

Responsive Design Webpage Planning Documents

Lift Off Gym

Website Statement

Lift Off Gym has a mission to provide its members with an outstanding fitness experience. The gym's space themed aesthetic creates a fun and confident atmosphere for its members to thrive throughout their fitness journey. This business has physical locations all across the United States and is steadily growing.

The main purposes of this website are to make it simple for people to sign-up for a membership and find a gym near them, and also provide current information and a variety of updates to existing members.

Additionally, the goals of this website are to increase the number of new membership sign-ups, and to increase traffic on all of the gym's social platforms.

Documents

Translate Webpage Needs To Content

Website Analysis
Content Analysis
<h> Tag Diagram
Content Outline

Translate Content To Layout

Wireframe

Design

Style Choices
Photoshop Desktop Layout
Photoshop Responsive Layouts

Website and Content Analysis

Website Analysis

Website Name	Lift Off Gym
Business	Gym
Website Purpose	Bring in new memberships and provide information and updates for current members.
Website Goals	Increase new membership sign-ups and social media traffic.
What makes your biz different	This gym has a space theme, provides unique workout challenges, and showcases members' fitness journeys.
What do visitors want?	To find a fun and interesting gym, get fit, learn about new classes, see updated information.
What action do you want users to take?	Sign up for a gym membership, participate in challenges, share their fitness journeys, and tell others about the gym.
Website Type	Business/Subscription/Informational

Content Analysis

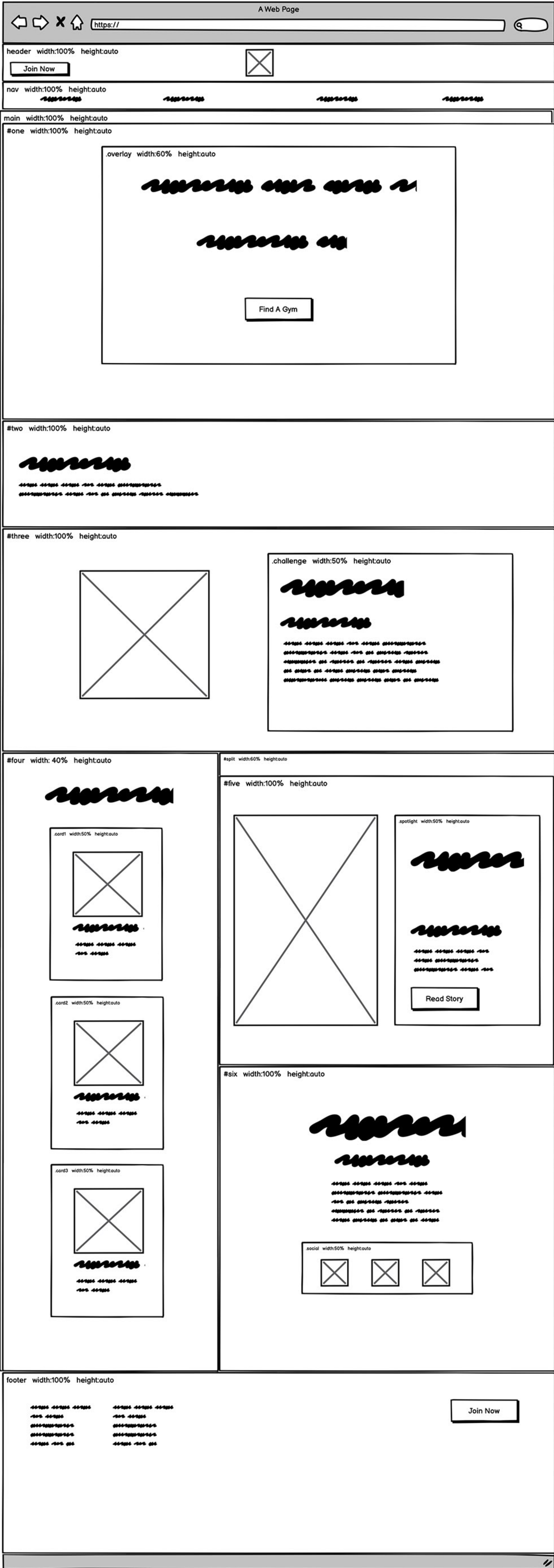
Content	Form	design/build information
Browser tab	<title></title>	Lift Off Gym
Logo	vector img	foreground, medium size
Nav	text	simple bar that turns into hamburger menu
Fitness Classes	text, icons	simple illustrated icons
Gym Member Personal Story	img, text	photo of person with a blurb about their story
Images	img	tinted violet to match site colors
Buttons	button	green with rounded corners
BG Texture	bg image	transparent stars over dark blue bg
h1 and h2	text	Dark blue, space font
h3	text	Light purple, space font
Paragraph	text	black, contrasting font

<h> Tag Diagram



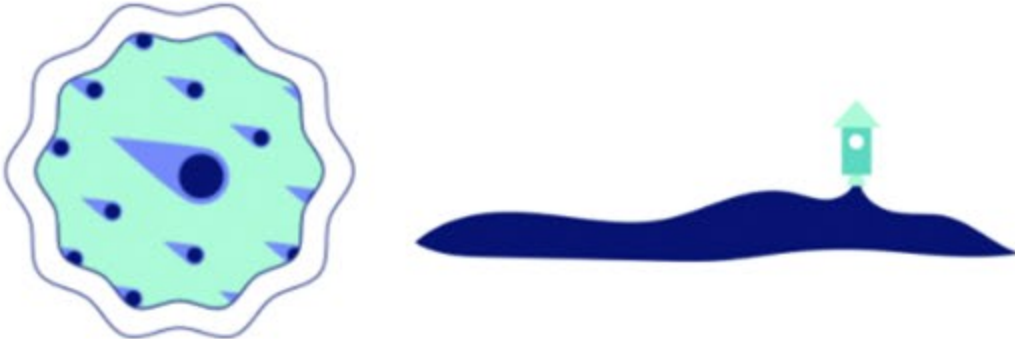

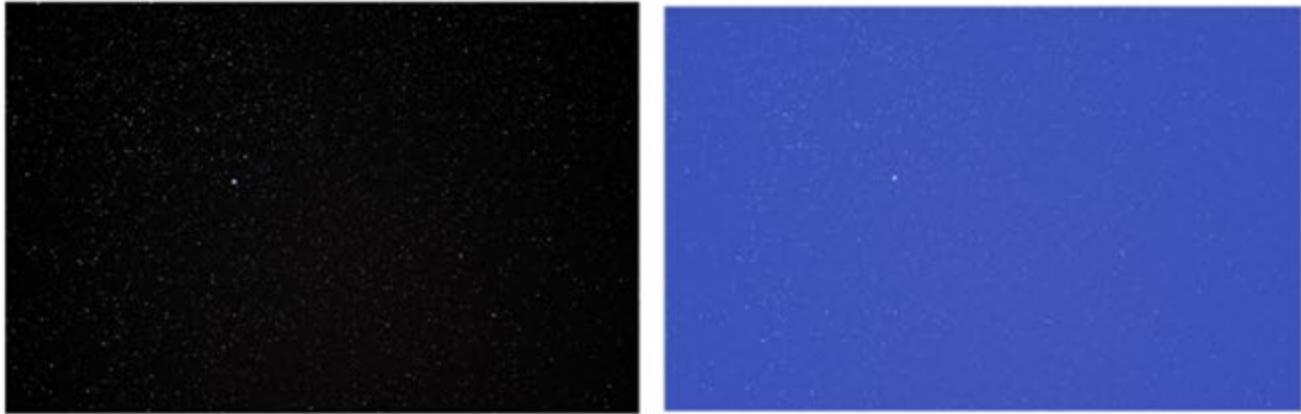
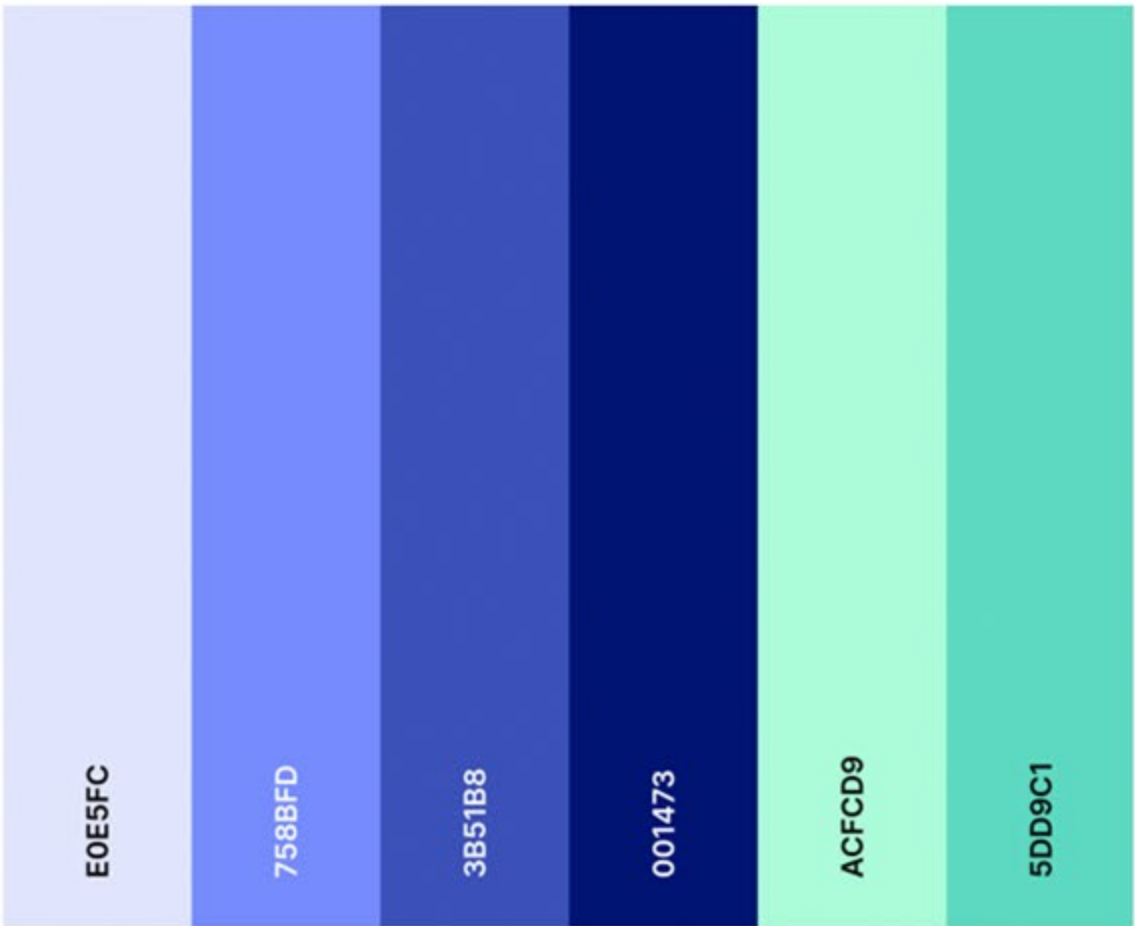


Content Outline

header	
<button>	Join Today
	Logo
nav	
main	
#one	
.overlay	
h1	Launch Your Fitness Journey
h2	Join Today
h3	Find a Gym
#two	
h2	Our Mission
h3	Provide You With An Out Of This World Fitness Experience
#three	
h2	Training Fleets
.card1	
	Bike Icon
h3	Cycling
<p>	
.card2	Weight Icon
	
h3	Weightlifting
<p>	
.card3	
	Yoga Icon
h3	Yoga
<p>	
#four	
	Badge
.challenge	
h2	Weekly Challenge
h3	Dodge Those Asteroids!
<p>	
#split	
#five	
	Girl
.spotlight	
h2	Superstar Spotlight
h3	Dayna's Story
<p>	
<button>	Read Story
#six	
h2	Spread The Word
h3	#LiftOffGoals
<p>	
.social	
	Social Icon
	Social Icon
	Social Icon
footer	
<p>	
<p>	
<button>	Join Today



Style Choices

Brand Words	Futuristic, Bold, Confident, and Clean
Design Ideas	Separate sections with different colored backgrounds and textures. Tint photos to keep up the aesthetic. Keep vector images simple so they don't take away from the other content.
Typography: Headings	Space Grotesk - Medium/Bold H1 - Space Grotesk - Bold H2 - Space Grotesk - Bold H3 - Space Grotesk - Medium
Typography: Paragraphs	Montserrat - Regular Paragraph - Montserrat - Regular
Logo	
Icons	Crisp, Clean, and Simple 
Vector Images	Simple but graphic images that help compliment the content around them. 
Images	All photos are tinted blue to keep the entire site looking cohesive. 
Textures	A star background (black image) will be overlaid on the blue backgrounds as shown below. 
Color Scheme	This color scheme feels very modern, welcoming, and strong. It's a modern take on the "typical" gym color scheme.  FFFFFF E0E5FC 758BFD 3B51B8 001473 ACFCD9 5DD9C1 <small>lift_off_gym_colors</small> colors

Join Today

Lift
Off
Gym

Memberships

Personal Training

Pricing

About Us

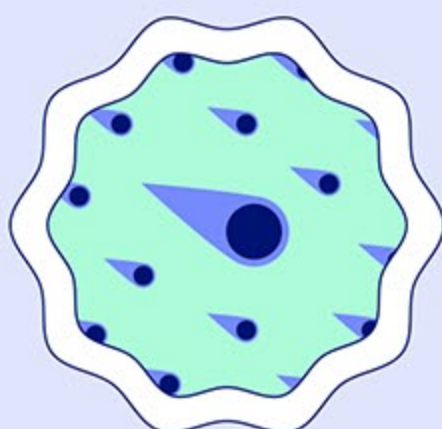
Launch Your Fitness Journey

Join Today!

Find A Gym

OUR MISSION:

Provide you with an out of
this world fitness experience!



Weekly Challenge

Dodge Those Asteroids!

This week's challenge focuses on your thighs! Each day you will need to complete 30 side lunges and 20 front facing lunges for each leg! Complete this challenge and you will receive a snazzy virtual badge to show off to all of your friends!

Training Fleets



Cycling

Get all the benefits of cardio
without any running!



Weightlifting

Work with our instructors
to learn how to weightlift safely!



Yoga

Find your inner zen and increase
your flexibility with yoga!



Superstar Spotlight

Dayna's Story

Read about Dayna's fitness journey
and how she stumbled her way
into a life long love for boxing.

Read Story

Spread The Word

#LiftOffGoals

Share progress photos of your fitness
journey on social media using #LiftOffGoals



Menu

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