

Crossfit Lion's Mane

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Purpose

The purpose of the Crossfit Lion's Mane website is to distinguish Crossfit Lion's Mane from other Crossfit boxes in the Indianapolis area. By creating a site that is not only visually appealing but also filled with the information needed by the clients; the site itself should help improve the traffic to the business. With the field as competitive as it is the professionalism of the website could be the difference between receiving a call for further information or the business getting glanced over.

Needs Analysis

This site will be setup to answer the following questions, and provide information in the following areas:

- Member login(for class reservation)
- Open gym schedule
- Training class times and type(Oly, no-holds bar, etc.)
- Directions
- Contact information.

The site will meet these needs in a way other sites are currently not. By giving solid information in a quality manner clients will be able to make a direct link between the work and quality of the website, and the work and quality that goes into the box. By doing this it will give clients a sense of confidence in their decision even before they tour the fantastic facilities in person.

Goals

1. Boost the professionalism of this Crossfit box to further legitimize both the sport and this location as an affiliate.
2. Give new customers access to contact information and facility specifications, of vital importance in the ongoing pandemic.
3. Allow members to access information about class reservations and special events.

Audience Characteristics

Visitors to the Crossfit Lion's Mane website will generally have two different types of audience characteristics.

Experienced (returning site visitors):

- Will currently be involved in a Crossfit regimen
- Have a working knowledge of Crossfit
- Worked out and probably been to a box before
- Will continue to spend time at classes, but will also spend time at open gym and specialty classes
- Feel that they are "Crossfitters", so are selective about how the box meets their programming needs

Inexperienced (Including first time visitors):

- May have tried working out before, but in non-Crossfit contexts
- May just be exploring getting into shape for the first time
- Have little to no knowledge of Crossfit or even working out
- Will spend more time at classes and less time at specialty seminars or open gym
- Will not be familiar with the coaches and looking for trusted trainer/ee relationships

Primary Audience

The primary audience for the site will be adults who are either interested in involving themselves in use of the training facility. The audience will either utilize the website to gain more information on the way the facility is run to make sure it meets with their standards; or they will utilize the site to gain confidence that they are making a sound decision to begin their adventure into the world of Crossfit. Because of the cost of Crossfit classes, many of those who are using the webpage will use it to get a first impression of the quality of the facilities they are looking at using.

Secondary Audience

The secondary audience is other affiliates and Crossfit HQ. While the primary focus of this facility is the health and wellness of the general population, a secondary one is to establish ourselves within the Crossfit space as a legitimate affiliate. Part of the attraction of Crossfit is competition and global community. This site will be used to attract other affiliates to Crossfit competitions, which will hopefully be legitimized enough to be sponsored by Crossfit headquarters. This means showing that the facility is large enough to host these events and has attendance and staffing numbers sufficient to make large-scale competitions feasible.

Competition:

There are over 15,000 affiliate Crossfit boxes, so I had an easy time of finding different types of competition. I began with the Crossfit box closest to me, Crossfit Naptown, which is here in Indianapolis. I've never heard about the facilities from any other sources, so this was a good metric for how the site reaches a first-time user. It's also going to be on a similar scale as Lion's Mane. I thought it also fitting to return to the site of Crossfit Dogfight, where I've trained extensively, participating in special events like Murph and olympic weightlifting seminars. I wanted to recall how the site holds up over months of use. Finally, I explored Crossfit Mayhem, one of the best in the world. Winner of the affiliate cup for four years, host of hundreds of international seminars and sanctioned competition, and of course owned and operated by current Crossfit Games athlete Rich Froning, this should be the Platonic ideal of what a Crossfit affiliate website should be like if they want to be a hallmark in the space.

The first site I looked at was Crossfit Naptown. <https://naptownfitness.com/crossfit-2/>
First impressions:

- The site is simple, reflecting a smaller Crossfit box.
- The landing page is a scroll page, with pictures in the background of six different sections.
- These six sections each have subsections under them that are visible, not toggled, so it sort of feels like looking at three different sites.
- Navigation is easy, but sort of repetitive. The "Free Intro" button is on the page three times. Along with these buttons, other buttons with different names in each section also yield the same pop-up when clicked, a form for getting in contact with the gym.
- There's a nav-bar at the top and a bar at the bottom with the same links.
- They have a blog space, but the main things in your face are vague. You'd have to submit your email to get any more information. It looks like they rebranded to avoid negative affiliations with the Crossfit name and haven't created their own brand yet.
- They do not have a member login or biographies about their coaches. There's no mission statement or "About Us" section. Again, this could be the result of a de-affiliation, but

adds to the general feeling of unfriendliness. This seems more like a corporate club rather than a community fitness center, where everything is in your face and austere.

- There is a good blog space with great navigation options.
- Overall this site would get a 7 out of 10 because it is modern and functional, yet lacks friendliness. It seems like no member would really access this site, yet anyone who wasn't already in attendance wouldn't probably be drawn in by the site alone. The website can't really stand alone as much as it should.

The second site I looked at was Crossfit Mayhem <https://www.mayhemnation.com/>

First Impressions:

- Far more professional, indicating the legitimacy of the box
- Uses the same scrolling user experience, but all links are different, clearly indicating different things.
- Less information about each section, with only one button to direct you elsewhere
- The top is about programming and the box, while the bottom gives little snapshots of the store, news page, sponsored pages, and daily workouts.
- Easy to use navbar on top with customer support and social media in the footer. Color scheme is clean for the subpages. White background and less text over background pictures. Feels simpler. More to the point.
- Half of the customer support pages are broken.
- Search bar at top for easy use.
- Login page for customers of the programming and store.
- Still no pictures that specifically illustrate the size of the space. Also no information on who the coaches are or mission statements.
- Overall I would give this site an 8 out of 10. The user experience is incredible. There is a great amount of information about classes and times. They almost perfectly balance friendliness with large-scale professionalism. I would only suggest they add an "About Us" page to show a mission statement, pictures of the gym, and maybe some coach qualifications.

The third site I looked at was Crossfit Dogfight. www.crossfitdogfight.com

First Impressions:

- This is a good comparison to Naptown, because they're both smaller gyms. This site leans into the small scale better.
- Once again we see the scrolling technique. A slideshow is up top, with a mission statement and scheduling links right below. The company logo is mounted on a background picture at the bottom.
- I like how the site doesn't repeat its navbar links within the main page. The navbar is clean and simple. I might add a logo to personalize it a little bit.
- The links feel very friendly. They have an About page that clearly defines Crossfit for those unfamiliar with the sport and has a professional video about the box. There are coach bios, scheduling, and pricing pages that are well done.
- This is a multi-page format, so each page takes a second to load individually.
- The location page is completely broken.

- The footer is quite a mess. For some reason a signup page for a journal subscription is placed there, out of format with the other items, so the footer is huge.
- There is a cool little fingerprint fixed in the corner of the main page that lets you see the day's WOD in addition to member scores.
- I would give this site a 7 out of 10. It couldn't be more friendly to both the ongoing member and the newcomer. It lacks a bit of attractiveness due to its scale, and would need some professional retooling to adequately grow into a larger, more respected box.

Overall my impression is that those in this business understand the power of the internet as a marketing tool. All the sites are made by those with some to extensive training, and I would consider them all generally well designed sites.