Site Needs & Goals

GRC 175 Web Design & Publishing
Kyle Smith Project Two

Project Summary

The main objective for project two is to take a poorly designed site and redesign it to make it more effective for the company it is for and to improve overall user experience. Main goals include updating information and reorganizing the chosen site. Secondary goals would be to improve look and feel as well as increase revenue for the company that owns the site.

Audience Profile

For this project my audience will be anyone who is interested in going to a gym is currently a member of a gym or is a customer of eagle fitness. Any range of age could potentially be viewing my site as long as they are still active. The users who would visit my site would be people with any type of computer so I stuck to some restrictions with my site design such as 960px wide is the limit. Upon visiting my site i want an informative experience as well as an inviting one to maximize potential increase in business for eagle fitness. Some adjectives that would represent my site would be immersive, informative, elegant.

Communication Strategy

The main message I am trying to convey to my target audience would be an informative one mixed with some interactive elements that improve the user experience. I wanted to express how eagle fitness is a family oriented gym as well as a friendly place to work out. I wanted a fast load time for the site so I kept images to a minimal. I willl measure the success of my site with the reactions and comments of the users of the site as well as eagle fitness owners.

Competitive Positioning

The competition for the site would be Golds Gym and any other local gym. I want my site to differ from my main competition by being purely informational and less cluttered. I wanted to focus on easy ways to express the information about eagle fitness and nothing more.

Target Message

Informative and elegant