

NEEDS ASSESSMENT DANCE WITH EMILY

By: Zoe Bordenet
Client: Emily Brenner
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ABOUT EMILY

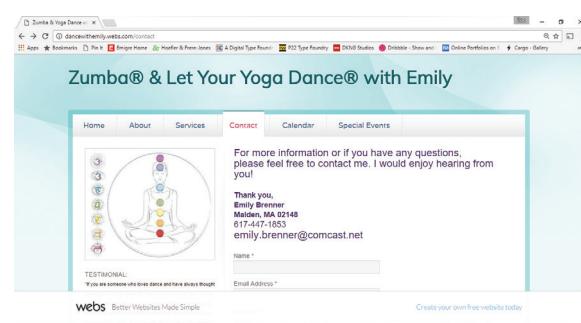
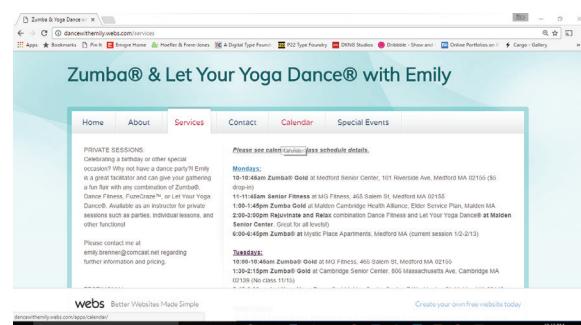
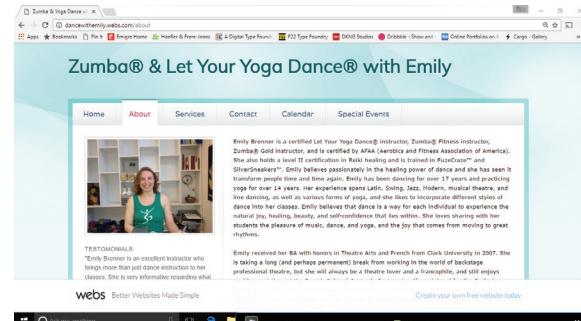
Emily Brenner teaches Zumba, Zumba Gold for seniors, and Let Your Yoga Dance at many fitness clubs and community centers in the Boston Area. She has been dancing for 17 years and enjoys sharing her love of dance.

WEBSITE PURPOSE

Emily values her website as a way to increase visibility for her business and as a point of contact for potential new opportunities, classes, students, events, and private sessions. She receives a lot of interest through word of mouth but it is also important to have a website as a point of reference. She makes all her contact information available and often receives questions from potential students with interest in classes and questions about what to wear and other logistics. Her website also functions as sort of an online resume and networking tool. She will receive offers for new classes through her website. Recently she was contacted by the Cambridge Senior Center because they saw online that she teaches at the nearby Medford Senior Center. Her website also connected her with an opportunity to lead a Let Your Yoga Dance class as part of a local yoga dance event.

NEW WEBSITE GOALS

Emily's business depends of visibility. The goal of the website is to maximize new opportunities, networking, and boost class attendance with a professional looking website. Her new website will include her contact information in the footer of each page as well as contact page. This way her contact info is always quickly accessible no matter which page the viewer is on.



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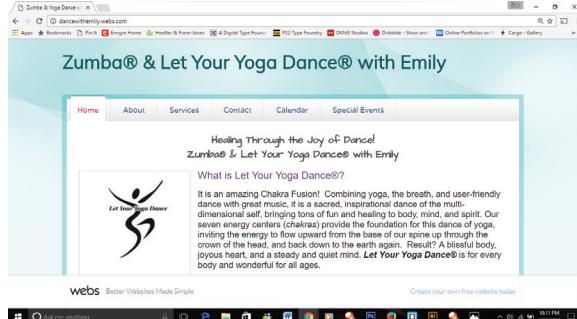
CAREER GOALS

CHANGING PERCEPTIONS ON SENIOR WORKOUTS

Many of Emily's clients are active older adults. She wants to change perceptions about senior workouts. In her classes everyone moves and works up a sweat. Fitness is important but equally important is the sense of community and connection these classes create.

HEALING THROUGH THE JOY OF DANCE

Emily brings to her practice the union of body, mind, and soul. She believes that the greatest spiritual therapy is movement to music and wants to share this experience with others. For people struggling with body image, dance creates a space to move your body and feel comfortable in your own skin. She wants to create an environment to honor your body and forget about feeling self-conscious. Emily someday hopes to open a studio called "Healing through the Joy of Dance" dedicated to this vision of bringing joy and confidence through movement. This phrase will be a focal point on the new site to welcome all the site visitors.



THE NEW LOOK

CHAKRA COLOR

Let Your Yoga Dance methodically uses each rainbow color of the 7 energy centers (chakras) to stimulate, open, cleanse, and create balance. The chakra colors have been a reoccurring theme in Emily's life. As a child she loved to color in rainbow colors. As a young adult struggling with insomnia, her mother would lead her in a guided meditation using chakras to help her relax and sleep. As part of her new site I'd like to incorporate this important theme in the color scheme by using rainbow in the headers and footers of each page.

VISION

Emily would like a fresh clean look for her website with vibrant colors, uniform fonts, and current pictures. I hope to create a look and feel that mirrors her philosophy on dance and positive body image as well as community and inclusion.

healing through the joy of dance

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