



Dance with Emily

Final Presentation

Current Website

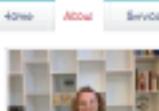
A screenshot of a website for "Zumba® & Let Your Yoga Dance® with Emily". The page features a header with navigation links for Home, About, Services, Contact, Calendar, and Special Events. Below the header is a main title "Healing Through the Joy of Dance" followed by a subtitle "Zumba® & Let Your Yoga Dance® with Emily". A large image of a person in a dynamic dance pose is centered on the page. To the right of the image is a text box containing a bio for Emily. At the bottom of the page, there is a Webs logo and a call to action to "Create our mobile site".

[Dashboard](#) [Create Business](#) [Logout](#)

+ [Business](#) [My Business](#) [Business Services](#) [Business Products](#) [Log In](#) [Sign Up](#) [Help](#)

Zumba® & Let Your Yoga Dance® with Emily

40min [About](#) [Services](#) [Contact](#) [Calendar](#) [Special Events](#)



Emily Shadforth is a certified Zumba® instructor, certified yoga teacher, personal trainer, and a survivor of breast cancer. She has been teaching Zumba® for over 10 years, and has also taught Pilates, Aerobics, and Zumba® Bootcamp. She is currently working towards her Level 2 Zumba® Certification.

Emily's passion lies in helping others reach their fitness goals through fun and challenging classes. She loves to incorporate various styles of music into her classes, from pop to chill beats. She believes that dance is a great way to express yourself, and that movement can be therapeutic. Her classes are designed to be inclusive, accessible, and fun for all levels.

TEACHING PHILOSOPHY
"I am a firm believer in positive reinforcement. I believe that if you make mistakes, it's important to remember that they are opportunities for growth, not failures. I encourage my students to push themselves, but to do so in a safe and supportive environment. I want them to leave my classes feeling good about themselves, and with a sense of accomplishment."

Emily has taught Zumba, Pilates, and Yoga in various studios and gyms across the country. She has also traveled to Mexico and Costa Rica to teach Zumba and Pilates retreats. She is currently working towards her Level 2 Zumba® Certification.

EDUCATION
Bachelor of Science in Exercise Science, University of California, Los Angeles. Certified Zumba® Instructor, Zumba Fitness. Certified Yoga Teacher, Yoga Alliance. Personal Trainer, National Academy of Sports Medicine.

AWARDS
2018 "Best Zumba® Instructor" Award, Zumba Fitness. 2019 "Best Yoga Teacher" Award, Yoga Alliance. 2020 "Top Personal Trainer" Award, National Academy of Sports Medicine.

MEMBER OF
American Council on Exercise, National Academy of Sports Medicine, National Strength and Conditioning Association, International Federation of Dynamic Weightlifting.

WEBSITE [www.emilyshadforth.com](#)

Create your own website with Webnode!

A screenshot of a web browser window. The address bar shows a local file path. The main content area has a light blue header with the text 'Zumba® & Let Your Yoga Dance® with Emily'. Below this is a navigation bar with several tabs: 'About', 'Blog', 'Events', 'Contact', and 'Services'. To the left, there's a sidebar with a circular icon containing a stylized figure in a yoga pose, labeled 'YOGA'. Below the icon, the text reads 'Yoga Instructor - Certified by Yoga Alliance'. The central part of the page contains a message from Emily Brown, her contact details (name, address, phone number, email), and two input fields for 'Name' and 'Email Address'.

<http://dancewithemily.webs.com/>

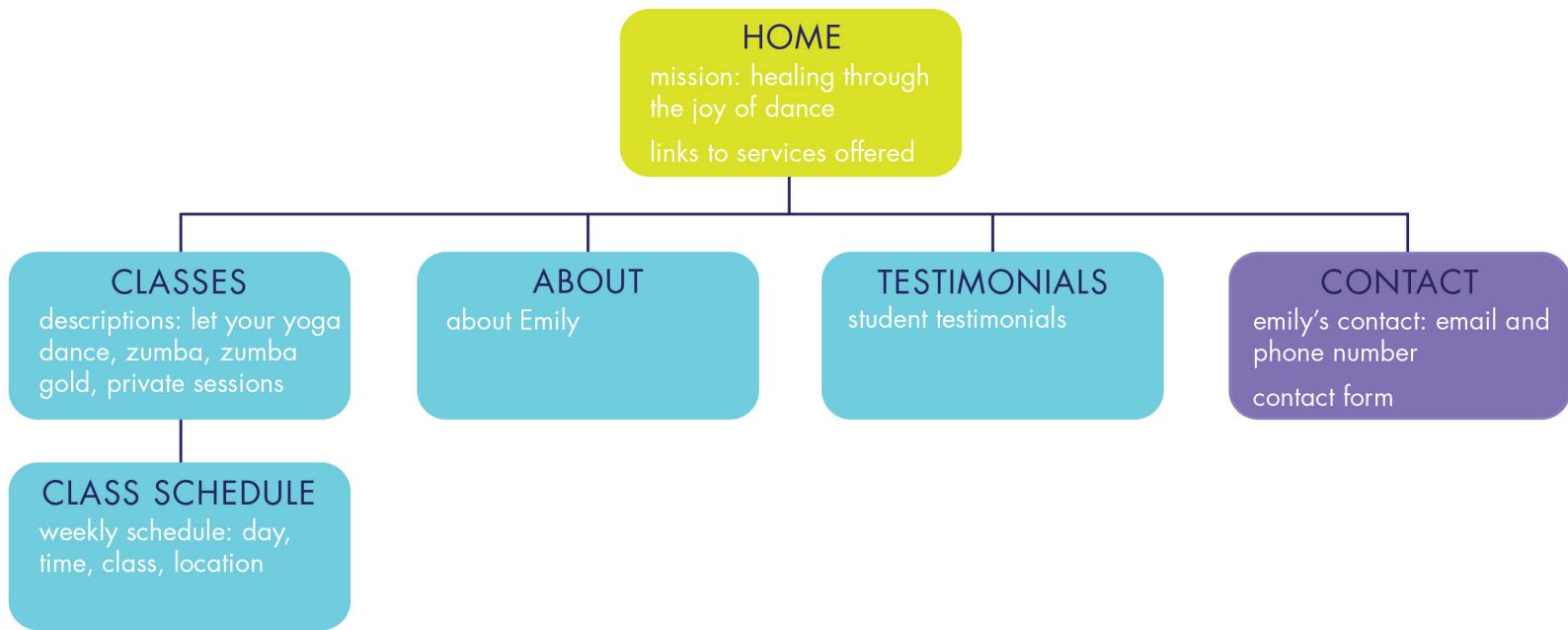
Need Assessment

- **Website Goals:** maximize new opportunities, networking, and boost class attendance with a new professional looking website and access to contact information
- **Mission:** Emily believes that the greatest spiritual therapy is movement to music and wants to share this experience with others through her mission “healing through the joy of dance”
- **Chakras:** Let Your Yoga Dance uses each rainbow color of the 7 chakras to stimulate, open, cleanse, and create balance. Rainbow colors also hold special meaning for Emily.

Design Choices:

- Accessible contact info on all pages
- Prominent feature of mission
- Use of rainbow in website design

Architecture Diagram

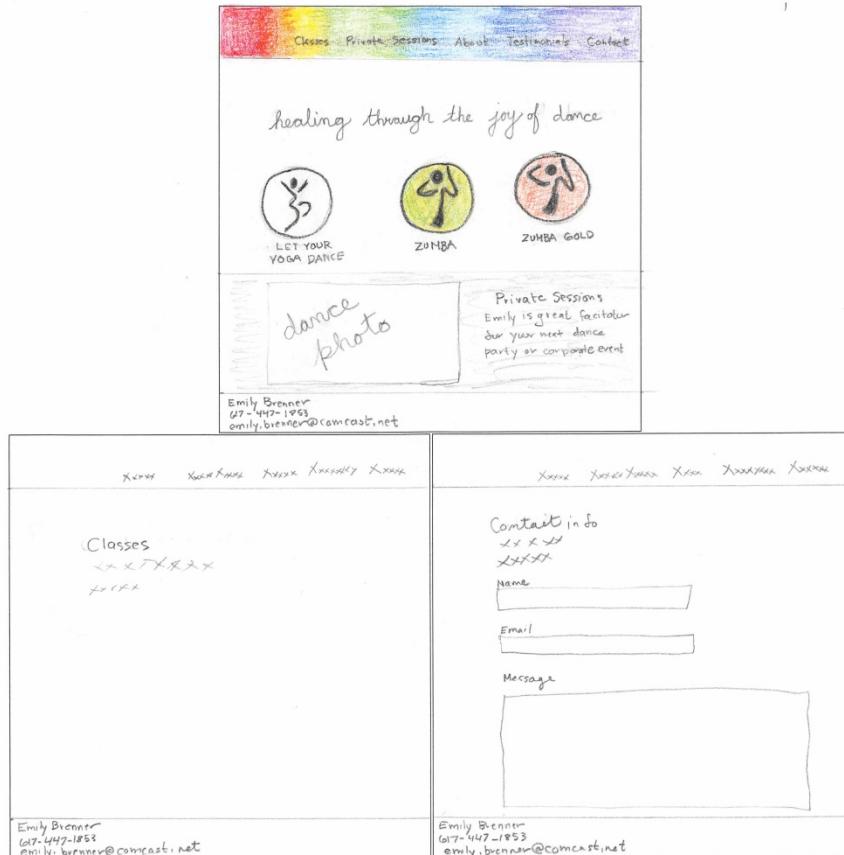


- HOME PAGE
- SUBPAGE
- FORM PAGE

Changes

- Class Schedule on level as all sub pages
- No contact form

Sketches



- Sketch used for the website
- Elements use:
 - Rainbow navigation bar
 - Home page structure
 - Footer with contact info

Wireframes

LOGO

CLASSES ABOUT TESTIMONIALS CONTACT

HEALING THROUGH THE JOY OF DANCE



LET YOUR YOGA DANCE ZUMBA FITNESS ZUMBA GOLD

 CLASSES ABOUT TESTIMONIALS CONTACT

CLASSES



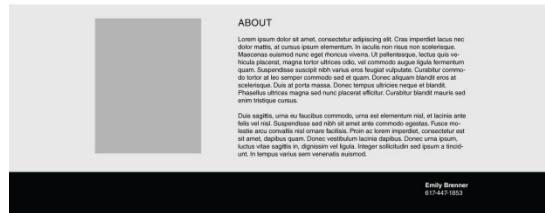


LOGO

CONTACT

Emily Brenner
617-447-1853
emily.brenner@comcast.net

SE

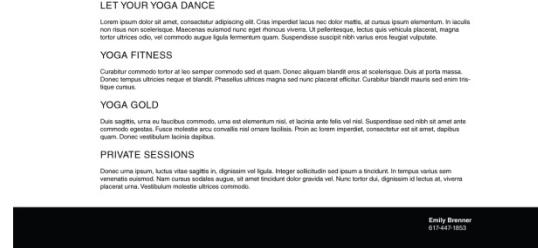


ABOUT

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Emily Brenner



LET YOUR YOGA DANCE

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YOGA FITNESS

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YOGA GOLD

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PRIVATE SESSIONS

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Emily Breen
617-643-1895

Changes

- Placement of mission
 - Class logos change to illustrations
 - Background on about disappears
 - Subpage photo becomes smaller and integrates with text
 - More use of white space
 - Footer text left aligns

Prototype & New Website

Dance
with emily



CLASSES ABOUT TESTIMONIALS CONTACT

healing through the joy of dance



LET YOUR YOGA DANCE



ZUMBA



ZUMBA GOLD

Dance
with emily



healing through the joy of dance

CLASSES ABOUT TESTIMONIALS CONTACT



LET YOUR YOGA DANCE



ZUMBA



ZUMBA GOLD



ABOUT

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CONTACT

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New Website: <https://zbordenet.github.io/>

Challenges



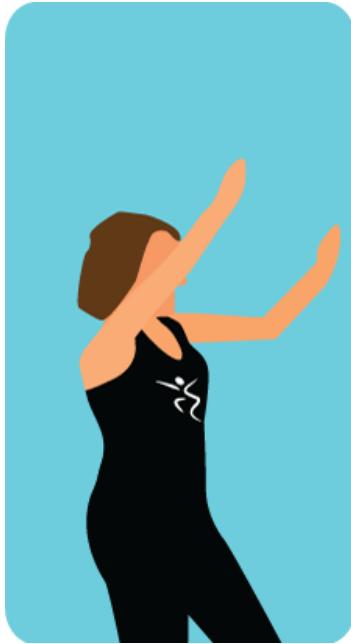
- 1** Original photo
- 2** Photo with filters and illustration
- 3** Final image

Client Reaction & Next Steps

- Client happy with the website
 - New more readable format for schedule
 - Illustrations and layout of home page
 - Contact info on every page
 - Edits to copy
- New steps
 - Client is interested in using website

Lessons Learned

- learned a lot about web design from all the projects this semester
- Importance of high resolution photography
- Improve on identifying “boxes” for CSS



Thank you!