

gymode.com

Gymode is a fitness and lifestyle brand committed to ending judgement in the fitness community and educating the community on how to best reach their goals, regardless of experience level. Our website will provide enrollment information, educational content, and answer frequently asked questions.

Gymode will provide a state-of-the-art facility with something for everyone. Everything from weights, a yoga studio, cardio equipment, and even circuit training will be provided. A spa studio with massages and tanning will also be available for member use. Our goal is to provide a judgement free environment with access to fitness professionals who can help guide you the best direction to achieve your health and wellness goals. Nutritional coaching services will also be available for members who chose to enroll. Our website will serve as a hub for all information regarding our brand. Members and prospective members can utilize our website as a tool to sign up for fitness classes, personal training, nutritional training, and even enroll for a membership.

Personas

<p>Mackenzie 20, MSU Student Will chose to use this site for educational purposes, as well as signing up for classes, typically on a mobile device.</p> <p>Goals/Concerns: Needs site to be user friendly to she can quickly navigate between her busy schedule.</p> <p>"I need this site to be fast, and have easy access to class enrollment"</p>	<p>William 35, Gymode Manager Will use this website while working to support Gymode. Site will give him access to prospective members, as well as the ability to edit schedules.</p> <p>Goals/Concerns: Mainly concerned about functionality and ease of use.</p> <p>"I am hoping this website will be easy to use, so that I can spend my time speaking with prospective members."</p>
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Comps: crunch.com, trvfit.com, orangetheory.com