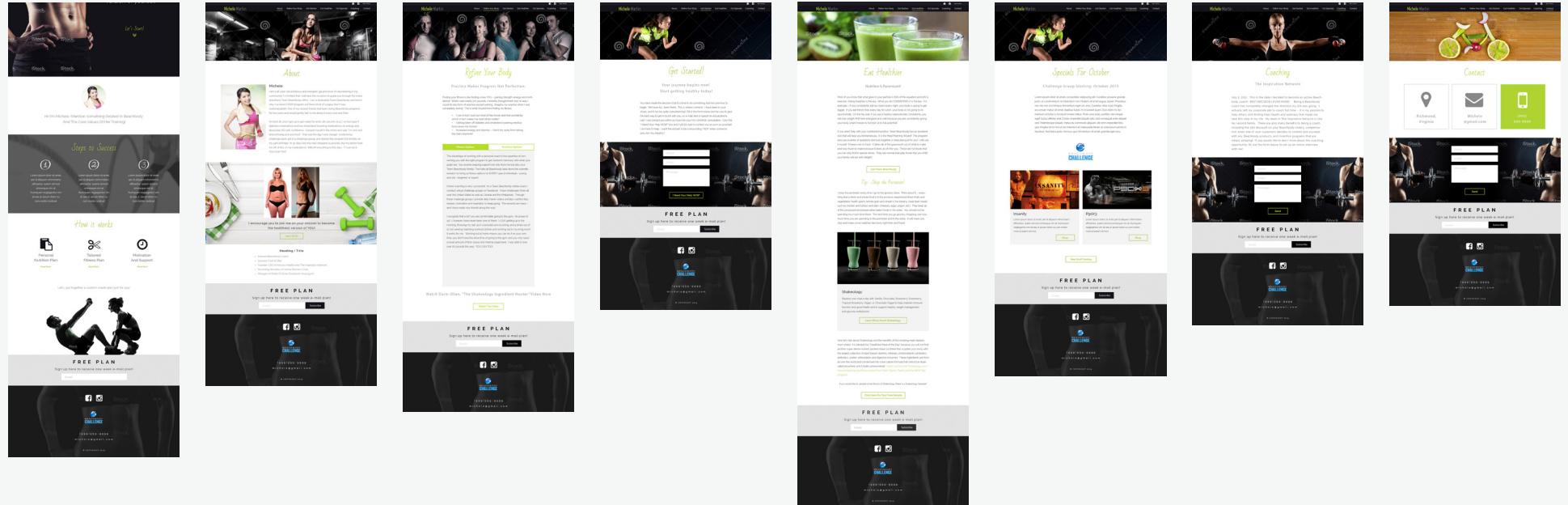
Usability Testing



Initial usability testing for site design (pre-production).



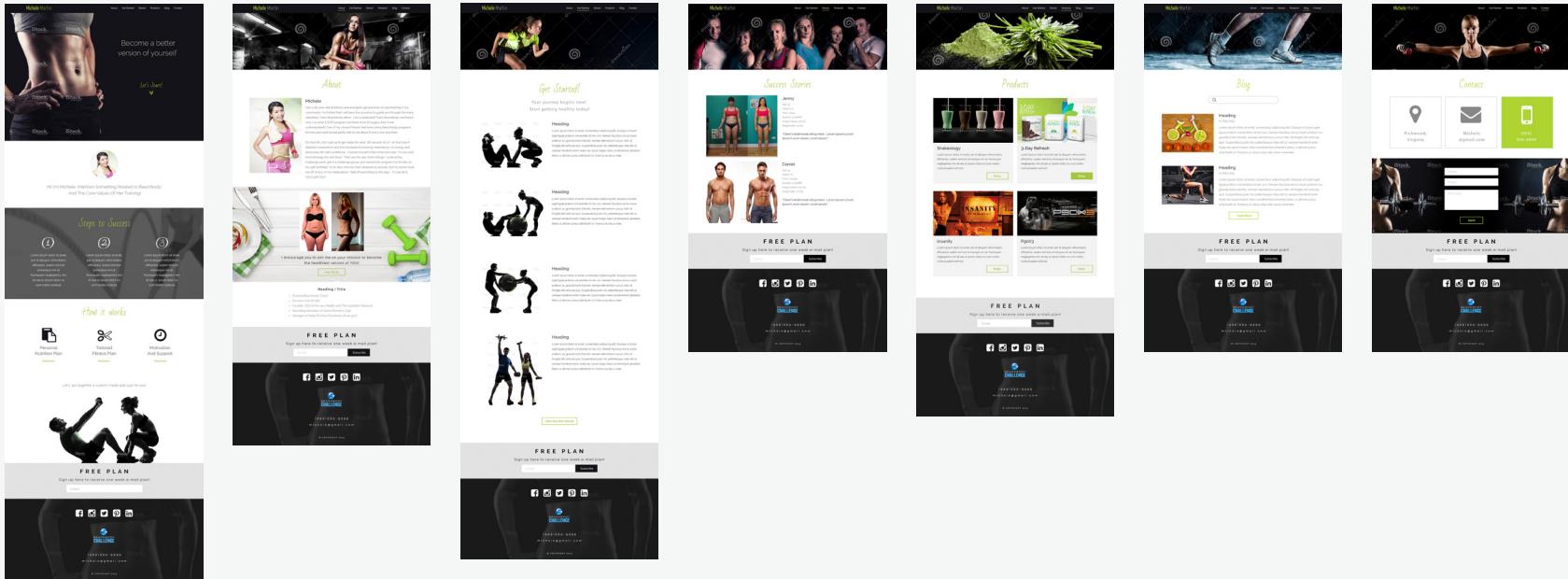
Usability Testing



High fidelity mockups of design #1 in the initial usability testing for site design (pre-production).



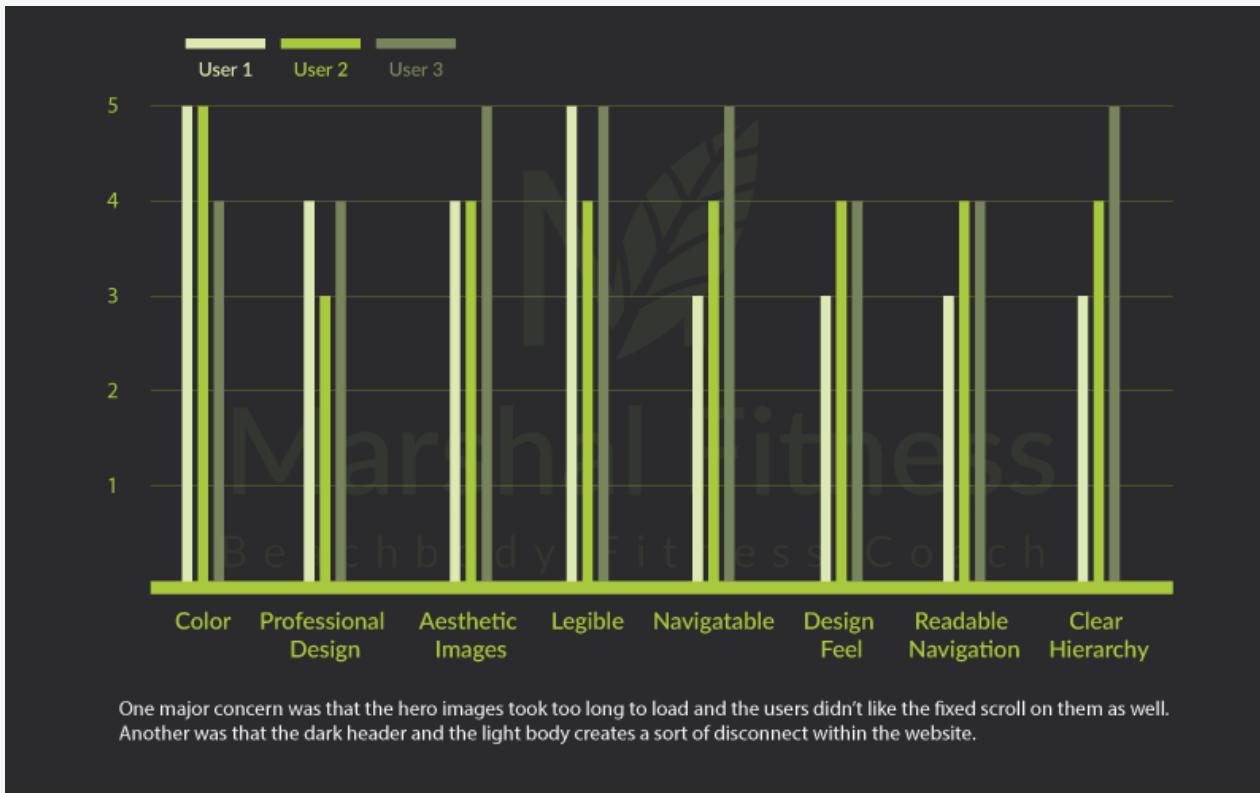
Usability Testing



High fidelity mockups of design #2 in the initial usability testing for site design (pre-production).



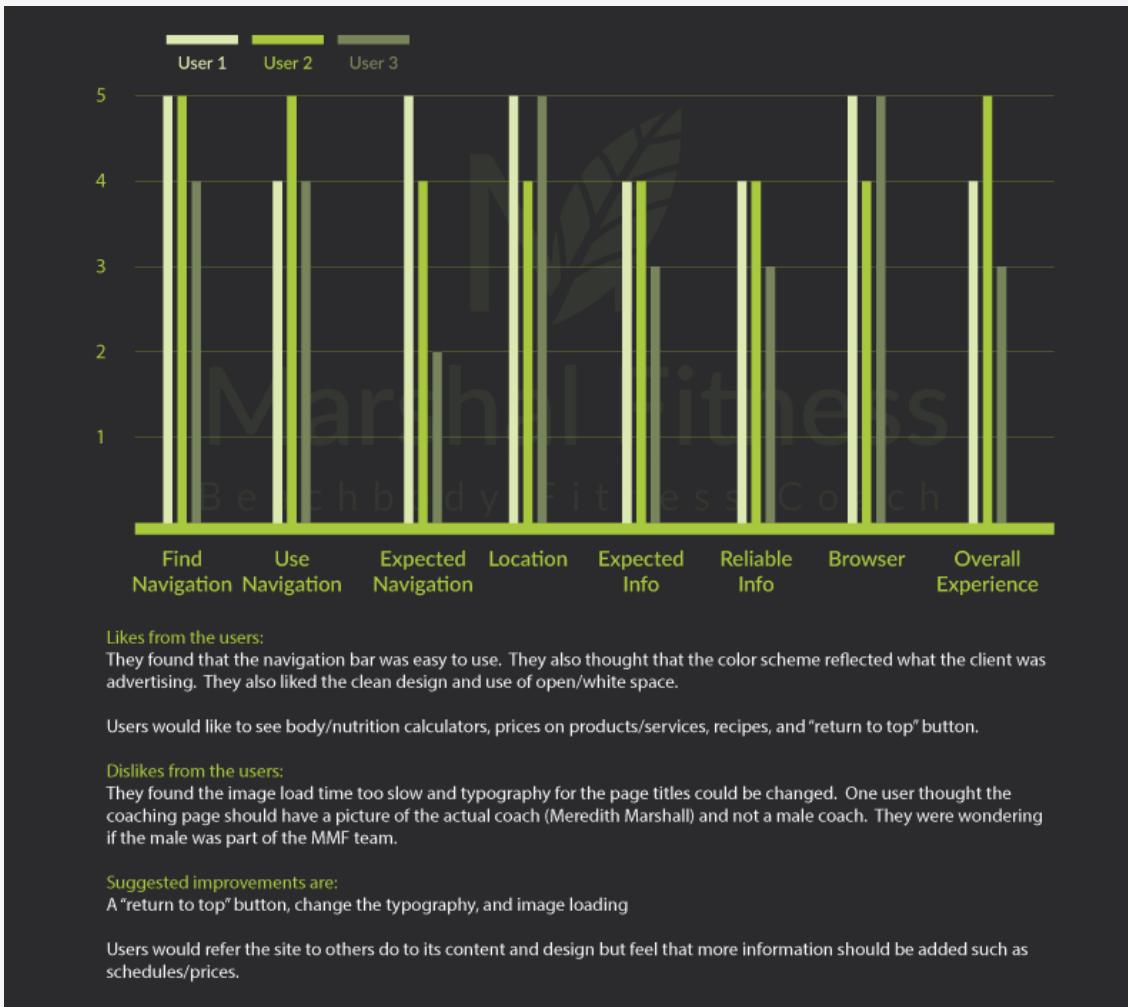
Usability Testing cont.



Results for the first round of usability testing for the WordPress site.



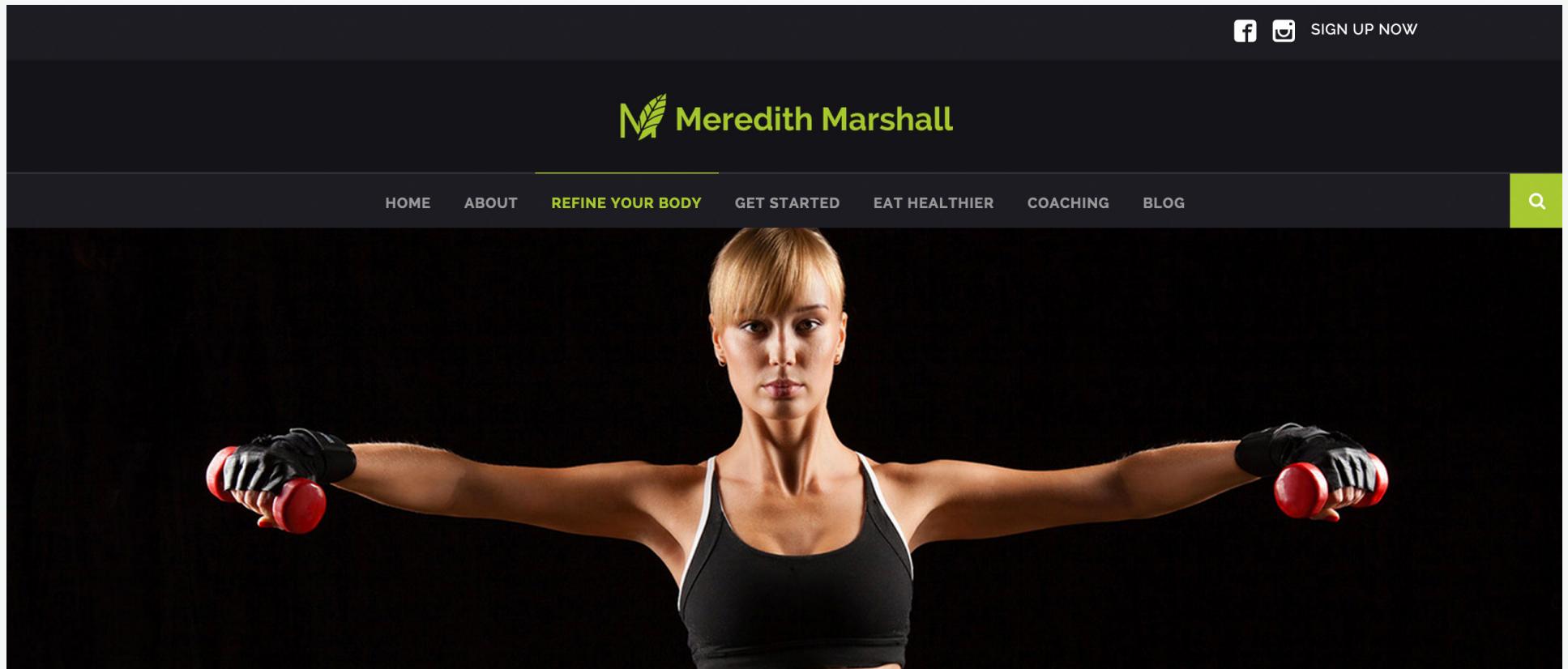
Usability Testing cont.



Results for the second round of usability testing for the WordPress site.



Final Site



Facebook icon Instagram icon SIGN UP NOW

Meredith Marshall

HOME ABOUT **REFINE YOUR BODY** GET STARTED EAT HEALTHIER COACHING BLOG SEARCH

Refine Your Body

The final site can be viewed at: <http://www.tadamwood.com/designteam>

