

The Problem

I need a website to advertise my massage and yoga website that can also serve as a platform to sell my art and photography services. The site needs to be coherent and simple since my client base is primarily middle aged and professionals.

The Solution

Using the UX/UI process to build this site, I can better understand the experience wellness site users prefer. By knowing what they enjoy, what works, and what doesn't on similar sites, I can craft a successful wellness website that catches and holds user attention, thus promoting my business.

UX/UI Process:

EMPATHIZE

Understand your target audience through Interviews and Research

DEFINE

Synthesize Data User Personas Affinity map

IDEATE

Brainstorm Site Structure User flows Seek Inspiration

PROTOTYPE

Design Wireframes Moodboards Brand Identity Mockups

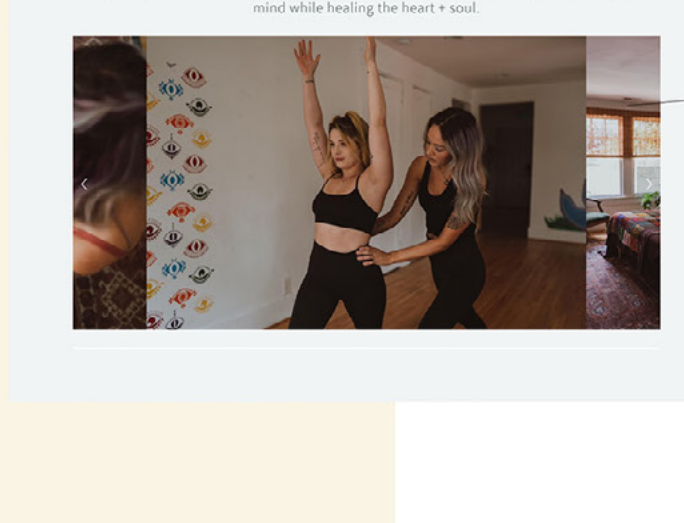
TEST!

Give it a go! Test clickable website

Research

Strong Wellness Websites:

- * Have a clear call to action
- * Are "breathable"
- * Stick to rounded shapes over sharp
- * Have clear navigation
- * Properly utilize "white space" to create balance



Websites that Inspired:

- Simple & Light
- Quality Photos
- Clear Contact



Interview Questions:

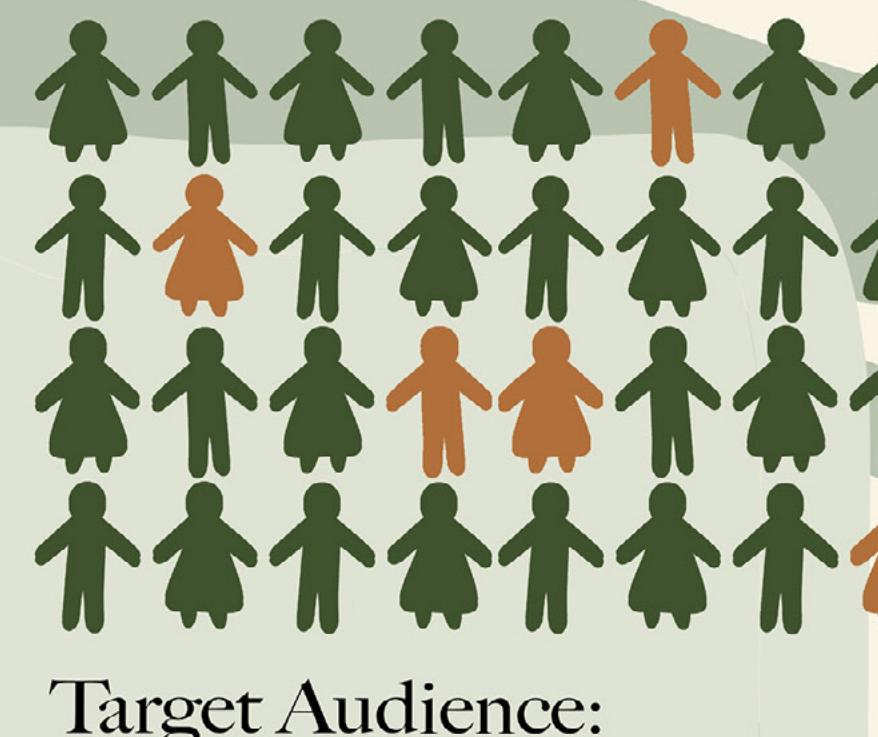
What specific info/details would you want to know about a potential massage therapist or yoga teacher? Is it necessary to see a photo of the practitioner?

What colors would you like to see on a wellness website?

How important is it for the website to have an online booking system for yoga classes and massage appointments?

If a wellness website also sold the practitioners artwork, how would you like the work to be presented?

What would make you click away from a wellness website?



Target Audience:

Middle class, middle aged men and women interested in health and wellness

Results

Personas

Affinity Map

Miscellaneous	Functionality	Functionality / Aesthetic	Aesthetic
Bio and Photo of practitioner	Online booking Service	Separate tab for Art Gallery	Simple menu top of site
Blog/Vlog: How to be healthier/happier	Phone number / contact information easily accessible	Solid descriptions of services and explanation of process	Minimal movement, muted movement color
Discourse for booking first service/packages	Link to classes at yoga studio	Separate tab for Massage and Yoga	Visual information more captivating
Q&A Section	Prefers videos over blogs	Separate tab for Wellness Parties	Reviews section
Deep tissue is not painful!	Content easy to find	Prices clearly stated	Inviting / enthusiastic feel through text & images
Package deal / intro offer	Limit wordiness		Hand drawn graphics
			High quality relevant pictures
			Pale green/blue
			Likes soft edges and fonts
			Relaxing overall feel
			Likes consistent theme throughout
			Photos of message room
			Photos in slideshow format
			Infographics / diagrams
			Curative paired with aerial

Susan Flanders

Demographics: 62 Years Old
Litigation Attorney
Juris Doctor Degree
\$148,700
West Milford, NJ

Needs & Desires: Mental break, stress relief, minimalism, quiet, good reviews

Frustrations: Work Stress, Clutter, Poor Navigation, Prices not clearly stated

Motivations & Goals: Relaxation, Visibility, Feeling good in her body

Personality: Equally introverted & extroverted, Organized, Punctual, Smart

Interests: Yoga, Sauna, Pilates, Horseback riding, Traveling, Lunch with friends

Brands: Ann Taylor, Nordstrom, J.Crew, HomeGoods

Elizabeth Leary

Demographics: 28 Years Old
Garden Center Manager
Bachelor Degree
\$50,800/year
Warwick, NY

Needs & Desires: Stress relief, Natural products, peaceful environment, simplicity, pops of color

Frustrations: Lack of transparency, information overload, glossy impersonal feel

Motivations & Goals: Wellness, Connection, Shop local, Sustainability

Personality: Introverted, Down to earth, Spiritual

Interests: Yoga, hiking, making jewelry, gardening, reading

Brands: Patagonia, Free People, Trader Joe's, Natural Life

Michael Peters

Demographics: 49 Years Old
Athletic Director / Coach
Masters in Ed. Administration
\$70,800/year
Sparta, NJ

Needs & Desires: To learn proper stretching techniques, to relieve muscle tension, quick process of booking

Frustrations: Back pain, inflexibility, Too many words on a page, No contact info

Motivations & Goals: Health, Being a better Coach, Muscle Recovery

Personality: Extroverted, Athletic, Assertive, Altruistic, Social

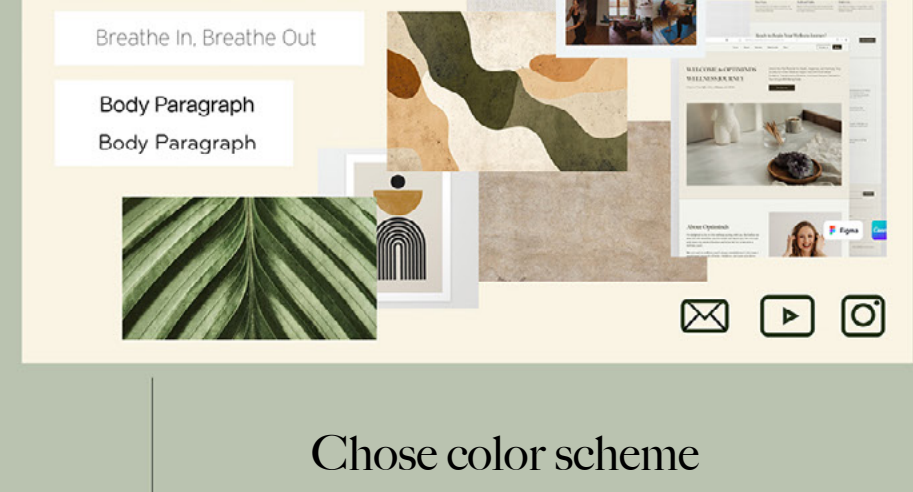
Interests: Volunteering, Watching sports, Coaching, Fishing, Lifting/Weights

Brands: Nike, Under Armour, Sperry's

Summary of Research:

- * Potential Clients Value
- * Simplicity
- * Natural / Neutral Colors
- * Clear info, short descriptions, service tabs short and sweet
- * High Quality Pictures
- * Kind personal feel - "You matter"

Mood Boards

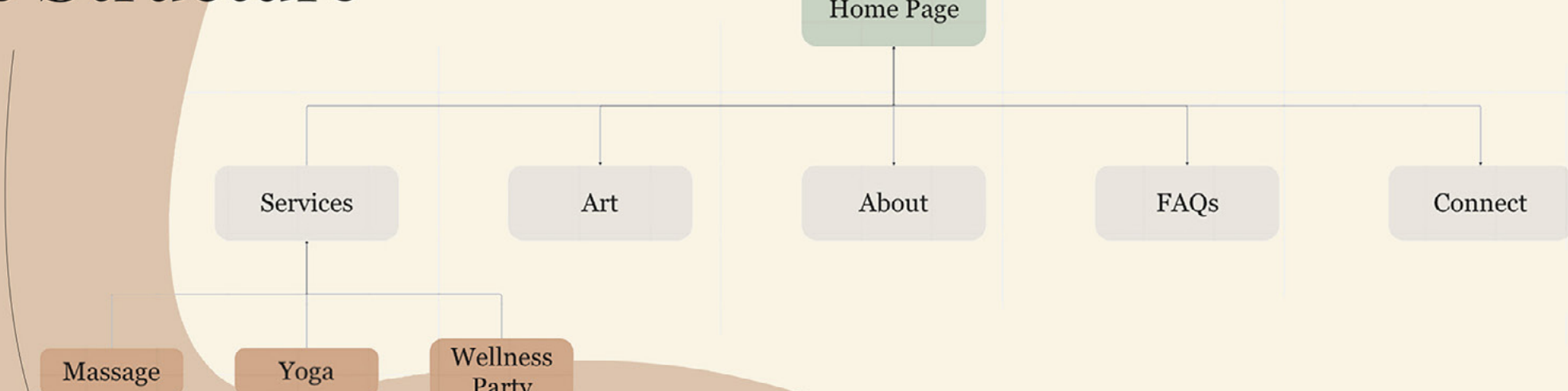


Chose color scheme and textures from option A

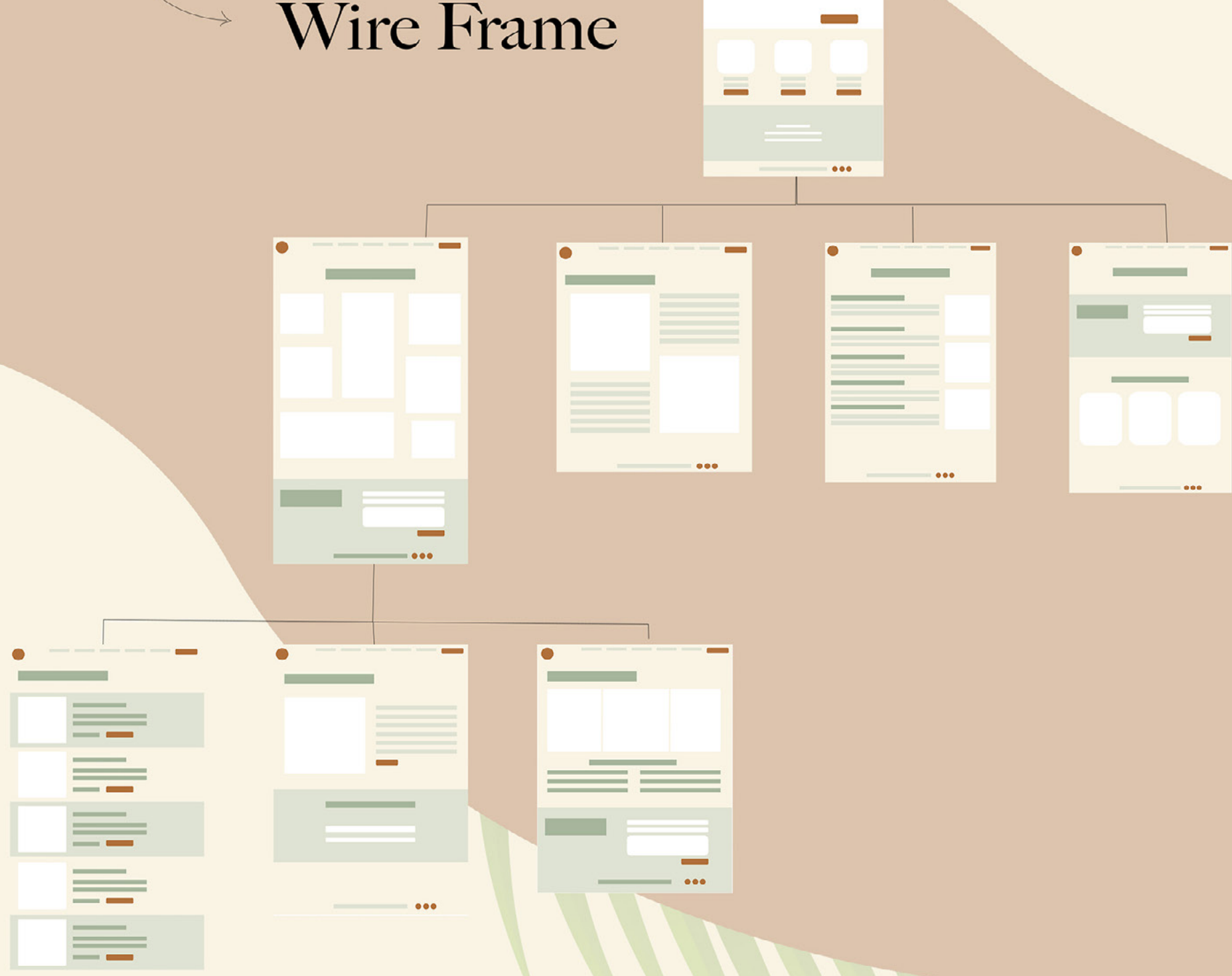


Chose font choices from option B

Site Structure



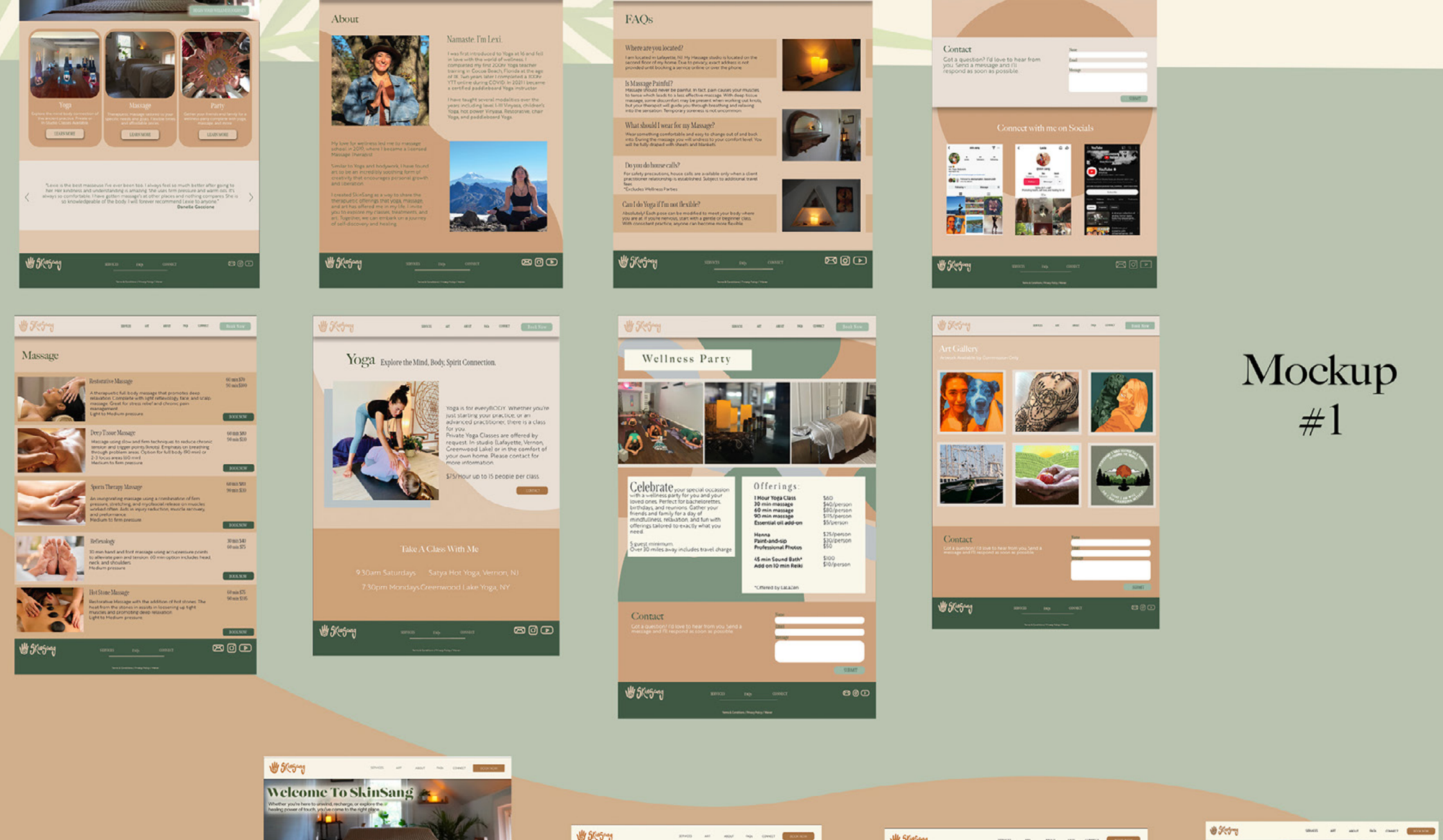
Wire Frame



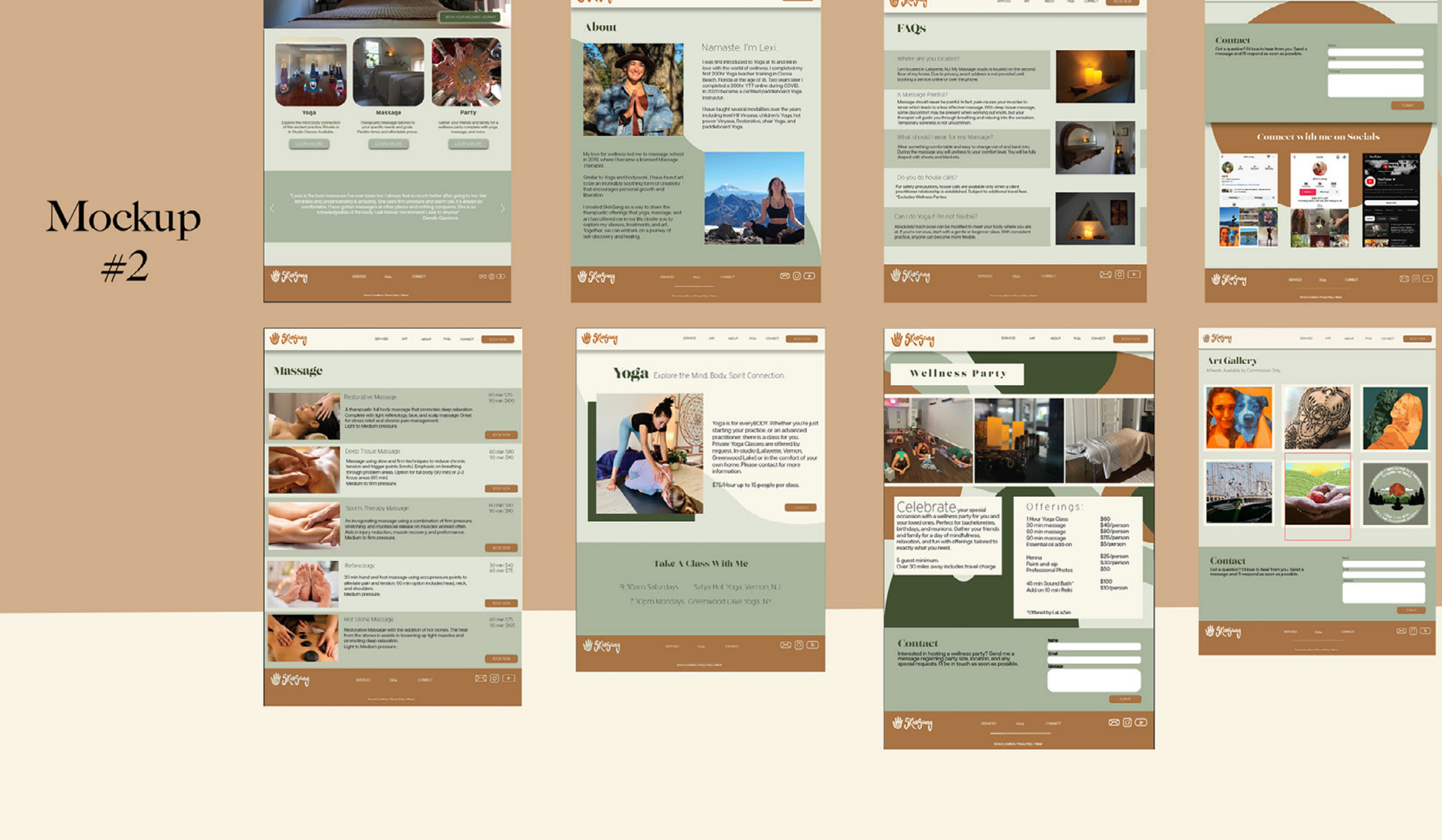
Old Logo



New Logo



Mockup #1



Mockup #2

