Julie Xie

UX DESIGN & STRATEGY

YogaFlow
User Experience Architecture Guide
October 2015

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

TABLE OF CONTENTS

03 Executive Summary
Mission, market, problem

04 User Personas
Three key users

08 Site Map
Information architecture

09 Feature Set
Product vision

10 Wireframes
State screens, flows

32 Visual Style Guide
Typography, colors, logo

33 Visual Design
Graphic overlays

EXECUTIVE SUMMARY

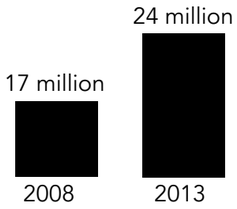
Mission

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]

Yoga is currently a **$7 billion** market in the U.S.[2]



The number of U.S. adults practicing yoga has grown, and continues to increase.[3]

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.

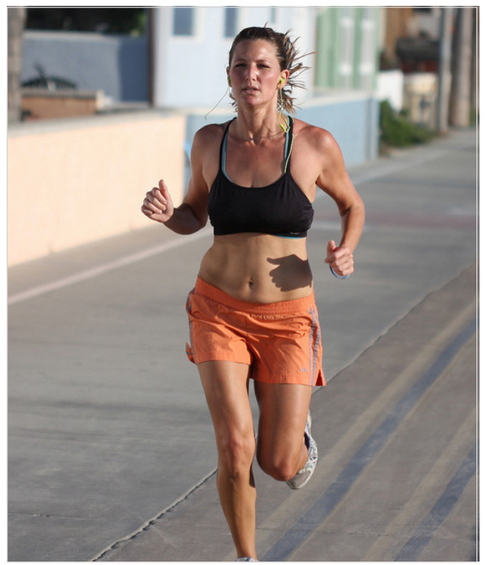
- Attending her best friend's wedding in 3 months and wants to lose weight for the event.
- Prefers group exercise classes over solo workouts. However, doesn't like going to classes that are too crowded.
- Previously had membership to Boston Sports Club, where she tried to sign up for group classes but 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.

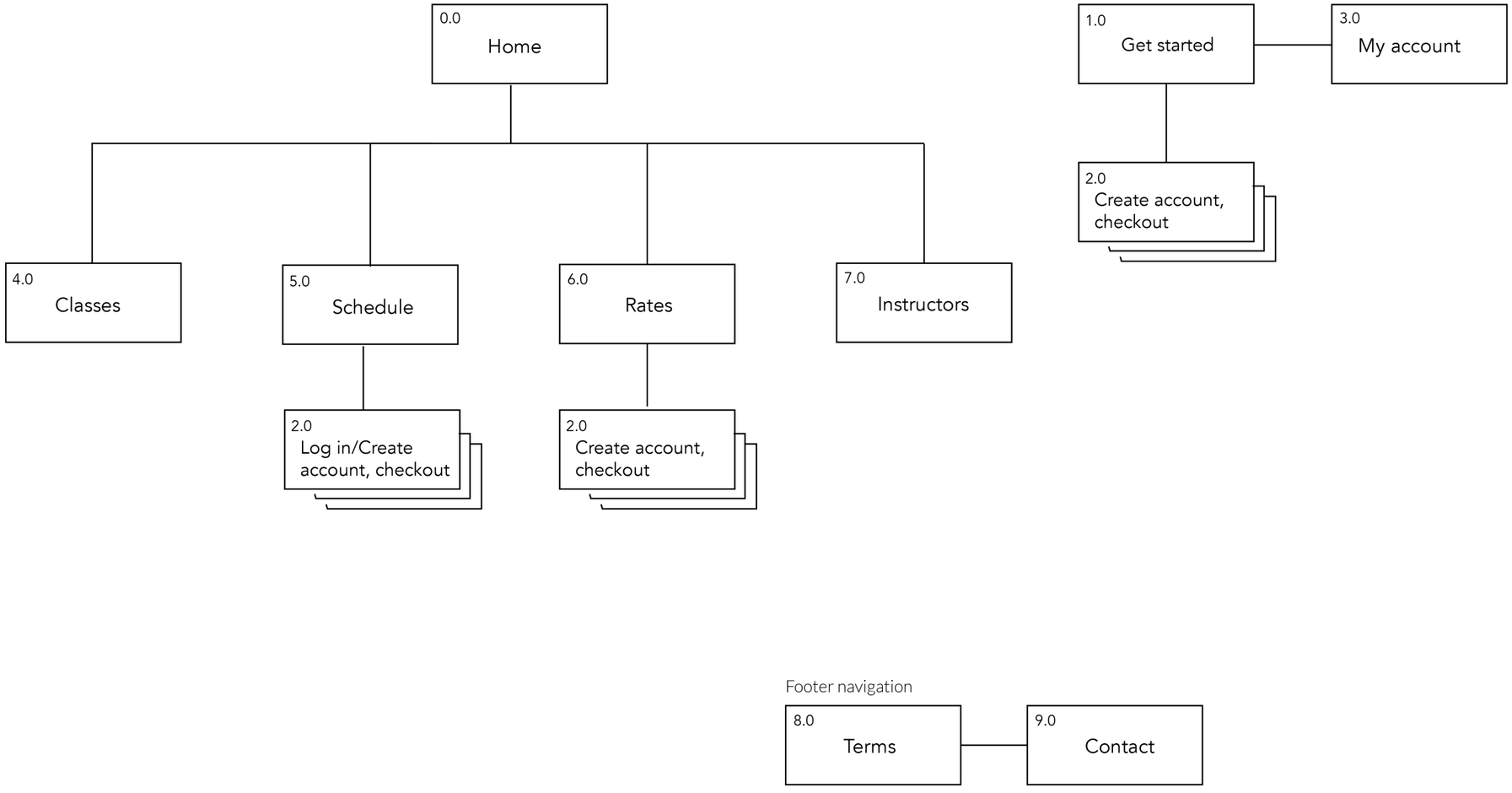
- Big workout buff, has played sports throughout his life, likes to experiment with new ways to exercise.
- Currently a “Cross-fitter,” participates in CrossFit competitons every month, and his life revolves around CrossFit schedule.
- In the middle of a “40 in 60” challenge, where he must complete 40 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


0.0
Home
4.0
Classes
5.0
Schedule
2.0
Log in/Create account, checkout
6.0
Rates
2.0
Create account, checkout
7.0
Instructors
Utility navigation
1.0
Get started
3.0
My account
2.0
Create account, checkout
Footer navigation
8.0
Terms
9.0
Contact

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.

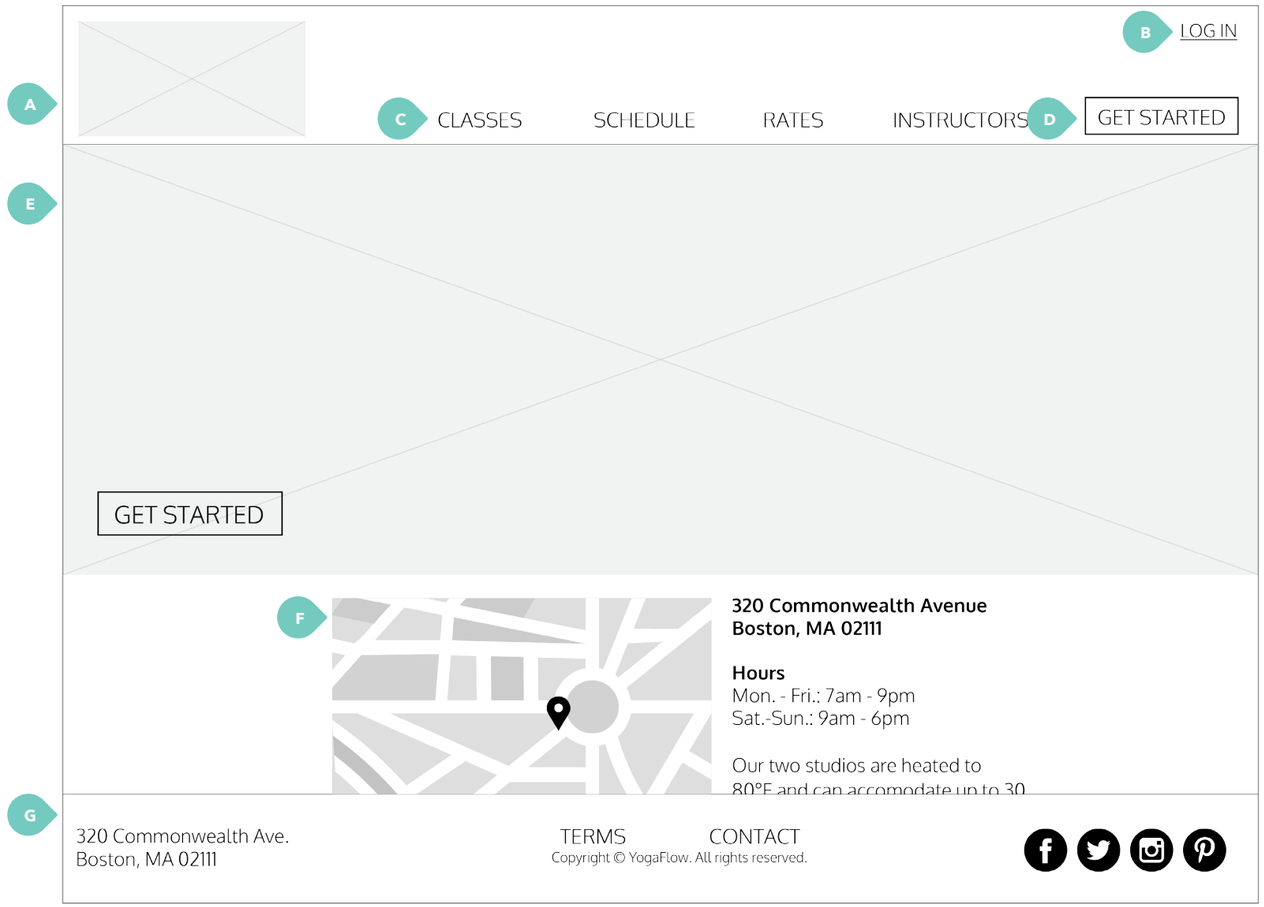
4.0 — Classes
- Display short description and thumbnail image of all classes offered at studio.

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.

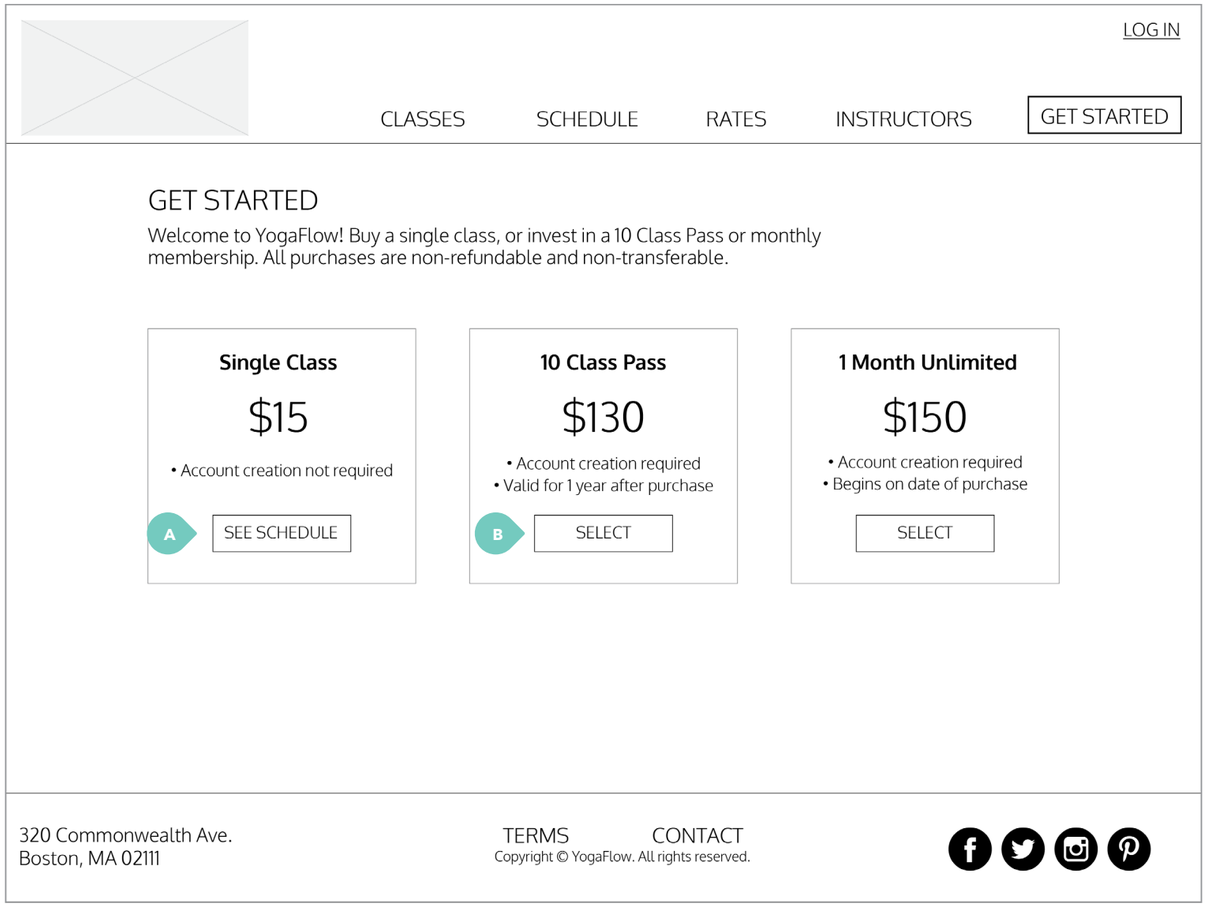
D. Links to Get Started (**1.0**).

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.

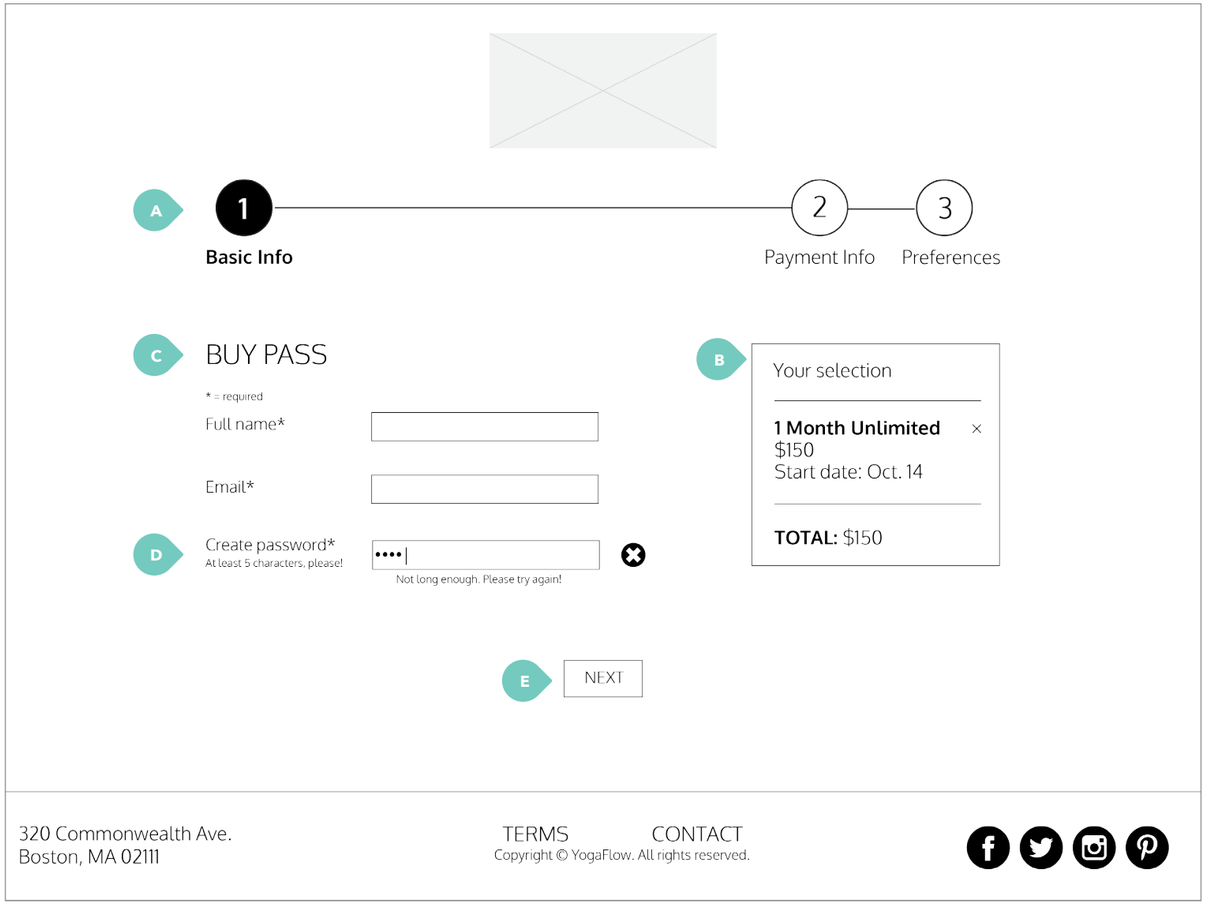
WIREFRAMES / get started



1.0 — Get Started

A. Links to Schedule (**5.0**).

B. Kicks off checkout process (**2.0**).



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.

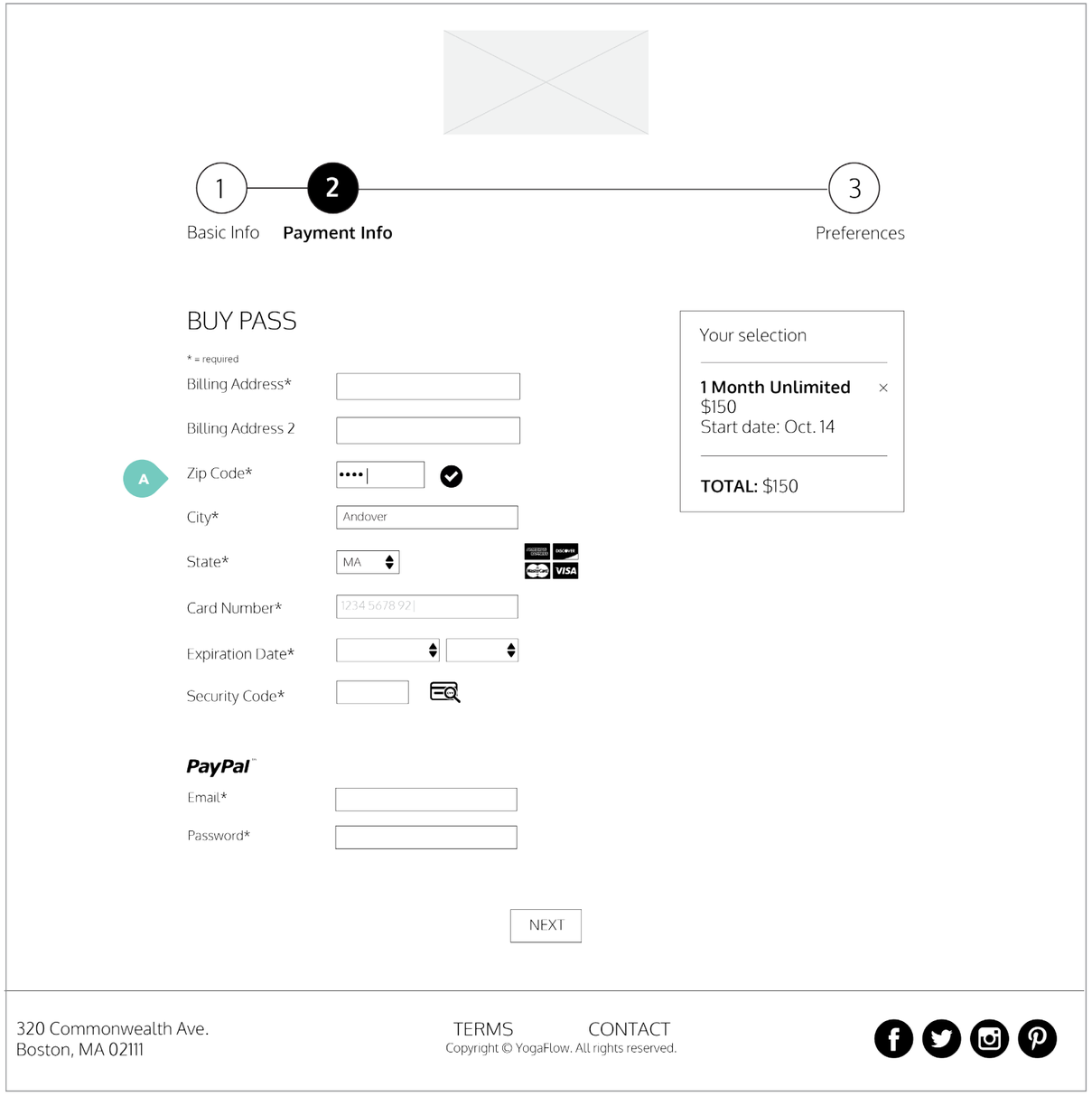
B. Persistent widget displays what user is purchasing.

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.

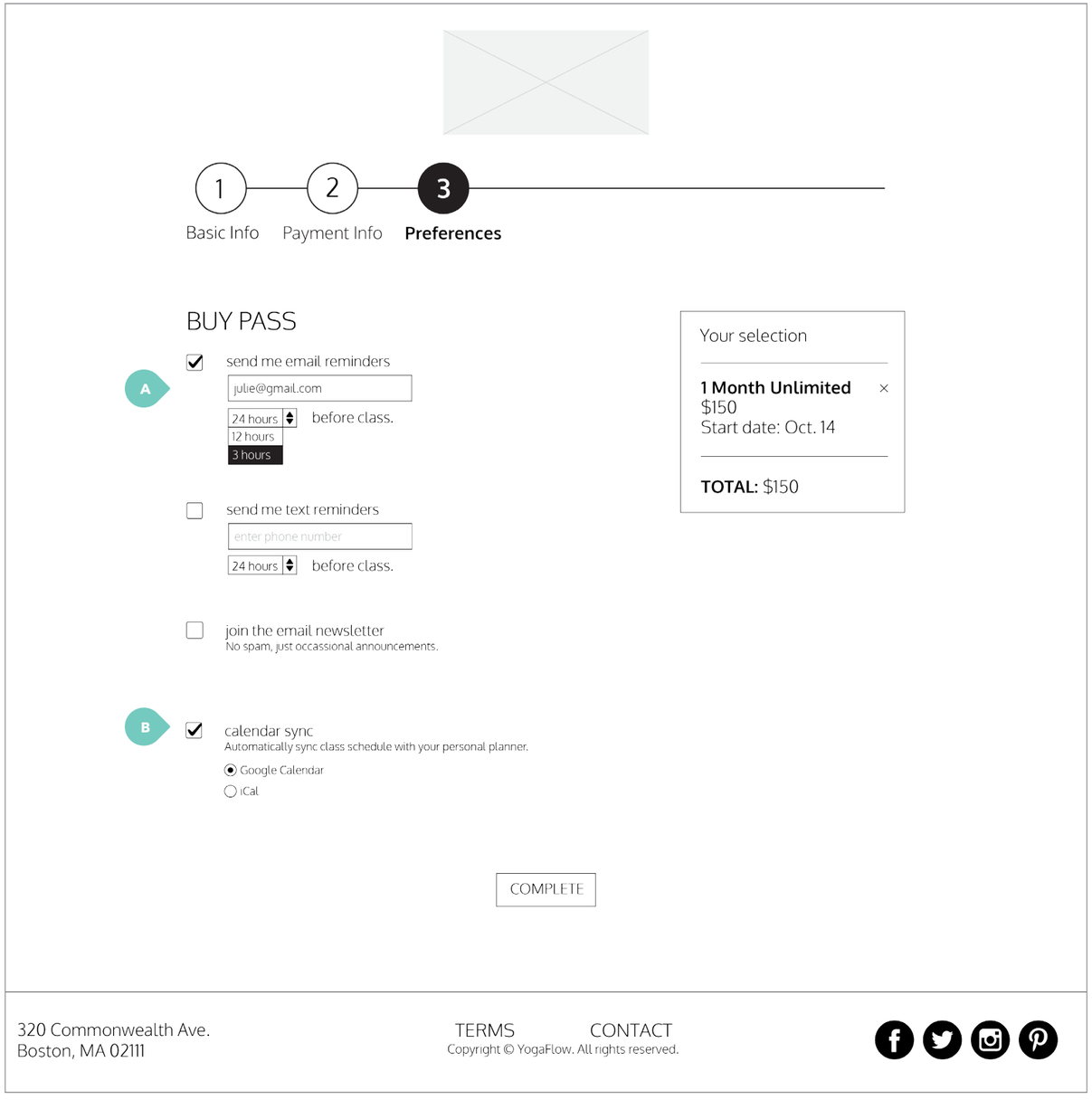
WIREFRAMES / checkout flow



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

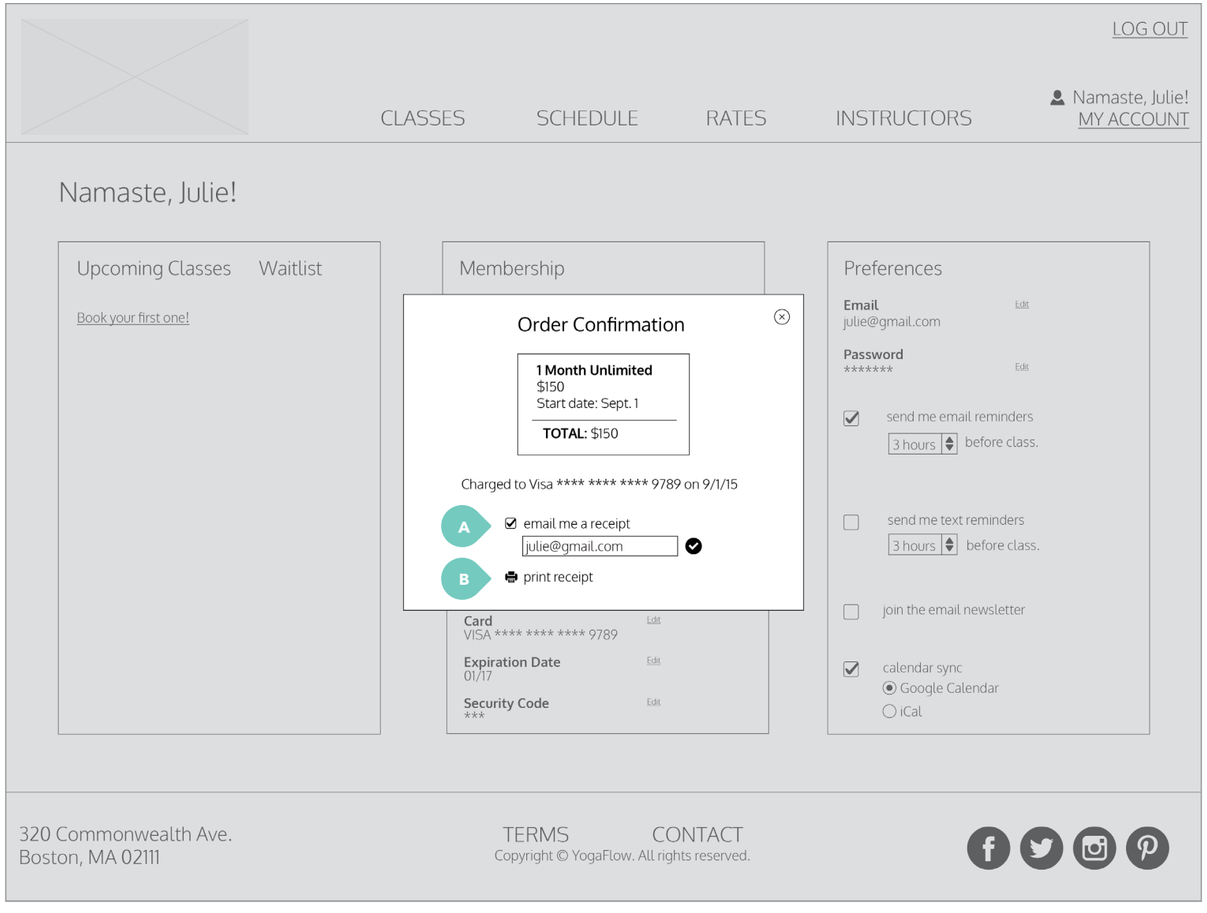


2.0c — Checkout Step 3

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

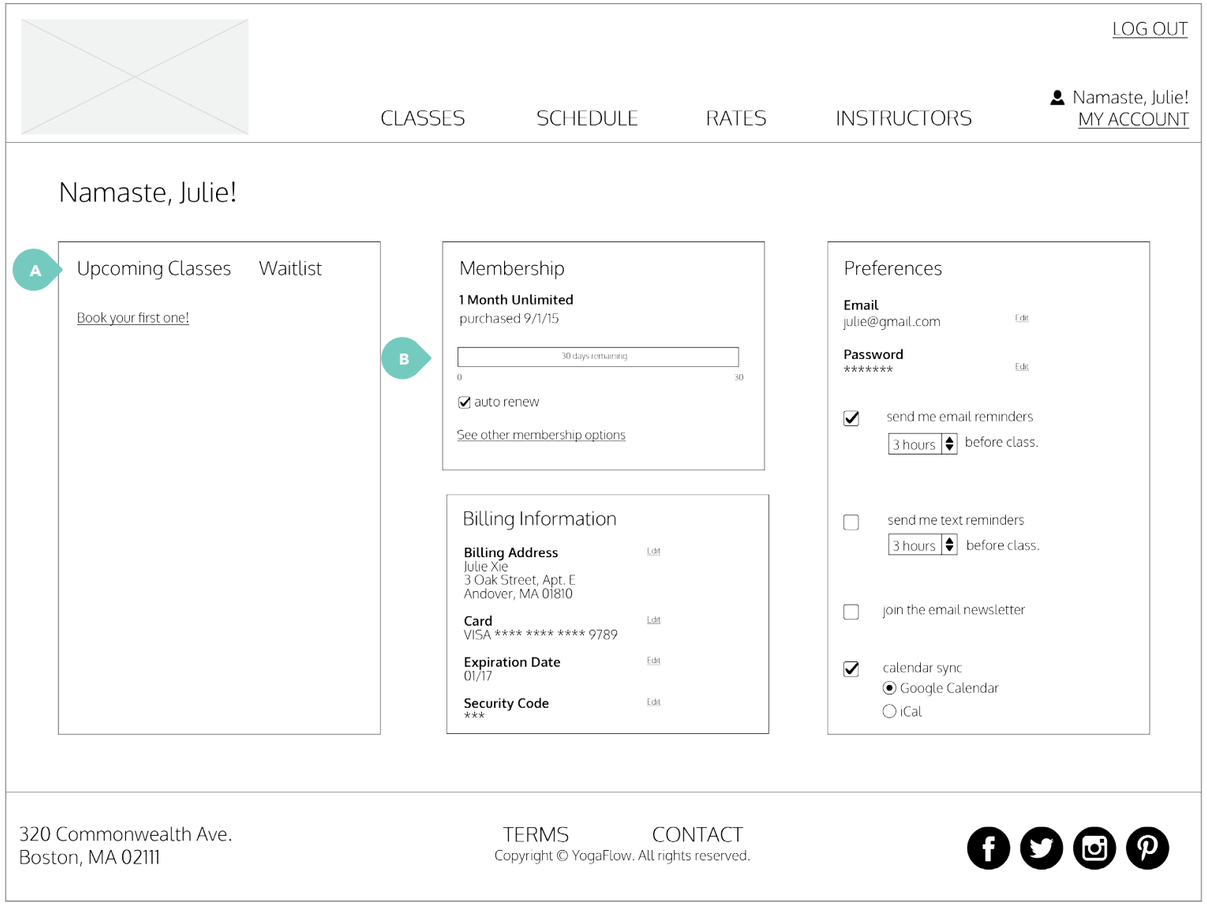


2.0d — Order confirmation

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

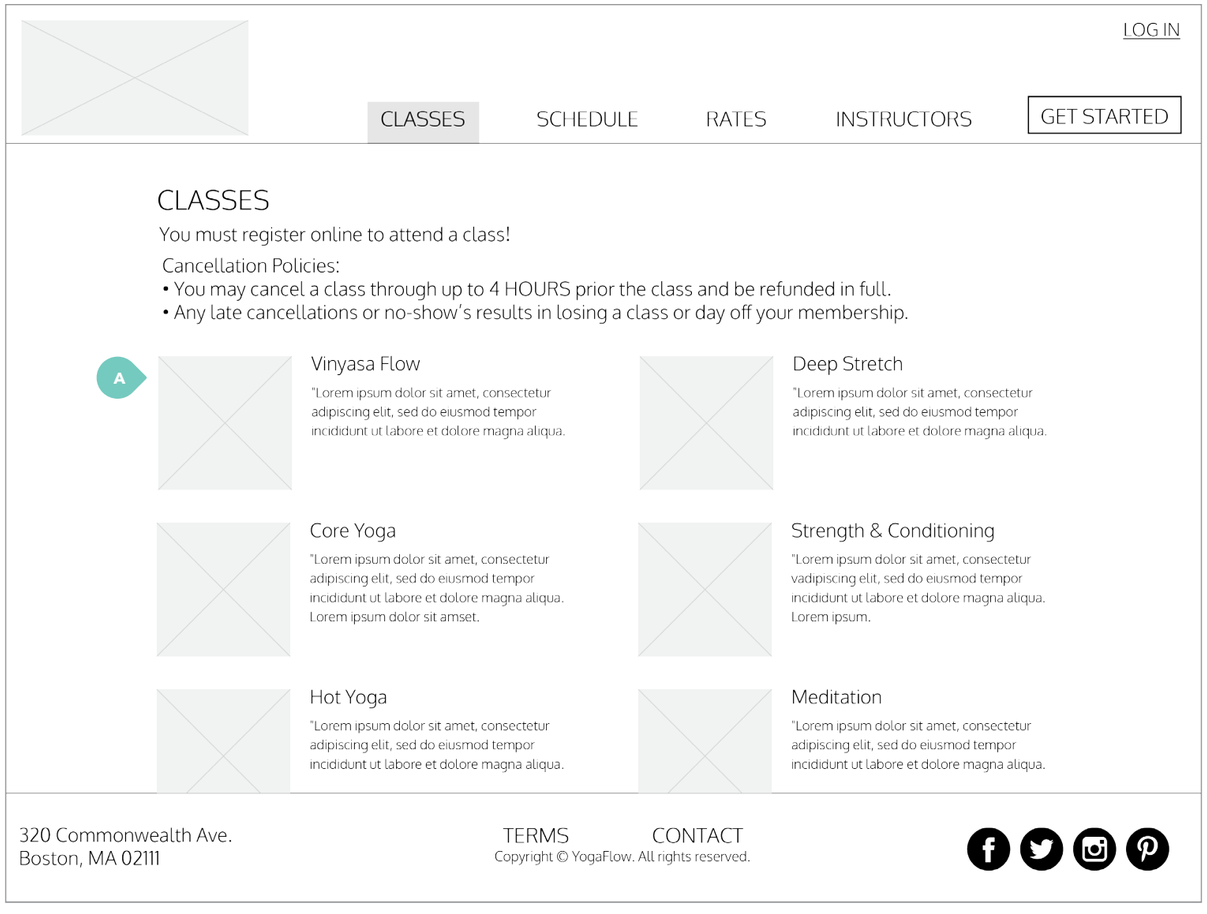


3.0 — My Account

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.

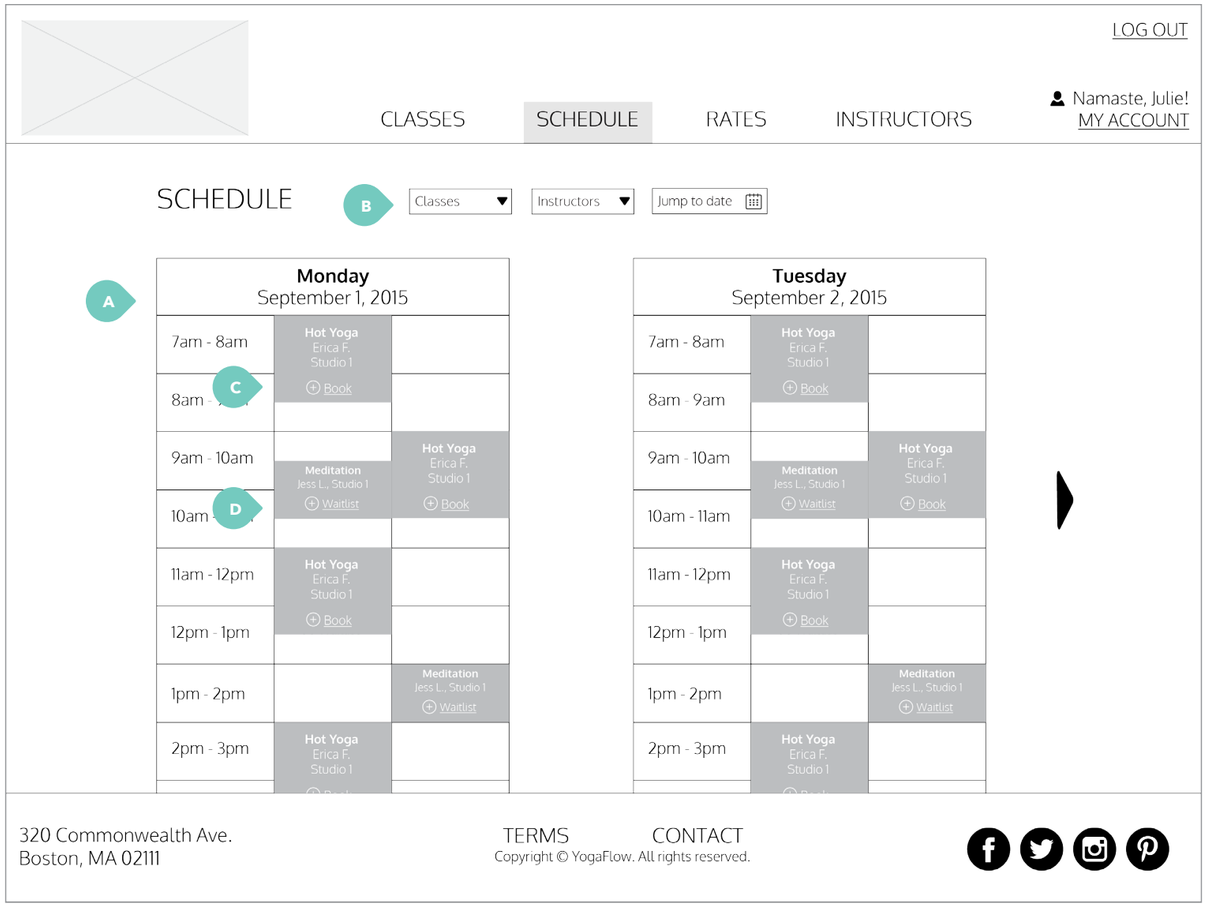
WIREFRAMES / classes



4.0 — Classes

A. Thumbnail image and short description of class.

WIREFRAMES / schedule



5.0 — Schedule

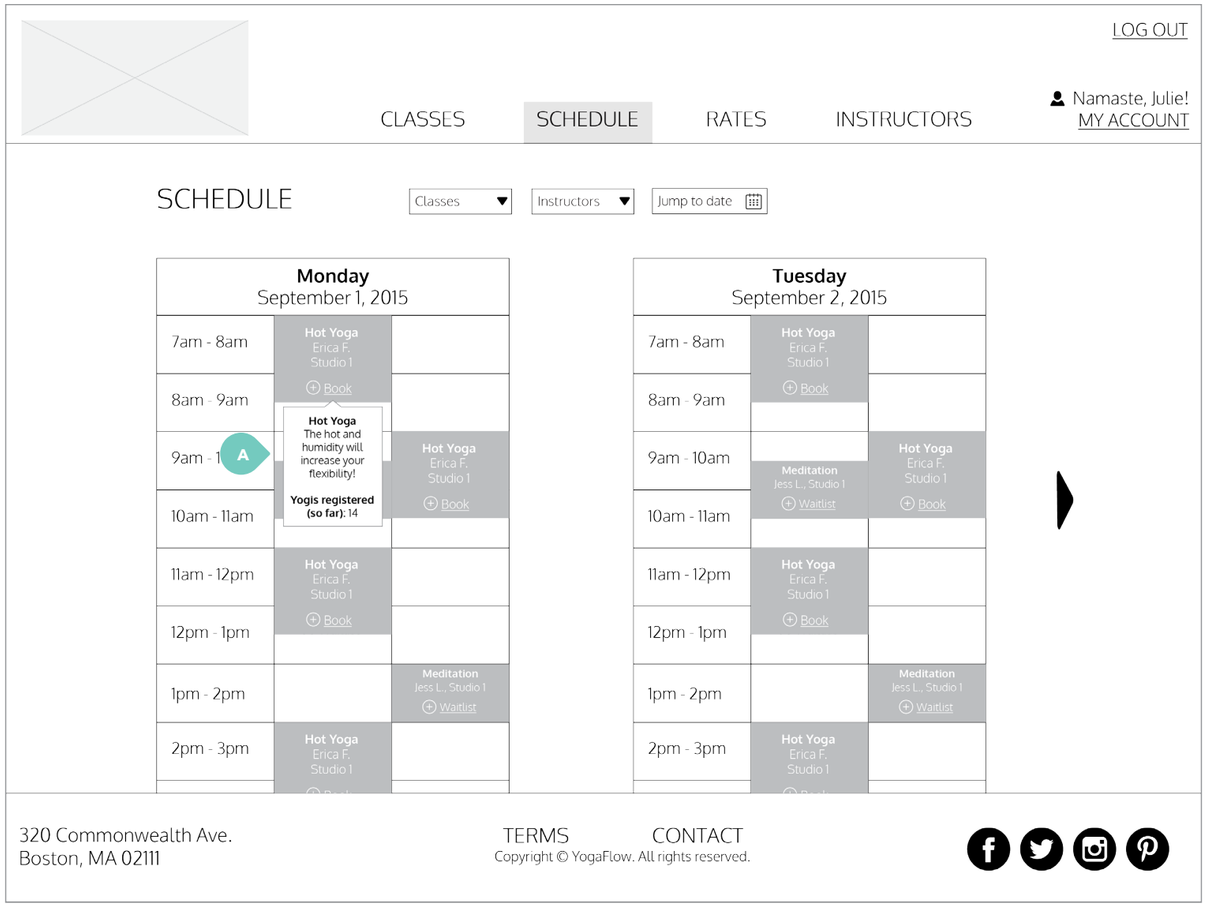
A. Current day's schedule displayed on left, next day's on right.

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.

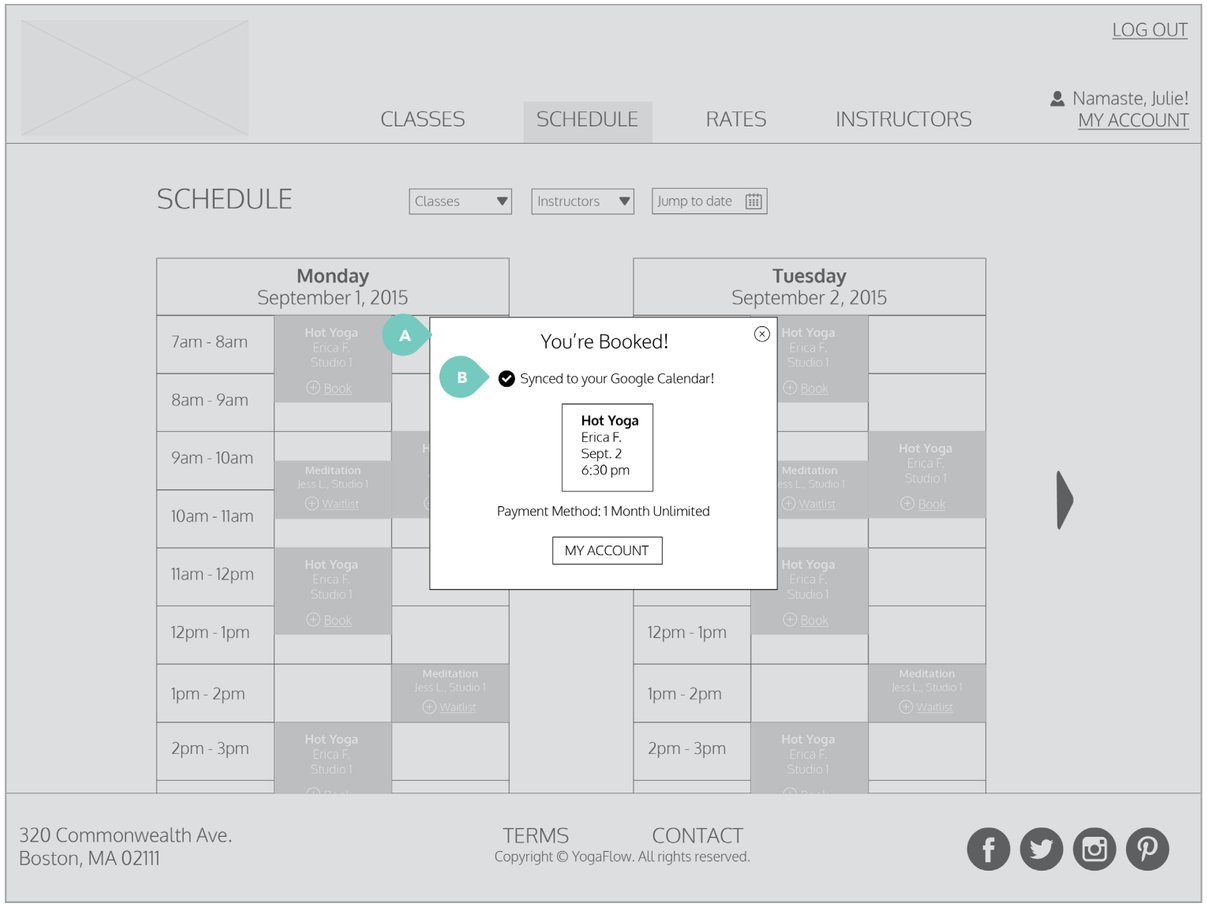
WIREFRAMES / schedule



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

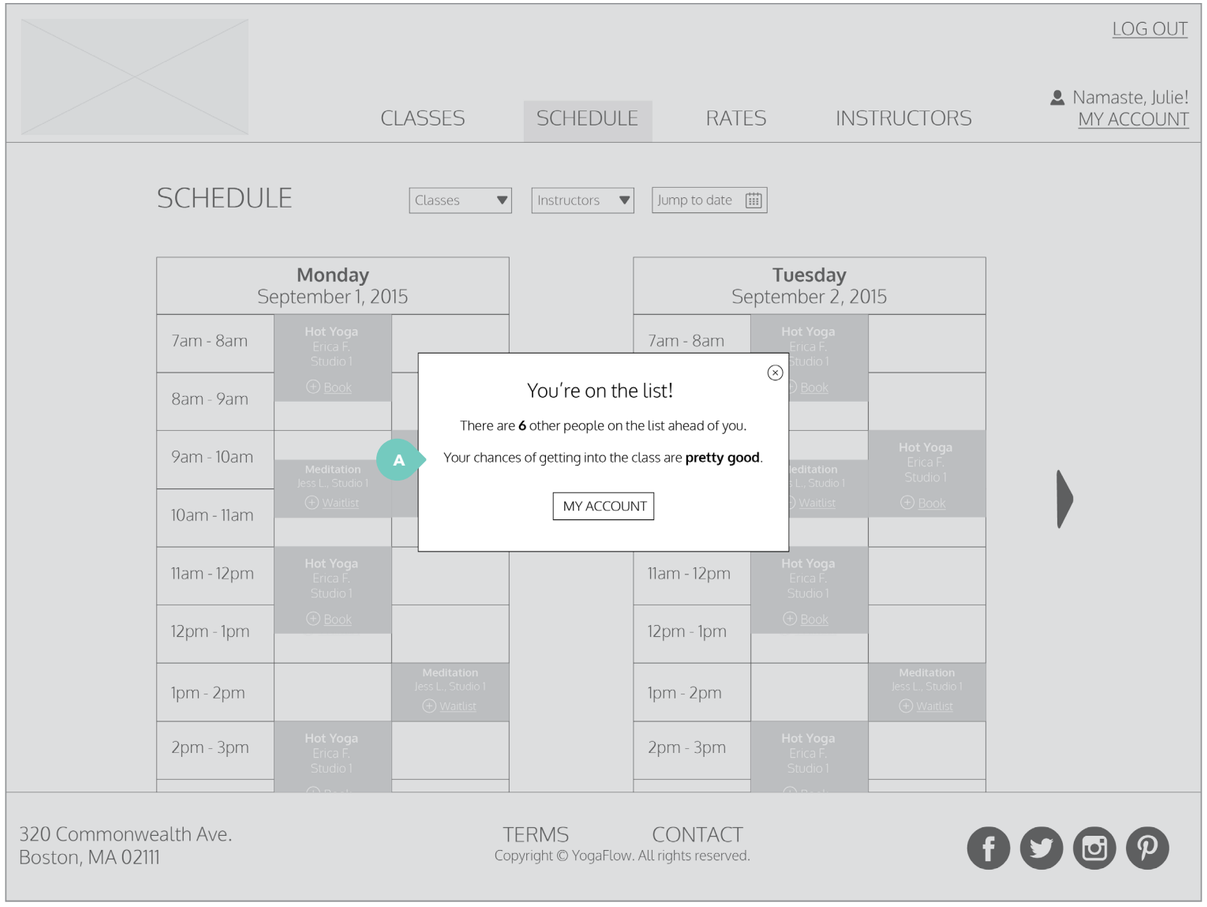


5.0a — Book Class

A. Modal appears when user clicks "Book" button.

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

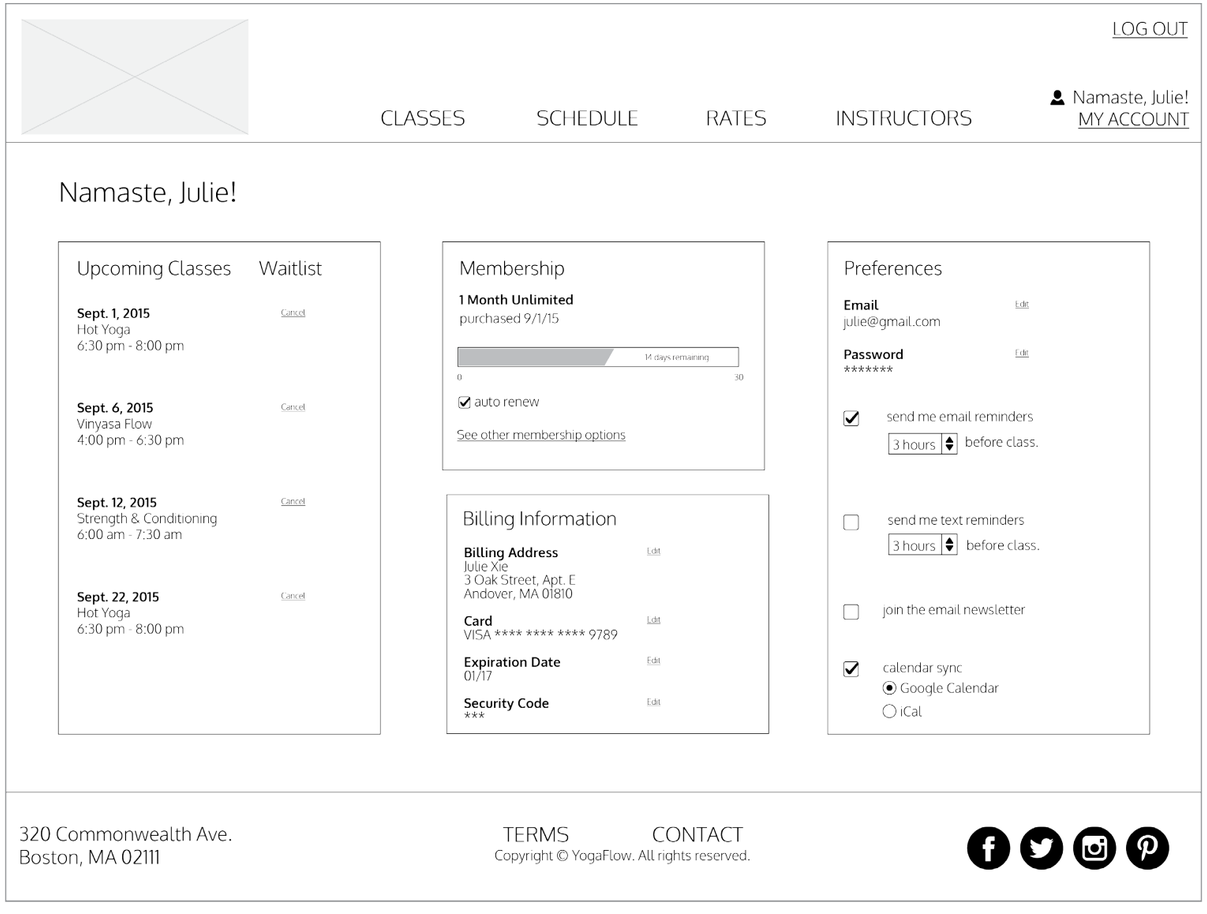
WIREFRAMES / waitlist



5.0b — Add to Waitlist

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

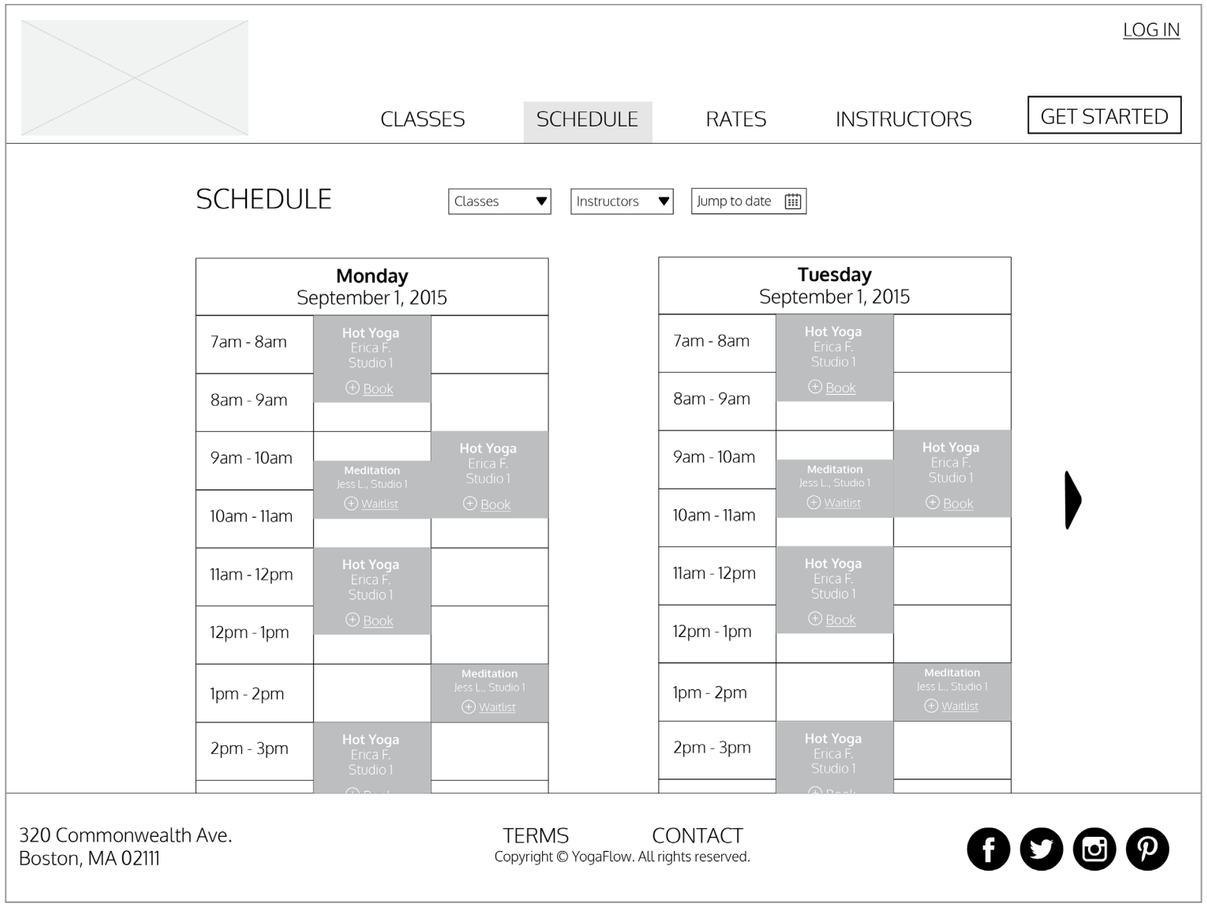
WIREFRAMES / my account



3.0 — My Account

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

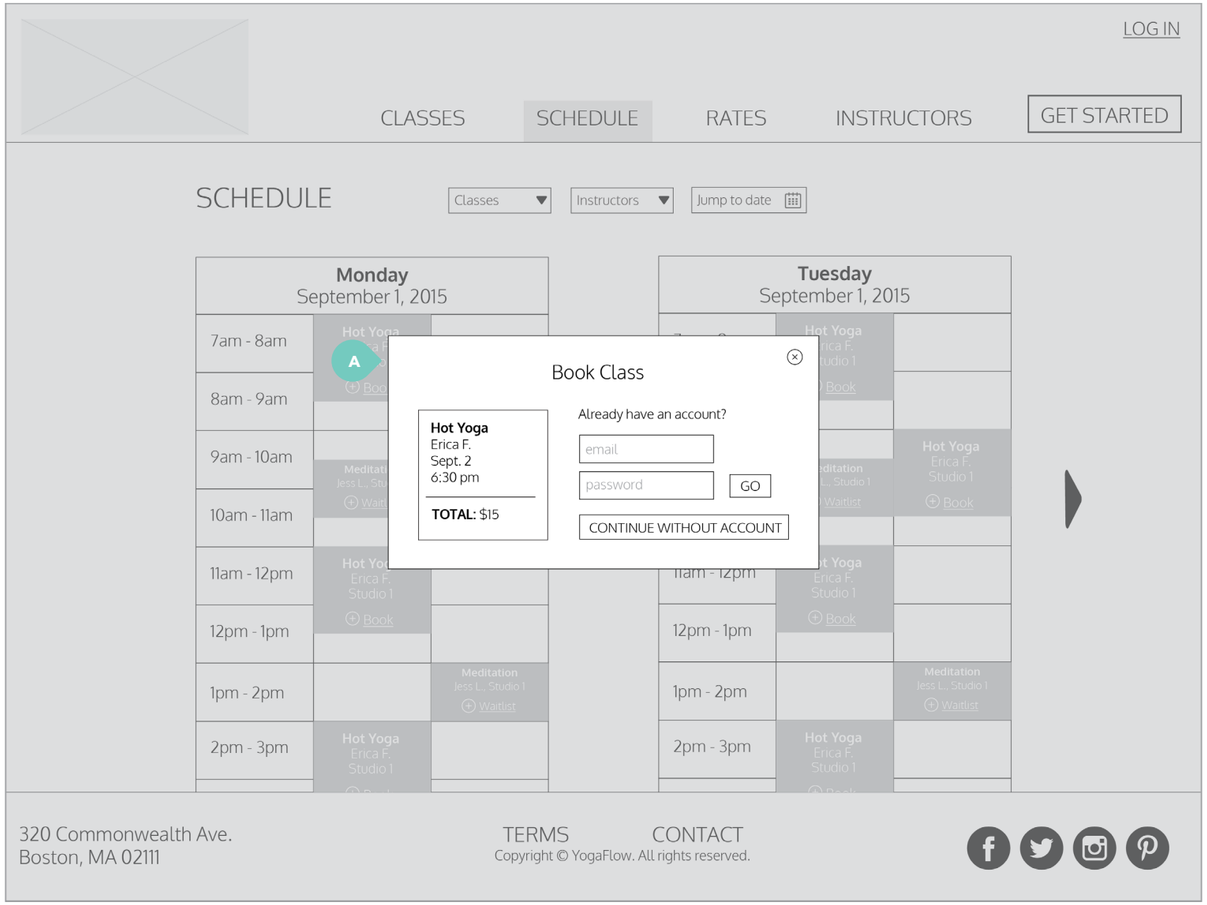
WIREFRAMES / schedule (not logged in)



5.0 — Schedule (not logged in)

View of Schedule page when user is not logged in.

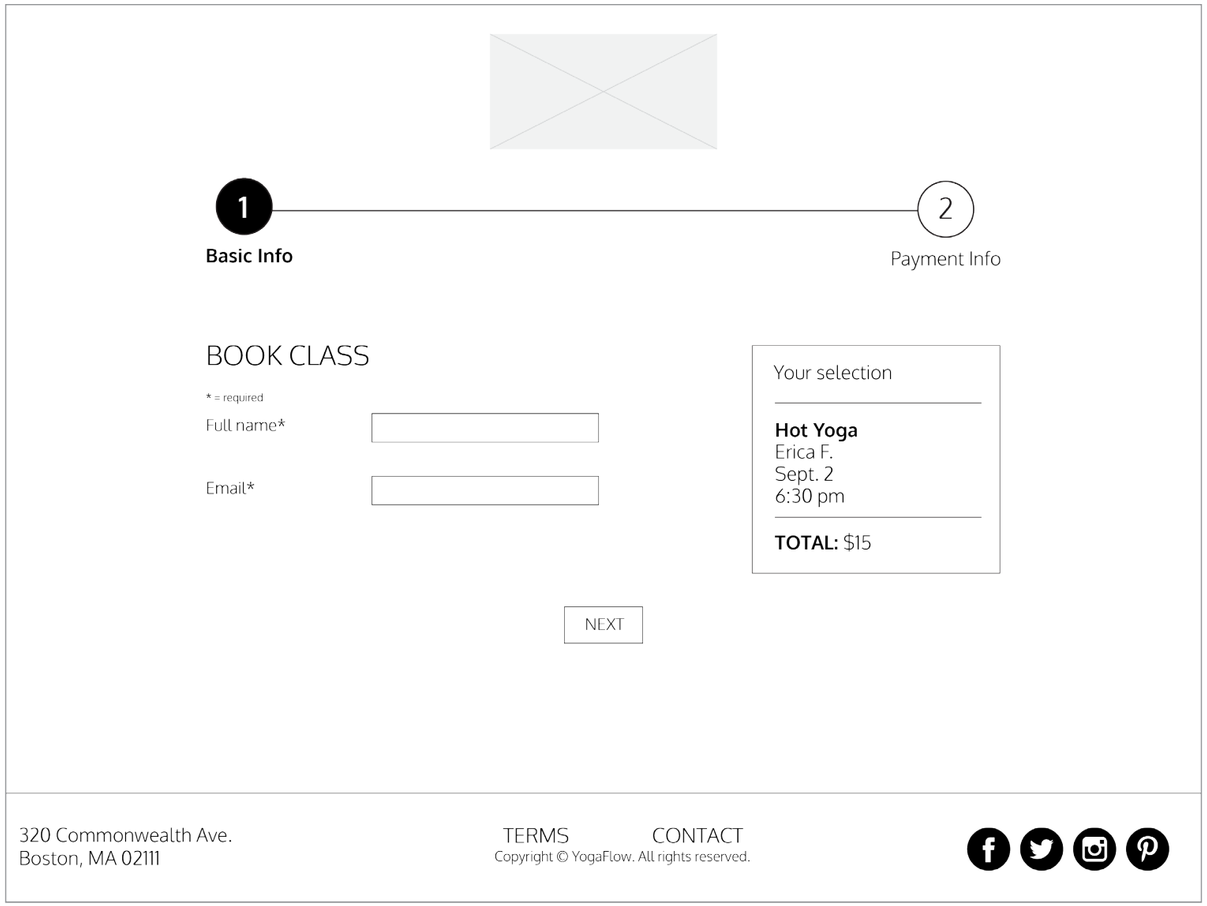
WIREFRAMES / schedule (not logged in)



5.0 — Schedule (not logged in)

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

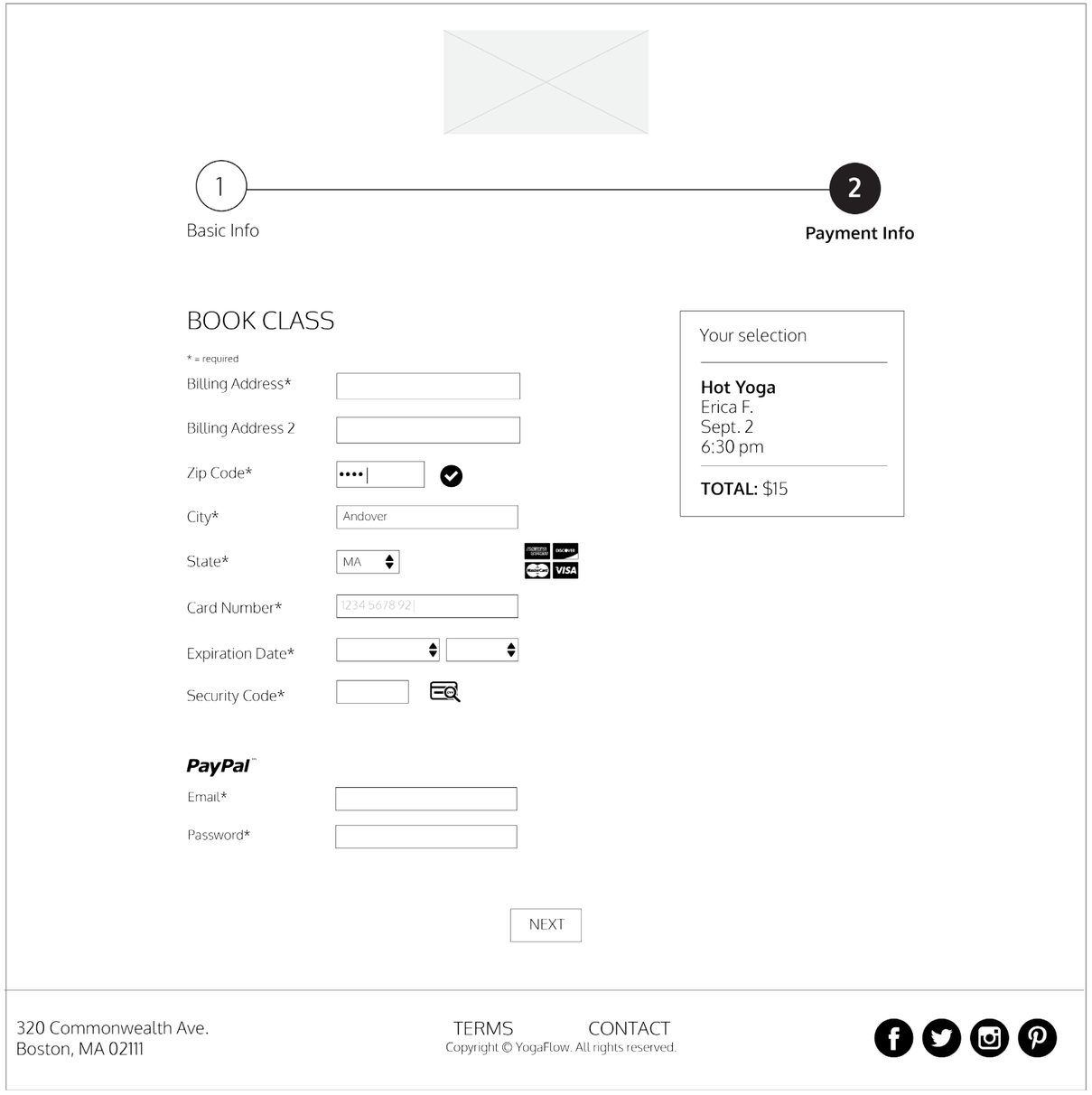
WIREFRAMES / book class checkout flow



2.0a — Book Class checkout 1

Sequence for users without account to book class.

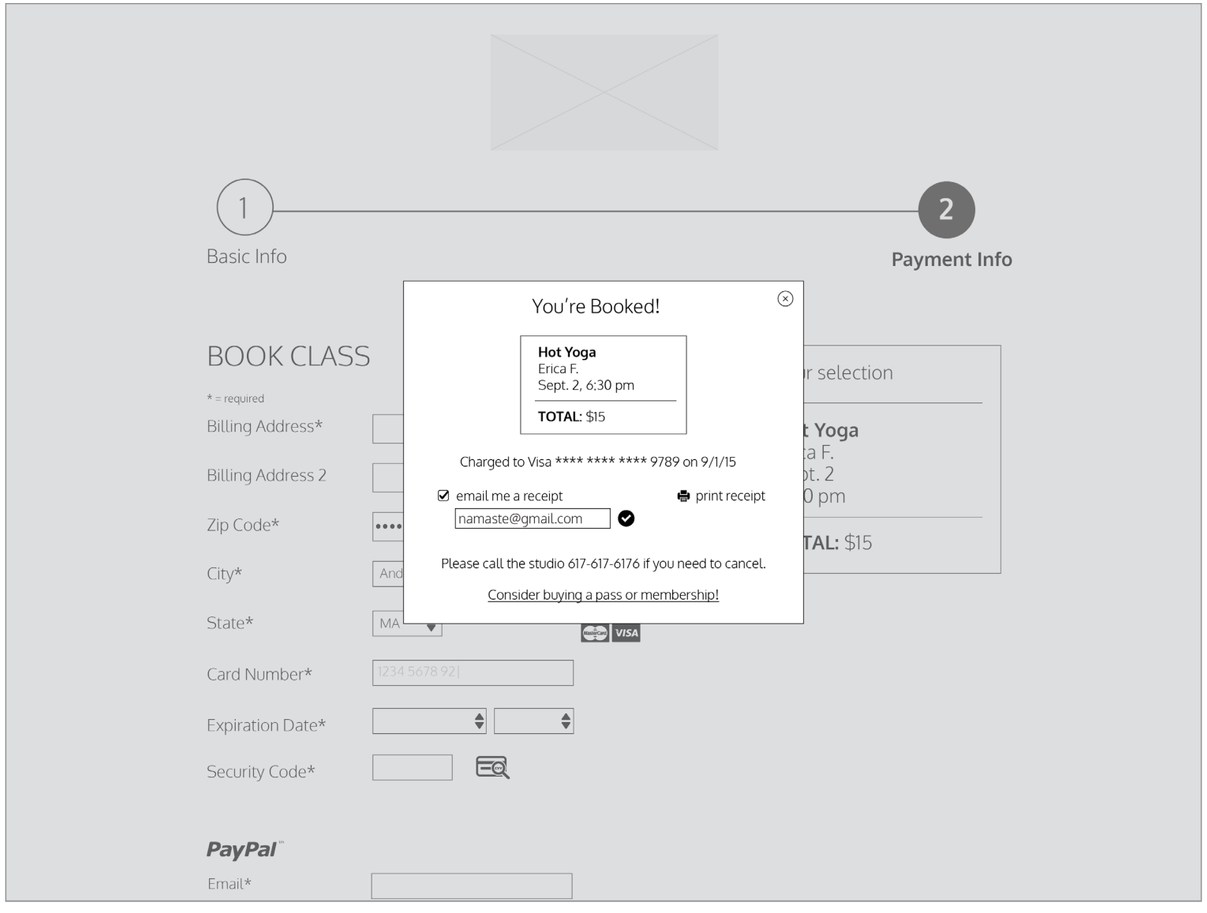
WIREFRAMES / book class checkout flow



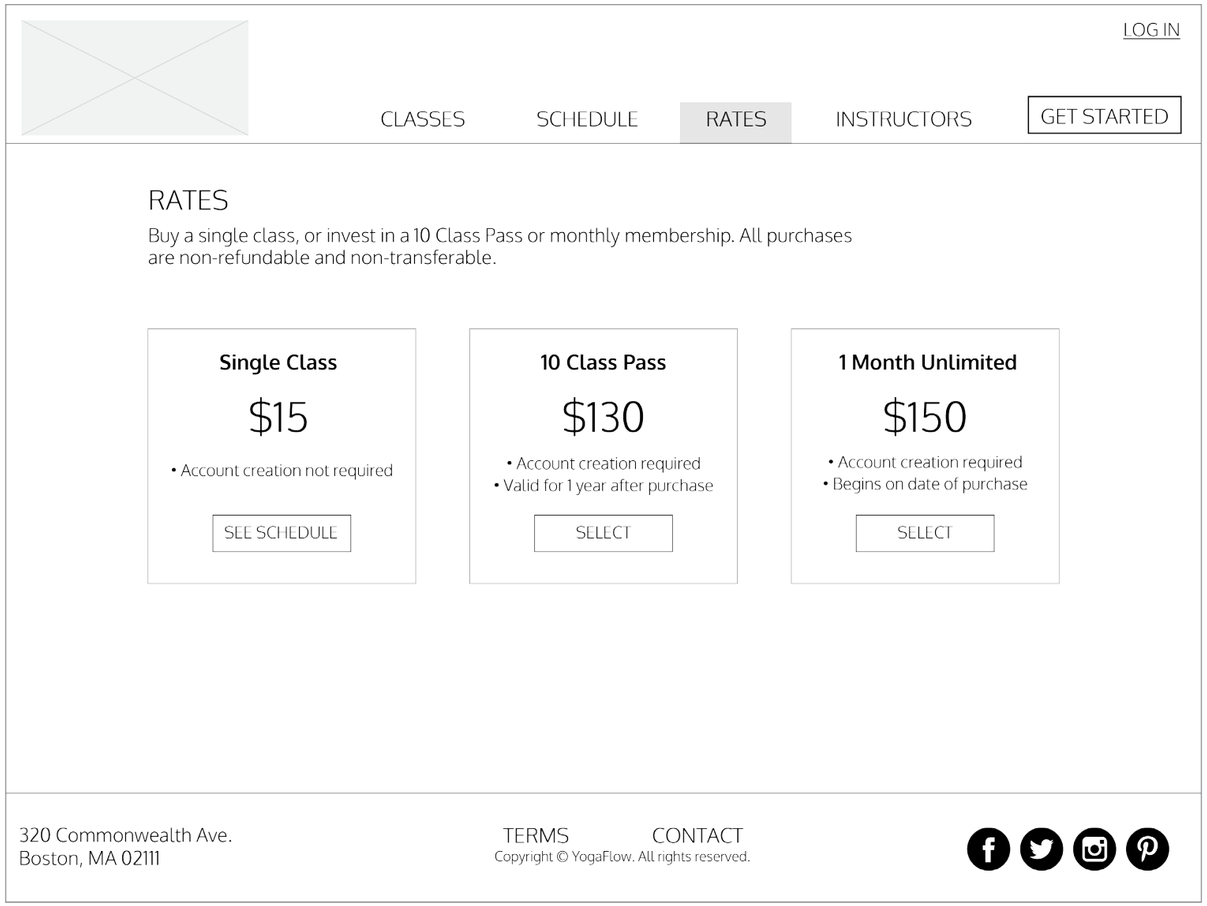
2.0b — Book Class checkout 2

Sequence for users without account to book class.

WIREFRAMES / book class checkout flow

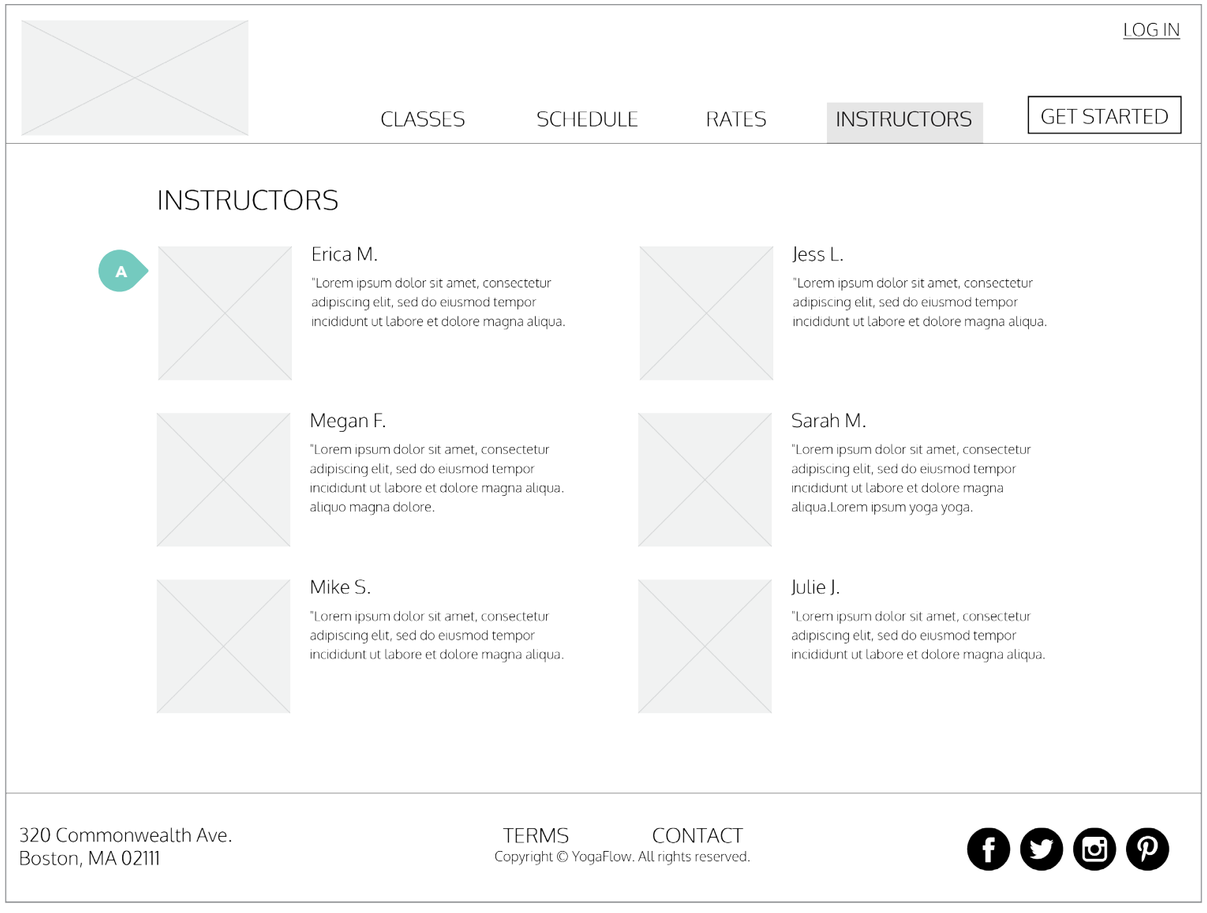


2.0c — Book Class order confirmation



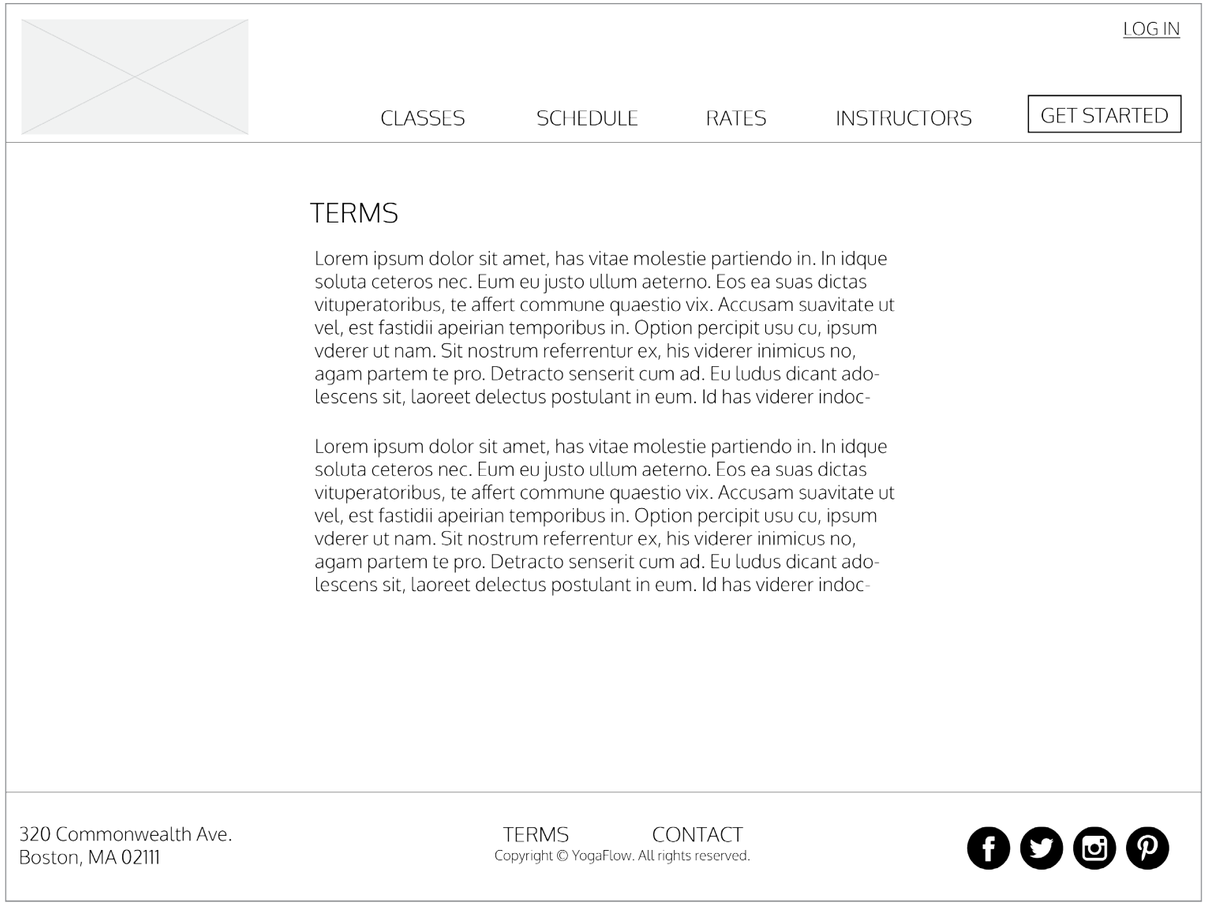
6.0 — Rates

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

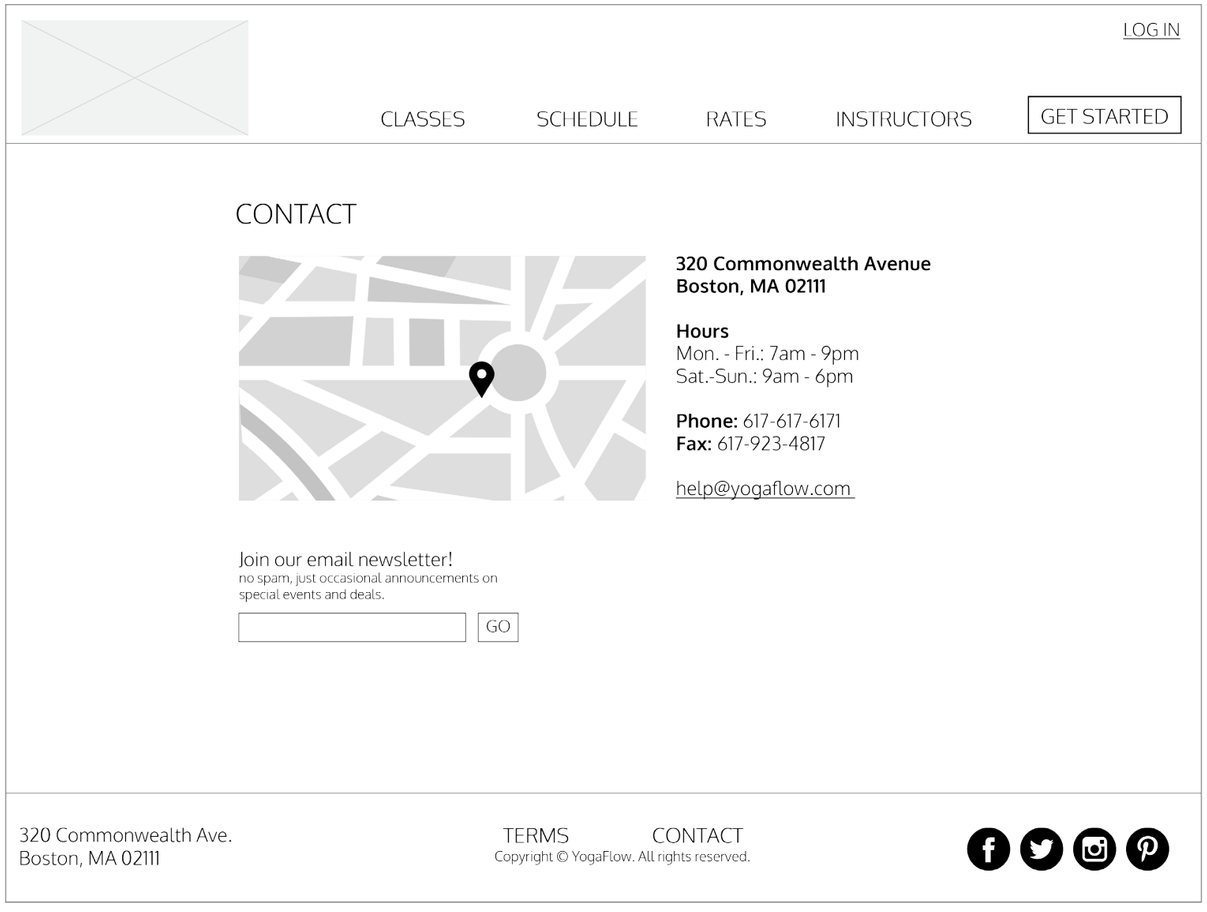


7.0 — Instructors

A. Thumbnail and short bio about each instructor.


LOG IN
CLASSES
SCHEDULE
RATES
INSTRUCTORS
GET STARTED
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.

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

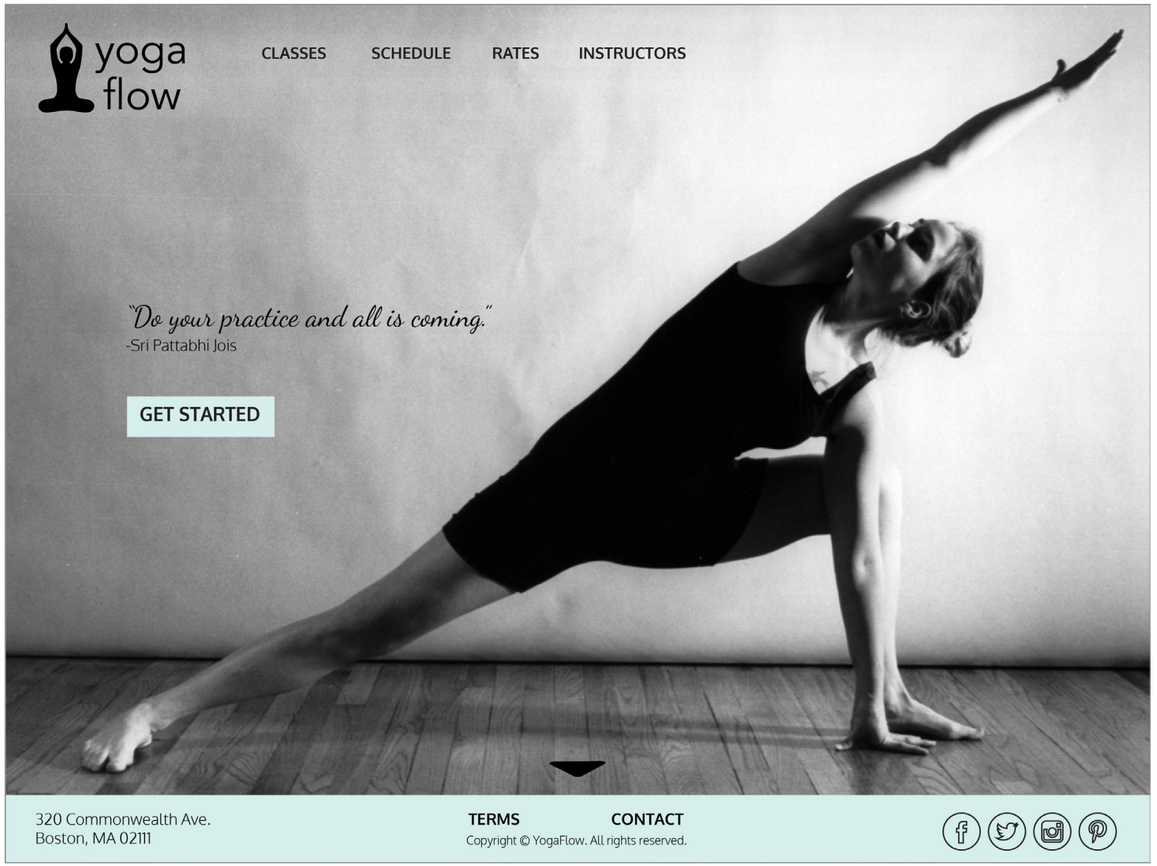
Treatment of the logo must not be altered. Whenever possible, the logo must be in all black on white background.

yoga flow

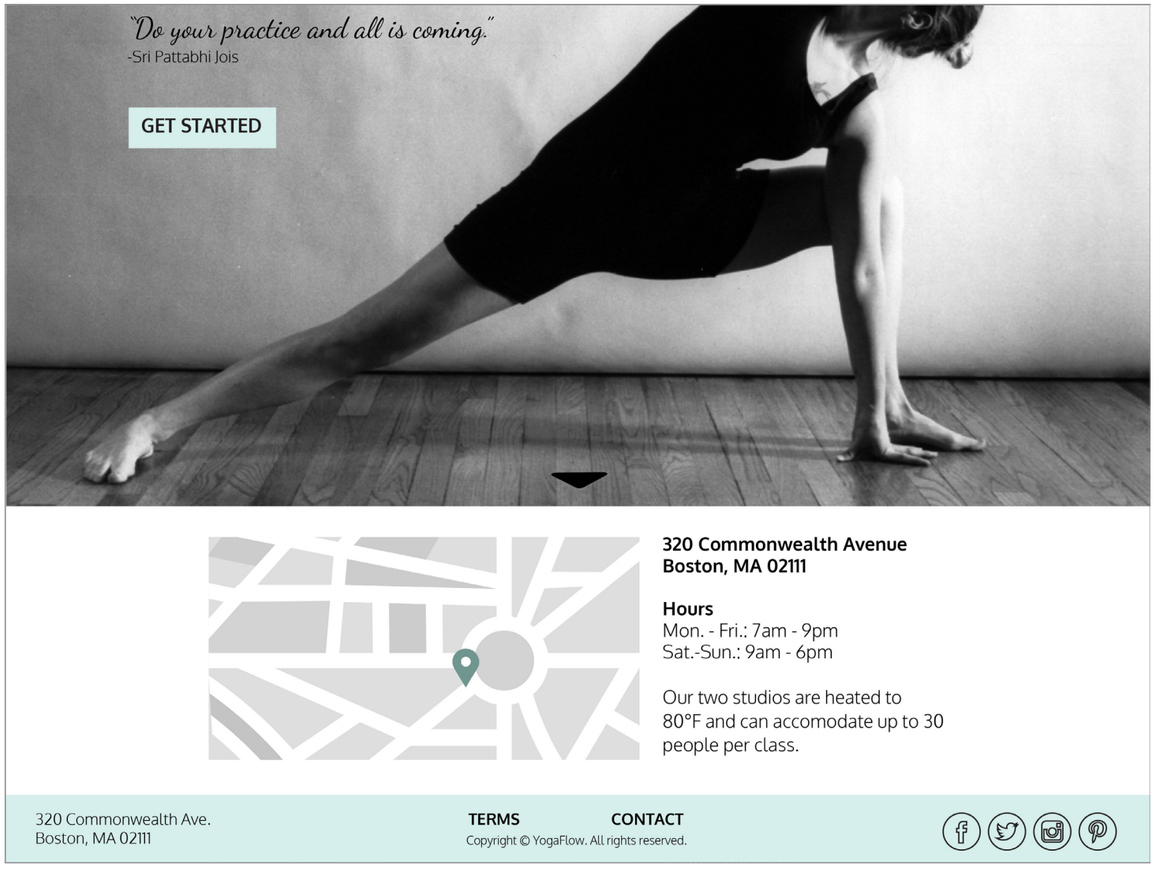
A version with white logo on black background may be used, if necessary.

yoga flow

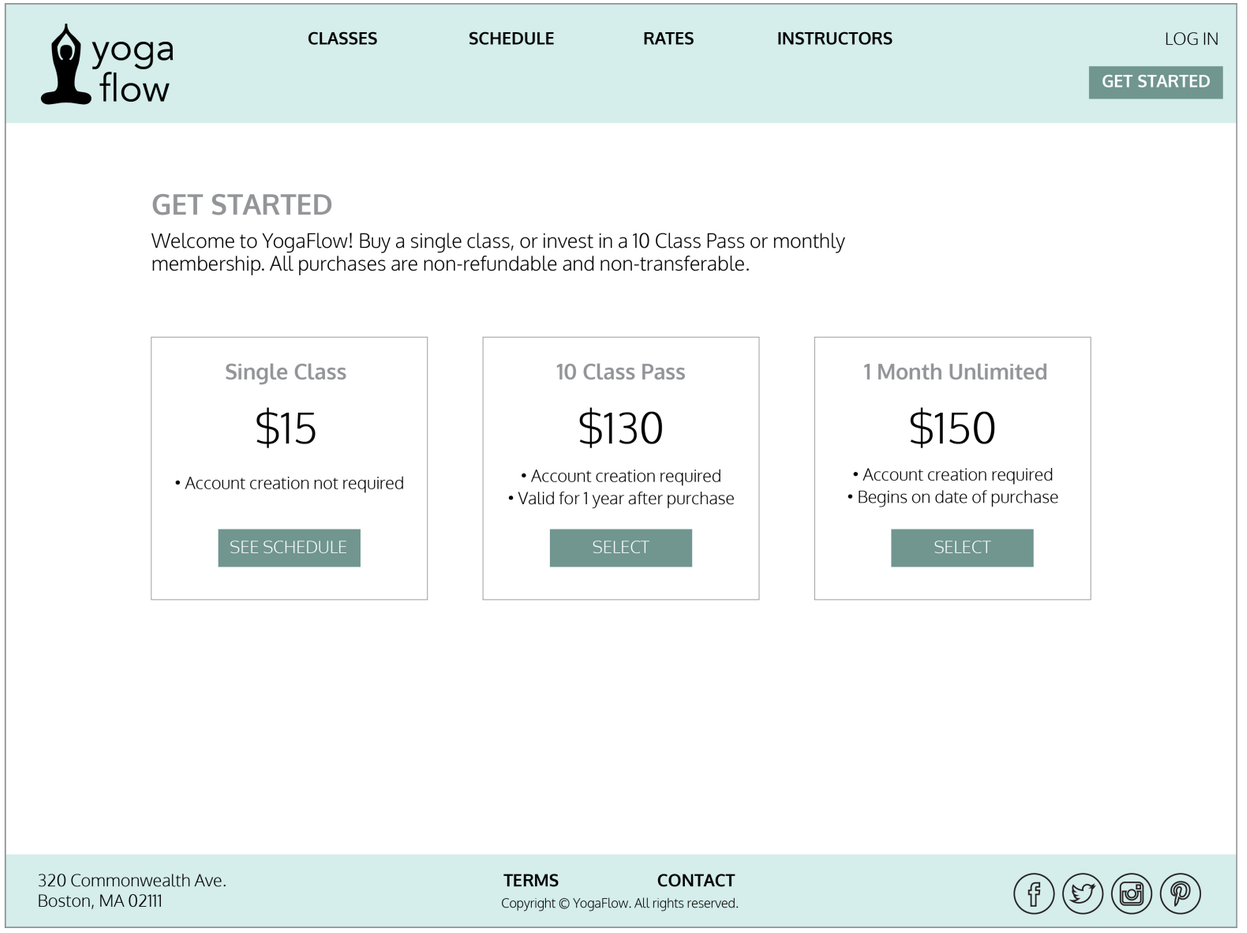
VISUAL DESIGN



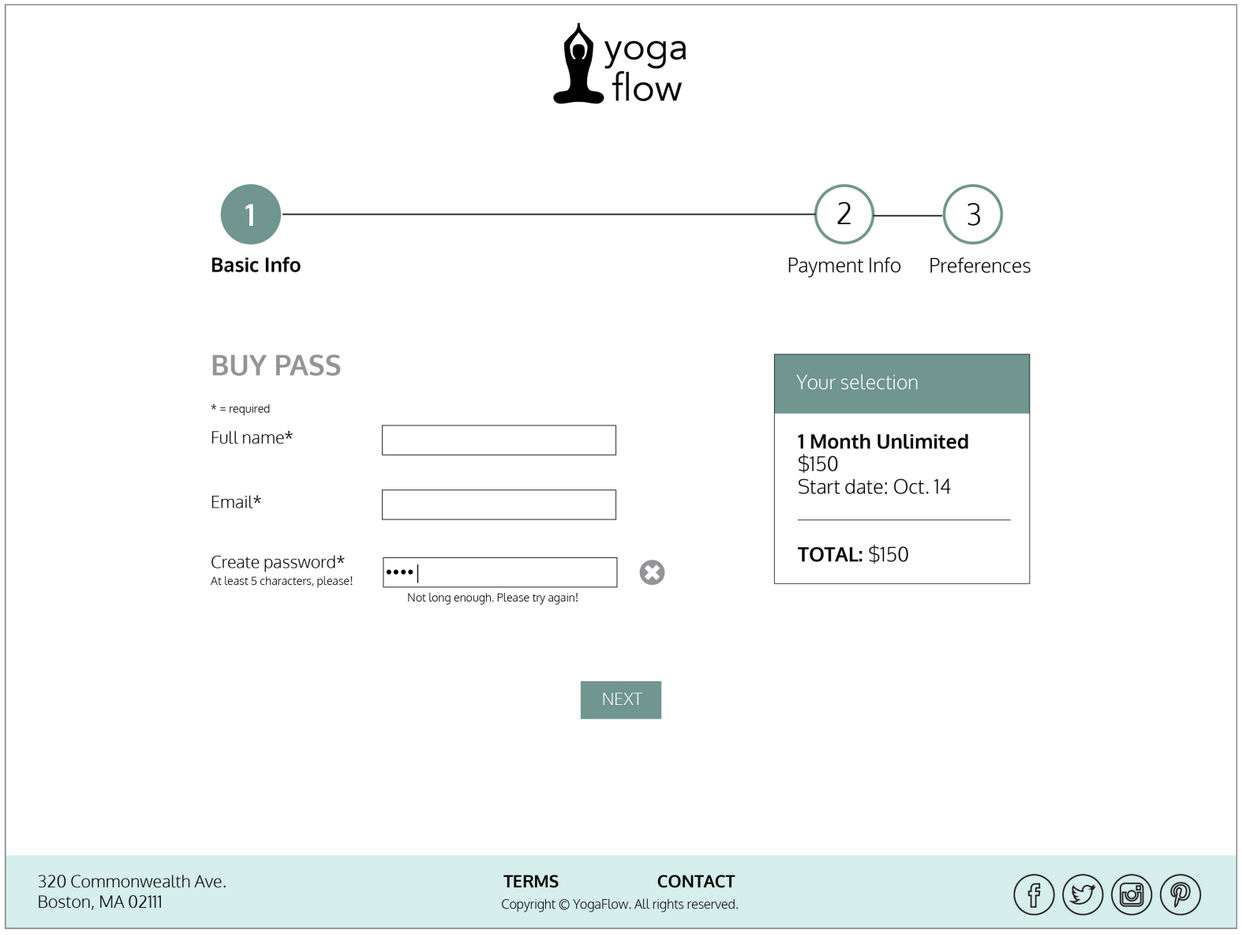
VISUAL DESIGN



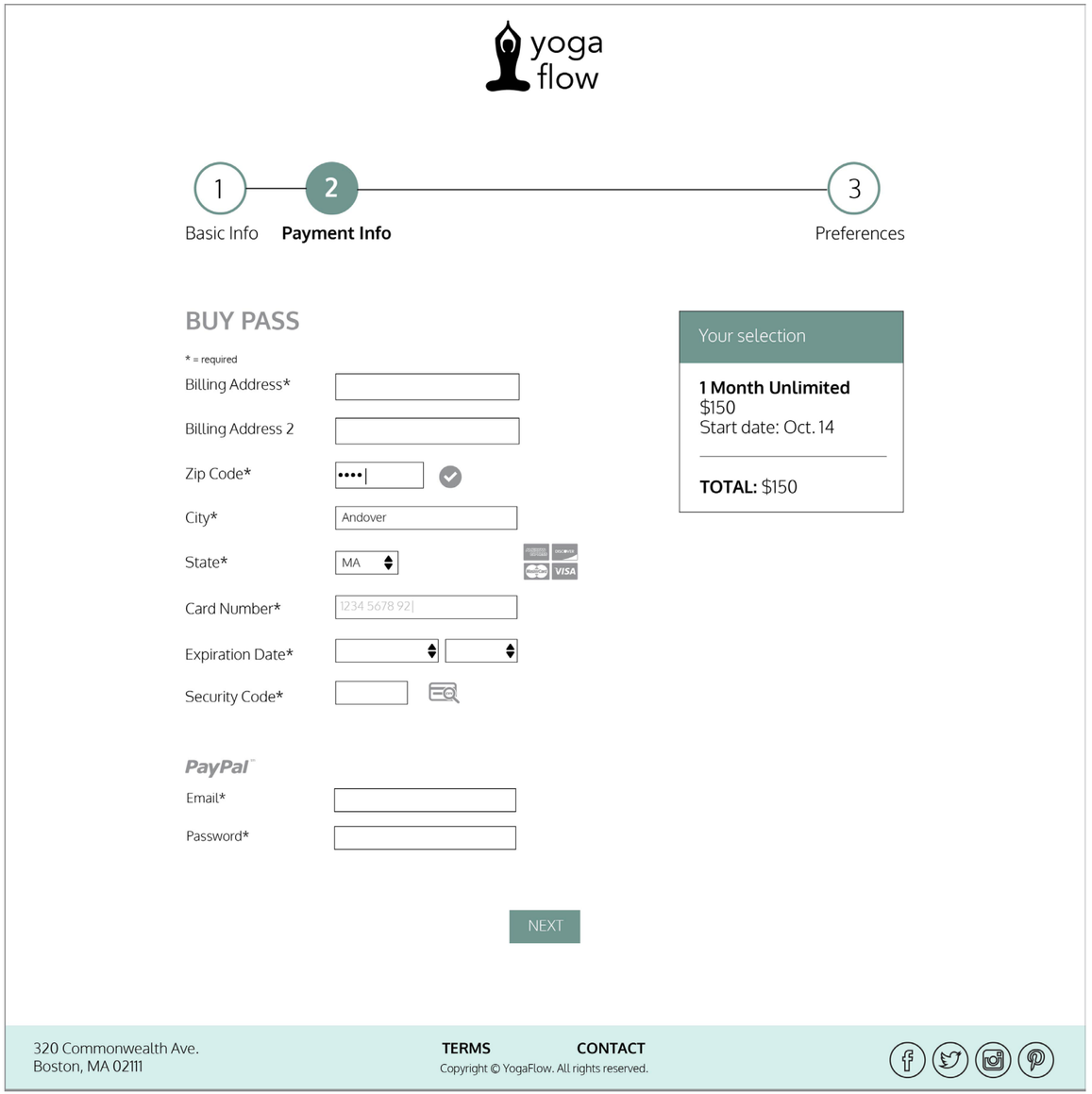
VISUAL DESIGN



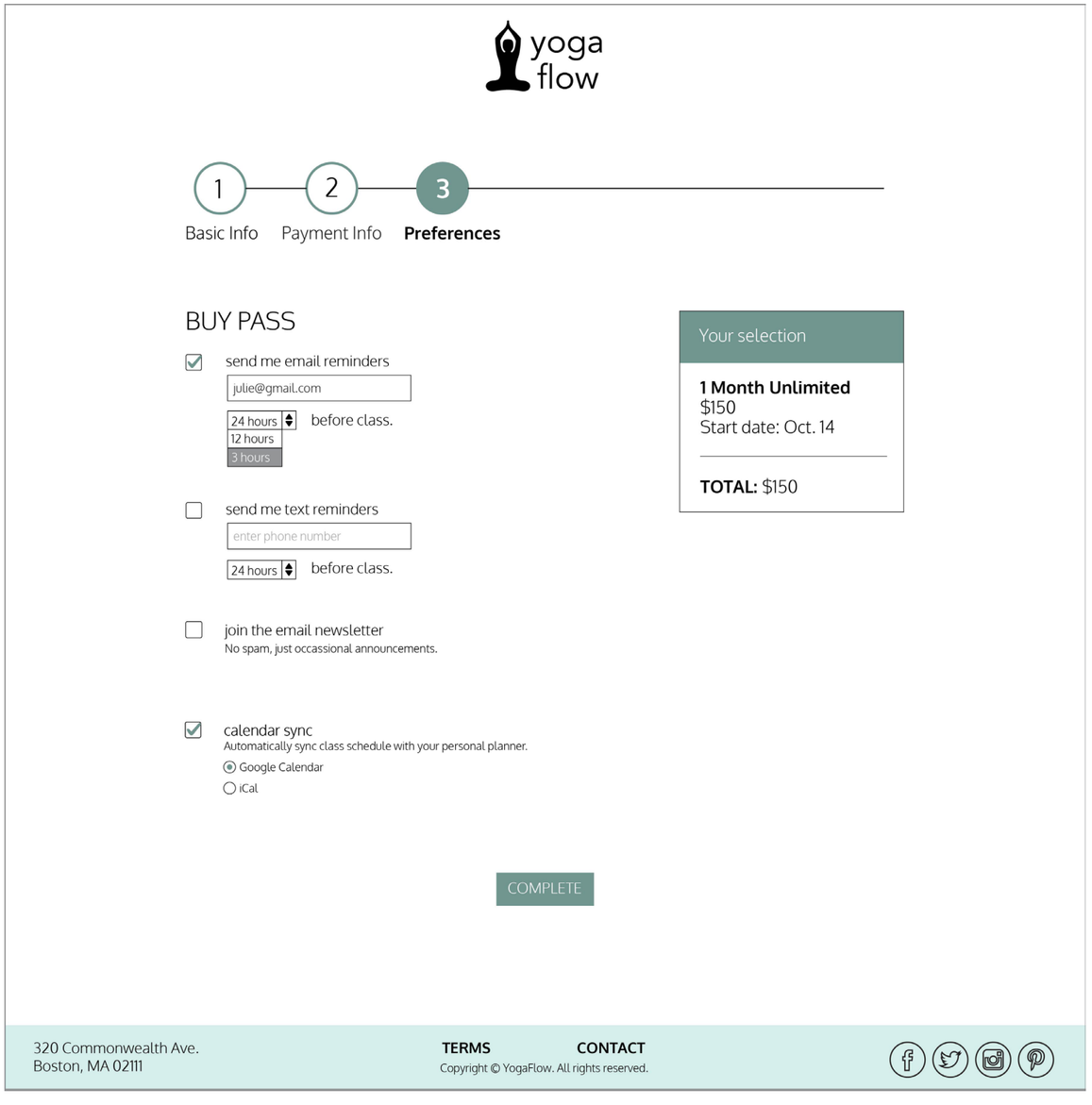
VISUAL DESIGN



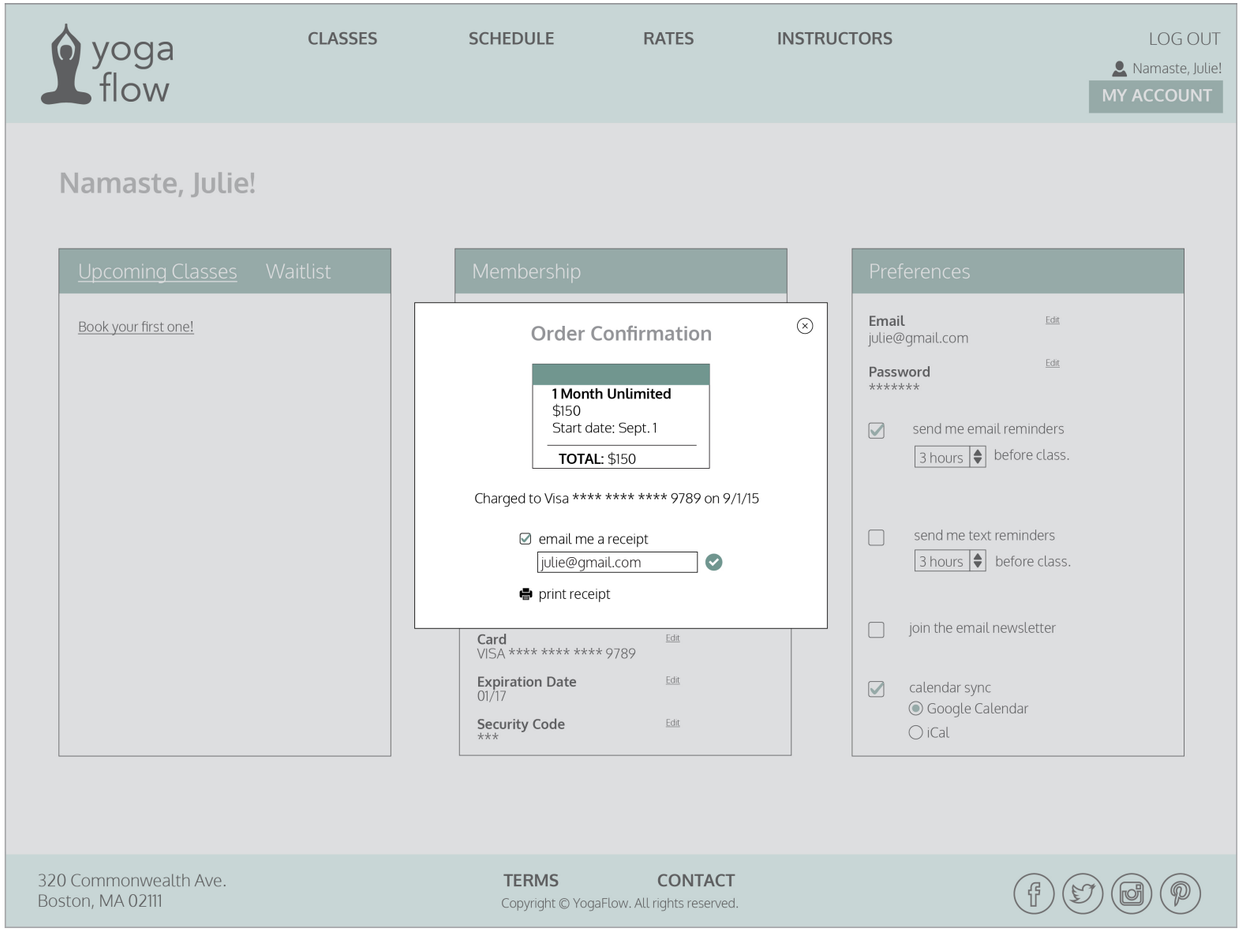
VISUAL DESIGN



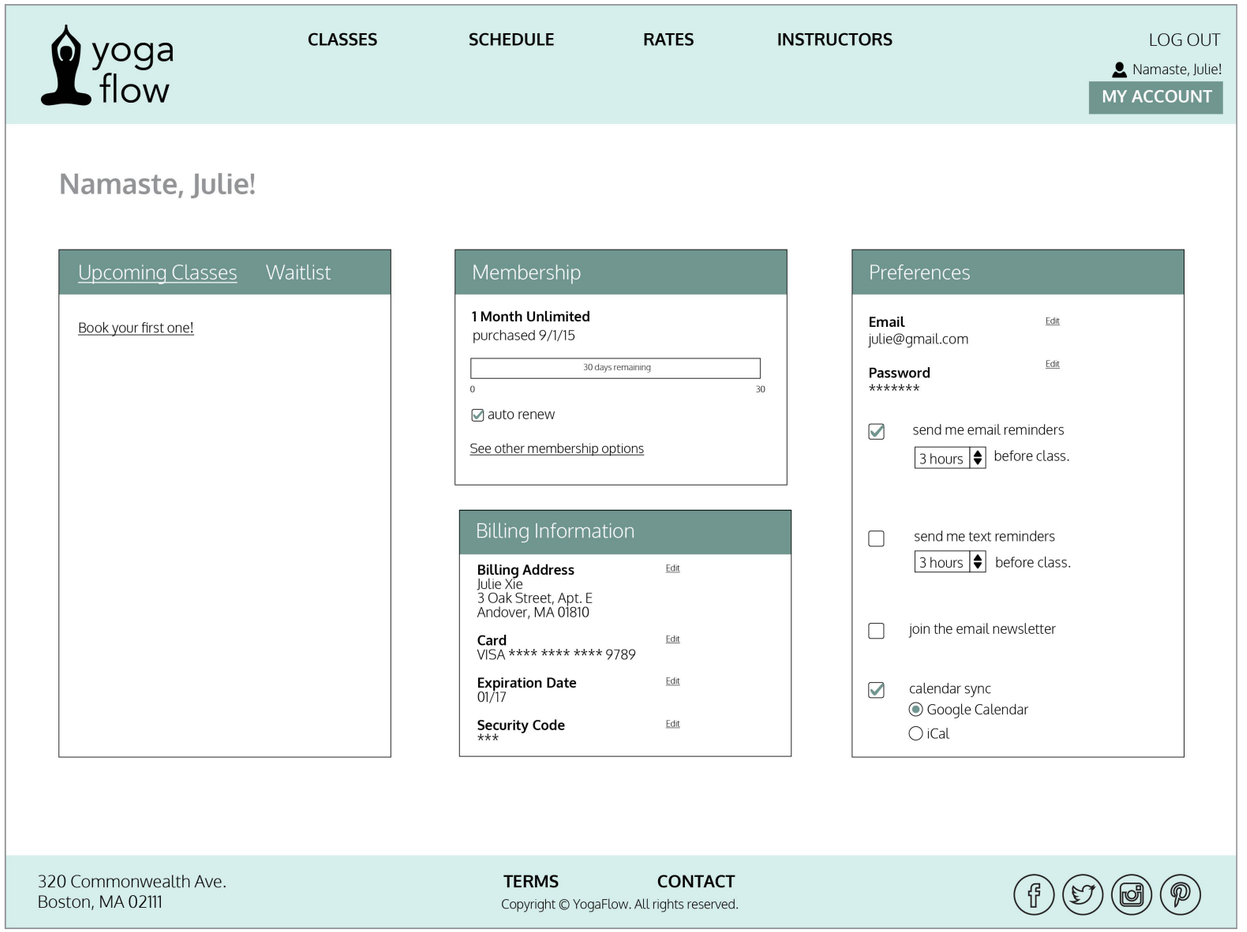
VISUAL DESIGN



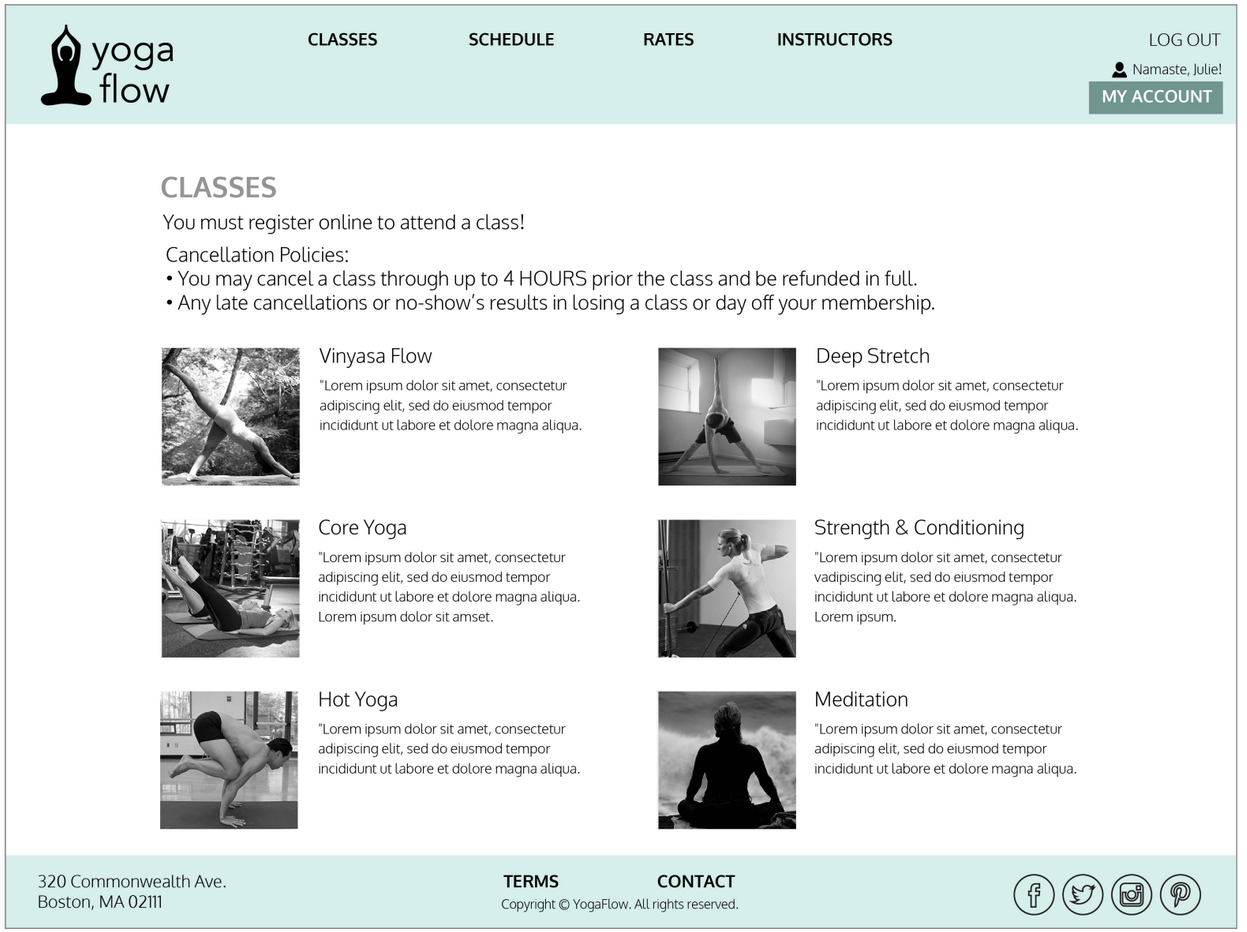
VISUAL DESIGN



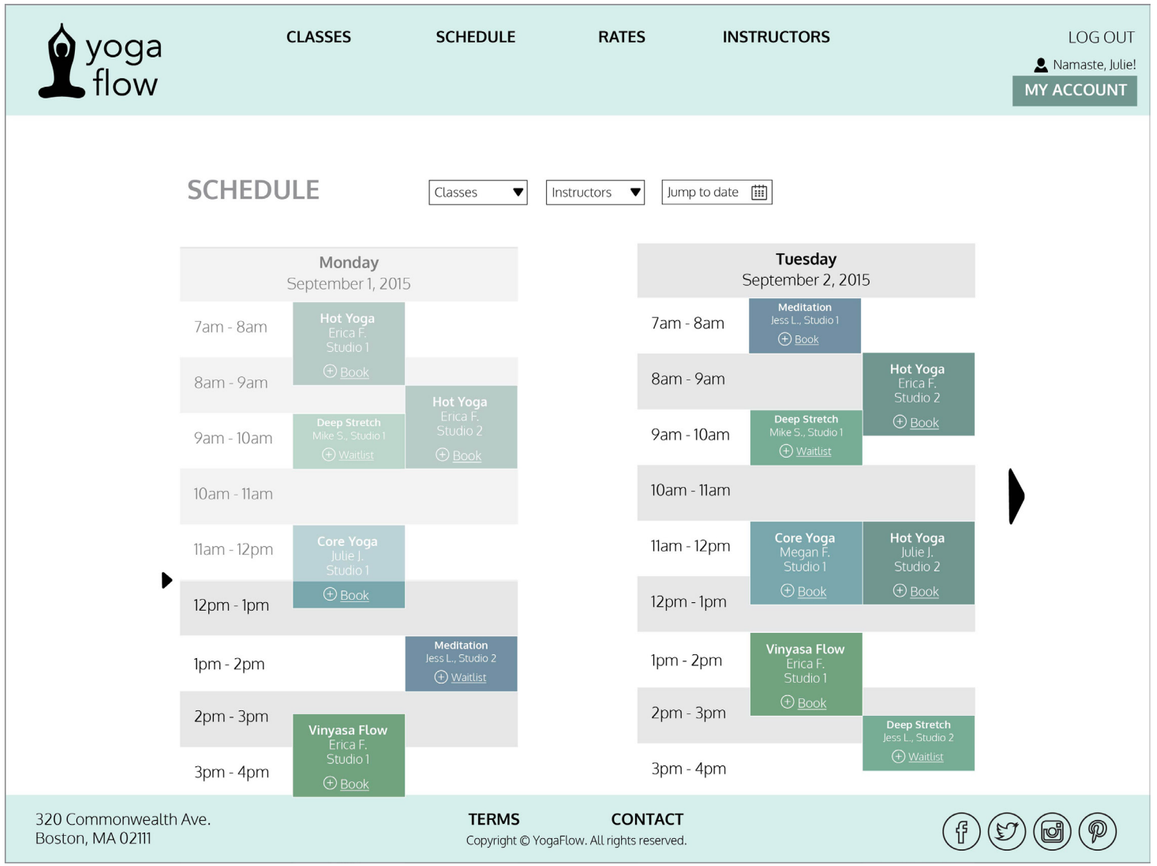
VISUAL DESIGN



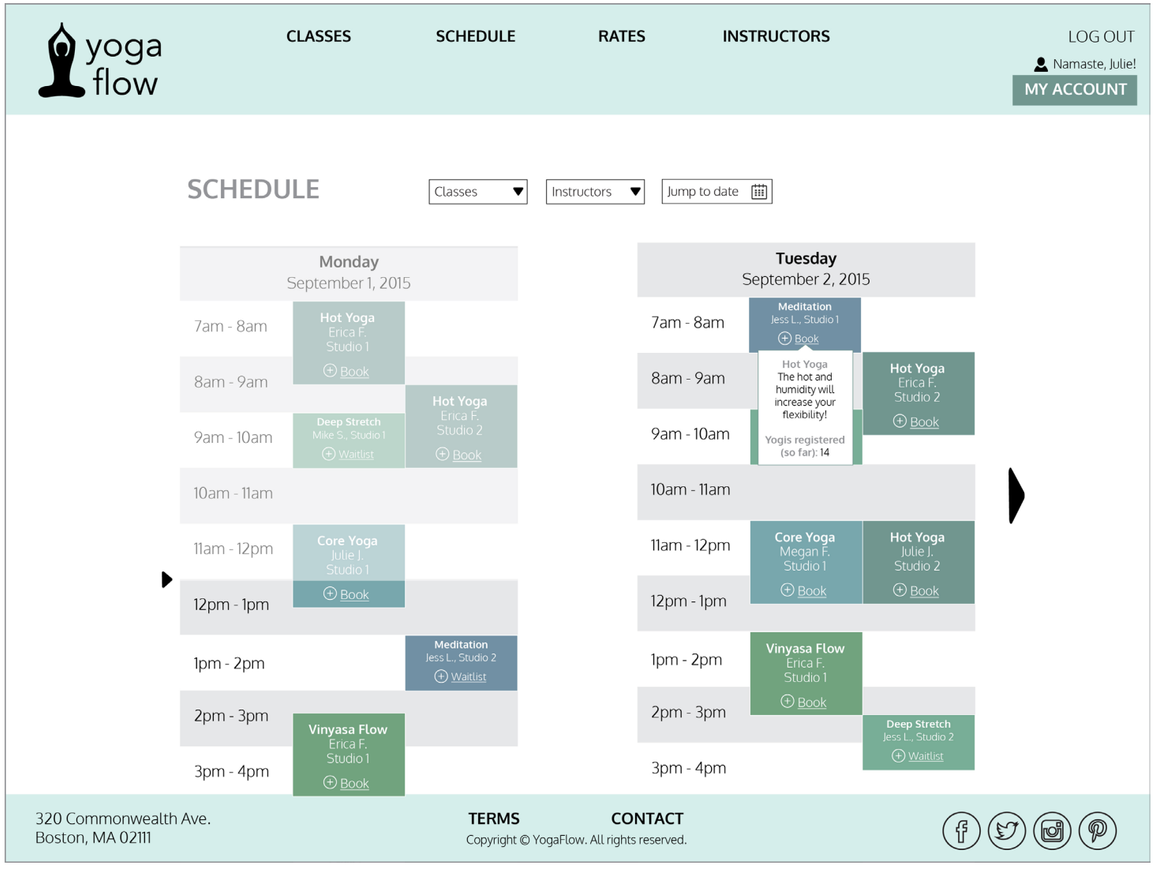
VISUAL DESIGN



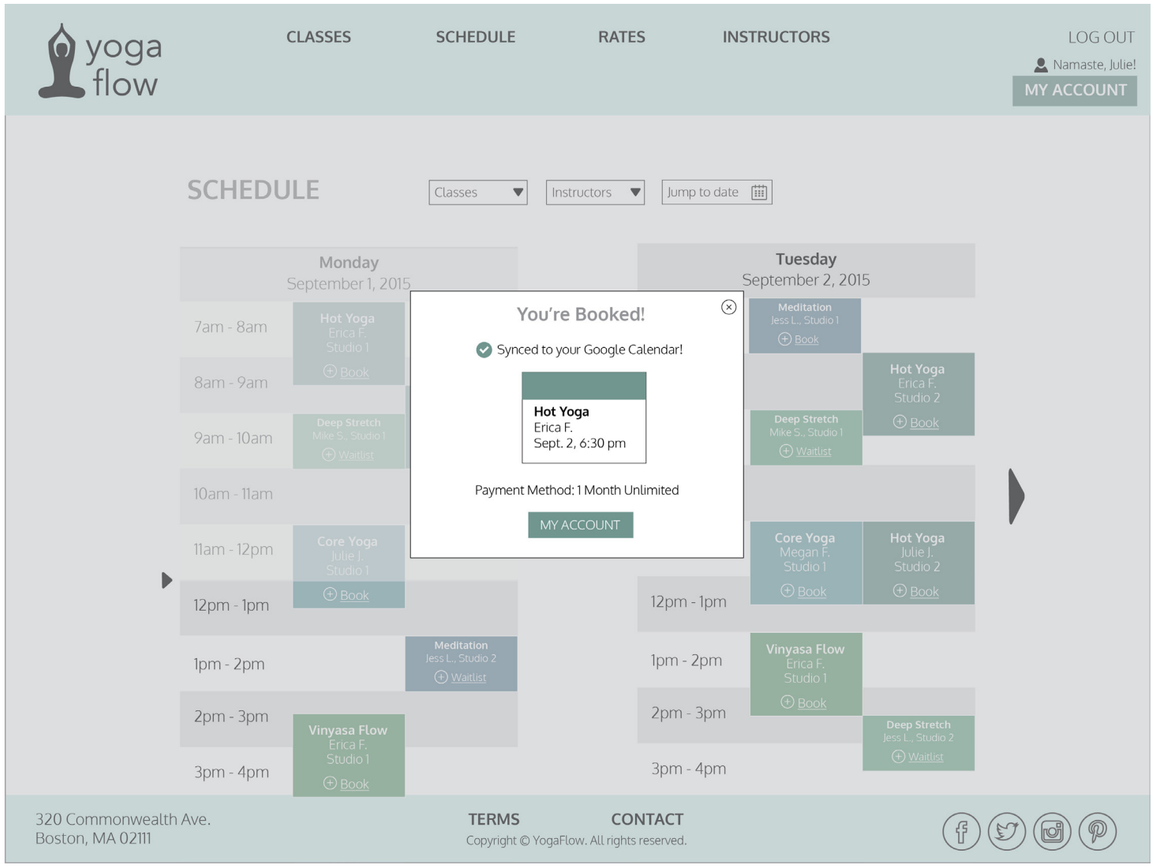
VISUAL DESIGN



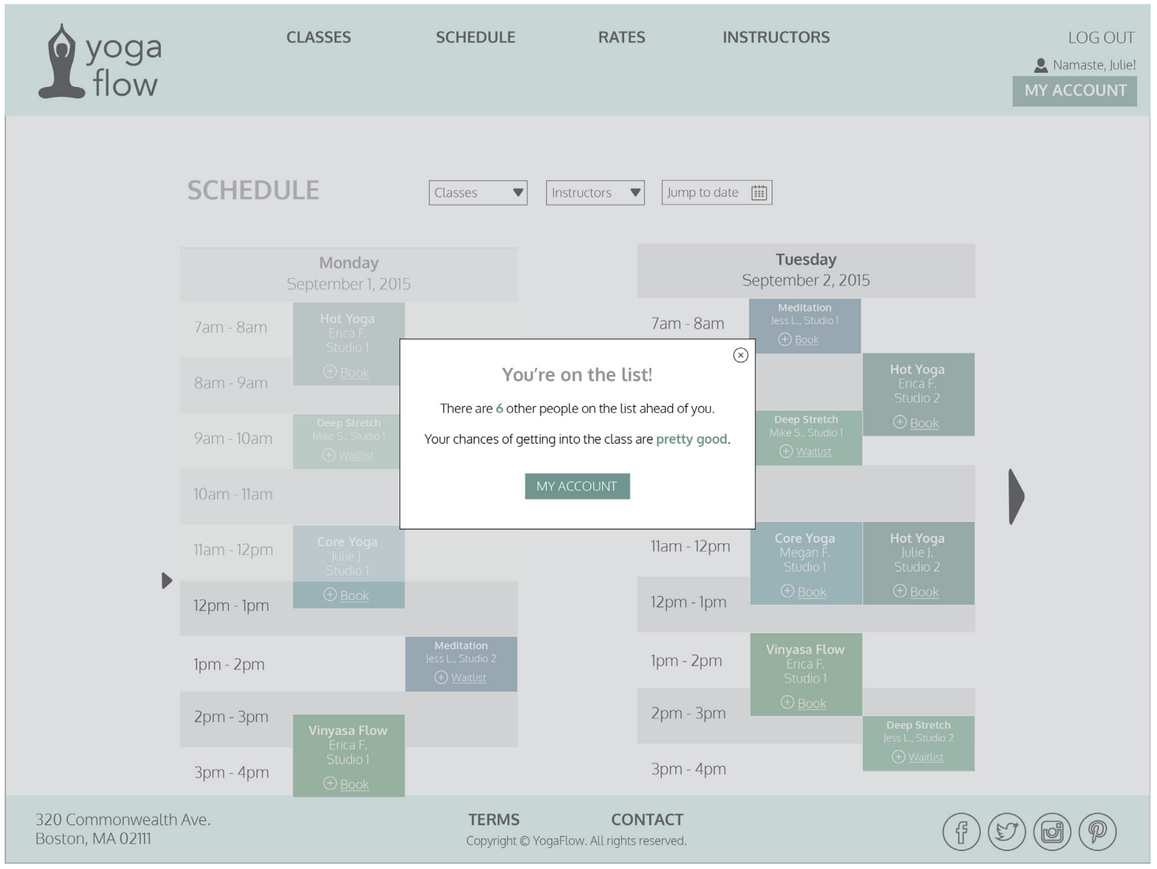
VISUAL DESIGN



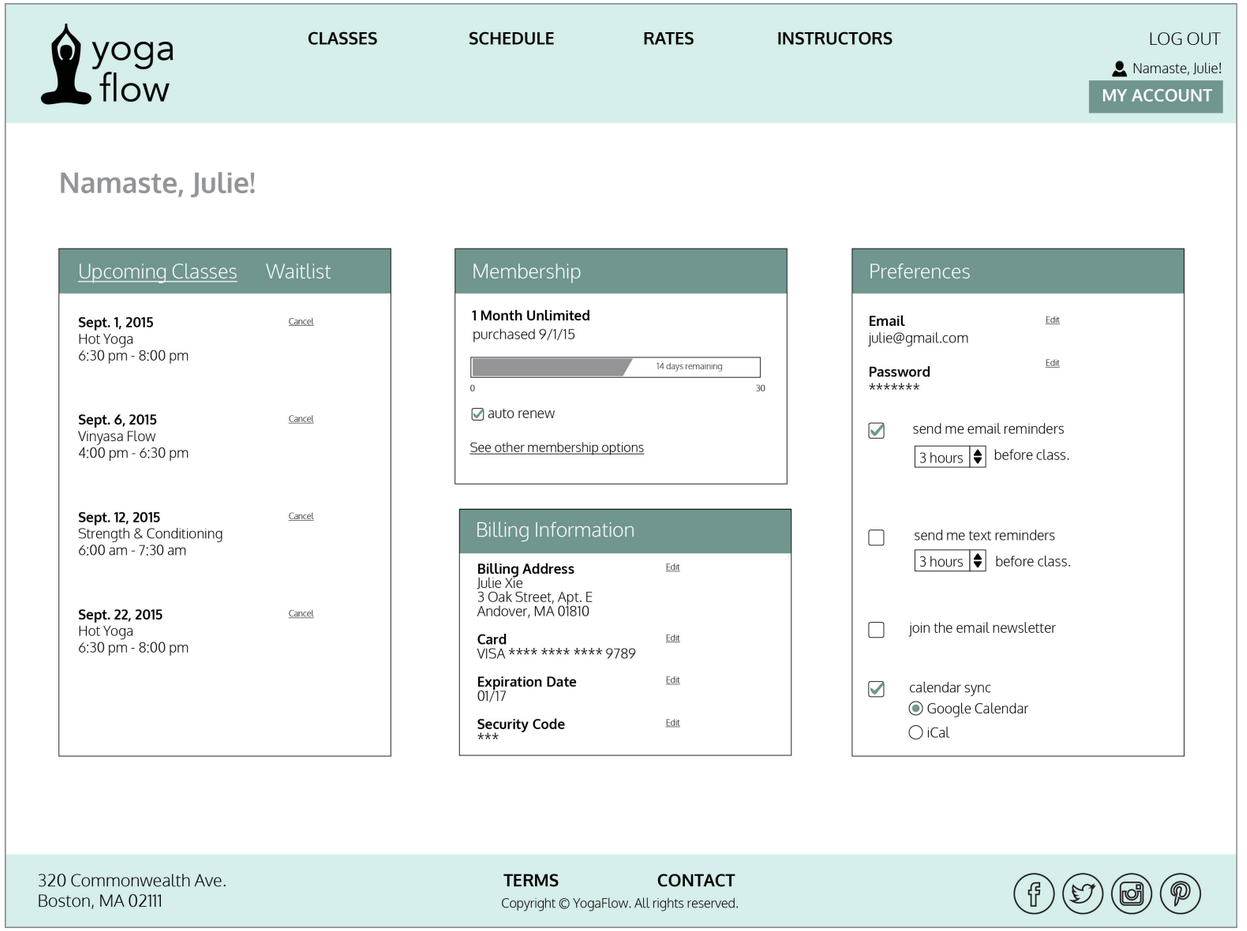
VISUAL DESIGN



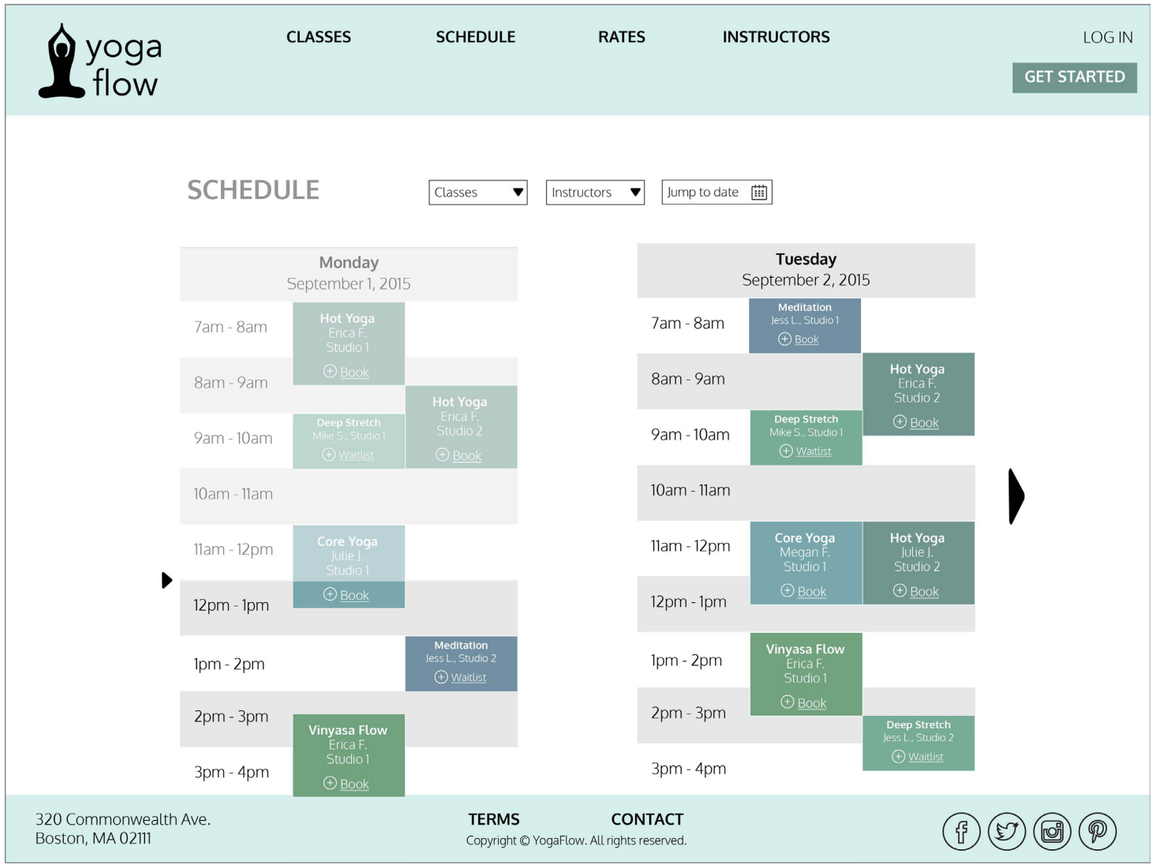
VISUAL DESIGN



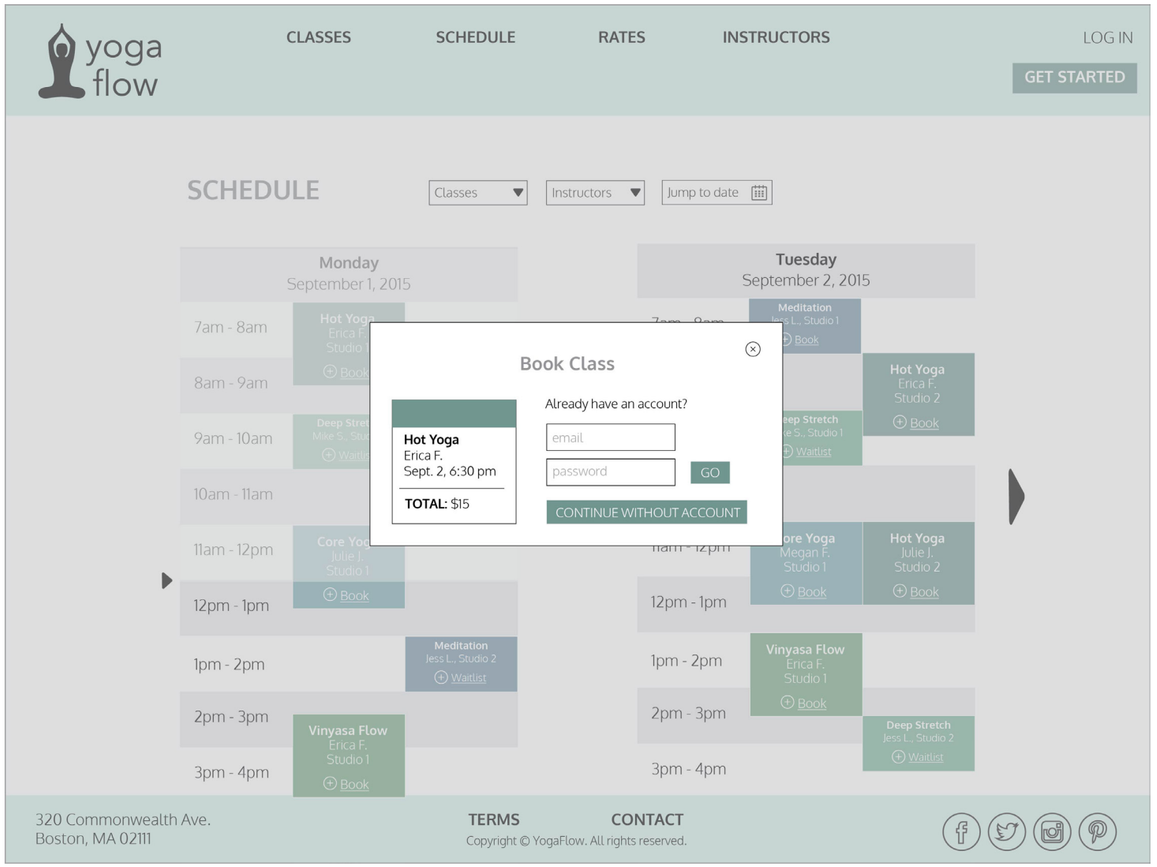
VISUAL DESIGN



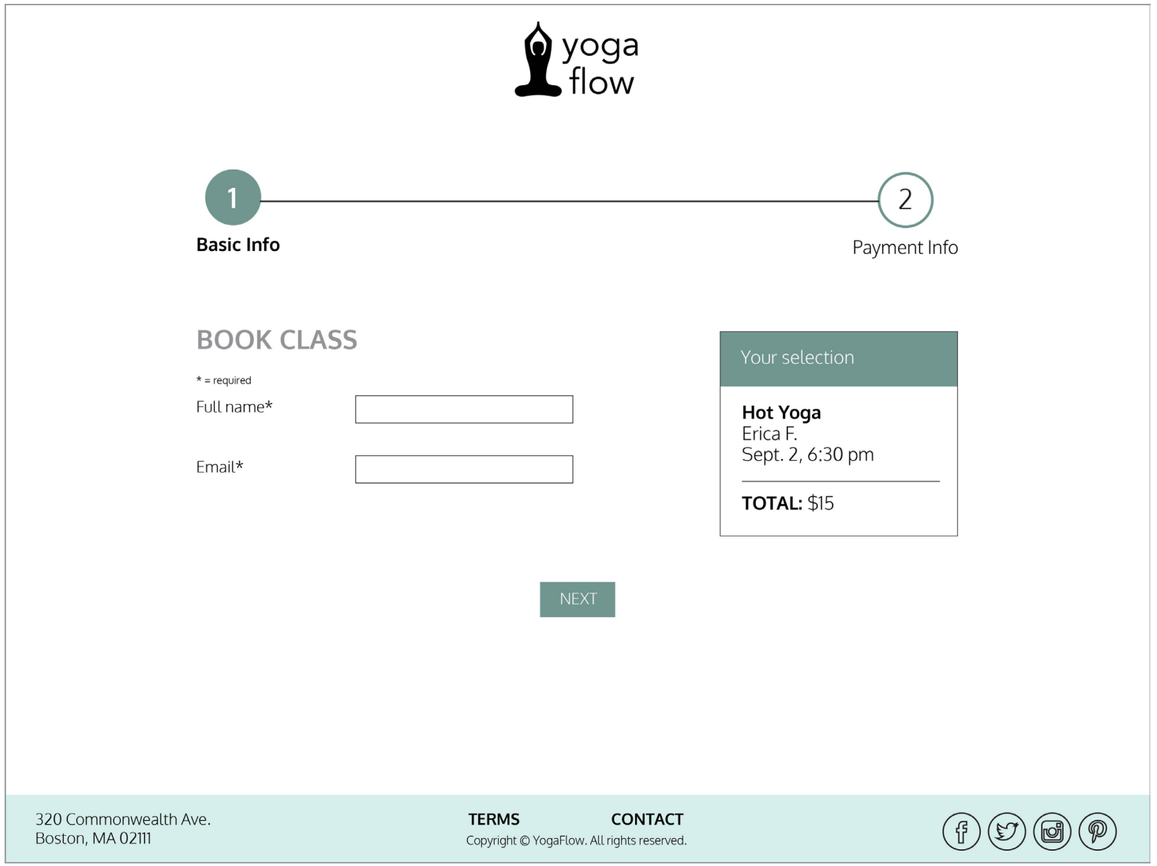
VISUAL DESIGN



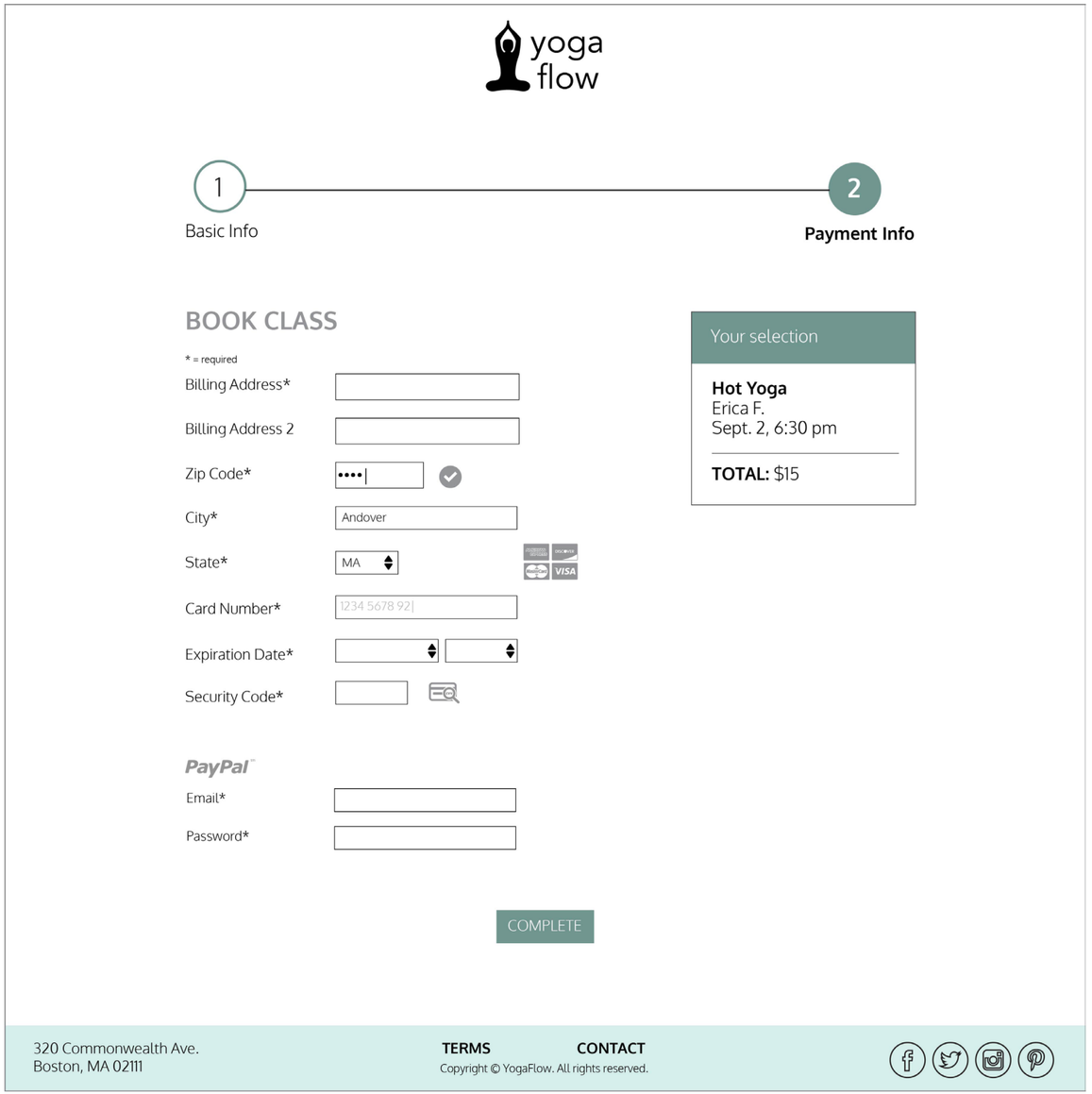
VISUAL DESIGN



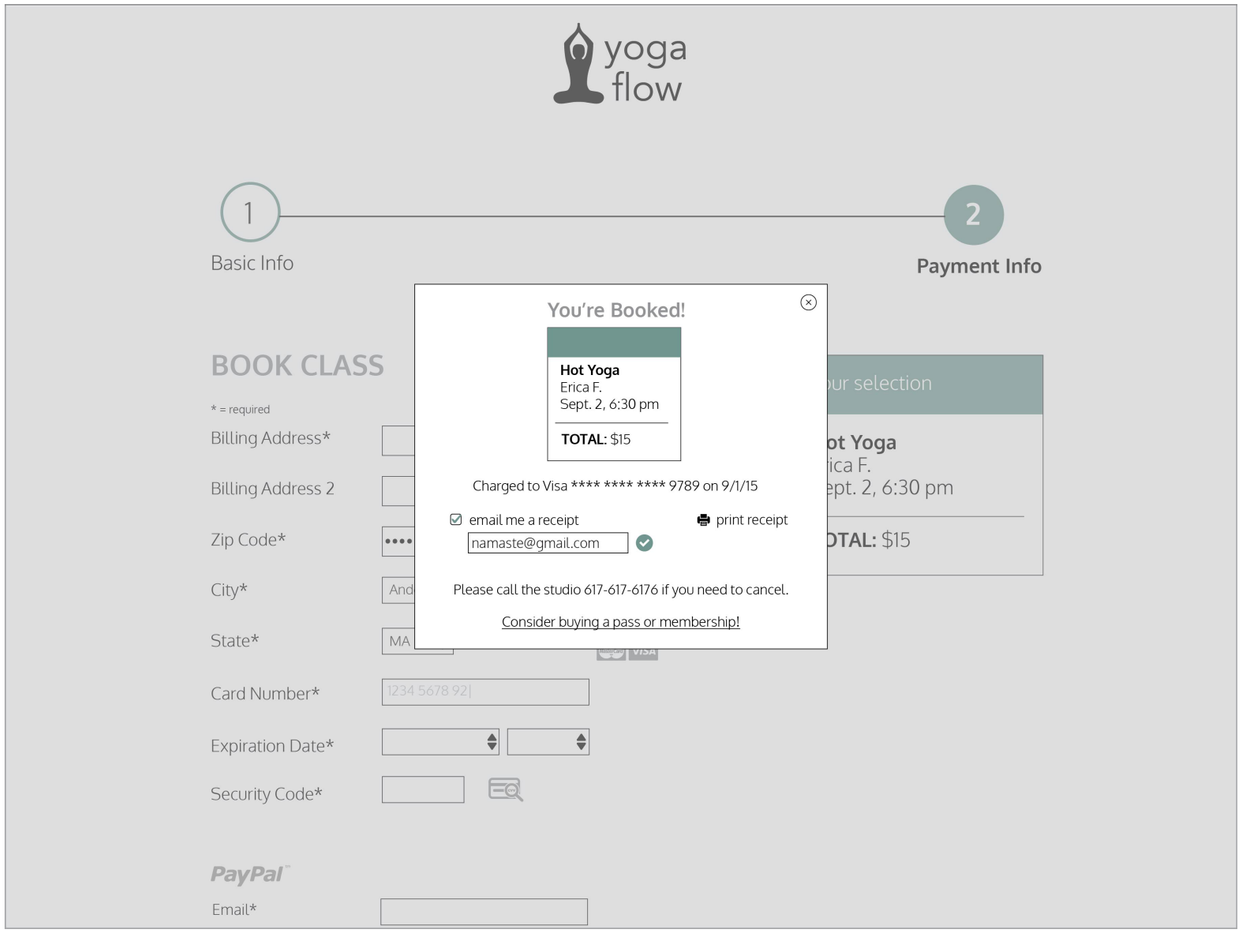
VISUAL DESIGN



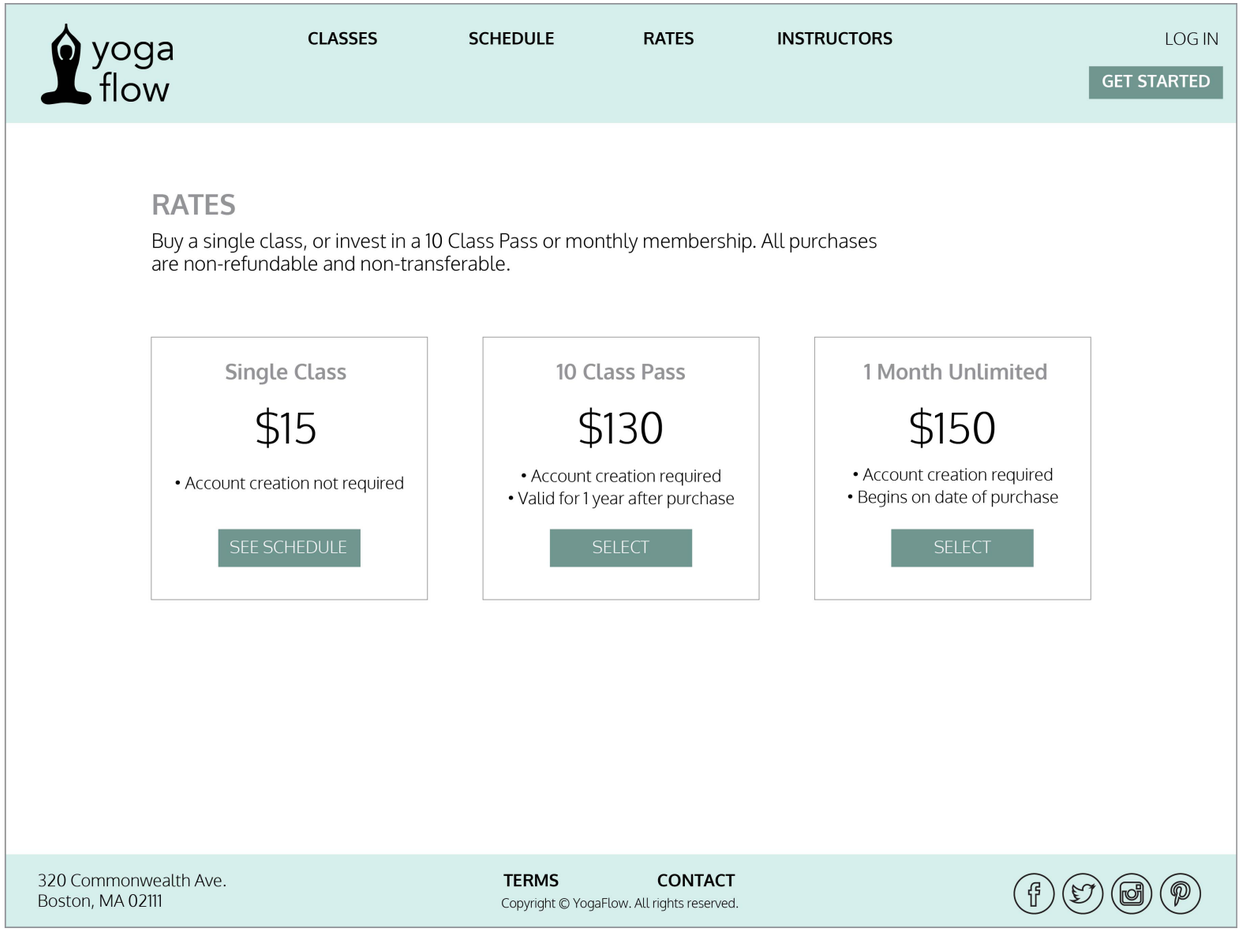
VISUAL DESIGN



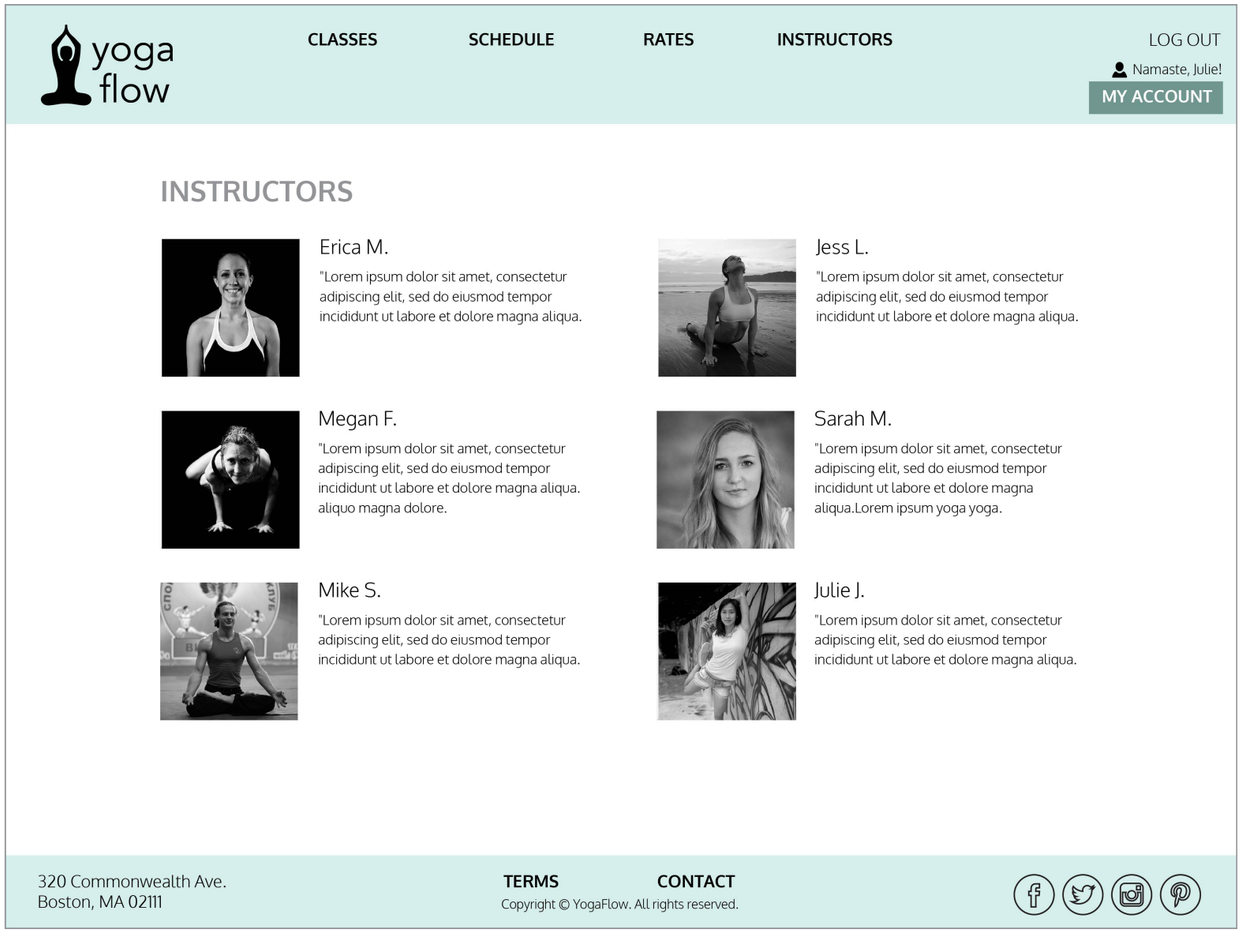
VISUAL DESIGN



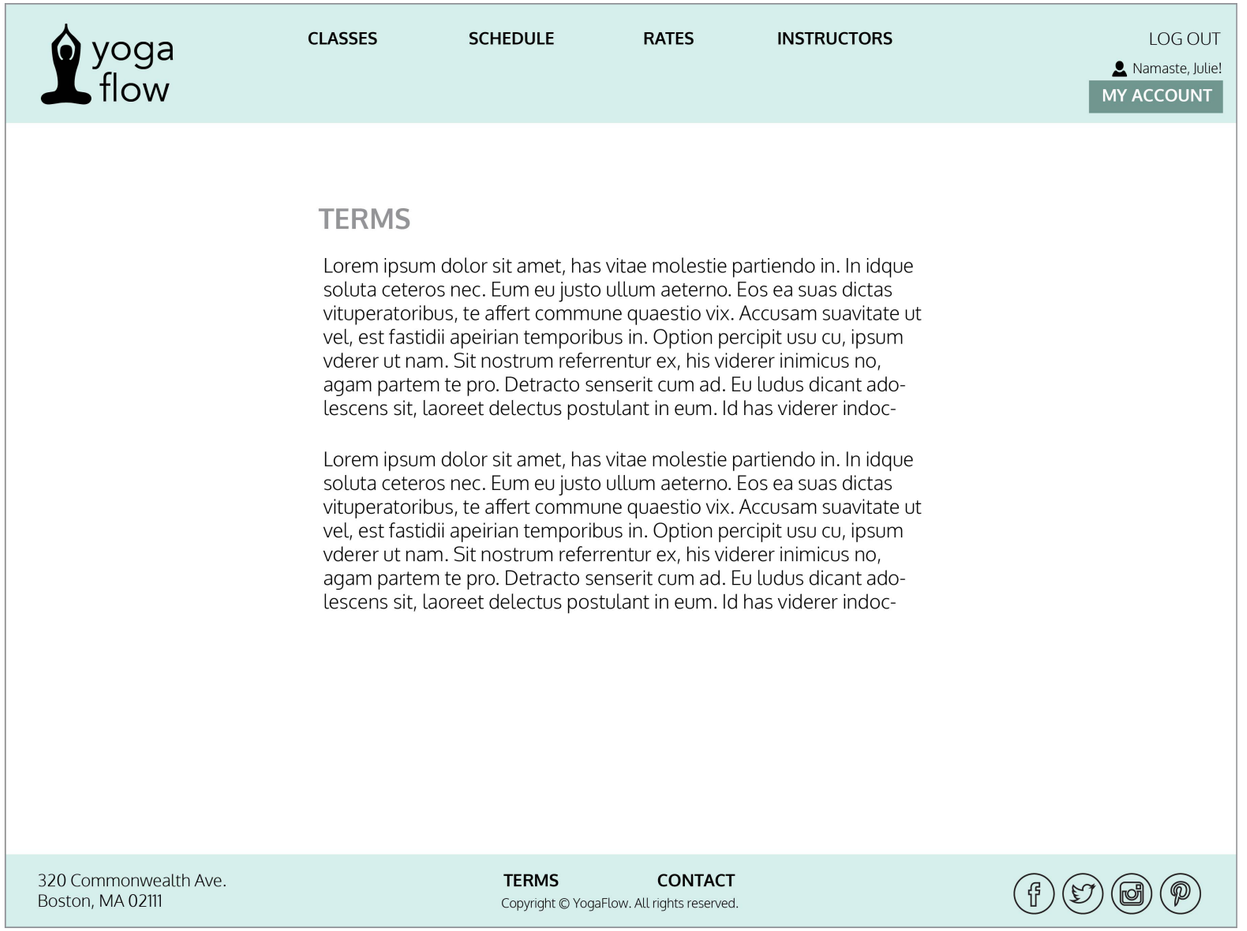
VISUAL DESIGN



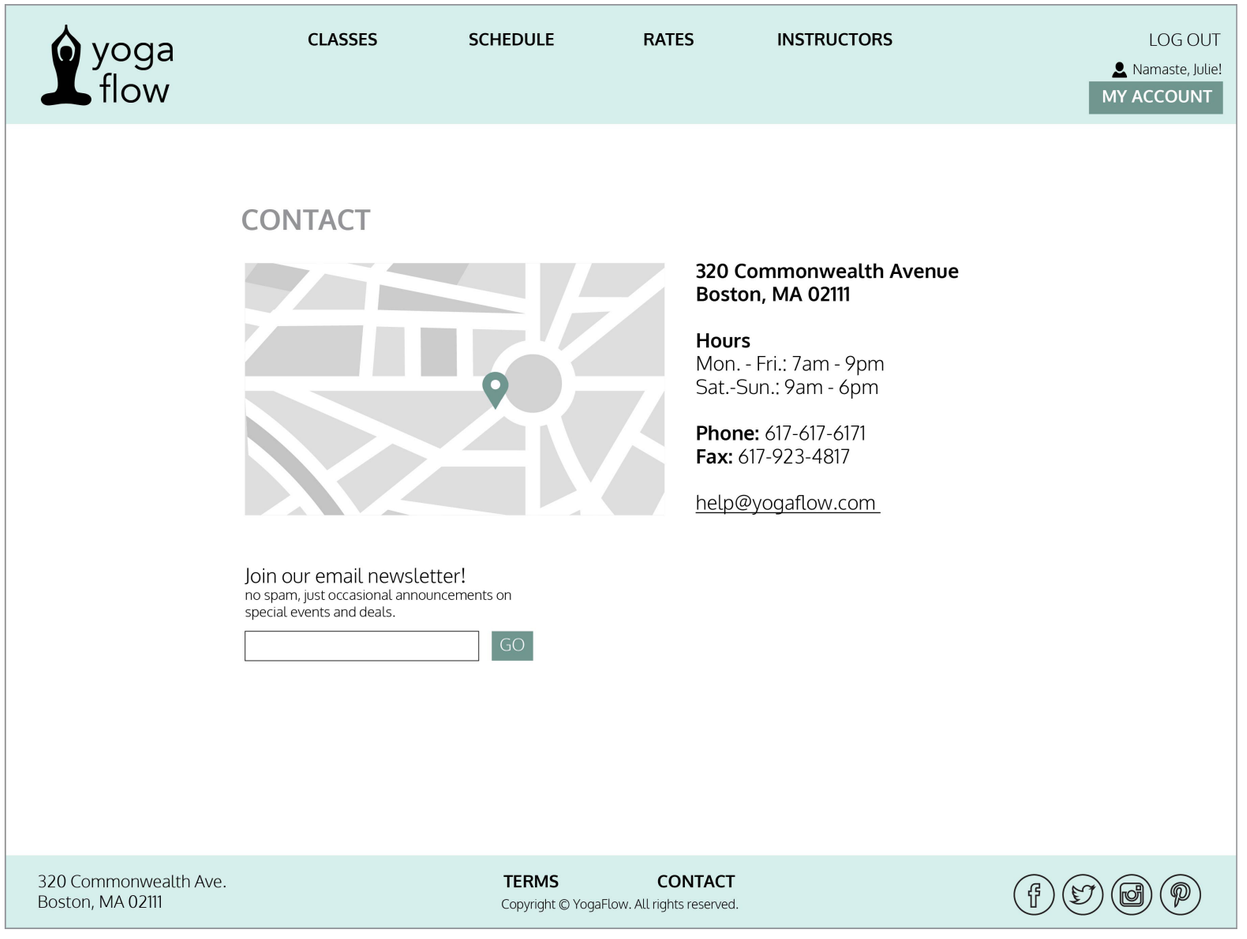
VISUAL DESIGN



VISUAL DESIGN



VISUAL DESIGN



THE END

YogaFlow
User Experience style guide
October 2015

Julie Xie
UX DESIGN & STRATEGY