

FitStart Site Plan

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Overview

Purpose

The purpose of FitStart is to help beginners feel confident starting their fitness and wellness journey. The site will provide easy workout routines, nutrition tips, and guidance for creating healthy habits.

Audience

The target audience is students and young adults who value health and want to start exercising but feel overwhelmed by complicated fitness information.

Branding

Website Logo



Style Guide

Color Palette

Primary	Secondary	Accent 1	Accent 2
White	Black	Light Blue	Navy Blue

Typography

Heading Font: Poppins (all caps)

Paragraph Font: Open Sans Regular

Navigation

[Home](#) [Workouts](#) [Wellness](#)

Content

Purpose: Main Page

The home page will introduce visitors to the purpose of the site. Helping beginners feel confident and motivated to start their health and fitness journey. It will set the tone for a supportive and approachable environment.

Text Content:

- “Welcome to FitStart. Your guide to simple workouts and healthy habits. Whether you’re brand new to fitness or just getting back into it, this site will help you build confidence and consistency.”
- “The secret of getting ahead is getting started.”
- Brief overviews and links to the two child pages:
 - **Workout Routines:** Learn easy, beginner-friendly exercises.
 - **Health & Wellness:** Discover simple ways to eat and live healthier.
- A call-to-action button: “*Start Your Fitness Journey.*”

Media Content:

- Hero image of someone exercising or jogging outdoors-



- Motivational or lifestyle image showing wellness and positivity-



Workout Routines Page

Purpose:

To provide visitors with practical, beginner-level workouts that require little to no equipment.

Text Content:

- Intro paragraph: “Starting your fitness journey doesn’t have to be overwhelming. These workouts are designed for all levels, you can do them anywhere, anytime.”
- Three sample routines with short explanations:
 1. **Full Body Split:** Focuses on training all major muscle groups in a single workout, great for beginners who want balanced strength and overall fitness.
 - **Muscle Groups:** Legs, chest, back, shoulders, arms, and core.
 2. **Push/Pull/Legs Split:** Separates workouts by movement type, pushing, pulling, or leg exercises. For efficient full-body development.
 - **Push Day:** Chest, shoulders, triceps.
 - **Pull Day:** Back, biceps.
 - **Leg Day:** Quadriceps, hamstrings, glutes, calves.
 3. **Arms & Shoulders / Legs / Chest & Back Split:** Focuses on three main workout days targeting complementary muscle groups for strength and tone.
 - **Arms & Shoulders:** Biceps, triceps, deltoids.
 - **Legs:** Quadriceps, hamstrings, glutes, calves.
 - **Chest & Back:** Pectorals, lats, traps, rhomboids.
- Encouragement section: “*Remember, progress is progress, even small steps count!*”

Media Content:

- Images or diagrams of each routine (push-ups, lunges, stretches)-



Health & Wellness Page

Purpose:

To teach visitors simple, sustainable habits that support physical and mental well-being.

Text Content:

- Opening paragraph: “Health isn’t just about exercise, it’s about balance. Here you’ll learn how to fuel your body, rest properly, and stay motivated.”
- **Sections:**
 - **Nutrition Basics:** Eating well fuels your body for workouts and daily life. Focus on balanced meals that include lean proteins, whole grains, fruits, and vegetables. Stay hydrated throughout the day by drinking plenty of water and be mindful of portion sizes. Eating too much or too little can affect your energy levels and progress. Simple, consistent choices make a big difference over time.
 - **Sleep & Recovery:** Rest is a key part of any fitness journey. Your muscles grow and repair while you sleep, and proper recovery helps prevent burnout and injuries. Aim for 7–9 hours of sleep each night and take rest days seriously. Listening to your body helps you stay strong and consistent.
 - **Mindfulness & Motivation:** Fitness is just as mental as it is physical. Managing stress, staying positive, and setting realistic goals can help you stay motivated even when progress feels slow. Take time for mindfulness, whether it’s stretching, meditating, or journaling to stay focused and build a healthy mindset.
 - **Closing Paragraph:** Remember, fitness and wellness are lifelong habits, not quick fixes. Stay consistent, be kind to yourself, and celebrate small victories along the way. Taking care of your body and mind will lead to lasting confidence, energy, and overall health.

Media Content:

- Images of healthy foods, meal prep, or relaxation activities-



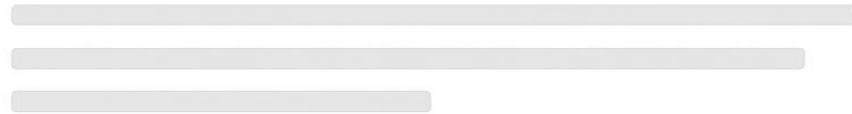
Wireframes

Home

Start Your Fitness Journey Today

[Learn More](#)

About FitStart



Featured Topics



Workout Basics



Healthy Eating



Motivation

“Every expert was once a beginner.”

Child

Workouts



Effective Workout Routines



Workout Program

[Get Started](#)