### 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

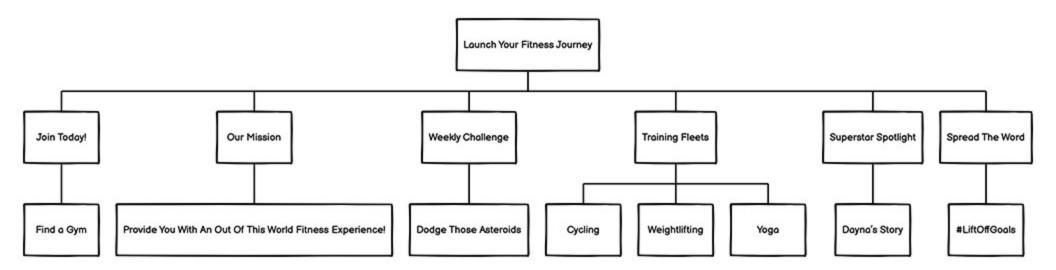
### Website Analysis

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





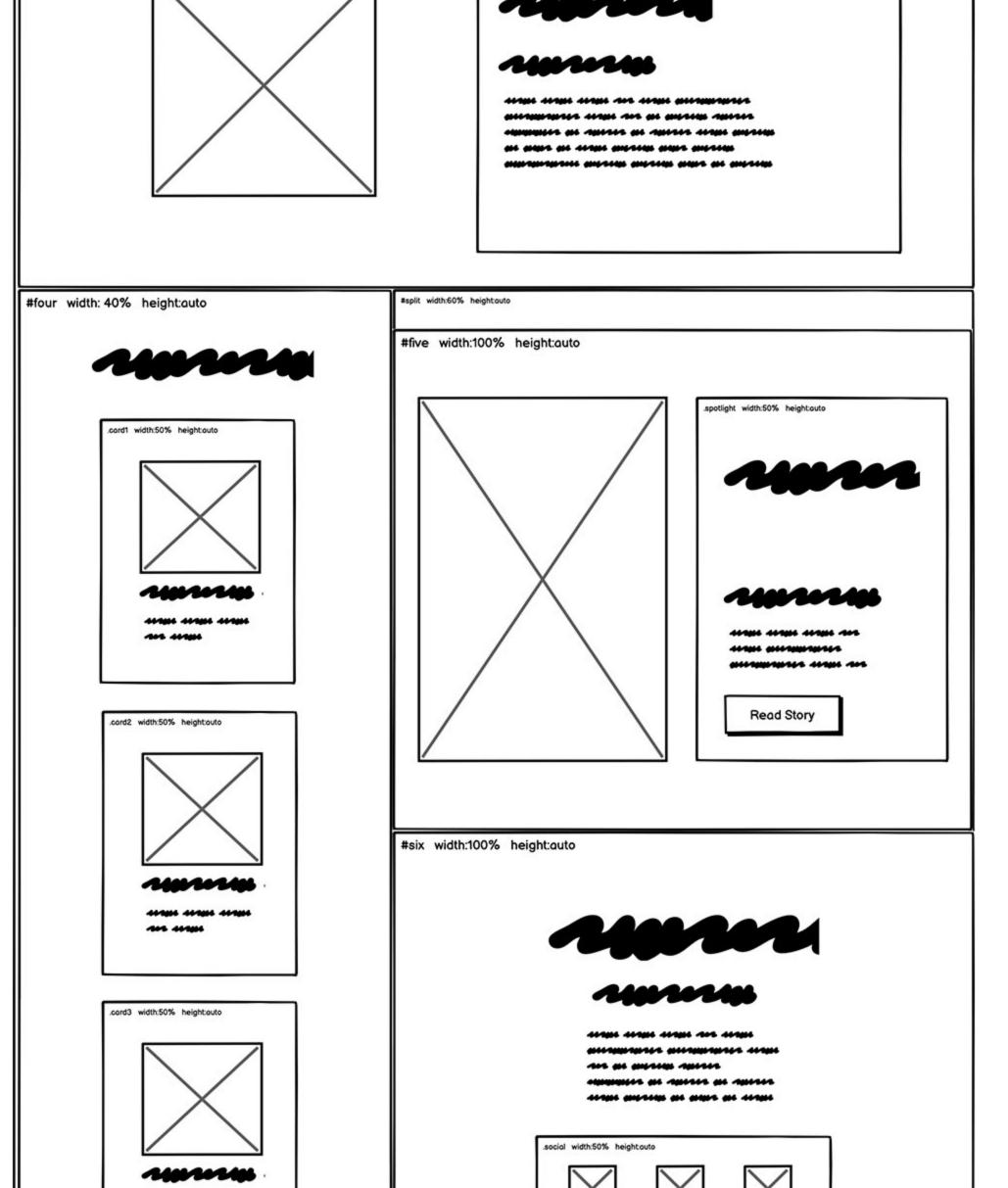
# **Content Outline**

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.challenge	#four	
	<img/>	Badge
h2 Weekly Challenge	.challenge	
	h2	Weekly Challenge
h3 Dodge Those Asteroids!	h3	Dodge Those Asteroids!

#split	
#five	
<img/>	Girl
.spotlight	
h2	Superstar Spotlight
h3	Dayna's Story
<button></button>	Read Story
#six	
h2	Spread The Word
h3	#LiftOffGoals
.social	
<img/>	Social Icon
<img/>	Social Icon
<img/>	Social Icon
footer	
<button></button>	Join Today

### Wireframe

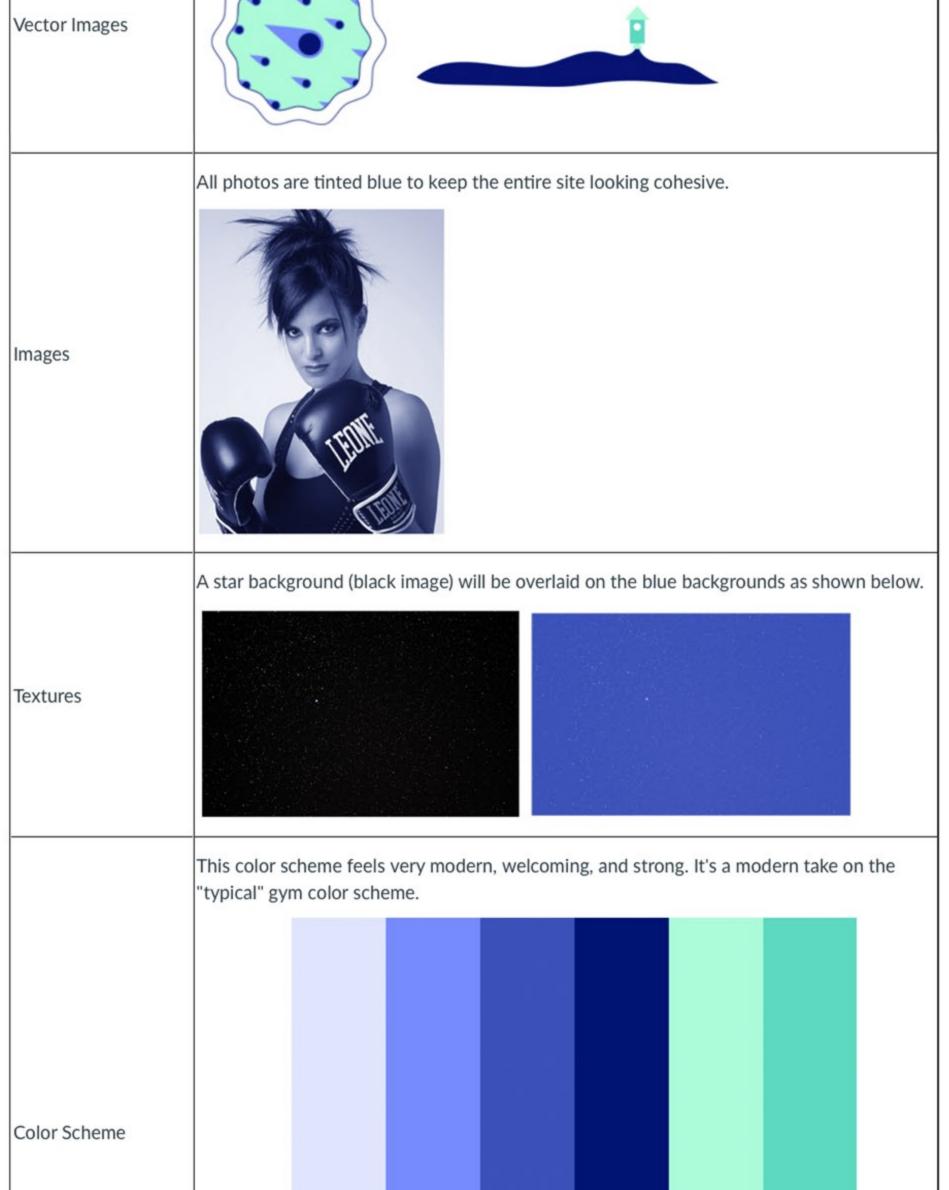
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footer width:100% height:auto	Join Now
	4

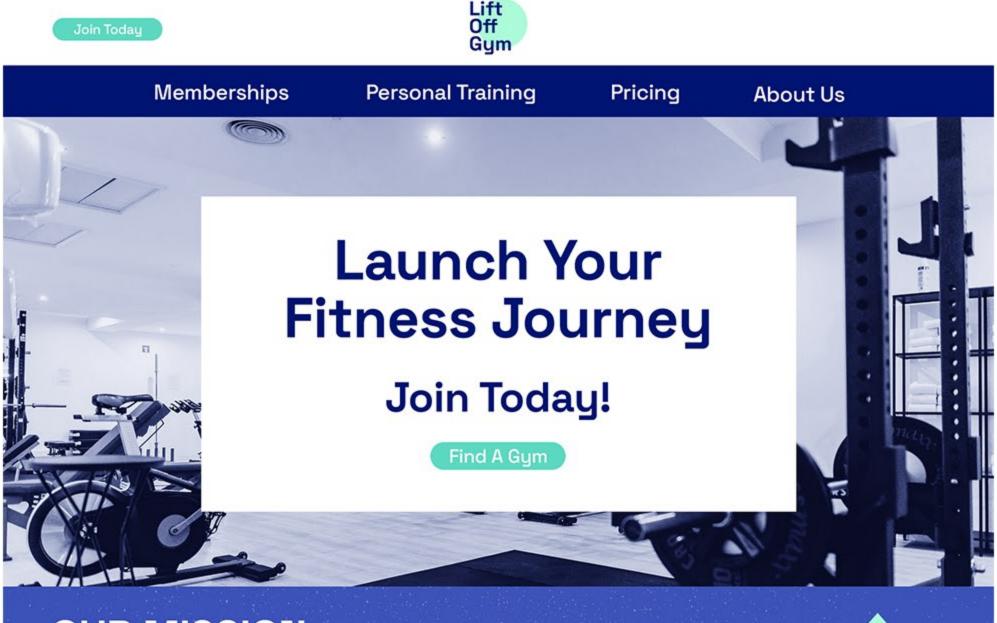
# **Style Choices**

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	Lift Off Gym
lcons	Crisp, Clean, and Simple
	Simple but graphic images that help compliment the content around them.



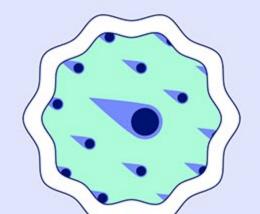
FFFFF FFFFF 758BFD 3851B8 3851B8 3851B8 3851B8 3851B8 50031473
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# **Photoshop Desktop Layout**



### 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 Memberships Personal Training Our Brand FAQs Careers





### **Photoshop Responsive Layouts**

