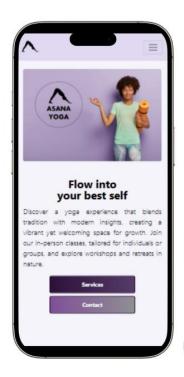
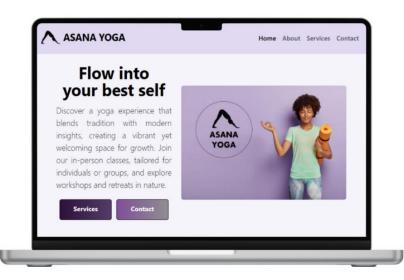
ASANA YOGA





https://yoga-website-t8kx.onrender.com/
https://github.com/tarintrader/yoga-website

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Submitted to: Lisa Murphy

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1. Executive Summary

The idea for this project originated from a potential customer who expressed interest in starting a yoga studio business and required a website to establish an online presence. Following a discussion with the business owner to understand their needs, I proposed creating a prototype website. This prototype will serve as the foundation for the final website, aligning with the client's requirements while being user-friendly and functional.

The goal of this project is to provide an effective solution for the client to present their services online, enabling them to attract potential customers and facilitate contact. By offering features such as service descriptions, team member introductions, and clear navigation to booking options, the website addresses the needs of yoga practitioners and newcomers seeking professional yoga instruction.

To align with the client's vision, reference websites were examined, including:

- Sersostenible
- Anna Ortiz Psicología

Additional research into yoga websites provided further inspiration, including:

- Elena Ferraris Yoga
- Sweat Yoga
- Yoga With Maura

The market for yoga and wellness services is substantial, with a growing interest in physical and mental well-being. According to the Global Wellness Institute, the yoga and mindfulness industry was valued at \$80 billion globally in 2020, and its growth trajectory continues as people prioritize health and self-care (Global Wellness Institute, 2021).

This website prototype prioritizes simplicity and accessibility, focusing on intuitive navigation to ensure users can quickly find the information they need and contact the studio without unnecessary hurdles.

2. Project Work

This project was completed individually. The workflow consisted of the following stages, organized into work packages with milestones and deliverables:

1. Initial Consultation and Research

- Milestone: Understand the customer's requirements and business model.
- Tasks:
 - Held discussions with the potential client to learn about her yoga studio concept and services.
 - Researched the yoga industry to identify best practices and key elements for a successful yoga studio website.

- Reviewed reference websites provided by the client and additional websites for design and functionality inspiration.
- **Deliverable**: A clear understanding of the client's needs and a design concept based on feedback.

2. Design and Feedback Loop

- **Milestone**: Develop a preliminary website design.
- Tasks:
 - Created a wireframe and initial design drafts.
 - Presented ideas to the client and gathered feedback on aesthetics, content, and functionality.
 - Iterated on the design to address feedback and align it with the client's vision
- Deliverable: A finalized design blueprint for the website.

3. Development Phase

- Milestone: Implement the website design through coding.
- Tasks:
 - Built the website structure using HTML, CSS, and JavaScript.
 - Developed features such as navigation menus, service descriptions, team profiles, and contact options.
 - Ensured responsive design for optimal performance on different devices.
- Deliverable: A functional website prototype.

4. Testing and Refinement

- **Milestone**: Ensure the website meets the desired standards for usability and performance.
- Tasks:
 - Conducted testing for usability, navigation, and mobile responsiveness.
 - o Identified and resolved bugs or design inconsistencies.
 - Refined functionality and polished the overall user experience.
- **Deliverable**: A fully functional and visually appealing website prototype.

5. Final Presentation

- Milestone: Deliver the prototype to the client.
- Tasks:
 - Presented the finished prototype for client review.
 - o Provided instructions for potential future updates and maintenance.
- Deliverable: A completed prototype ready for final implementation and client use.

Reflection

Working individually on this project required effective time management and adaptability. Each stage built upon the previous one, ensuring the project stayed aligned with the client's goals while allowing room for iterative improvement.

3. Design Process

The design process for this yoga studio website revolved around creating a userfriendly, visually appealing interface that reflects the brand's values of mindfulness, health, and balance. The design choices aimed to deliver a seamless and engaging user experience for potential clients while meeting the needs of the business owner.

The chosen colour palette is composed of a range from lavender to purple due to their psychological effects, which align with the yoga studio's ethos. Purple shades evoke calmness and relaxation, with lighter tones like lavender fostering optimism and hope, and darker hues suggesting strength and introspection. These colours also encourage creativity, sensitivity, and compassion, all of which are intrinsic values of yoga (Mental Health America, n.d.).

For the wireframing process, I utilized PowerPoint as the primary tool. This choice was made due to its user-friendly interface, flexibility in design, and the ability to quickly create and modify layouts. PowerPoint allowed me to visually map out the structure and flow of each web page, including placements for headers, text, images, and buttons. I used this tool to craft a basic logo for the business from a image of a Yoga pose, and adding a circle and the name of the studio.

I also used PowerPoint to craft a basic logo for the business by starting with a yoga pose image sourced from the internet. To make the design more personalized, I added a circular shape around the pose to symbolize unity and balance, key concepts in yoga practice. The name of the studio was then integrated into the design, using a clean and modern font that aligns with the studio's aesthetic.

This method provided a simple yet visually effective prototype logo, serving as a placeholder until a more unique and professionally designed logo can be created. It ensured the brand's concept was visually represented during the website development process.

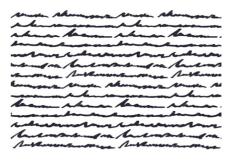
Logo





Home About Services Contact

SOME INSPIRING TITLE



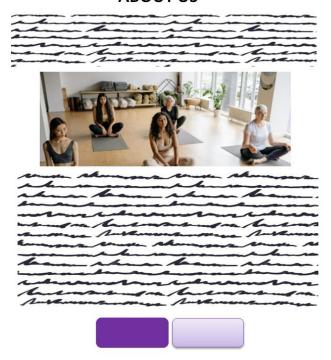




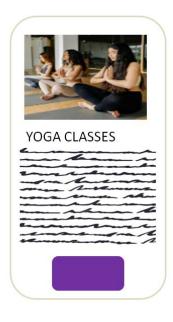


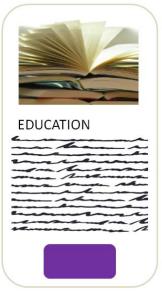
Home About Services Contact

ABOUT US



SERVICES

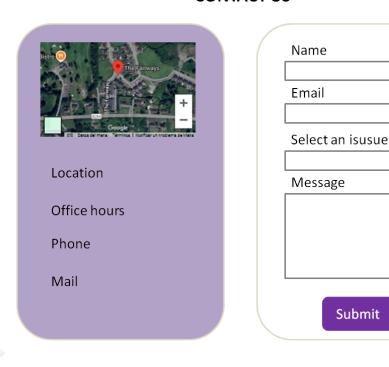








CONTACT US

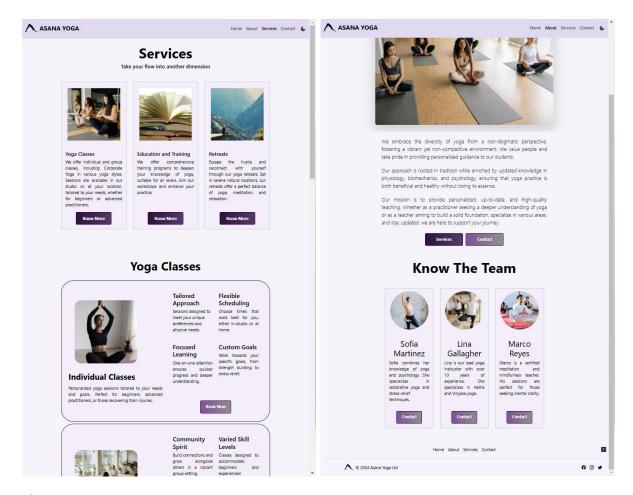


4. Testing & Responsiveness

As I developed the website, I conducted testing on the different components, adjusting the screen size and checking their behavior, using GitHub for version control. To improve the site's responsive design, I used Bootstrap as the main framework. I also added functionalities using jQuery and JavaScript.

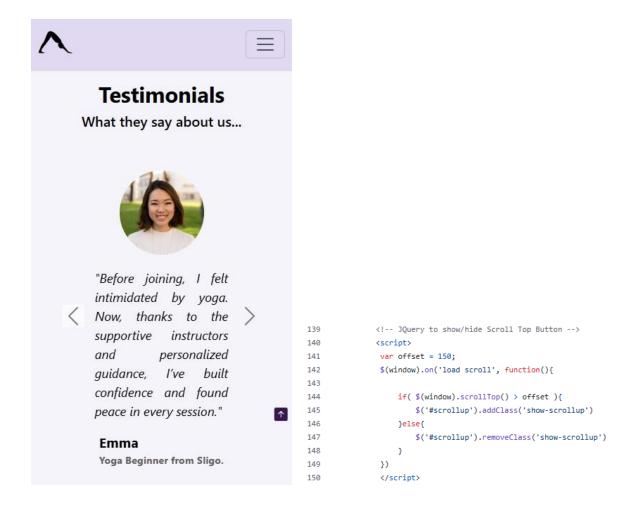
Bootstrap

During the design process, Bootstrap was chosen as the main framework due to its ability to efficiently create responsive designs. Its grid system was used to ensure that the website adapted to different screen sizes without losing visual quality.



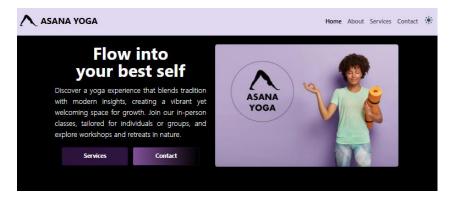
JQuery

jQuery was used to create a scroll-up button that remains hidden while the user is at the top of the page. It becomes visible only when the user scrolls down. This button allows users to quickly return to the top of the page with a single click, enhancing navigation and usability.



JavaScript

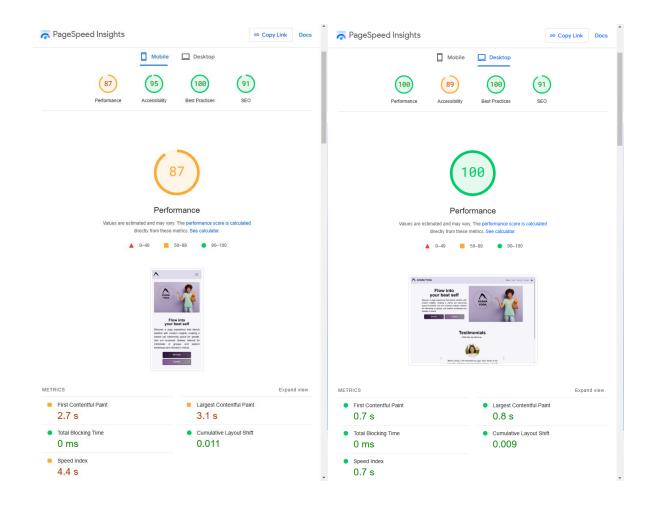
JavaScript was used to implement a dark/light theme switcher. Additionally, the code ensures that the user's theme preference is saved in the browser's local storage. This way, when the page is refreshed or revisited after some time, the user's selected theme will be automatically applied.



```
1
      let darkmode = localStorage.getItem('darkmode')
      const themeSwitch = document.getElementById('theme-switch')
     const enableDarkmode = () => {
          document.body.classList.add('darkmode')
 6
          localStorage.setItem('darkmode', 'active')
 7
8
     const disableDarkmode = () => {
10
        document.body.classList.remove('darkmode')
11
         localStorage.setItem('darkmode', null)
12
13
      if(darkmode === "active") enableDarkmode()
     themeSwitch.addEventListener("click", () => {
         darkmode = localStorage.getItem('darkmode')
18
         if(darkmode !== "active"){
             enableDarkmode()
         }
         else{
            disableDarkmode()
23
    })
24
```

Deployment and Optimization Process: Once the website was complete, I proceeded with the deployment. The chosen hosting platform was Render, as initially, I tried using GitHub Pages, but it did not allow proper routing between the different pages of my website.

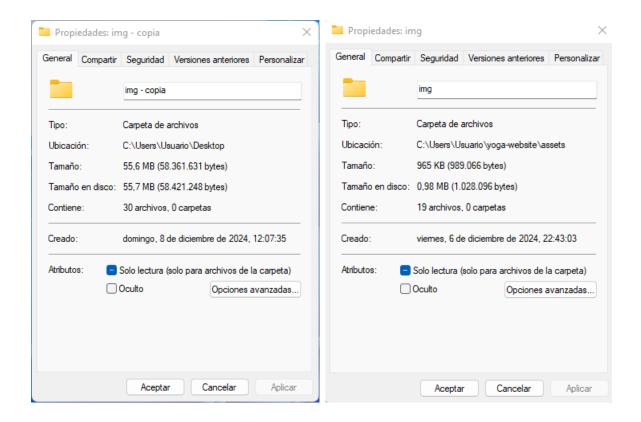
After finalizing the page, I moved on to the optimization phase. To start, I needed to measure the performance metrics using the website https://pagespeed.web.dev. Following an initial review, I obtained the results shown in the image below:



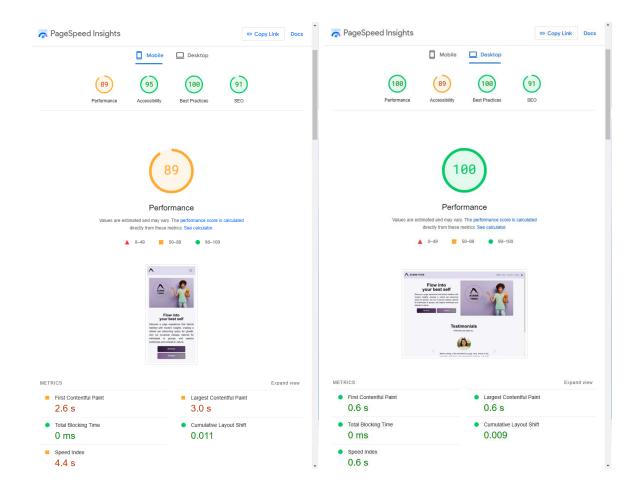
Despite the favorable metrics, there was still room for improvement. Therefore, I proceeded to make some adjustments based on the recommendations provided by Google's own tool:

Largest Contentful Paint image was lazily loaded Largest Contentful Paint image was lazily loaded Largest Contentful Paint element — Potential savings of 1,770 ms Serve images in next-gen formats — Potential savings of 40 KiB Largest Contentful Paint element — 2,950 ms Properly size images — Potential savings of 40 KiB Properly size images — Potential savings of 21 KiB Reduce unused JavaScript — Potential savings of 21 KiB Reduce unused CSS — Potential savings of 38 KiB

There was a significant resource saving by reducing the image sizes and removing some files that were ultimately not being used. The disk size was 55.7 MB with 30 files before adjusting the images, and after the adjustments, the final size was reduced to 0.98 MB with 19 files:



Once these improvements were applied, I proceeded to check the performance metrics again on Google, obtaining the following result:



The metrics for "First Contentful Paint," "Largest Contentful Paint," and "Speed Index" were improved for both the mobile and desktop versions. On mobile, the performance indicator increased from 87 to 89, while on desktop it remained at the maximum score of 100.

Furthermore, performance can still be enhanced by minimizing the CSS and JavaScript files. Tools like Minifier.org can be used to upload our code and remove unnecessary spaces, making it more efficient



Another way to improve performance was by properly placing the JavaScript scripts within the HTML. Best practices suggest that scripts should be placed at the end of the document so that the page can load before the browser reads the script. Another way to achieve this is by using the "defer" attribute, which ensures that the script will be executed only after the page has finished loading.

```
<!-- JS for Dark Mode --> <script type="text/javascript" src="darkmode.js" defer></script>
```

5. Conclusion

In my case, I worked on the project individually. Although I didn't find it particularly difficult to complete, I did encounter some challenges. Initially, I started with a design, but ultimately I wasn't satisfied with it, so I decided to restart from scratch. This set me back by a couple of days, but after that, I had a clearer vision for the project.

The next difficulty I faced was time management. The delivery of projects from other subjects, along with a week full of work commitments and travel, was a significant handicap.

If I had more time, I would definitely have made some improvements to the site. As mentioned at the beginning of the report, this project will serve as a prototype for a

potential client. My plan for the upcoming months is to continue working on this batto complete the final product.	ase

6. References

Global Wellness Institute. (2021). *The Global Wellness Economy: Looking Beyond COVID.* Retrieved from https://globalwellnessinstitute.org

Mental Health America. (n.d.). How do colors in my home change my mood? Color psychology explained. Retrieved from https://mhanational.org/color-psychology-explained