



YogaFlow

User Experience Architecture Guide
October 2015

Julie Xie
julieyinxie@gmail.com
www.julie-xie.com

TABLE OF CONTENTS

03	Executive Summary <i>Mission, market, problem</i>
04	User Personas <i>Three key users</i>
08	Site Map <i>Information architecture</i>
09	Feature Set <i>Product vision</i>
10	Wireframes <i>State screens, flows</i>
32	Visual Style Guide <i>Typography, colors, logo</i>
33	Visual Design <i>Graphic overlays</i>

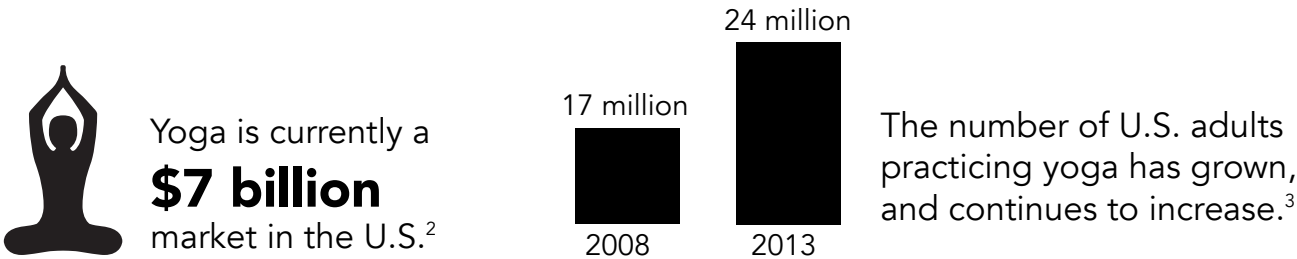
EXECUTIVE SUMMARY

Mission

Create the best-in-class online experience for YogaFlow, an independent yoga studio. The studio’s digital presence should embody a coherent brand identity and present a seamless experience for users learning about and registering for classes.

Market

Yoga has become extremely popular in the U.S. The practice’s expansion mirrors a larger “boutique-fitness” boom, where SoulCycle, Barre, CrossFit, and other group workout classes are becoming popular and eclipsing traditional gyms. Overall, specialized studios such as yoga and pilates represent more than 20 percent of the fitness market, according to the 2014 Health Club Consumer Report.¹



The appeal of group exercise classes comes from the pack mentality they create, cultivating communities of “yogis,” “Cross-fitters” or “Soul-cyclers.” As these markets grow, yoga studios — which are mostly independently owned and operated — are in competition with each other and in indirect competition with booming brands such as SoulCycle and Flywheel. SoulCycle, which is preparing to file an initial public offering of stock, has a strong and coherent brand identity, reflected throughout its site and studios. It has a robust and easy checkout system for users to register for classes quickly and painlessly. These elements are missing from most yoga sites.

¹ “The Economics of Running a Boutique Fitness Studio,” funderaledger.com. <https://www.fundera.com/blog/2015/07/08/the-economics-of-running-a-boutique-fitness-studio/>
² “Get Ready for the Starbucks of Yoga,” Inc.com. <http://www.inc.com/kimberly-weisul/best-industries-2015-yoga-and-pilates-businesses.html>
³ “Ancient Practice of Yoga Now a Growth Industry,” USA Today. <http://www.usatoday.com/story/news/nation/2015/03/01/yoga-health-fitness-trends/23881391/>

EXECUTIVE SUMMARY, cont.

Problem

A California-based white-label vendor, MindBody, currently powers calendar management and registration systems for many studios in the country, including YogaFlow. However, users report difficulty and frustration using this software, which suffers from poor user experience and outdated aesthetics. Users have trouble registering and paying for classes.

In addition to a faulty registration and sign-up system, YogaFlow does not present a coherent brand online. YogaFlow is not differentiating itself from other yoga studios in the city and losing customers to other boutique fitness communities.

Solution

Create an easy-to-use and informative website for users to register for, pay for, and learn about yoga classes, independent of MindBody. The site will evoke a clear brand identity with strategic use of color, typography, and spatial relationships.

PERSONAS / mary taylor



MARY TAYLOR

Busy young professional

Female, 29

Boston, MA

Business consultant, earns \$70,000/year

Goal: Hit a weight loss goal with a busy schedule.

- Attending her best friend's wedding in 3 months and wants to lose weight for the event.
- Prefers group exercise classes over solo workouts. However, doesn't like going to classes that are too crowded.
- Previously had membership to Boston Sports Club, where she tried to sign up for group classes but was so frustrated by the registration process that she canceled her membership.
- Has inconsistent work hours and travels 3-4 times per month for work.

Solution:

- Flexible membership plans.
- Quick and easy sign up system, so Mary can register for classes last minute, as her schedule allows.
- Schedule displays how crowded classes are.

“Work can get really busy, and I often decide last minute when to go work out. I don't want to waste money paying monthly memberships since my schedule can be so unpredictable.”

PERSONAS / sarah brown



SARAH BROWN

Runner recovering from injury

Female, 26

Boston, MA

Writer, earns \$45,000/year

Goal: Stay in shape while recovering from injury.

- Avid marathon runner. Recently suffered hamstring injury, which is preventing her from training long distances.
- Constantly hears about benefits of yoga for flexibility and strength.
- Feels overwhelmed by the number of class options around her.
- Has been to two YogaFlow classes in the past month and enjoyed it, but finds sign-up pages cumbersome.

Solution:

- Clear sign-up and registration process.
- Wide variety of yoga classes, so Sarah can choose which one is best for her body.

“ I actually enjoyed the few YogaFlow classes I went to. But my friend had to help me book it, and I forgot how she found the page. I’m not sure what their membership options.”

PERSONAS / peter o'brien



PETER O'BRIEN

Fitness buff

Male, 32

Boston, MA

Accountant, earns \$80,000/year

Goal: Bulk up, complete fitness challenges.

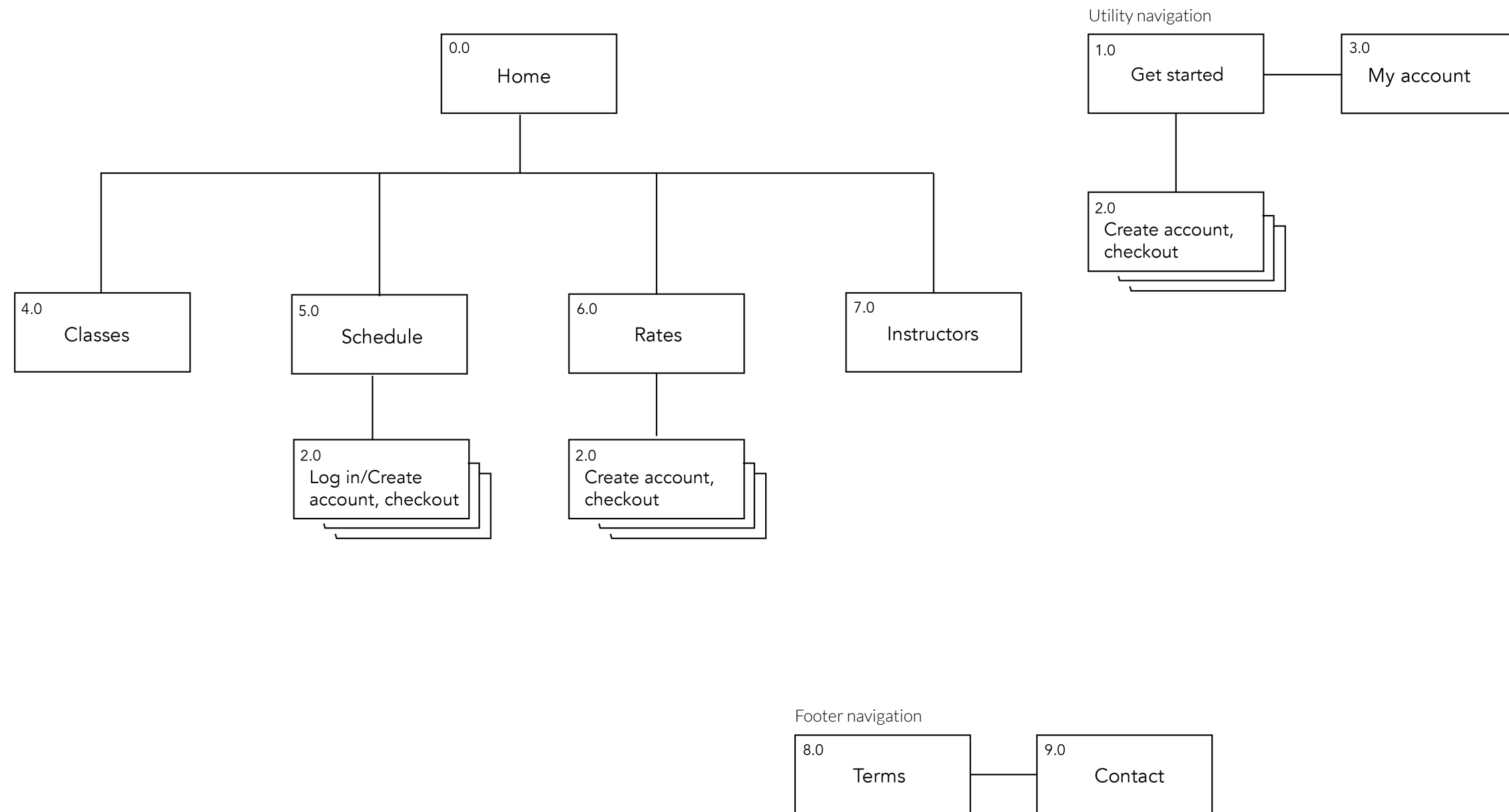
- Big workout buff, has played sports throughout his life, likes to experiment with new ways to exercise.
- Currently a "Cross-fitter," participates in CrossFit competitions every month, and his life revolves around CrossFit schedule.
- In the middle of a "40 in 60" challenge, where he must complete 40 CrossFit workouts in 60 days.
- Very organized, likes to plan. Usually plans workout schedule for the week on Sunday nights.
- CrossFit classes often fill up very quickly. He can sign up for a waitlist, and will often get notified that he got in the class very last minute, which disrupts his schedule.

Solution:

- Sign-up system will give Peter an idea of his position on the waitlist.
- Peter can easily view class schedule days and weeks in advance.

“Scheduling is really important to me. I want to know if I'll be able to workout on a particular day.”

SITE MAP



FEATURE SET

0.0 – Homepage

- Allow users to log in with existing username and password.
- Has clear affordance for users to explore studio's services.
- Provide access to pages via top-level navigation.
- Display address and map of studio.
- Provide access to pages via footer navigation and social media sites

1.0 – Get Started & 6.0 – Rates

- Display membership options.
- Kick off sign up/checkout process (**2.0**).

2.0a-d – Checkout flow

- Show what step of the process the user is on.
- Display what the user is purchasing; include option to delete items from cart.
- Form captures data as user enters information; display error messages if user needs to revise entry.
- Allow user to sign up for text/email notifications before class.
- Allow user to sync yoga class calendar with Google Calendar or iCal.
- Order confirmation contains options to email receipt and/or print receipt.

3.0 – My Account

- Affordance to log out of account.
- Display user's upcoming classes and waitlisted classes.
- Affordance to cancel a class.
- Display status of user's membership plan. Auto-renew option is selected by default.
- Display billing information and allow user to edit.

- Display preferences (notifications, email newsletter, calendar sync) and allow user to edit.

4.0 – Classes

- Display short description and thumbnail image of all classes offered at studio.

5.0 – Schedule

- Display class schedule two days at a time.
- Display current day and time. Gray out classes that are already over.
- Allow user to filter schedule by class and instructor and jump to certain date on calendar.
- Display "Book" button when classes have available spots and "Waitlist" button when class is full.
- When user hovers over class, more information about class (including how many people are currently registered) appears.
- If user is logged in, lightbox modal appears with confirmation when class is booked or user is added to waitlist.
- If user is not logged in, "Book" button gives user opportunity to log in to account. If the user does not have account, kick off checkout flow (**2.0**).

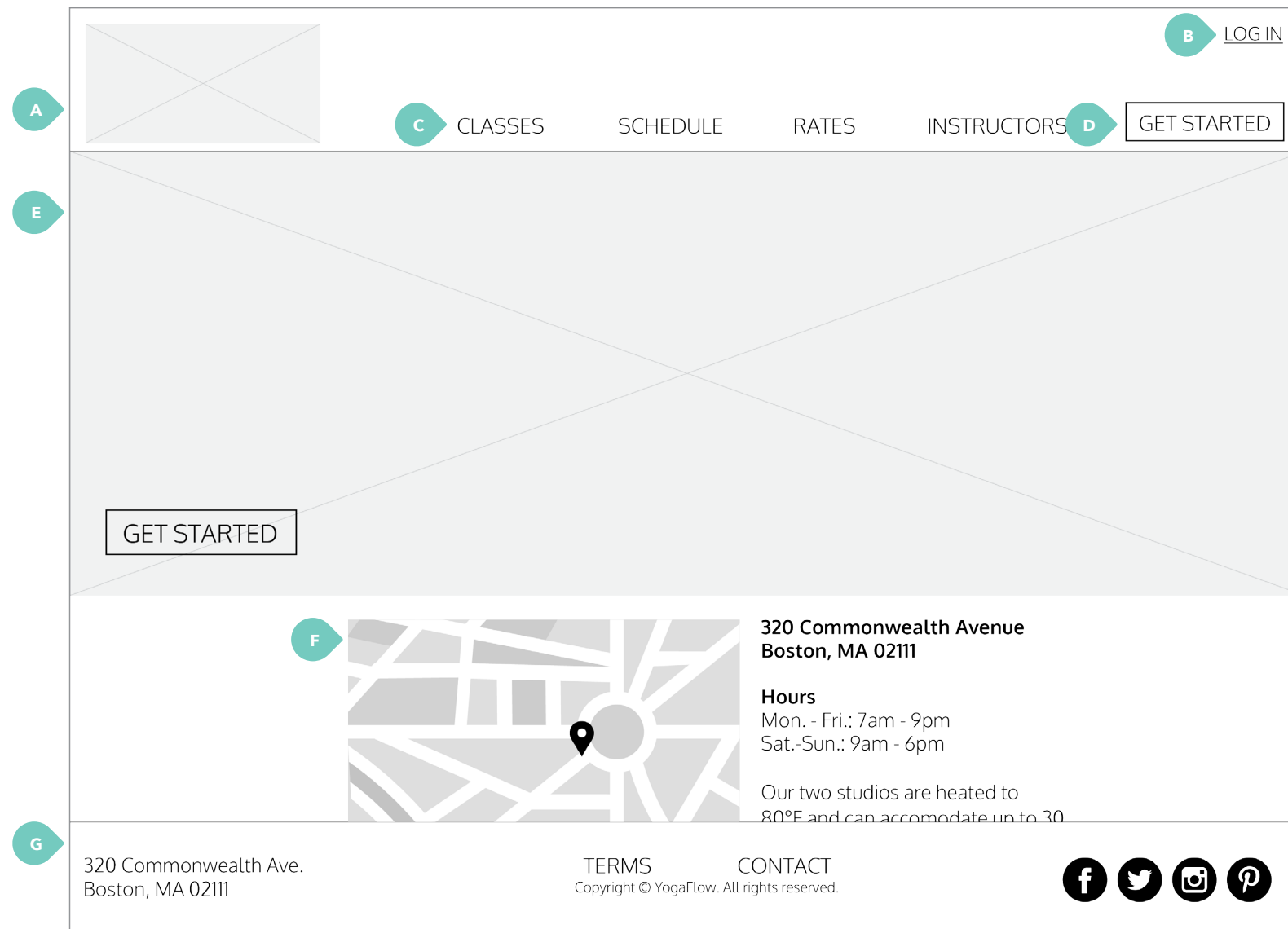
7.0 – Instructors

- Display short description and thumbnail image of instructors who teach at studio.

9.0 – Contact

- Display map, email, and phone number.
- Affordance to sign up for newsletter.

WIREFRAMES / homepage



0.0 – Homepage

Standard landing page for non-logged in users.

A. Logo. Persistent on all screens and takes users back to homepage.

B. Log in affordance for users with existing account. When clicked, modal appears with log in input forms and “forgot password?” affordance.

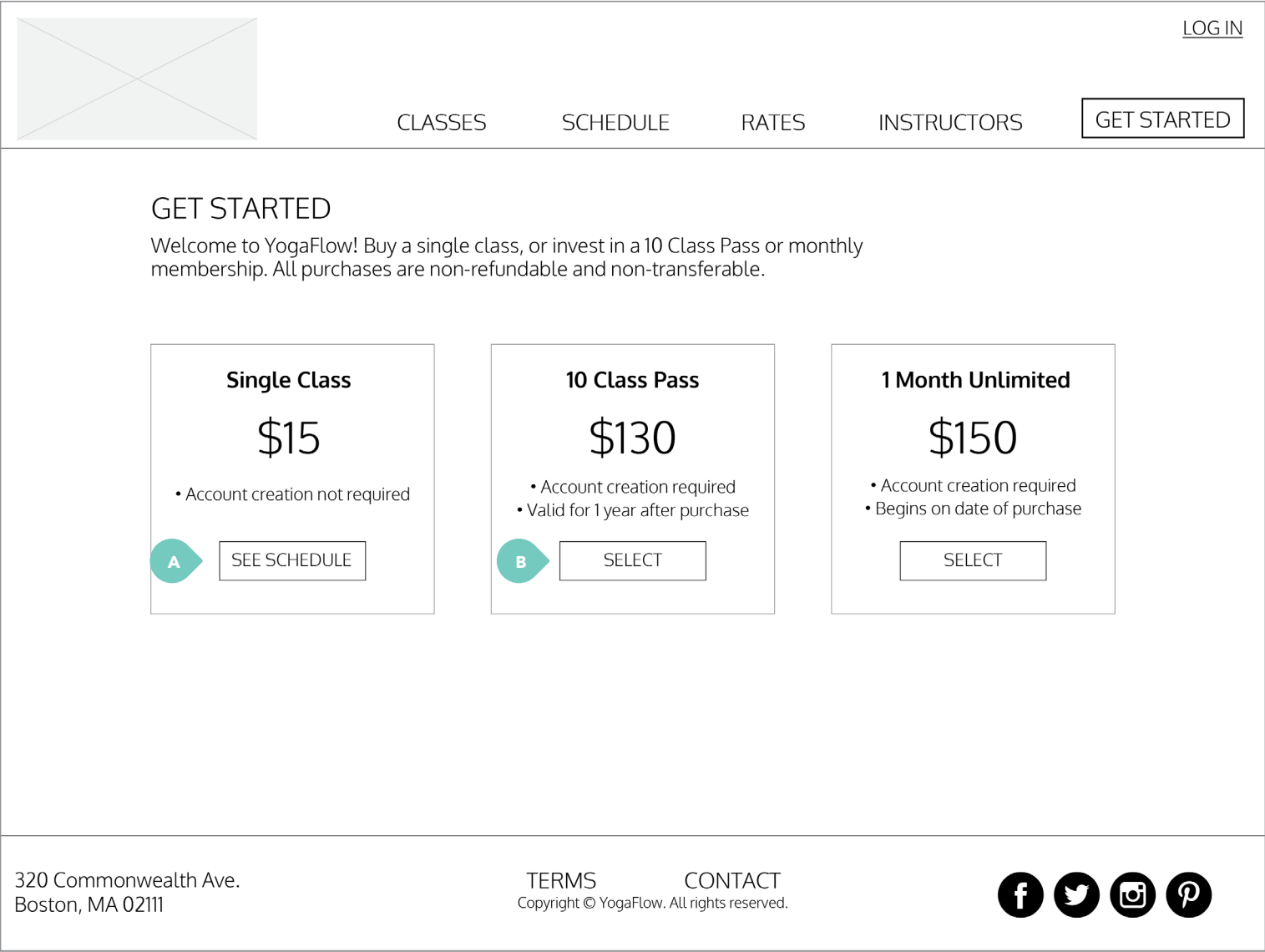
C. Top-level navigation is persistent and links to Classes (**4.0**), Schedule (**5.0**), Rates (**6.0**), Instructors (**7.0**). Options are highlighted as user hovers over them.

D. Links to Get Started (**1.0**).

E. Content window is in center of page and contains static hero image.

F. Clicking on map opens new tab with Google Maps directions.

G. Bottom-level navigation is persistent through all pages and links to Terms (**8.0**) and Contacts (**9.0**). Footer also includes studio address and social media links.



1.0 – Get Started

- A. Links to Schedule (5.0).
- B. Kicks off checkout process (2.0).

WIREFRAMES / checkout flow

320 Commonwealth Ave.
Boston, MA 02111

TERMS
Copyright © YogaFlow. All rights reserved.

CONTACT

Facebook Twitter Instagram Pinterest

2.0a – Checkout Step 1

A. Provides context to user (shows where user is in the flow). Animation: As user completes each step, circles slide from right to left to indicate user's progress.

B. Persistent widget displays what user is purchasing.

C. Required fields. Form captures data as user enters information.

D. Error state: If password does not meet requirements, error message and icon appear and does not allow user to continue.

E. When all required fields are completed, "Next" button becomes clickable. When user clicks, animation is triggered and brings user to next step.

WIREFRAMES / checkout flow

1

2

3

Basic InfoPayment InfoPreferences

BUY PASS

* = required

Billing Address*

Billing Address 2

A

Zip Code*

....|

✓

City*

Andover

State*

MA

Card Number*

1234 5678 92|

Expiration Date*

Security Code*

🔍

PayPal™

Email*

Password*

Your selection

1 Month Unlimited

×

\$150

Start date: Oct. 14

TOTAL: \$150

NEXT

320 Commonwealth Ave.
Boston, MA 02111

TERMS

CONTACT

Copyright © YogaFlow. All rights reserved.

f

t

ig

p

2.0b – Checkout Step 2

A. When user enters zip code, city and state are automatically generated, with option for user to edit. In-line confirmation appears when system recognizes zip code.

WIREFRAMES / checkout flow

1

2

3

Basic InfoPayment InfoPreferences

BUY PASS

A

☒ send me email reminders

julie@gmail.com

24 hours

12 hours

3 hours

before class.

☐ send me text reminders

enter phone number

24 hours

before class.

☐ join the email newsletter

No spam, just occasional announcements.

B

☒ calendar sync

Automatically sync class schedule with your personal planner.

☒ Google Calendar

☐ iCal

Your selection

1 Month Unlimited

\$150

Start date: Oct. 14

TOTAL: \$150

COMPLETE

320 Commonwealth Ave.
Boston, MA 02111

TERMS

CONTACT

Copyright © YogaFlow. All rights reserved.

f

t

i

p

2.0c – Checkout Step 3

- A. Email address is carried over from step 1 of checkout process.
- B. Checking this box triggers window asking permission to integrate with Google Calendar API.

WIREFRAMES / checkout flow

The wireframe shows a user interface for a yoga studio. At the top, there's a navigation bar with links: CLASSES, SCHEDULE, RATES, INSTRUCTORS, and a user profile section for 'Namaste, Julie!' with a 'LOG OUT' link and a 'MY ACCOUNT' link. Below the navigation bar, the main content area is divided into three columns. The left column is titled 'Upcoming Classes' and 'Waitlist' with a link 'Book your first one!'. The middle column is titled 'Membership' and contains a modal window titled 'Order Confirmation'. The modal shows a summary of the purchase: '1 Month Unlimited', '\$150', 'Start date: Sept. 1', and 'TOTAL: \$150'. It also shows the payment method: 'Charged to Visa **** * 9789 on 9/1/15'. Below this, there are two options: 'A' (email me a receipt) and 'B' (print receipt). The 'A' option is checked and has a dropdown menu showing 'julie@gmail.com' with a checkmark. The right column is titled 'Preferences' and contains fields for 'Email' (julie@gmail.com) and 'Password' (*****), both with 'Edit' links. Below these are three checkboxes: 'send me email reminders' (checked), 'send me text reminders' (unchecked), and 'join the email newsletter' (unchecked). Each checkbox has a dropdown menu for '3 hours' and 'before class'. At the bottom of the page, there's a footer with the address '320 Commonwealth Ave. Boston, MA 02111', links for 'TERMS' and 'CONTACT', and social media icons for Facebook, Twitter, Instagram, and Pinterest.

Namaste, Julie!

Upcoming Classes Waitlist

[Book your first one!](#)

Membership

Order Confirmation

1 Month Unlimited
\$150
Start date: Sept. 1
TOTAL: \$150

Charged to Visa **** * 9789 on 9/1/15

A ☒ email me a receipt
julie@gmail.com ✓

B ☐ print receipt

Card
VISA **** * 9789 Edit
Expiration Date
01/17 Edit
Security Code
*** Edit

Preferences

Email
julie@gmail.com Edit
Password
***** Edit

☒ send me email reminders
3 hours before class.

☐ send me text reminders
3 hours before class.

☐ join the email newsletter

☒ calendar sync
☒ Google Calendar
☐ iCal

320 Commonwealth Ave.
Boston, MA 02111

TERMS CONTACT
Copyright © YogaFlow. All rights reserved.

f t i p

2.0d – Order confirmation

A. Box is checked by default. Email address is automatically filled in from user's account, but user has option to edit. Checkmark appears confirming email address is valid.

B. Opens printer-friendly version of order confirmation.

WIREFRAMES / my account

[LOG OUT](#)

CLASSES

SCHEDULE

RATES

INSTRUCTORS

Namaste, Julie!

[MY ACCOUNT](#)

A

Upcoming Classes

Waitlist

[Book your first one!](#)

B

Membership

1 Month Unlimited

purchased 9/1/15

30 days remaining

030

☒ auto renew

[See other membership options](#)

Billing Information

Billing Address

Julie Xie

3 Oak Street, Apt. E

Andover, MA 01810

Edit

Card

VISA **** * 9789

Edit

Expiration Date

01/17

Edit

Security Code

Edit

Preferences

Email

julie@gmail.com

Edit

Password

Edit

☒ send me email reminders

3 hours

 before class.

☐ send me text reminders

3 hours

 before class.

☐ join the email newsletter

☒ calendar sync

☒ Google Calendar

☐ iCal

320 Commonwealth Ave.

Boston, MA 02111

TERMS

CONTACT

Copyright © YogaFlow. All rights reserved.

f

t

i

p

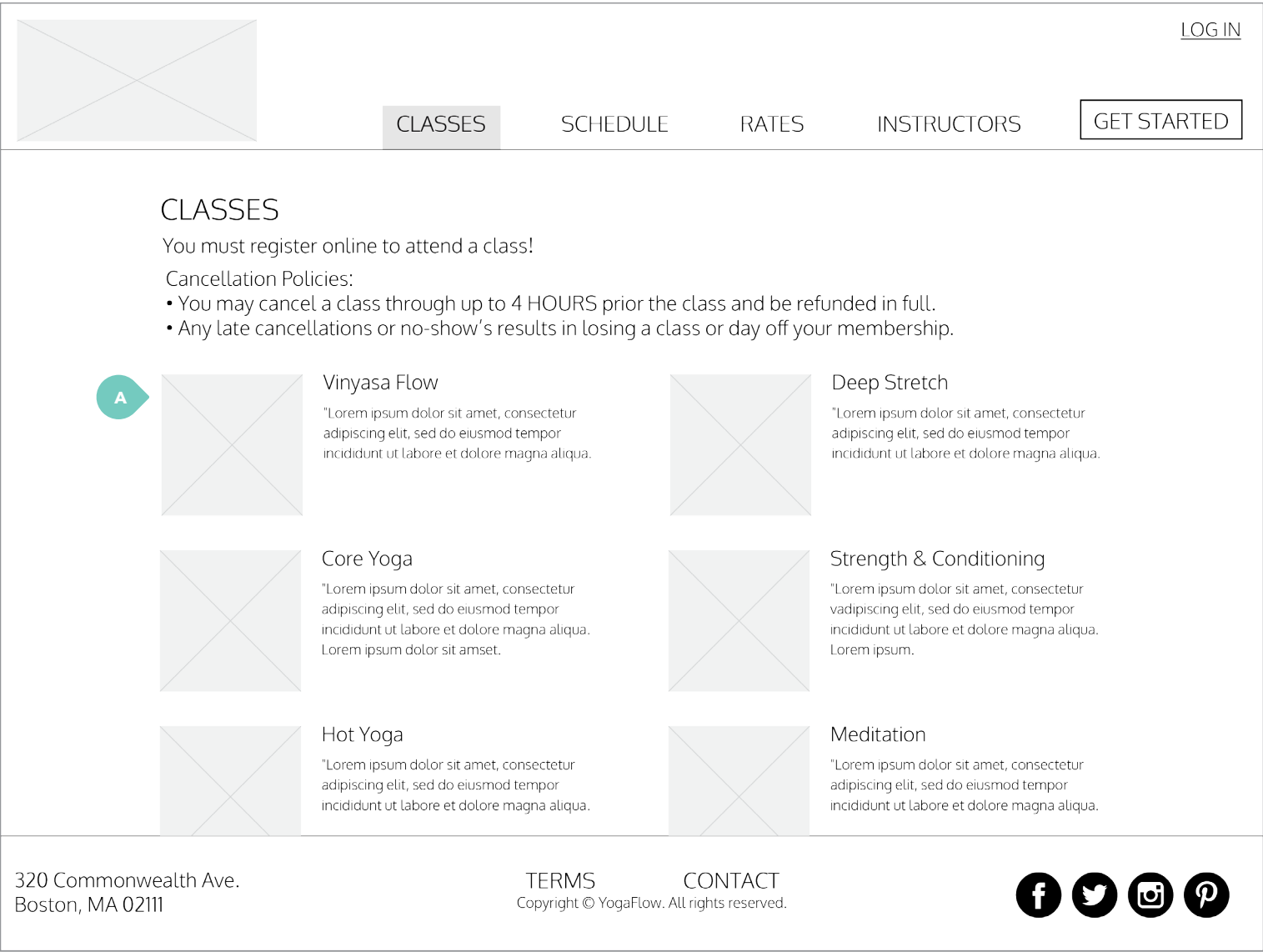
3.0 – My Account

A. Module displays list of classes user is registered for and those he or she is on waitlist for. Since this is a new user, no classes appear.

B. Status bar adjusts based on type of membership purchased and days elapsed. Auto-renew box is checked by default.

Julie Xie
UX DESIGN & STRATEGY

16



4.0 – Classes

A. Thumbnail image and short description of class.

LOG OUT

CLASSES

SCHEDULE

RATES

INSTRUCTORS

Namaste, Julie!
MY ACCOUNT

SCHEDULE

B

Classes

Instructors

Jump to date

A

Monday
September 1, 2015

7am - 8am	Hot Yoga Erica F. Studio 1	
8am - 9am	+ Book	
9am - 10am	Meditation Jess L., Studio 1	Hot Yoga Erica F. Studio 1
10am - 11am	+ Waitlist	+ Book
11am - 12pm	Hot Yoga Erica F. Studio 1	
12pm - 1pm	+ Book	
1pm - 2pm		Meditation Jess L., Studio 1
2pm - 3pm	Hot Yoga Erica F. Studio 1	

Tuesday
September 2, 2015

7am - 8am	Hot Yoga Erica F. Studio 1	
8am - 9am	+ Book	
9am - 10am	Meditation Jess L., Studio 1	Hot Yoga Erica F. Studio 1
10am - 11am	+ Waitlist	+ Book
11am - 12pm	Hot Yoga Erica F. Studio 1	
12pm - 1pm	+ Book	
1pm - 2pm		Meditation Jess L., Studio 1
2pm - 3pm	Hot Yoga Erica F. Studio 1	

320 Commonwealth Ave.
Boston, MA 02111

TERMS

CONTACT

Copyright © YogaFlow. All rights reserved.

f

5.0 – Schedule

- A. Current day’s schedule displayed on left, next day’s on right.
- B. Users can sort by class or instructor with drop-down menu. They can also jump to a particular date to see that day’s schedule.
- C. “Book” button appears when class has available spots.
- D. “Waitlist” button appears when class is full.

WIREFRAMES / schedule

[LOG OUT](#)

[CLASSES](#)

[SCHEDULE](#)

[RATES](#)

[INSTRUCTORS](#)

Namaste, Julie!
[MY ACCOUNT](#)

SCHEDULE

Classes

Instructors

Jump to date

Monday
September 1, 2015

7am - 8am	Hot Yoga Erica F. Studio 1	
8am - 9am	+ Book	
9am - 10am	<div>Hot Yoga The hot and humidity will increase your flexibility!</div>	Hot Yoga Erica F. Studio 1
10am - 11am	Yogis registered (so far): 14	+ Book
11am - 12pm	Hot Yoga Erica F. Studio 1	
12pm - 1pm	+ Book	
1pm - 2pm		Meditation Jess L., Studio 1
2pm - 3pm	Hot Yoga Erica F. Studio 1	

Tuesday
September 2, 2015

7am - 8am	Hot Yoga Erica F. Studio 1	
8am - 9am	+ Book	
9am - 10am	Meditation Jess L., Studio 1	Hot Yoga Erica F. Studio 1
10am - 11am	+ Waitlist	+ Book
11am - 12pm	Hot Yoga Erica F. Studio 1	
12pm - 1pm	+ Book	
1pm - 2pm		Meditation Jess L., Studio 1
2pm - 3pm	Hot Yoga Erica F. Studio 1	

320 Commonwealth Ave.
Boston, MA 02111

TERMS

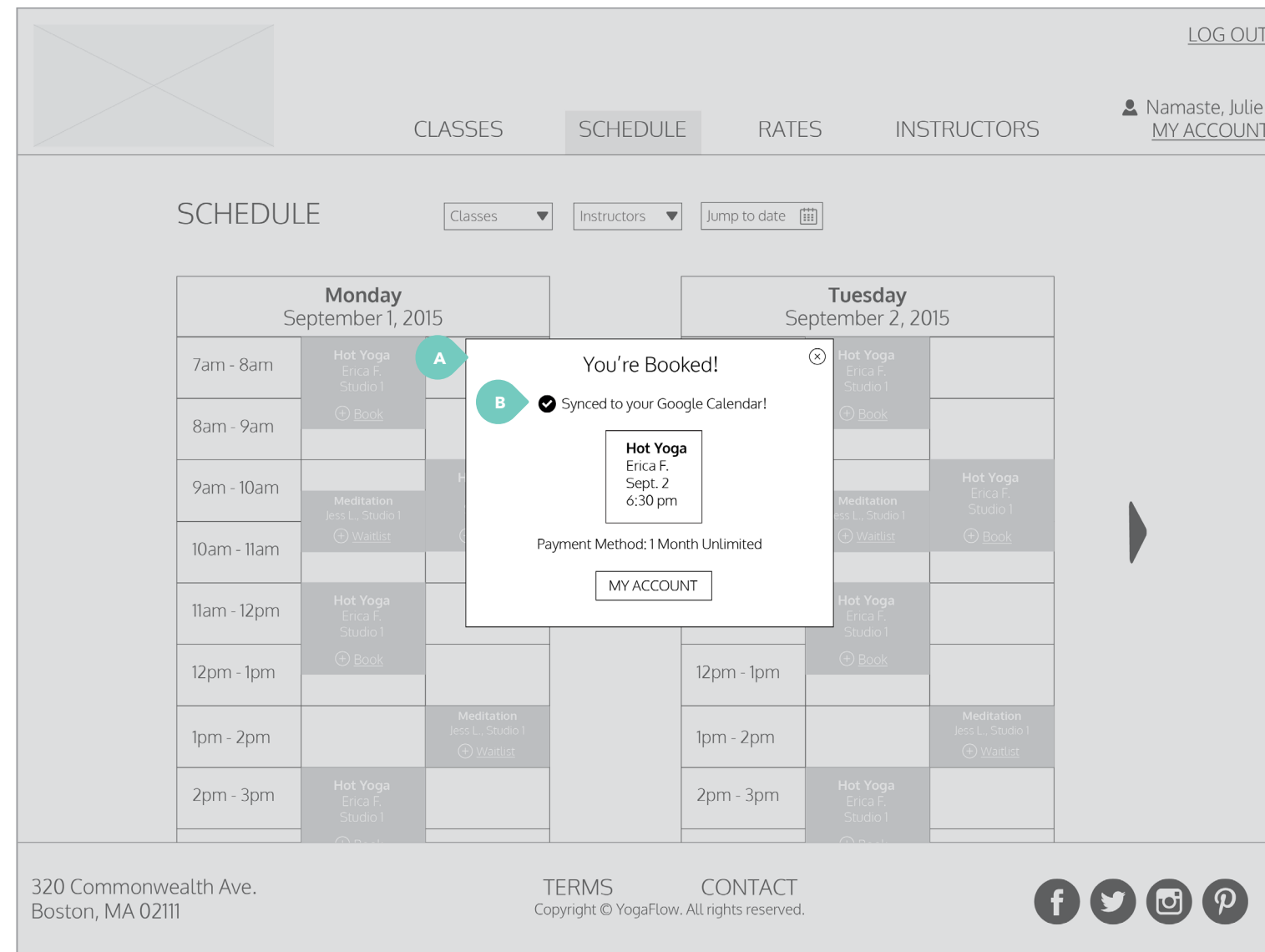
CONTACT

Copyright © YogaFlow. All rights reserved.

5.0 – Schedule, cont.

A. When user hovers over class, box appears with quick description of class and number of people currently registered.

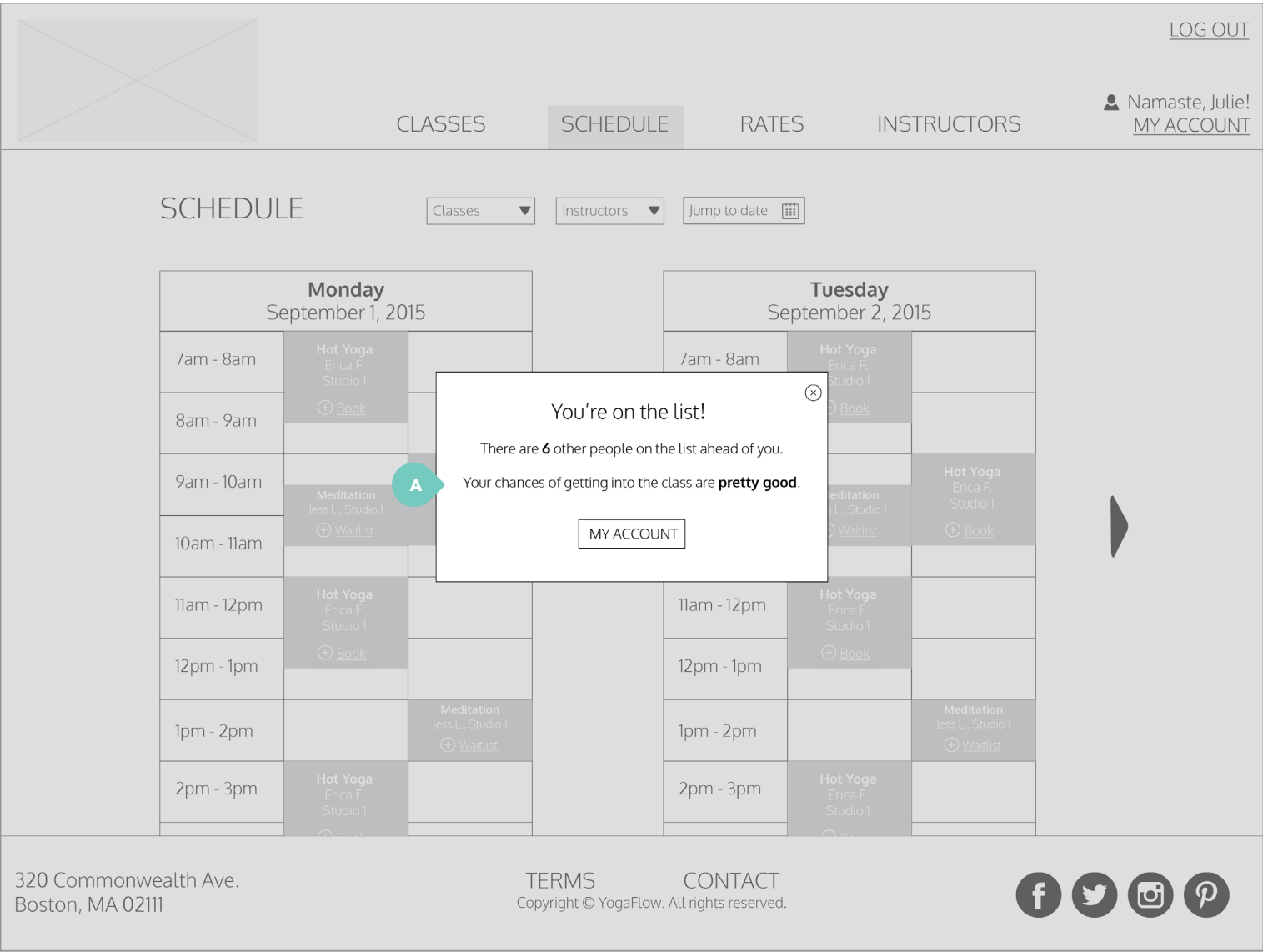
WIREFRAMES / book class



5.0a – Book Class

A. Modal appears when user clicks “Book” button.

B. If user synced up personal calendar system, confirmation will display.



5.0b – Add to Waitlist

A. Prediction based on how many users have registered for class online.

WIREFRAMES / my account

[LOG OUT](#)

[CLASSES](#)

[SCHEDULE](#)

[RATES](#)

[INSTRUCTORS](#)

Namaste, Julie!

[MY ACCOUNT](#)

Namaste, Julie!

Upcoming Classes

Waitlist

Sept. 1, 2015

Hot Yoga

6:30 pm - 8:00 pm

[Cancel](#)

Sept. 6, 2015

Vinyasa Flow

4:00 pm - 6:30 pm

[Cancel](#)

Sept. 12, 2015

Strength & Conditioning

6:00 am - 7:30 am

[Cancel](#)

Sept. 22, 2015

Hot Yoga

6:30 pm - 8:00 pm

[Cancel](#)

Membership

1 Month Unlimited

purchased 9/1/15

14 days remaining

030

☒ auto renew

[See other membership options](#)

Billing Information

Billing Address

Julie Xie

3 Oak Street, Apt. E

Andover, MA 01810

[Edit](#)

Card

VISA **** * 9789

[Edit](#)

Expiration Date

01/17

[Edit](#)

Security Code

[Edit](#)

Preferences

Email

julie@gmail.com

[Edit](#)

Password

[Edit](#)

☒ send me email reminders

3 hours

 before class.

☐ send me text reminders

3 hours

 before class.

☐ join the email newsletter

☒ calendar sync

☒ Google Calendar

☐ iCal

320 Commonwealth Ave.

Boston, MA 02111

TERMS

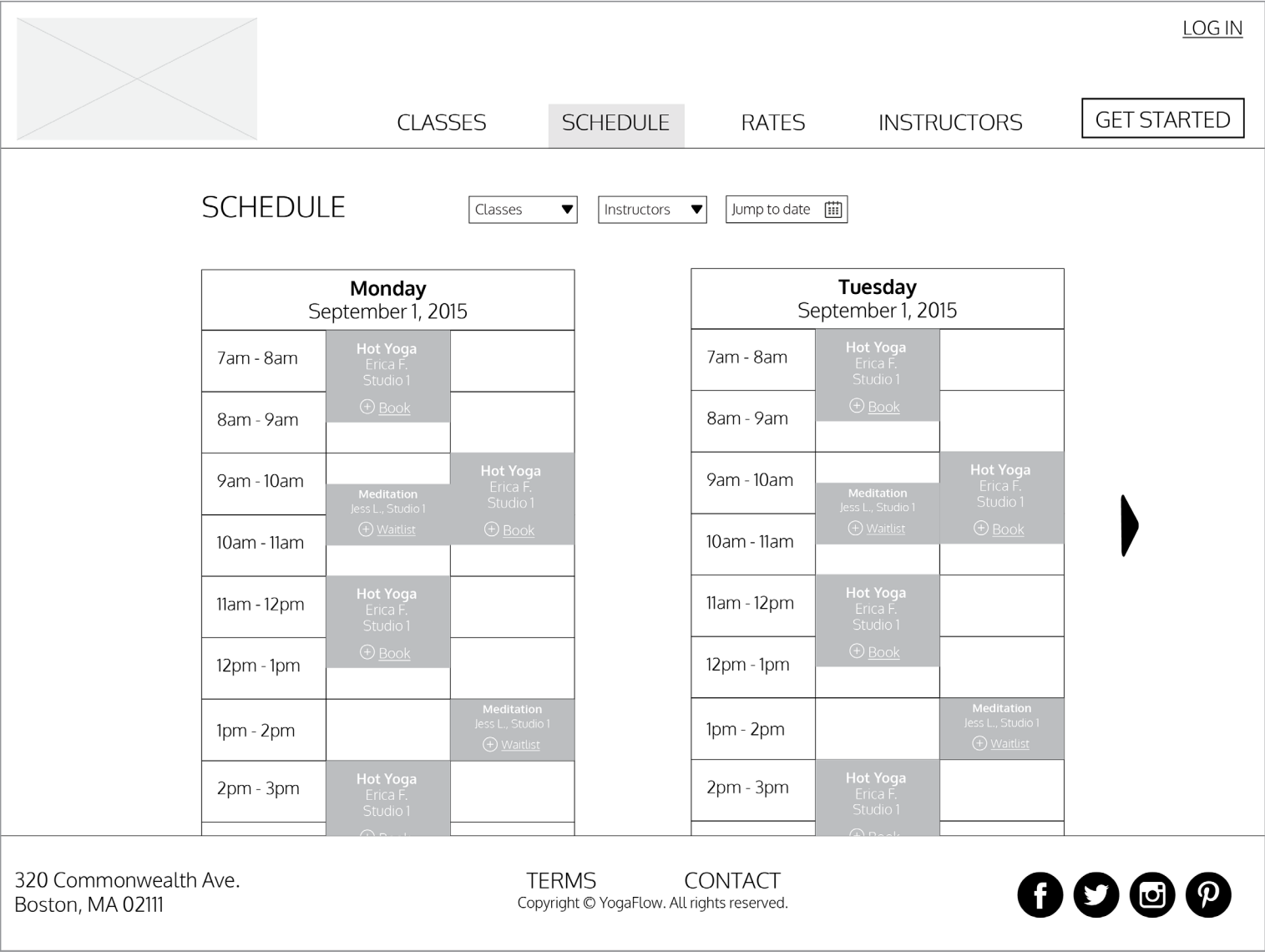
CONTACT

Copyright © YogaFlow. All rights reserved.

3.0 – My Account

More complete account page than previously shown, since user has booked and attended classes.

WIREFRAMES / schedule (not logged in)



5.0 — Schedule (not logged in)

View of Schedule page when user is not logged in.

WIREFRAMES / schedule (not logged in)

LOG IN

CLASSES SCHEDULE RATES INSTRUCTORS GET STARTED

SCHEDULE

Classes Instructors Jump to date

Monday
September 1, 2015

7am - 8am
Hot Yoga Erica F. Studio 1
Book

8am - 9am
Hot Yoga Erica F. Studio 1
Book

9am - 10am
Meditation Jess L. Studio 1
Waitlist

10am - 11am
Hot Yoga Erica F. Studio 1
Book

11am - 12pm
Hot Yoga Erica F. Studio 1
Book

12pm - 1pm
Meditation Jess L. Studio 1
Waitlist

1pm - 2pm
Meditation Jess L. Studio 1
Waitlist

2pm - 3pm
Hot Yoga Erica F. Studio 1
Book

Tuesday
September 1, 2015

7am - 8am
Hot Yoga Erica F. Studio 1
Book

8am - 9am
Hot Yoga Erica F. Studio 1
Book

9am - 10am
Meditation Jess L. Studio 1
Waitlist

10am - 11am
Hot Yoga Erica F. Studio 1
Book

11am - 12pm
Hot Yoga Erica F. Studio 1
Book

12pm - 1pm
Meditation Jess L. Studio 1
Waitlist

1pm - 2pm
Meditation Jess L. Studio 1
Waitlist

2pm - 3pm
Hot Yoga Erica F. Studio 1
Book

Book Class

Hot Yoga
Erica F.
Sept. 2
6:30 pm
TOTAL: \$15

Already have an account?

email
password
GO

CONTINUE WITHOUT ACCOUNT

320 Commonwealth Ave.
Boston, MA 02111

TERMS CONTACT
Copyright © YogaFlow. All rights reserved.

f t i p

5.0 – Schedule (not logged in)

A. Modal appears prompting new user to log in to existing account or continue without account.

WIREFRAMES / book class checkout flow

The wireframe shows a checkout flow for booking a class. At the top, there is a placeholder for a logo or image. Below it, a progress bar indicates two steps: '1 Basic Info' (active) and '2 Payment Info'. The 'Basic Info' section is titled 'BOOK CLASS' and includes a note '* = required'. It contains two input fields: 'Full name*' and 'Email*'. To the right of these fields is a box titled 'Your selection' which displays 'Hot Yoga' by 'Erica F.' on 'Sept. 2' at '6:30 pm', with a 'TOTAL: \$15'. A 'NEXT' button is positioned below the input fields. The footer contains the address '320 Commonwealth Ave. Boston, MA 02111', links for 'TERMS' and 'CONTACT' (with a copyright notice for YogaFlow), and social media icons for Facebook, Twitter, Instagram, and Pinterest.

1 Basic Info

2 Payment Info

BOOK CLASS

* = required

Full name*

Email*

Next

Your selection

Hot Yoga
Erica F.
Sept. 2
6:30 pm

TOTAL: \$15

320 Commonwealth Ave.
Boston, MA 02111

TERMS CONTACT
Copyright © YogaFlow. All rights reserved.

f t i p

2.0a – Book Class checkout 1

Sequence for users without account to book class.

WIREFRAMES / book class checkout flow

1

Basic Info

2

Payment Info

BOOK CLASS

* = required

Billing Address*

Billing Address 2

Zip Code*

City*

State*

Card Number*

Expiration Date*

Security Code*

PayPal™

Email*

Password*

••••

✓

Andover

MA

1234 5678 92

Your selection

Hot Yoga

Erica F.

Sept. 2

6:30 pm

TOTAL: \$15

NEXT

320 Commonwealth Ave.
Boston, MA 02111

TERMS

CONTACT

Copyright © YogaFlow. All rights reserved.

f

t

i

p

2.0b — Book Class checkout 2

Sequence for users without account to book class.

WIREFRAMES / book class checkout flow

The wireframe illustrates a two-step checkout process. Step 1, 'Basic Info', includes a 'BOOK CLASS' section with a list of classes (e.g., 'Hot Yoga') and a 'PayPal' section with an email input field. Step 2, 'Payment Info', includes a 'Card Number*' field, an 'Expiration Date*' field, a 'Security Code*' field, and a 'PayPal' section. A modal titled 'You're Booked!' is displayed over the form, showing the booked class details (Hot Yoga, Erica F., Sept. 2, 6:30 pm, TOTAL: \$15), payment information (Charged to Visa **** * 9789 on 9/1/15), and options to email or print a receipt. The modal also includes a note about canceling and a link to consider buying a pass or membership.

1 Basic Info

2 Payment Info

BOOK CLASS

* = required

Billing Address*

Billing Address 2

Zip Code*

City*

State*

Card Number*

Expiration Date*

Security Code*

PayPal™

Email*

You're Booked!

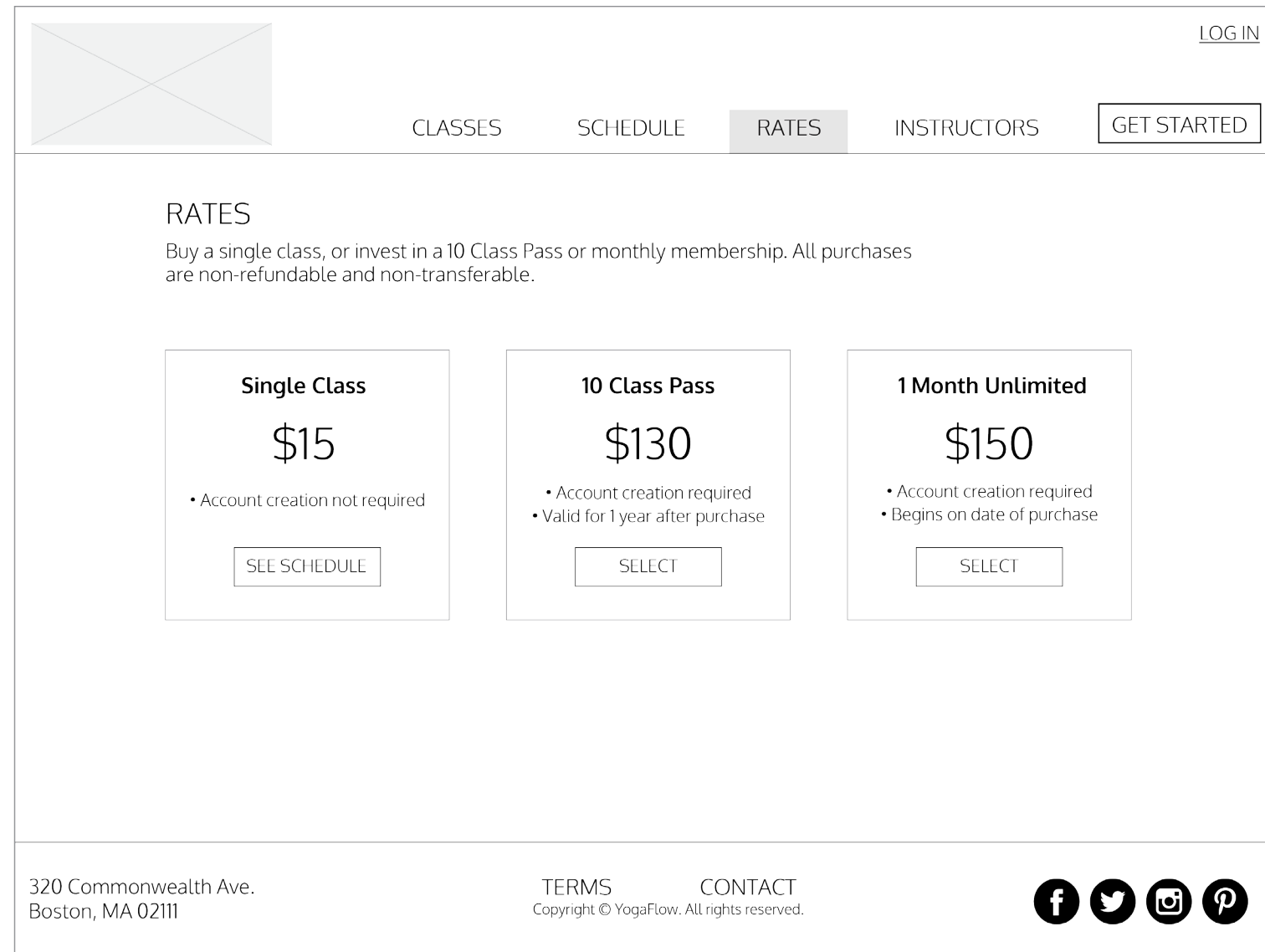
Hot Yoga
Erica F.
Sept. 2, 6:30 pm
TOTAL: \$15

Charged to Visa **** * 9789 on 9/1/15

☒ email me a receipt ☒ print receipt

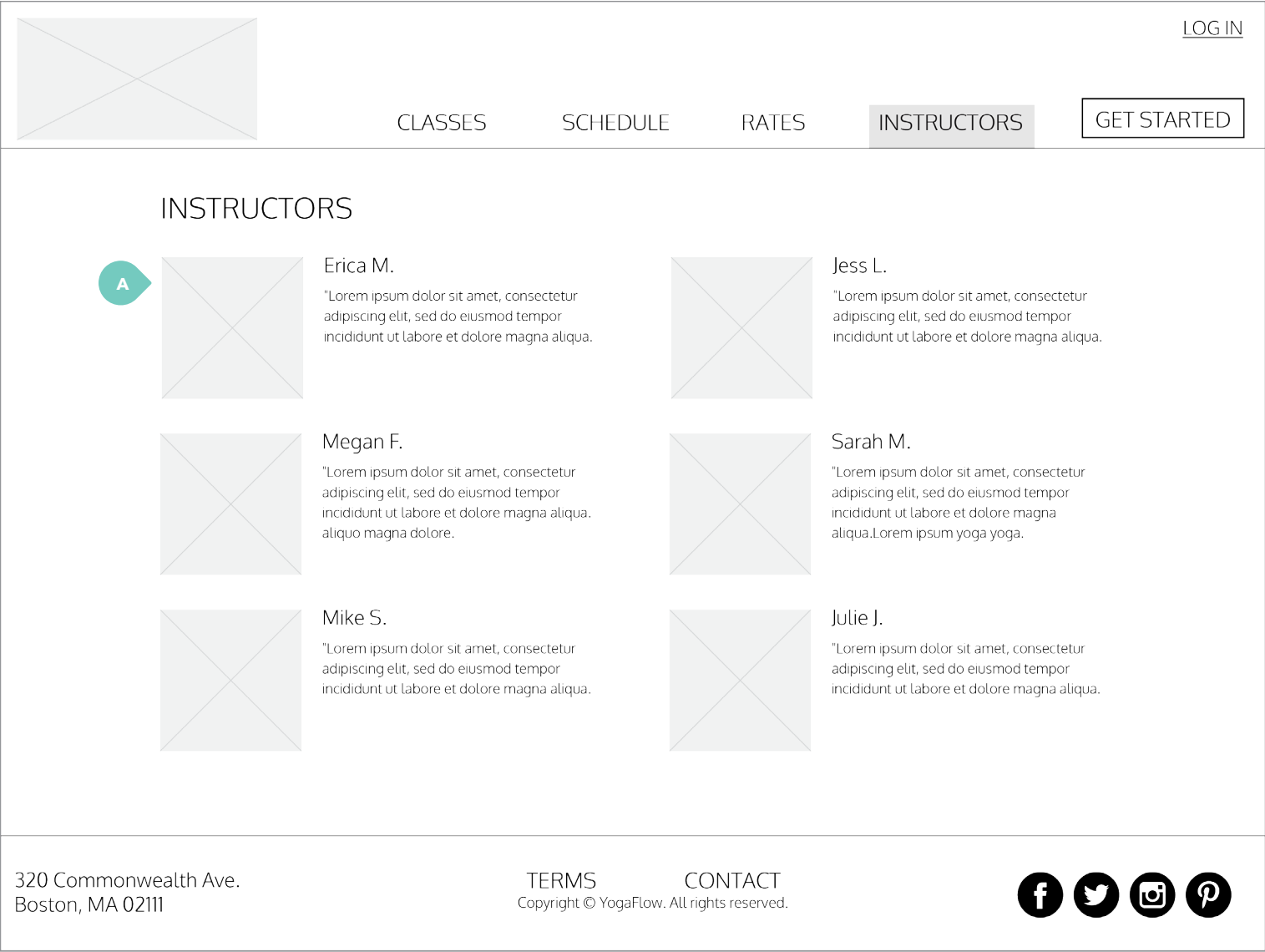
Please call the studio 617-617-6176 if you need to cancel.
[Consider buying a pass or membership!](#)

2.0c — Book Class order confirmation



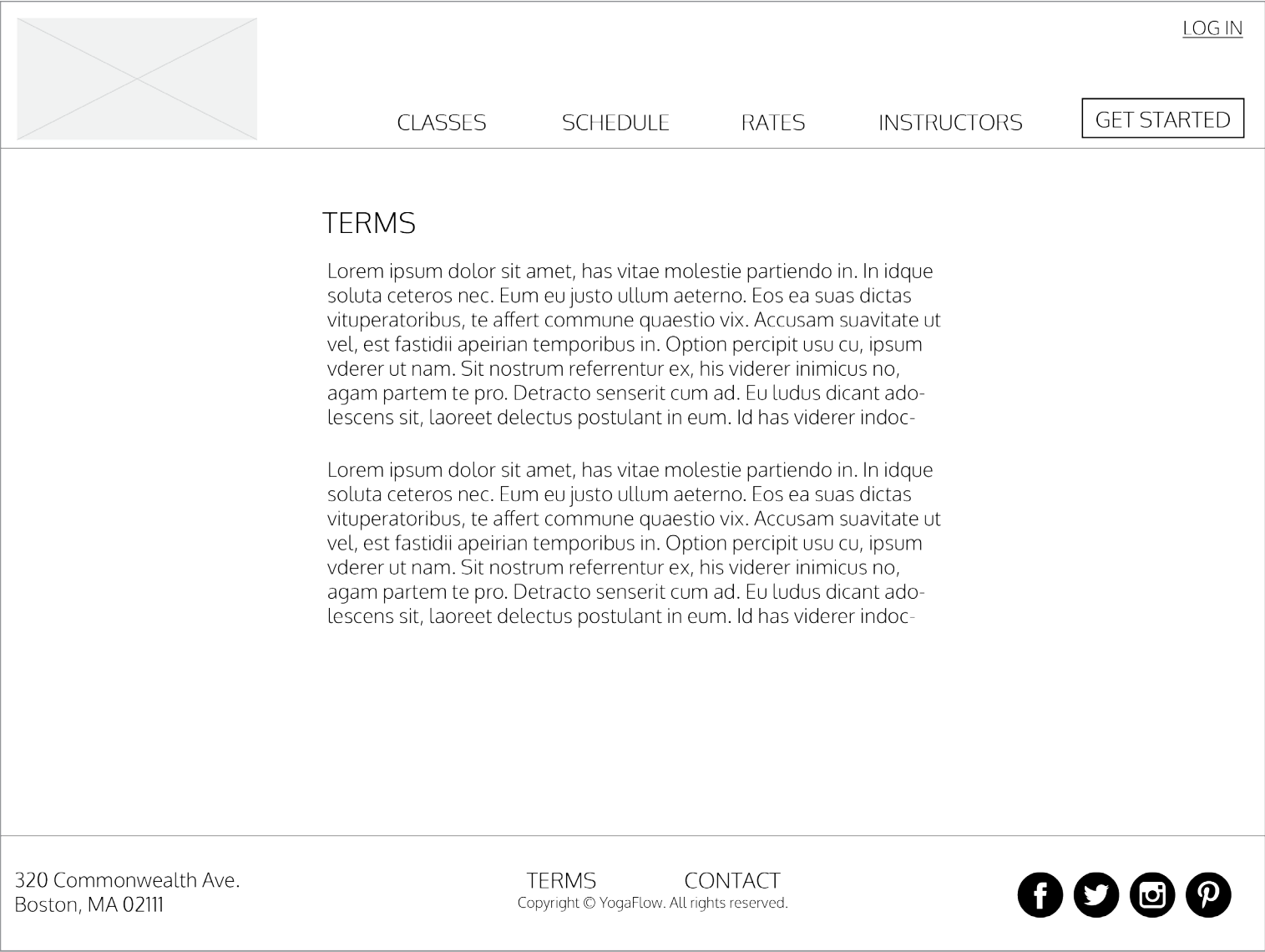
6.0 – Rates

Features on this page are identical to Get Started (1.0).



7.0 – Instructors

A. Thumbnail and short bio about each instructor.



8.0 – Terms

[LOG IN](#)

[CLASSES](#)

[SCHEDULE](#)

[RATES](#)

[INSTRUCTORS](#)

[GET STARTED](#)

CONTACT

320 Commonwealth Avenue
Boston, MA 02111

Hours
Mon. - Fri.: 7am - 9pm
Sat.-Sun.: 9am - 6pm

Phone: 617-617-6171
Fax: 617-923-4817

help@yogaflow.com

Join our email newsletter!
no spam, just occasional announcements on
special events and deals.

GO

320 Commonwealth Ave.
Boston, MA 02111

[TERMS](#)

[CONTACT](#)

Copyright © YogaFlow. All rights reserved.

9.0 – Contact

VISUAL STYLE GUIDE

TYPEFACE/FONTS

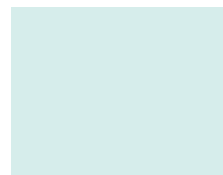
Oxygen Bold

Oxygen Light

PRIMARY COLORS



#709690



#D5EEEB



#FFFFFF



#939598



#000000

SECONDARY COLORS



#7190A3



#78AD96



#78A7AD

LOGO

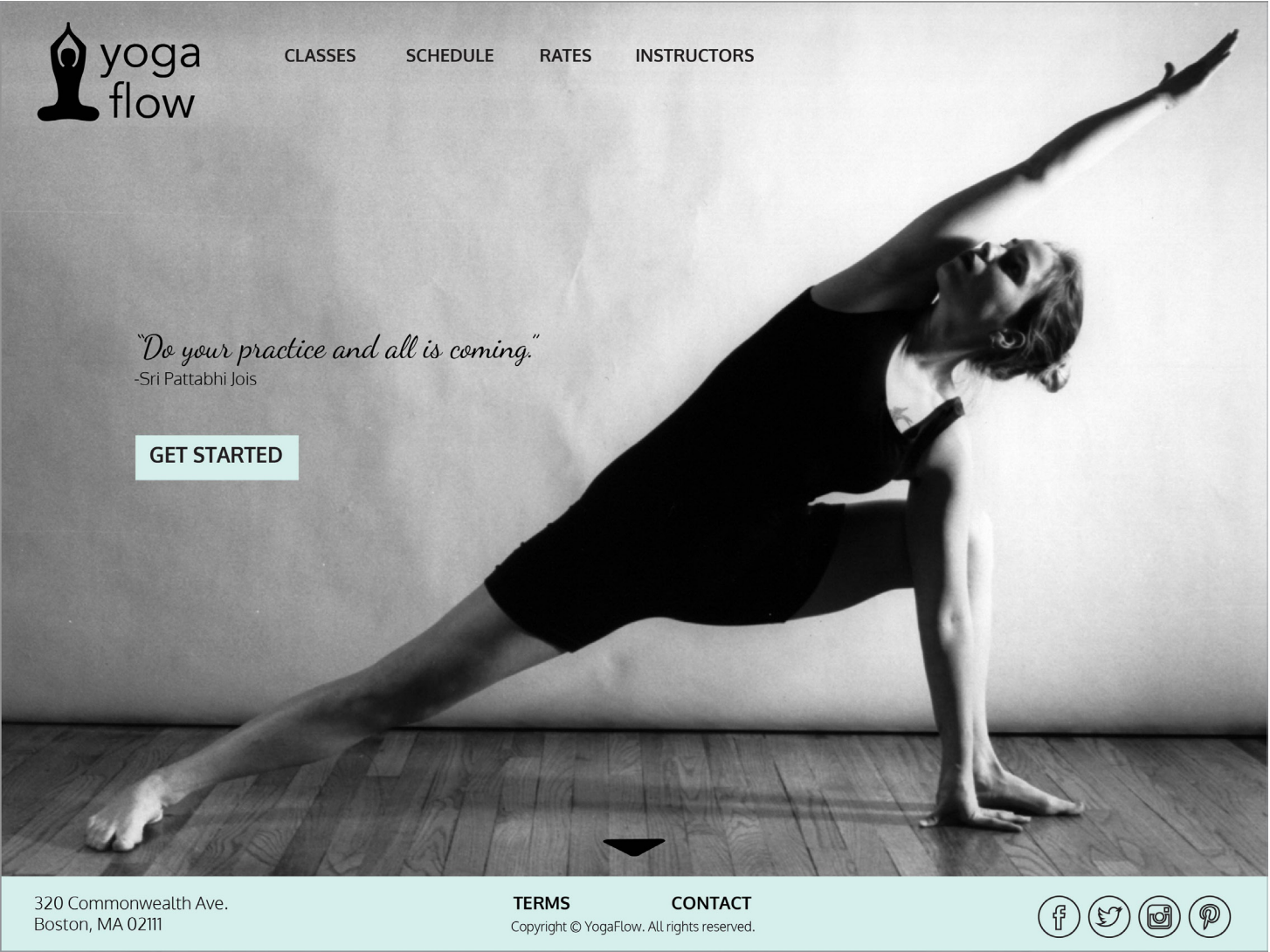
Treatment of the logo must not be altered. Whenever possible, the logo must be in all black on white background.



A version with white logo on black background may be used, if necessary.



VISUAL DESIGN



CLASSES SCHEDULE RATES INSTRUCTORS

"Do your practice and all is coming."
-Sri Pattabhi Jois

GET STARTED

320 Commonwealth Ave.
Boston, MA 02111

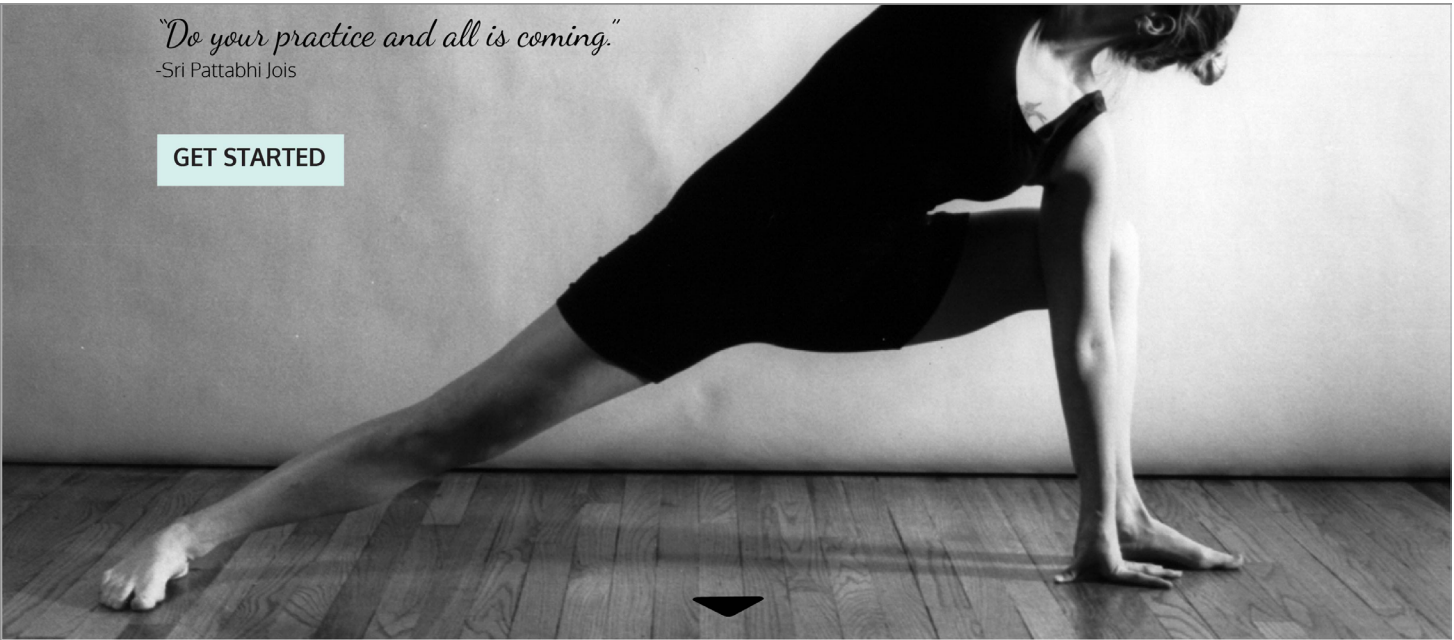
TERMS CONTACT
Copyright © YogaFlow. All rights reserved.

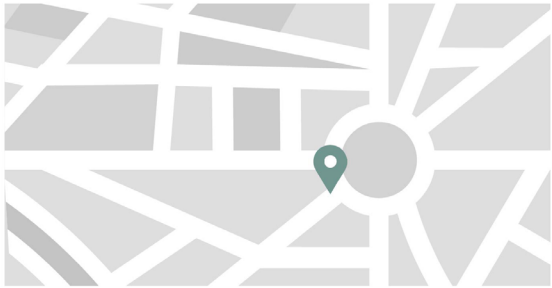


VISUAL DESIGN

"Do your practice and all is coming."
-Sri Pattabhi Jois

GET STARTED





320 Commonwealth Avenue
Boston, MA 02111





Hours
Mon. - Fri.: 7am - 9pm
Sat.-Sun.: 9am - 6pm


Our two studios are heated to 80°F and can accomodate up to 30 people per class.

320 Commonwealth Ave.
Boston, MA 02111

TERMS
Copyright © YogaFlow. All rights reserved.

CONTACT



CLASSES

SCHEDULE

RATES

INSTRUCTORS

LOG IN

GET STARTED

GET STARTED

Welcome to YogaFlow! Buy a single class, or invest in a 10 Class Pass or monthly membership. All purchases are non-refundable and non-transferable.

Single Class

\$15

• Account creation not required

SEE SCHEDULE

10 Class Pass

\$130

• Account creation required
• Valid for 1 year after purchase

SELECT

1 Month Unlimited

\$150

• Account creation required
• Begins on date of purchase





SELECT

320 Commonwealth Ave.
Boston, MA 02111

TERMS

CONTACT


Copyright © YogaFlow. All rights reserved.



35

Julie Xie
UX DESIGN & STRATEGY

VISUAL DESIGN



1

2

3

Basic InfoPayment InfoPreferences

BUY PASS

* = required

Full name*

Email*

Create password*
At least 5 characters, please!

Not long enough. Please try again!

Your selection

1 Month Unlimited
\$150
Start date: Oct. 14





TOTAL: \$150

NEXT


320 Commonwealth Ave.
Boston, MA 02111

TERMS
Copyright © YogaFlow. All rights reserved.

CONTACT



VISUAL DESIGN



1

2

3

Basic Info

Payment Info

Preferences

BUY PASS

* = required

Billing Address*

Billing Address 2

Zip Code*

....|

✓

City*

Andover

State*

MA

▼

Card Number*

1234 5678 92|

Expiration Date*

▼

▼

Security Code*

PayPal™

Email*

Password*

Your selection

1 Month Unlimited

\$150

Start date: Oct. 14

TOTAL: \$150

NEXT

320 Commonwealth Ave.
Boston, MA 02111

TERMS

CONTACT

Copyright © YogaFlow. All rights reserved.


f

t

i

p

VISUAL DESIGN



1

2

3

Basic InfoPayment Info**Preferences**

BUY PASS

☒ send me email reminders

24 hours

12 hours

3 hours

before class.

☐ send me text reminders

24 hours

before class.

☐ join the email newsletter

No spam, just occasional announcements.

☒ calendar sync

Automatically sync class schedule with your personal planner.

☒ Google Calendar

☐ iCal

Your selection

1 Month Unlimited

\$150

Start date: Oct. 14





TOTAL: \$150

COMPLETE

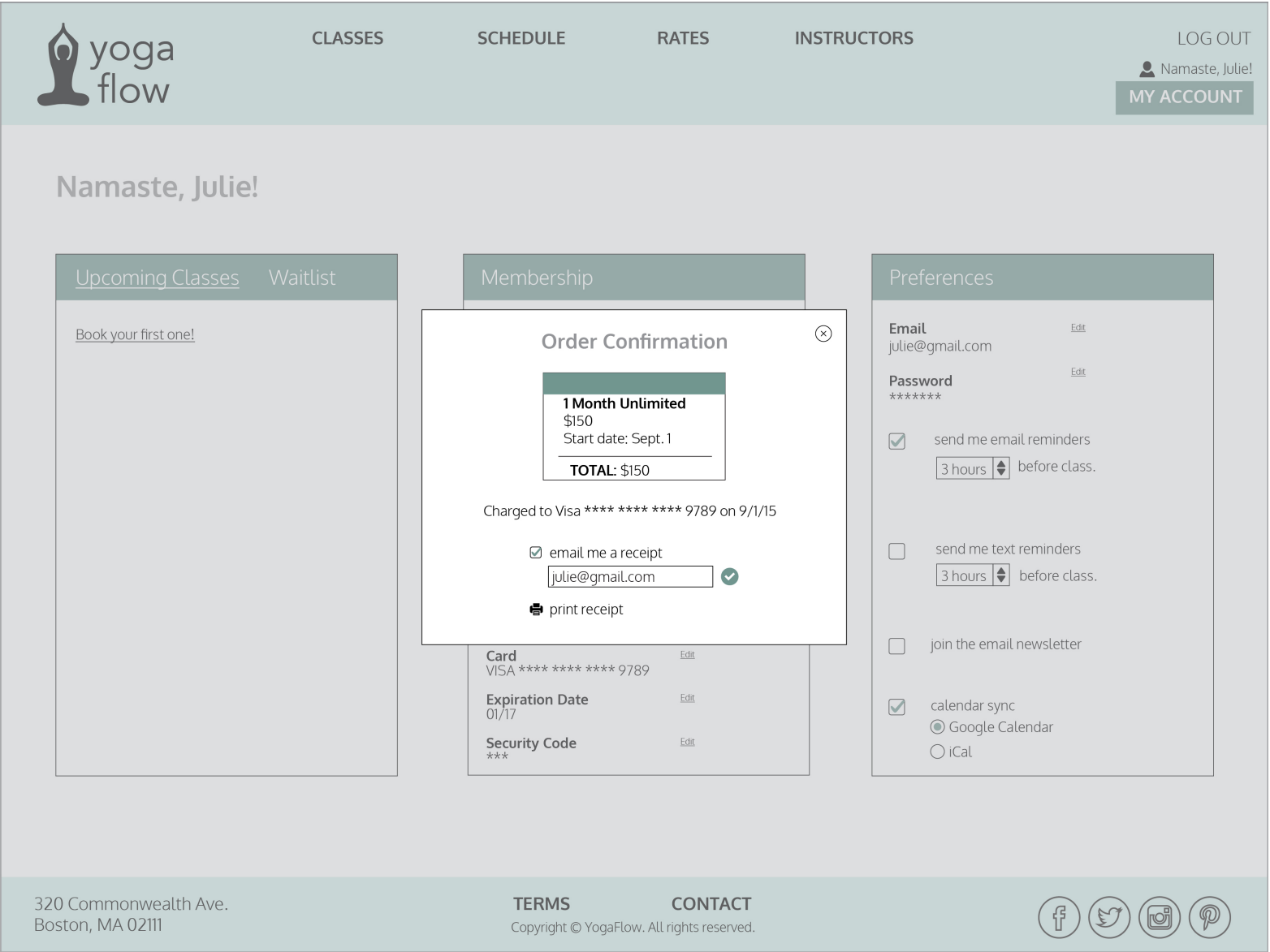
320 Commonwealth Ave.
Boston, MA 02111

TERMS
Copyright © YogaFlow. All rights reserved.


CONTACT



VISUAL DESIGN



VISUAL DESIGN




CLASSES

SCHEDULE

RATES

INSTRUCTORS

LOG OUT

 Namaste, Julie!

MY ACCOUNT

Namaste, Julie!

Upcoming Classes

Waitlist

[Book your first one!](#)

Membership

1 Month Unlimited

purchased 9/1/15

30 days remaining

030

☒ auto renew

[See other membership options](#)

Billing Information

Billing Address

Julie Xie

3 Oak Street, Apt. E

Andover, MA 01810

Edit

Card

VISA **** * 9789

Edit

Expiration Date

01/17

Edit

Security Code

Edit

Preferences

Email

julie@gmail.com

Edit

Password

Edit

☒ send me email reminders

3 hours

⬆⬇⬆

before class.

☐ send me text reminders

3 hours

⬆⬇⬆

before class.

☐ join the email newsletter

☒ calendar sync

☒ Google Calendar


☐ iCal


320 Commonwealth Ave.
Boston, MA 02111


TERMS


CONTACT


Copyright © YogaFlow. All rights reserved.












CLASSES

SCHEDULE

RATES

INSTRUCTORS

LOG OUT

 Namaste, Julie!


MY ACCOUNT

CLASSES

You must register online to attend a class!


Cancellation Policies:

- You may cancel a class through up to 4 HOURS prior the class and be refunded in full.
- Any late cancellations or no-show's results in losing a class or day off your membership.




Vinyasa Flow

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."




Deep Stretch

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."




Core Yoga

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet."




Strength & Conditioning

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum."



Hot Yoga

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."



Meditation


"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."


320 Commonwealth Ave.
Boston, MA 02111


TERMS


CONTACT

Copyright © YogaFlow. All rights reserved.










VISUAL DESIGN




CLASSES

SCHEDULE

RATES

INSTRUCTORS

LOG OUT

 Namaste, Julie!

MY ACCOUNT

SCHEDULE

Classes

Instructors

Jump to date

Monday
September 1, 2015

7am - 8am

Hot Yoga
Erica F.
Studio 1

+ Book

8am - 9am

+ Book

9am - 10am

Deep Stretch
Mike S., Studio 1

+ Waitlist

Hot Yoga
Erica F.
Studio 2

+ Book

10am - 11am

11am - 12pm

Core Yoga
Julie J.
Studio 1

+ Book

12pm - 1pm

1pm - 2pm

+ Waitlist

2pm - 3pm

Vinyasa Flow
Erica F.
Studio 1

+ Book

3pm - 4pm

Tuesday
September 2, 2015

7am - 8am

Meditation
Jess L., Studio 1

+ Book

8am - 9am

+ Book

Hot Yoga
Erica F.
Studio 2

+ Book

9am - 10am

Deep Stretch
Mike S., Studio 1

+ Waitlist

10am - 11am

11am - 12pm

Core Yoga
Megan F.
Studio 1

+ Book

Hot Yoga
Julie J.
Studio 2

+ Book

12pm - 1pm

1pm - 2pm

Vinyasa Flow
Erica F.
Studio 1

+ Book

2pm - 3pm

+ Book

Deep Stretch
Jess L., Studio 2

+ Waitlist





3pm - 4pm

320 Commonwealth Ave.
Boston, MA 02111


TERMS

CONTACT

Copyright © YogaFlow. All rights reserved.



VISUAL DESIGN



CLASSES

SCHEDULE

RATES

INSTRUCTORS

LOG OUT

Namaste, Julie!

MY ACCOUNT

SCHEDULE

Classes

Instructors

Jump to date

Monday
September 1, 2015

7am - 8am

Hot Yoga
Erica F.
Studio 1

+ Book

8am - 9am

+ Book

9am - 10am

Deep Stretch
Mike S., Studio 1

+ Waitlist

Hot Yoga
Erica F.
Studio 2

+ Book

10am - 11am

11am - 12pm

Core Yoga
Julie J.
Studio 1

+ Book

12pm - 1pm

1pm - 2pm

Meditation
Jess L., Studio 2

+ Waitlist

2pm - 3pm

Vinyasa Flow
Erica F.
Studio 1

+ Book

3pm - 4pm

Tuesday
September 2, 2015

7am - 8am

Meditation
Jess L., Studio 1

+ Book

8am - 9am

Hot Yoga
Erica F.
Studio 2

+ Book

Hot Yoga
The hot and humidity will increase your flexibility!
Yogis registered (so far): 14

9am - 10am

10am - 11am

11am - 12pm

Core Yoga
Megan F.
Studio 1

+ Book

Hot Yoga
Julie J.
Studio 2

+ Book

12pm - 1pm

1pm - 2pm

Vinyasa Flow
Erica F.
Studio 1

+ Book

2pm - 3pm

Deep Stretch
Jess L., Studio 2

+ Waitlist

3pm - 4pm


320 Commonwealth Ave.
Boston, MA 02111

TERMS

CONTACT

Copyright © YogaFlow. All rights reserved.

VISUAL DESIGN



CLASSES

SCHEDULE

RATES

INSTRUCTORS

LOG OUT

Namaste, Julie!

MY ACCOUNT

SCHEDULE

Classes

Instructors

Jump to date

Monday
September 1, 2015

7am - 8am

Hot Yoga
Erica F.
Studio 1

+ Book

8am - 9am

+ Book

9am - 10am

Deep Stretch
Mike S., Studio 1

+ Waitlist

10am - 11am

11am - 12pm

Core Yoga
Julie J.
Studio 1

+ Book

12pm - 1pm

+ Book

1pm - 2pm

2pm - 3pm

Vinyasa Flow
Erica F.
Studio 1

+ Book

3pm - 4pm

+ Book

Tuesday
September 2, 2015

7am - 8am

Meditation
Jess L., Studio 1

+ Book

8am - 9am

9am - 10am

Hot Yoga
Erica F.
Studio 2

+ Book

10am - 11am

Deep Stretch
Mike S., Studio 1

+ Waitlist

11am - 12pm

12pm - 1pm

Core Yoga
Megan F.
Studio 1

+ Book

1pm - 2pm

Hot Yoga
Julie J.
Studio 2

+ Book

2pm - 3pm

Vinyasa Flow
Erica F.
Studio 1

+ Book

3pm - 4pm

Deep Stretch
Jess L., Studio 2

+ Waitlist

You're Booked!

✓ Synced to your Google Calendar!

Hot Yoga
Erica F.
Sept. 2, 6:30 pm

Payment Method: 1 Month Unlimited

MY ACCOUNT

320 Commonwealth Ave.
Boston, MA 02111

TERMS

CONTACT

Copyright © YogaFlow. All rights reserved.


f

t

i

p

VISUAL DESIGN



CLASSES

SCHEDULE

RATES

INSTRUCTORS

LOG OUT

Namaste, Julie!

MY ACCOUNT

SCHEDULE

Classes

Instructors

Jump to date

Monday
September 1, 2015

7am - 8am

Hot Yoga
Erica F.
Studio 1

+ Book

8am - 9am

9am - 10am

Deep Stretch
Mike S., Studio 1

+ Waitlist

10am - 11am

11am - 12pm

Core Yoga
Julie J.
Studio 1

+ Book

12pm - 1pm

1pm - 2pm

Meditation
Jess L., Studio 2

+ Waitlist

2pm - 3pm

Vinyasa Flow
Erica F.
Studio 1

+ Book

3pm - 4pm

Tuesday
September 2, 2015

7am - 8am

Meditation
Jess L., Studio 1

+ Book

8am - 9am

9am - 10am

Hot Yoga
Erica F.
Studio 2

+ Book

10am - 11am

11am - 12pm

Core Yoga
Megan F.
Studio 1

+ Book

12pm - 1pm

Hot Yoga
Julie J.
Studio 2

+ Book

1pm - 2pm

Vinyasa Flow
Erica F.
Studio 1

+ Book

2pm - 3pm

3pm - 4pm

Deep Stretch
Jess L., Studio 2

+ Waitlist

You're on the list!

There are 6 other people on the list ahead of you.

Your chances of getting into the class are pretty good.

MY ACCOUNT

320 Commonwealth Ave.
Boston, MA 02111

TERMS

CONTACT

Copyright © YogaFlow. All rights reserved.


f

t

i

p

VISUAL DESIGN




CLASSES

SCHEDULE

RATES

INSTRUCTORS

LOG OUT

 Namaste, Julie!

MY ACCOUNT

Namaste, Julie!

Upcoming Classes

Waitlist

Sept. 1, 2015

Hot Yoga

6:30 pm - 8:00 pm

Cancel

Sept. 6, 2015

Vinyasa Flow

4:00 pm - 6:30 pm

Cancel

Sept. 12, 2015

Strength & Conditioning

6:00 am - 7:30 am

Cancel

Sept. 22, 2015

Hot Yoga

6:30 pm - 8:00 pm

Cancel

Membership

1 Month Unlimited

purchased 9/1/15

0

14 days remaining

30

☒ auto renew

[See other membership options](#)

Billing Information

Billing Address

Julie Xie

3 Oak Street, Apt. E

Andover, MA 01810

Edit

Card

VISA **** * 9789

Edit

Expiration Date

01/17

Edit

Security Code

Edit

Preferences

Email

julie@gmail.com

Edit

Password

Edit

☒ send me email reminders

3 hours

 before class.

☐ send me text reminders

3 hours

 before class.

☐ join the email newsletter

☒ calendar sync

☒ Google Calendar

☐ iCal





320 Commonwealth Ave.

Boston, MA 02111

TERMS

CONTACT


Copyright © YogaFlow. All rights reserved.



46

Julie Xie
UX DESIGN & STRATEGY

VISUAL DESIGN



CLASSES

SCHEDULE

RATES

INSTRUCTORS


LOG IN

GET STARTED

SCHEDULE

Classes ▾

Instructors ▾

Jump to date 

Monday
September 1, 2015

7am - 8am

Hot Yoga
Erica F.
Studio 1

+ Book

8am - 9am

+ Book

9am - 10am

Deep Stretch
Mike S., Studio 1

+ Waitlist

10am - 11am

11am - 12pm

Core Yoga
Julie J.
Studio 1

+ Book

12pm - 1pm

1pm - 2pm

2pm - 3pm

Vinyasa Flow
Erica F.
Studio 1

+ Book

3pm - 4pm

Tuesday
September 2, 2015

7am - 8am

Meditation
Jess L., Studio 1

+ Book

8am - 9am

9am - 10am

Deep Stretch
Mike S., Studio 1

+ Waitlist

10am - 11am

11am - 12pm

Core Yoga
Megan F.
Studio 1

+ Book

12pm - 1pm

1pm - 2pm

Vinyasa Flow
Erica F.
Studio 1

+ Book

2pm - 3pm





3pm - 4pm

320 Commonwealth Ave.
Boston, MA 02111

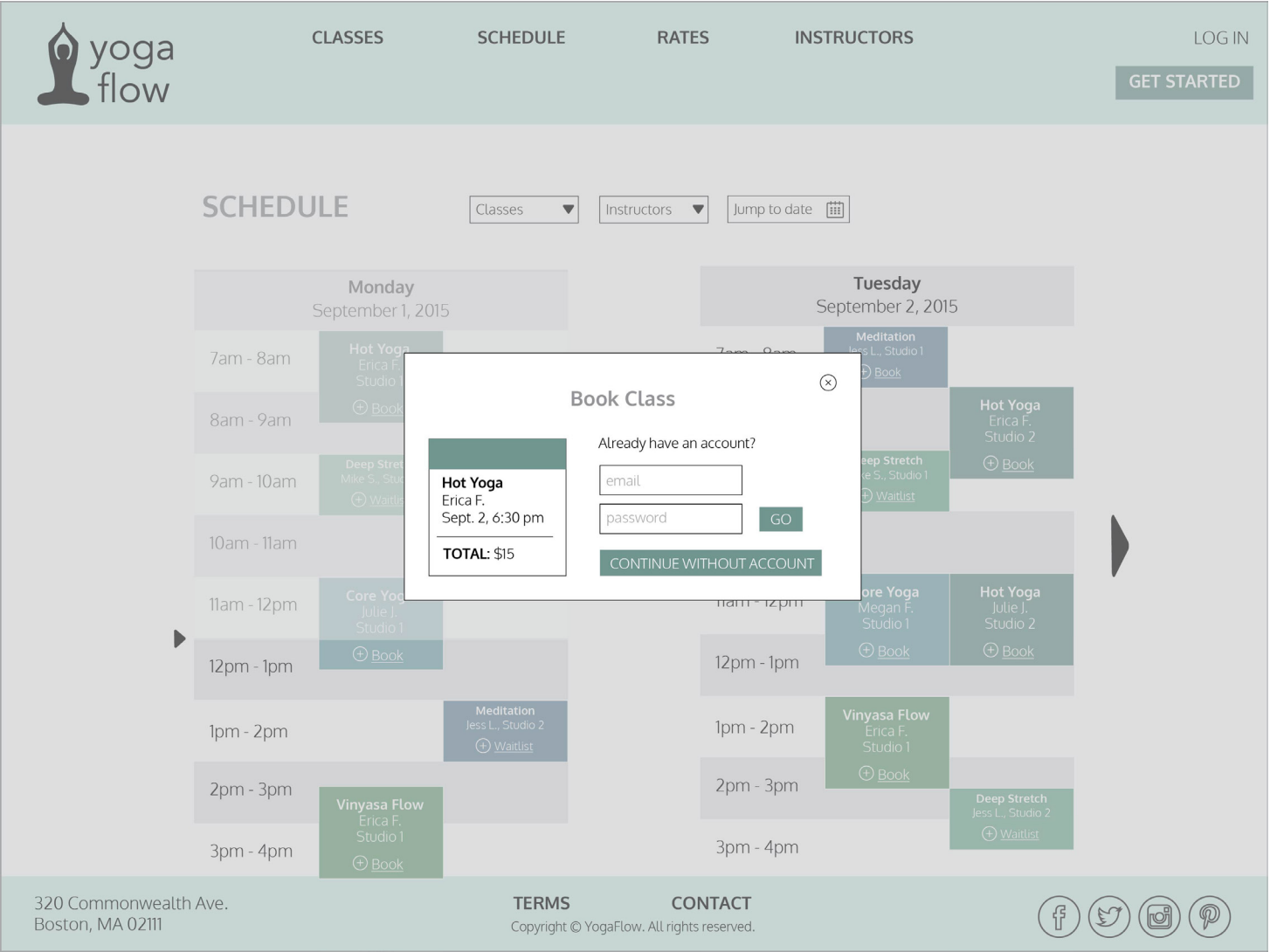
TERMS

CONTACT


Copyright © YogaFlow. All rights reserved.



VISUAL DESIGN



VISUAL DESIGN



1

Basic Info

2

Payment Info

BOOK CLASS

* = required

Full name*

Email*

Your selection

Hot Yoga
Erica F.
Sept. 2, 6:30 pm





TOTAL: \$15


NEXT

320 Commonwealth Ave.
Boston, MA 02111

TERMS
Copyright © YogaFlow. All rights reserved.

CONTACT





1

Basic Info

2

Payment Info

BOOK CLASS

* = required

Billing Address*

Billing Address 2

Zip Code*

City*

State*

Card Number*

Expiration Date*

Security Code*

PayPal

Email*

Password*

....|

✓

Andover

MA

▼

1234 5678 92|

▼

▼

🔍

Hot Yoga

Erica F.

Sept. 2, 6:30 pm

TOTAL: \$15

COMPLETE

320 Commonwealth Ave.
Boston, MA 02111

TERMS

CONTACT

Copyright © YogaFlow. All rights reserved.


Facebook

Twitter

Instagram

Pinterest

VISUAL DESIGN



1

Basic Info

2

Payment Info

BOOK CLASS

* = required

Billing Address*

Billing Address 2

Zip Code*

City*

State*

Card Number*

Expiration Date*

Security Code*

PayPal

Email*

Hot Yoga

Erica F.

Sept. 2, 6:30 pm

TOTAL: \$15

Charged to Visa **** * 9789 on 9/1/15

☒ email me a receipt

☐ print receipt

namaste@gmail.com

Please call the studio 617-617-6176 if you need to cancel.

[Consider buying a pass or membership!](#)


our selection

Hot Yoga

Erica F.

Sept. 2, 6:30 pm

TOTAL: \$15



CLASSES

SCHEDULE

RATES

INSTRUCTORS

LOG IN

GET STARTED

RATES

Buy a single class, or invest in a 10 Class Pass or monthly membership. All purchases are non-refundable and non-transferable.

Single Class

\$15

- Account creation not required

SEE SCHEDULE

10 Class Pass

\$130

- Account creation required
- Valid for 1 year after purchase

SELECT

1 Month Unlimited

\$150

- Account creation required
- Begins on date of purchase


SELECT


320 Commonwealth Ave.
Boston, MA 02111


TERMS


CONTACT


Copyright © YogaFlow. All rights reserved.












CLASSES

SCHEDULE

RATES


INSTRUCTORS

LOG OUT

 Namaste, Julie!


MY ACCOUNT

INSTRUCTORS




Erica M.

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."




Jess L.

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."




Megan F.

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. aliquo magna dolore."




Sarah M.

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum yoga yoga."



Mike S.

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."







Julie J.


"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

320 Commonwealth Ave.
Boston, MA 02111

TERMS
Copyright © YogaFlow. All rights reserved.

CONTACT






CLASSES

SCHEDULE

RATES

INSTRUCTORS

LOG OUT

 Namaste, Julie!

MY ACCOUNT

TERMS

Lorem ipsum dolor sit amet, has vitae molestie partiendo in. In idque soluta ceteros nec. Eum eu justo ullum aeterno. Eos ea suas dictas vituperatoribus, te affert commune quaestio vix. Accusam suavitate ut vel, est fastidii apeirian temporibus in. Option percipit usu cu, ipsum vderer ut nam. Sit nostrum referrentur ex, his viderer inimicus no, agam partem te pro. Detracto senserit cum ad. Eu ludus dicant adolescens sit, laoreet delectus postulant in eum. Id has viderer indoc-





Lorem ipsum dolor sit amet, has vitae molestie partiendo in. In idque soluta ceteros nec. Eum eu justo ullum aeterno. Eos ea suas dictas vituperatoribus, te affert commune quaestio vix. Accusam suavitate ut vel, est fastidii apeirian temporibus in. Option percipit usu cu, ipsum vderer ut nam. Sit nostrum referrentur ex, his viderer inimicus no, agam partem te pro. Detracto senserit cum ad. Eu ludus dicant adolescens sit, laoreet delectus postulant in eum. Id has viderer indoc-

320 Commonwealth Ave.
Boston, MA 02111


TERMS

CONTACT

Copyright © YogaFlow. All rights reserved.



VISUAL DESIGN




CLASSES

SCHEDULE

RATES

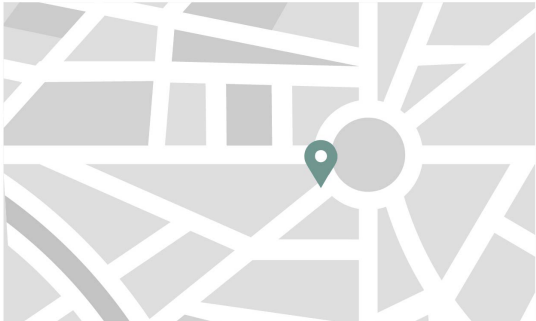
INSTRUCTORS

LOG OUT

 Namaste, Julie!

MY ACCOUNT

CONTACT



320 Commonwealth Avenue
Boston, MA 02111

Hours

Mon. - Fri.: 7am - 9pm
Sat.-Sun.: 9am - 6pm

Phone: 617-617-6171
Fax: 617-923-4817

help@yogaflow.com

Join our email newsletter!

no spam, just occasional announcements on
special events and deals.





GO

320 Commonwealth Ave.
Boston, MA 02111

TERMS

CONTACT

Copyright © YogaFlow. All rights reserved.



THE END