



User Experience - Jane

Nicole H.D.W. Sinclair & Lauren Simpson

User Profile - Jane

Asked to look at the company DW Fitness and Sports website design. First we identified two user types, that of a middle-aged male regular user named John and a female in her twenties looking at joining the gym. We had split into two groups, each looking at one of the users, to which we looked at Jane and her user experience journey.

Potential Member

Female - Early Twenties

Can Drive

Interested in -
losing weight
social exercise classes and groups.

Will look at the website and any social media extensively to get a good idea of the gym and facilities.

Interested in a monthly or 6-month contract.

Primary Aims - facilities and classes info

Secondary Aims - Pricing and offers

User Journey

Lands on home page *initially wants to view the facilities and group classes - though is bombarded with a banner advertising their membership offers.

Link 1 - Special offers, selects the third image in showreel *2 months free N/A to user due to contract length.

Link 2 - Join Us - no class info evident - Gym only

Link 3 - Back to home page

Link 4 - Group Exercise- drop down menu for local class - loads in new link

Link 5 - loaded from drop-down - selects a time from options to reveal class types and times - selects "login to book"

Link 5 - Register Now - membership ID required - N/A for this users aims or goals.

Link 6 - Back to home page again

Link 7 - Free guest pass - fill our contact form



BOOK GYM CLASSES

Huddersfield Today 9th November - 15th November

Monday 09:00 - 10:00

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Bodycise Cardio Party 09:00-10:00 John West Cycle Studio Spaces left: 18 Login to Book	Interval 09:45-10:15 John Studio 1 Spaces left: 17 Login to Book	CI-30 Circuitator Resistance 09:30-10:00 John CI-30 Training Zone Spaces left: 4 Login to Book	Bodycise Performance 09:30-10:15 Louise S. West Cycle Studio Spaces left: 18 Login to Book	Bodycise Cardio Party 09:45-10:20 Rachel West Studio Spaces left: 21 Login to Book	Mat Pilates 09:30-10:00 John Studio 1 Spaces left: 18 Login to Book	Fitn 09:30-10:00 John Studio 1 Spaces left: 18 Login to Book
HIIT 09:30-10:00 Louise S. Studio 1 Spaces left: 19 Login to Book	Bodycise Cardio Party 09:30-10:15 John Studio 1 Spaces left: 11 Login to Book	Bodycise Cardio Party 09:30-10:15 Louise S. Studio 1 Spaces left: 18 Login to Book	Fitn 09:30-10:15 Louise S. Studio 1 Spaces left: 24 Login to Book	Bodycise Cardio Party 09:30-10:15 Louise S. Studio 1 Spaces left: 19 Login to Book	Mat Pilates 09:30-10:00 John Studio 1 Spaces left: 22 Login to Book	

[Daytime 10:00 - 17:00](#)
[Evening 17:00 - 20:00](#)

2nd User Journey

Lands on home page

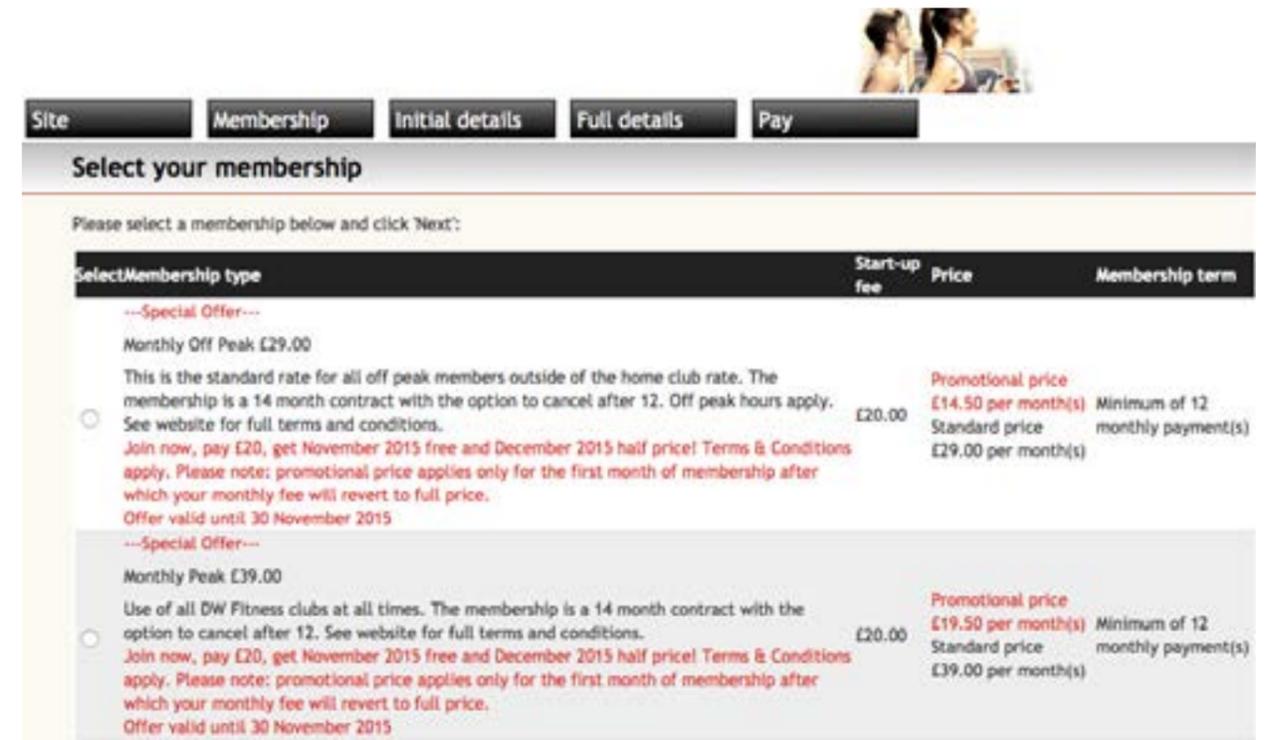
Link 1 - Special offers, selects the third image in showreel *2 months free. N/A to user due to contract length.

Link2 - Packages “click here”

Link 3 - Peak time - select local club from drop-down menu

Reveals it offers 12 month only plans - N/A for this user and off-putting over information combined with red text.

Link 4 - Return to start/Cancel payment - leaves user stuck in membership purchase page.



Site Membership Initial details Full details Pay

Select your membership

Please select a membership below and click Next:

SelectMembership type	Start-up fee	Price	Membership term
<p>---Special Offer---</p> <p>Monthly Off Peak £29.00</p> <p>This is the standard rate for all off peak members outside of the home club rate. The membership is a 14 month contract with the option to cancel after 12. Off peak hours apply. See website for full terms and conditions.</p> <p>Join now, pay £20, get November 2015 free and December 2015 half price! Terms & Conditions apply. Please note: promotional price applies only for the first month of membership after which your monthly fee will revert to full price.</p> <p>Offer valid until 30 November 2015</p>	£20.00	<p>Promotional price £14.50 per month(s)</p> <p>Standard price £29.00 per month(s)</p>	Minimum of 12 monthly payment(s)
<p>---Special Offer---</p> <p>Monthly Peak £39.00</p> <p>Use of all DW Fitness clubs at all times. The membership is a 14 month contract with the option to cancel after 12. See website for full terms and conditions.</p> <p>Join now, pay £20, get November 2015 free and December 2015 half price! Terms & Conditions apply. Please note: promotional price applies only for the first month of membership after which your monthly fee will revert to full price.</p> <p>Offer valid until 30 November 2015</p>	£20.00	<p>Promotional price £19.50 per month(s)</p> <p>Standard price £39.00 per month(s)</p>	Minimum of 12 monthly payment(s)

User Experience - Experiments

The following experiments have been thought up as to be tried and tested by A/B testing. The efforts have been implemented to lessen the time it take a potential new customer to find the information they need, while also making the website less cluttered within the membership page.

Group Exercise page

- Add information about requirement to be a member in order to book classes.
- Explain that you can aquire a guest pass and what this includes as to see the facilities.

Book Gym Classes Page

- Add an option to join up to the gym

Membership page

- Make it clear to understand what the membership includes, so potential customers can feel confident when purchasing a 12 month contract.
- Add an extra column to the membership types as to promote the special offers, rather than red text all over the place.

Links

- Add a link to the top of the hompage for prices & memberships.
- Clearer path to reach the classes page - rename "Group Exercise" to "Group Exercise & Classes" or "Classes".