

TIMILEHIN YOMI-BADEJO

# RON ZALKO FITNESS WEBSITE REDESIGN.

Project Date: August 2024

Role: UX/UI Designer

#### About this Project:

The project involves redesigning the website for Ron Zalko Fitness & Yoga, a premier fitness center in Vancouver, Canada. The goal is to enhance the user experience, improve accessibility, and ensure the website effectively communicates the range of services offered by the fitness center. The redesign aims to create a more engaging, user-friendly interface that encourages user interaction and membership sign-ups.

## Enhancing User Experience and Accessibility for a Premier Fitness Center in Vancouver

#### Main Purpose:

The Ron Zalko Fitness website serves as the digital presence for Ron Zalko Fitness & Yoga, a premier fitness center in Vancouver, Canada. The website aims to provide comprehensive information about the gym's offerings, including fitness classes, personal training, yoga sessions, and membership options. It also facilitates user engagement by offering online sign-ups for classes, membership registrations, and providing updates on events and promotions.

#### Key Value:

**Centralized Information:** The website acts as a one-stop platform for potential and current members to find detailed information about the fitness center's services, schedules, and special programs.

**User Engagement:** By offering online registration and sign-up options, the website enhances user convenience and encourages active participation in the gym's activities.

**Brand Presence:** The website helps establish and maintain the gym's brand identity online, showcasing its unique offerings and professional staff to attract new members.

**Community Building:** Through blog posts, event updates, and social media integration, the website fosters a sense of community among gym members, encouraging a healthy and active lifestyle.

## PROBLEMS IN THE CURRENT WEBSITE

**Outdated Design:** The current design is visually outdated, which may not appeal to modern users looking for a sleek and professional fitness website.

**Poor Navigation:** The navigation structure is cluttered and confusing, making it difficult for users to find information quickly and easily.

**Lack of Mobile Optimization:** The website is not fully responsive, leading to a subpar user experience on mobile devices.

**Limited Interactivity:** There is a lack of interactive elements, such as virtual tours, video content, and online booking features, which are now standard for fitness websites.

**Insufficient Content Organization:** Information is not well-organized, leading to a disjointed user experience.

**Important details about classes, trainers, and membership options are buried in hard-to-find places.**

**Accessibility Issues:** The website does not adhere to accessibility standards, making it difficult for users with disabilities to navigate and use the site.

# THE CHALLENGE

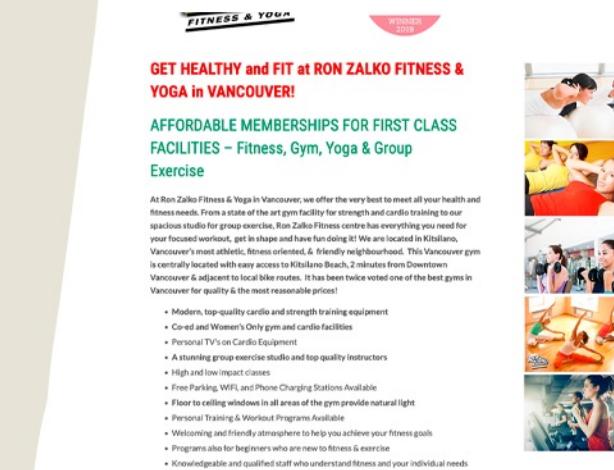
**User Needs:** Users need an easy-to-navigate website where they can quickly find information about fitness classes, schedules, membership options, and contact information.

**Business Requirements:** The website must reflect the brand's identity and offer a seamless experience across devices. The redesign should also aim to increase membership sign-ups and class bookings.

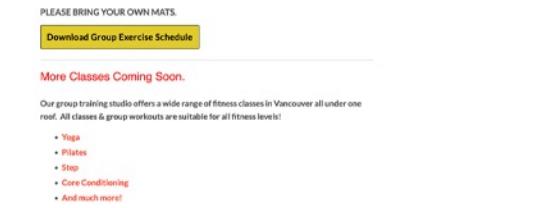
**Pain Points:** Current website navigation is cumbersome, information is hard to find, and the design is outdated. There are also accessibility issues that need addressing.

**Technical Constraints:** The website needs to integrate with existing booking systems and support various multimedia content.

**Business KPIs:** Increase in website traffic, improved user engagement metrics, higher conversion rates for membership sign-ups, and better accessibility compliance.



The website features a header with the brand name and a 'WINNER 2019' badge. Below the header, a main section highlights 'GET HEALTHY and FIT at RON ZALKO FITNESS & YOGA in VANCOUVER!' and 'AFFORDABLE MEMBERSHIPS FOR FIRST CLASS FACILITIES – Fitness, Gym, Yoga & Group Exercise'. It includes a list of facilities and services, a photo gallery of people exercising, and a call-to-action for group exercise schedules.



This section features a placeholder for 'More Classes Coming Soon' with a list of available classes: Yoga, Pilates, Step, Core Conditioning, and more. It also includes a contact phone number and social media icons.



A testimonial from Nancy Lima praising the gym's location, staff, and classes. It includes a photo of Nancy and social media icons.



The bottom section includes a 'WHY JOIN?' section with a quote, a 'JOIN TODAY - LESS THAN \$1/DAY' button, and a 'LEARN MORE' link. Another section for 'ALREADY A MEMBER?' with a 'BRING A FRIEND' and 'VIEW SCHEDULE' button.

# SOLUTION.

## Methods/Processes:

- User Research: Conduct user interviews and surveys to understand pain points and needs.
- Competitive Analysis: Analyze competitor websites to identify best practices and features.
- Wireframing and Prototyping: Create wireframes and prototypes to visualize the new design.
- User Testing: Perform usability testing to refine the design based on user feedback.

## Features:

- Improved Navigation: Simplify the menu structure and enhance search functionality.
- Responsive Design: Ensure the website works seamlessly across all devices.
- Accessibility Improvements: Implement features to make the website accessible to all users.
- Engaging Content: Use high-quality images, videos, and testimonials to engage users.

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Ron Zalko Fitness Website

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Welcome to Ron Zalko

Ron Zalko Fitness & Yoga stands as Vancouver's premier and most extensive health and fitness club, catering to a diverse range of individuals. Irrespective of your fitness aspirations, we are dedicated to not only assisting you in achieving them but also ensuring that you maintain a healthy lifestyle.

At Ron Zalko Fitness & Yoga in Vancouver, we provide top-notch facilities to fulfill your health and fitness requirements. Our state-of-the-art gym and spacious exercise studio offer the ideal environment for effective workouts that help you get in shape while having fun.



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Our Group Training

## REDESIGN GOALS

**Modernize Visual Design:** Update the look and feel of the website to align with contemporary design trends and the brand's identity.

**Improve Navigation:** Simplify the navigation structure to ensure users can find information quickly and efficiently.

**Enhance Mobile Experience:** Ensure the website is fully responsive and offers an excellent user experience on all devices.

**Increase Interactivity:** Add interactive features like virtual tours, video content, and an online booking system to engage users.

**Organize Content Effectively:** Reorganize content to present information clearly and logically, making it easy for users to find what they need.

**Ensure Accessibility:** Implement accessibility best practices to make the website usable for all users, including those with disabilities.

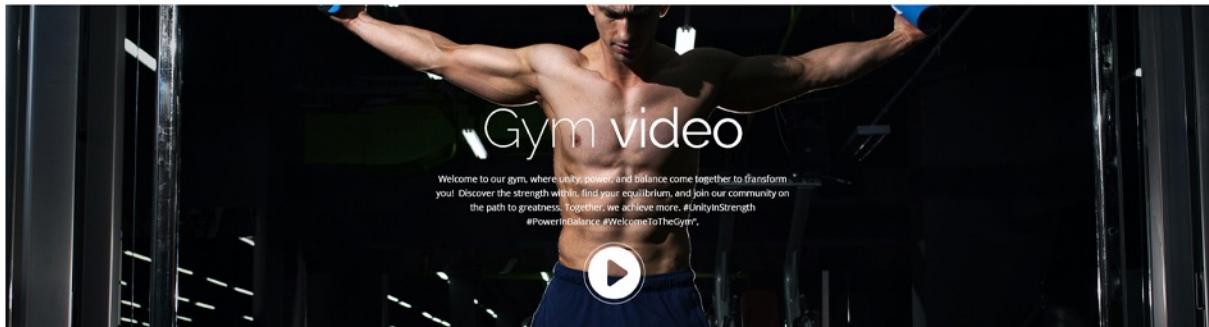
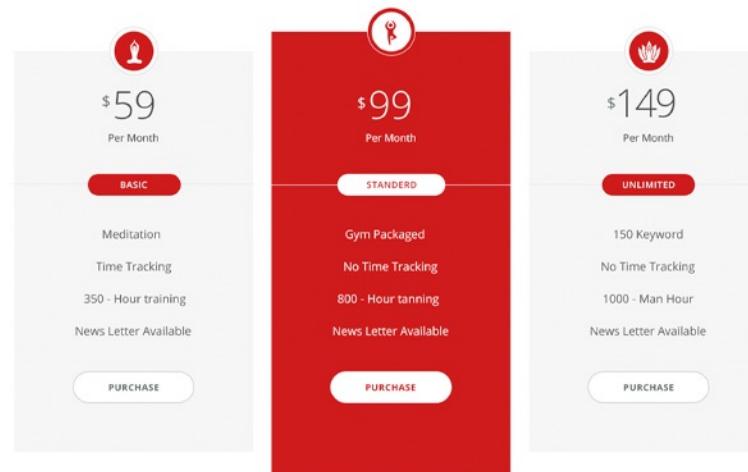
**Optimize for SEO and Performance:** Improve SEO practices and optimize the website's performance to ensure fast load times and better search engine visibility.

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## Gym Pricing Plans

Please reach out if you have any questions or need more information about any of our plans. We're here to help you find the perfect fit for your fitness journey!



## RESULTS

**Project Success Metrics:**  
Increased website traffic, higher user engagement, more membership sign-ups, and positive user feedback.

**Reflections and Next Steps:**  
Post-launch monitoring and continuous improvement based on user feedback and analytics.

**Lessons Learned:** Importance of user-centered design and continuous user testing to ensure the best possible user experience..

# DESIGN PROBLEM OVERVIEW AND RESEARCH

## Design Problem Overview:

The current website for Ron Zalko Fitness lacks modern design elements, is not user-friendly, and fails to provide an optimal user experience. The primary goal is to create a more intuitive and visually appealing website that meets user needs and business objectives..

## Research:

User Interviews: Gather insights from current members and potential users to understand their needs and preferences.

Surveys: Conduct surveys to collect quantitative data on user satisfaction and pain points.

Competitive Analysis: Review websites of competing fitness centers to identify strengths and weaknesses.

**User Interviews**

**Current Members:**

Objective: Understand their experiences, satisfaction levels, and any challenges they face using the current website.

Questions: Ask about ease of navigation, frequency of use, and desired features.

Outcome: Gather qualitative insights to guide the redesign.

**Potential Users:**

Objective: Identify what potential members look for in a fitness center's website and their initial impressions of Ron Zalko's current site.

Questions: Explore their expectations, initial impressions, and deal-breakers for using a fitness center's online services.

Outcome: Understand how to attract new members and what improvements can make the website more appealing.

**Fitness Industry Experts:**

Objective: Gain expert opinions on current trends and best practices in fitness website design.

Questions: Discuss common user pain points, effective design elements, and essential features for a fitness center's website.

Outcome: Apply industry insights to create a competitive and user-friendly design..

## **RESEARCH METHODS FOR REDESIGNING RON ZALKO FITNESS WEBSITE**

# SURVEYS



## CURRENT MEMBERS:

**Objective:** Quantify satisfaction levels and identify common pain points.

**Questions:** Rate aspects of the website like ease of use, content relevance, and visual appeal. Include sections for additional comments.

**Outcome:** Obtain statistical data to prioritize areas for improvement.

## POTENTIAL MEMBERS:

**Objective:** Gather data on what features and content are most important to attract new users.

**Questions:** Rank the importance of features such as online class booking, trainer profiles, and mobile accessibility.

**Outcome:** Understand the key features that can convert visitors into members.

## GENERAL PUBLIC:

**Objective:** Understand broader expectations for fitness websites and identify common usability issues.

**Questions:** Ask about general preferences for fitness websites, common frustrations, and preferred features.

**Outcome:** Ensure the redesign meets general user expectations and avoids common pitfalls.

# COMPETITIVE ANALYSIS

## KITS CC FITNESS CENTRE

Objective: Assess the websites of local fitness centers to understand the competitive landscape.

Focus Areas: Analyze their design, navigation, features, and user engagement strategies.

Outcome: Identify strengths and weaknesses to ensure Ron Zalko Fitness stands out.

## PLANET FITNESS

Objective: Benchmark against industry-leading fitness websites to identify best practices.

Focus Areas: Examine UX/UI design, interactive elements, and content organization.

Outcome: Incorporate proven successful elements to enhance user experience.

## FITNESS WORLD

Objective: Gain insights from leading international fitness brands to understand global trends.

Focus Areas: Look at innovative features, design trends, and unique user engagement methods.

Outcome: Adapt and implement innovative ideas to make the website cutting-edge and appealing.

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## USER PERSONA

Name: Sarah Thompson

Age: 32

Occupation: Marketing Manager

Goals: Stay fit, find convenient fitness classes, and maintain a healthy lifestyle.

Pain Points: Difficulty finding class schedules, complicated navigation, and lack of online booking options.



## USER SCENARIO

Sarah wants to join a fitness class after work. She visits the Ron Zalko Fitness website to find a suitable class, check the schedule, and book her spot. She expects a quick and easy process without any frustration



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## EMPATHY MAP

Says: "I want a convenient way to book classes online."

Thinks: "I hope I can find all the information I need easily."

Feels: Frustrated when she cannot find class schedules or booking options quickly.

Does: Spends time searching the website, potentially leaving if she cannot find what she needs.

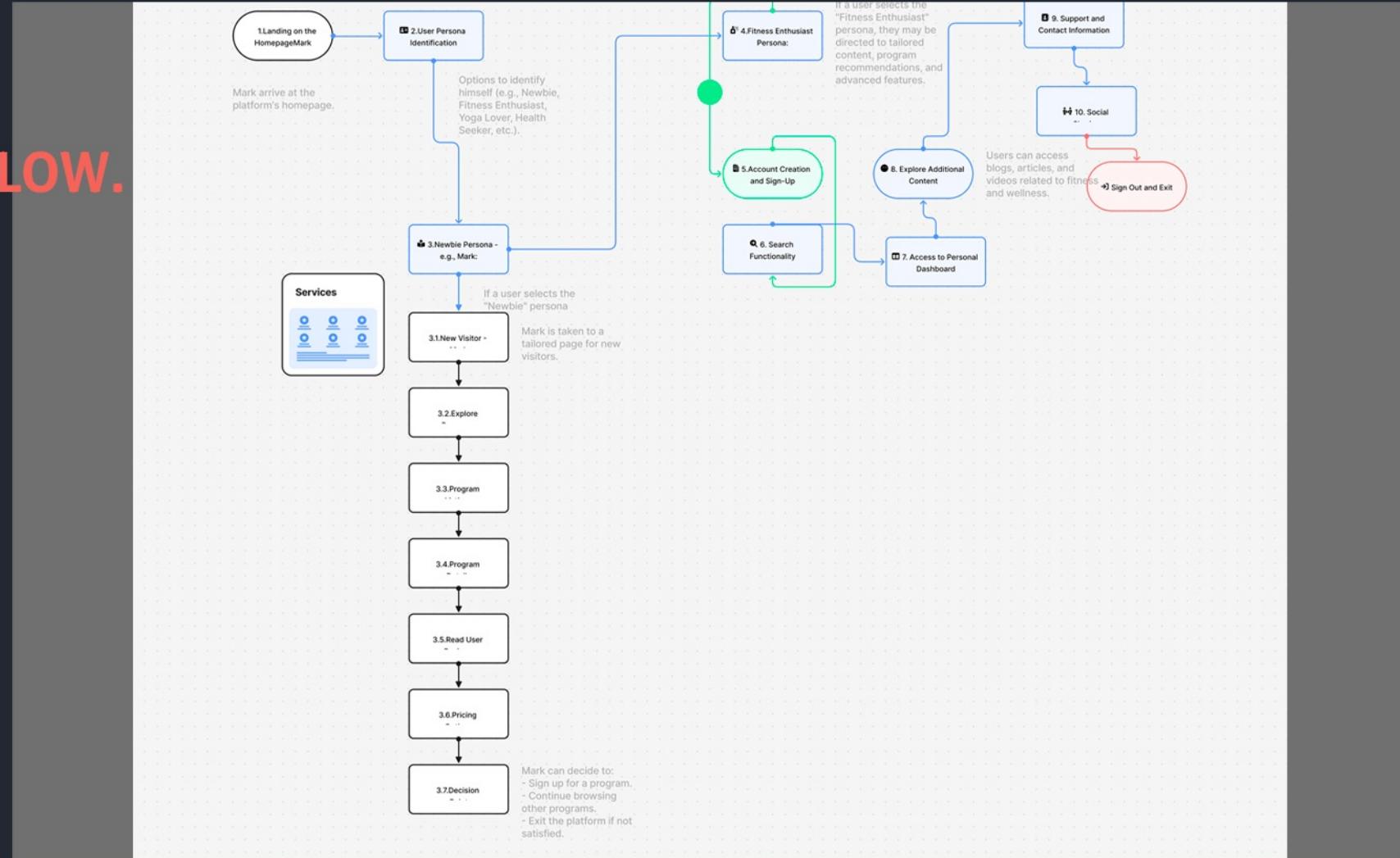
# JOURNEY MAP



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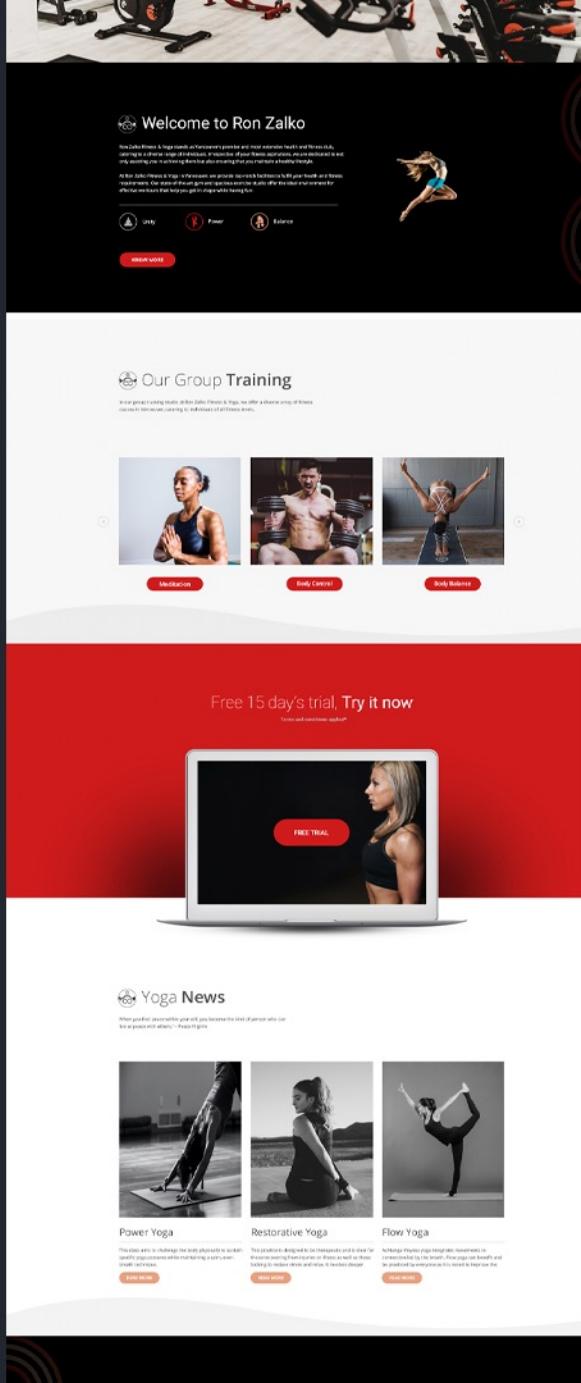
# USER FLOW.



## UX CASE STUDY

The Ron Zalko Fitness website redesign project aims to improve user experience and accessibility while increasing membership sign-ups and class bookings. This case study outlines the design problem, research, process, and results of the project.

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## RESEARCH:

Through user interviews, surveys, and competitive analysis, we identified key pain points and areas for improvement. The research informed our design decisions and ensured we addressed user needs effectively.

## PROCESS:

We followed a user-centered design process, starting with wireframes and low-fidelity prototypes. User testing helped us refine the design, leading to a high-fidelity prototype that we tested with real users.

Ron Zalko Web Redesign

## DESIGN PROBLEM:

The existing website is outdated, difficult to navigate, and lacks essential features like online booking. Users find it hard to locate information, leading to frustration and drop-offs.

## RESULTS:

Post-launch analytics showed increased website traffic, higher engagement, and more membership sign-ups. User feedback was overwhelmingly positive, highlighting the improved usability and aesthetics. We ensured we addressed user needs effectively.

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The Power is

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**ADOBE  
PROTOTYPE LINK**

<https://xd.adobe.com/view/3e182c7a-c8ca-4f0c-ac6b-d3e76abdf4cf-6b4b/?fullscreen>



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