Forward Motion Yoga

Reimagining the yoga studio's website to enhance customer enrollment in classes

My Role

UX Strategist
UI Designer

Team
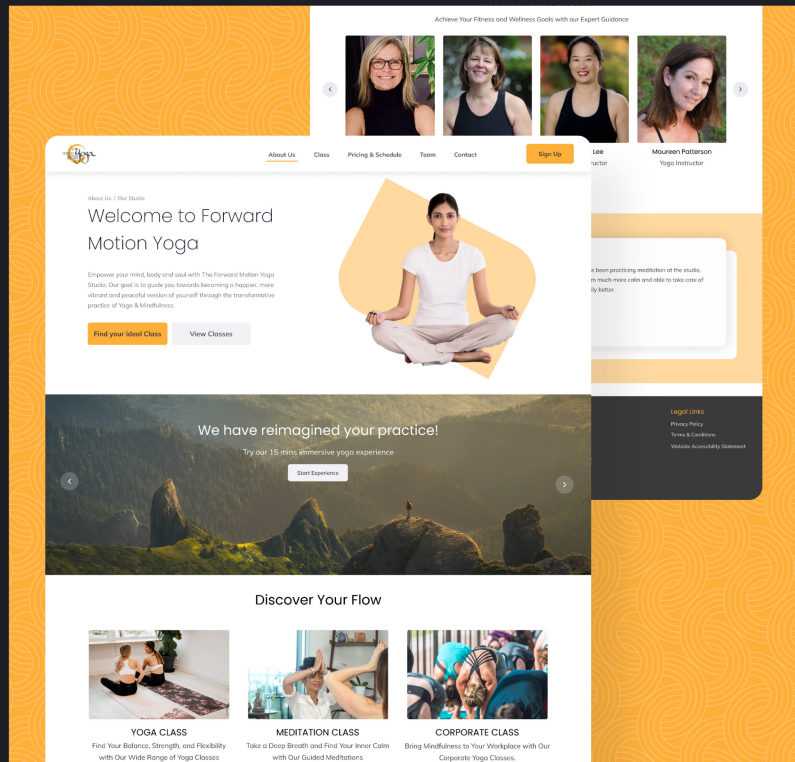
4 UX Designers &
Front-end developer

Duration

14 weeks

**Tools & Softwares**

Figma
Adobe Photoshop
Adobe Illustrator
Invision

Forward Motion Yoga, a successful yoga studio in Markham, Toronto, faced a **decline in business during the pandemic and sought to revamp its online presence for growth.** The company aimed to expand its reach by offering online yoga and mindfulness classes and launching B2B corporate wellness programs.
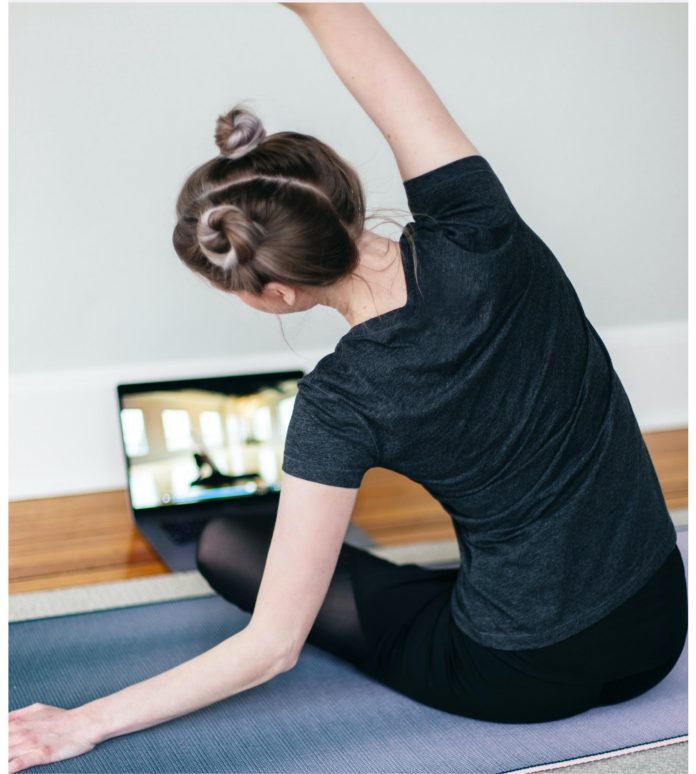
Client's Goal

Boost Customer Participation

Boost customer participation in online yoga and mindfulness classes through long-term subscriptions and customer loyalty.

Improved User Experience

Enhance website layout and user experience while maintaining organized content for easier navigation.

Increase Public Awareness

Raise public awareness of the benefits of yoga and mindfulness through marketing efforts and highlight the benefits of wellness living to users.

Standout among Competitors

Distinguish from competitors by promoting the new B2B corporate wellness programs.

Inconsistencies in the website layout and lack of clear navigation for users

The website has been facing several challenges related to its user experience (UX), including weak navigation structure, inconsistent content across pages, slow loading speeds, and limitations with the existing booking system (Wellness Living).

How might we improve the websites to increase the customer enrollment to the Forward Motion Yoga online classes?
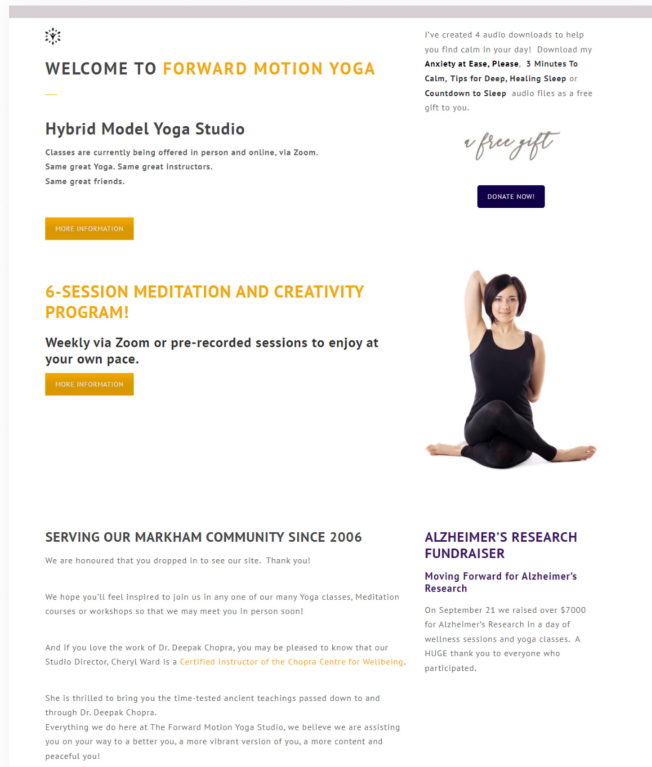

Image showcasing the inconsistencies in existing website

User Research methodologies employed for the project were **Heuristic Analysis and User Interviews**

Opportunities identified from User Research

Intuitive Navigation and Layout

To design straightforward navigation, feedback, and intuitive layout and improve user experience with search bars and filters

Improve Credibility

Enhance credibility by making instructor page more detailed and consistent and improve accessibility to make the website more inclusive.

Easy & Convenient Booking

Implement user-friendly booking and scheduling of classes. Provide more visibility to different classes offered to attract more customers

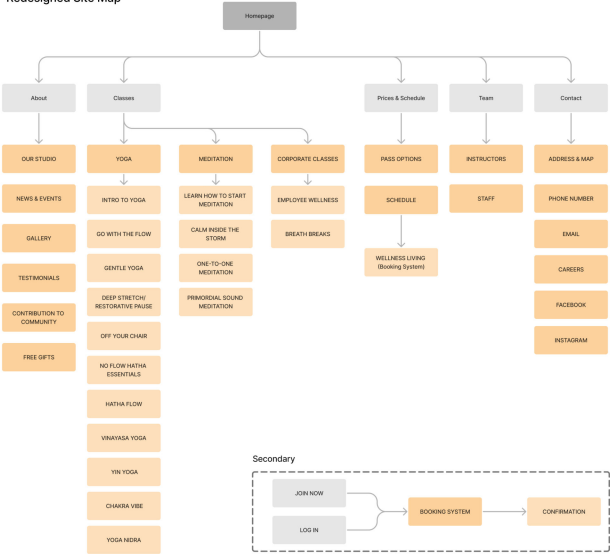*Image showcasing the heuristic analysis conducted on the existing website*

Enabling easy navigation

Based on the findings, we made strategic changes to the site map to improve user navigation and functionality. The revamped site map clearly **highlights the different class offerings, providing users with easy access to information and class schedules**.
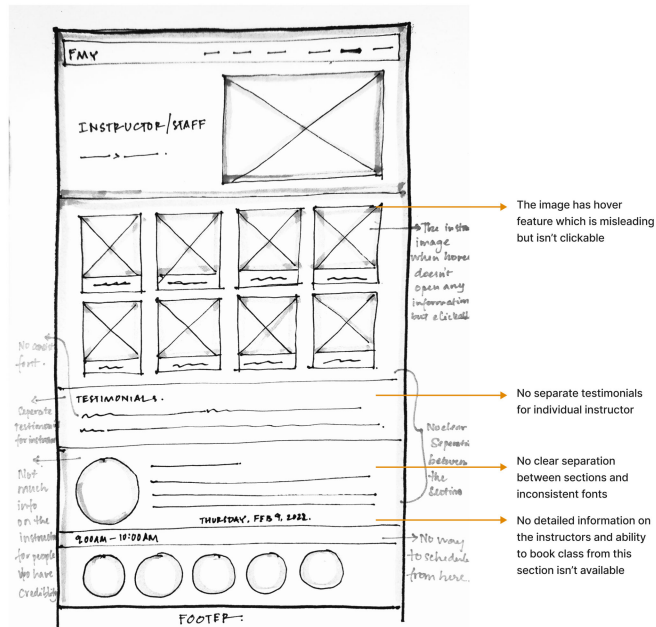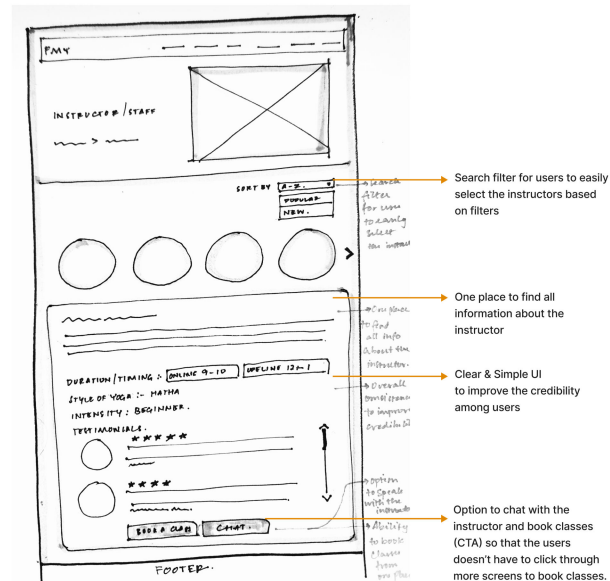

Existing Site Map

- Homepage
  - Home
    - OUR 16TH ANNIVERSARY!
    - GALLERY
    - COMMUNITY FUNDRAISERS PAST & PRESENT
  - Classes
    - CLASS DESCRIPTION
    - SCHEDULE
    - PRICE/PASS OPTIONS
    - IN-PERSON CLASSES
    - BEND AND BREW
    - THERAPY BALLS/SELF MASSAGE
    - INTRO TO YOGA
    - YOGA NIDRA
    - TESTIMONIALS
  - Meditation
    - CALM INSIDE THE STORM
    - ONE-ON-ONE MEDITATION COACHING
    - LEARN HOW TO START MEDITATING
    - PRIMORDIAL SOUND MEDITATION
  - At work
    - MOVING FORWARD AT WORK
  - Instructors
  - Free Gifts
    - ANXIETY AT EASE PLEASE
    - 3 MINUTES TO CALM
    - COUNTDOWN TO SLEEP
    - DEEP HEALING SLEEP

Redesigned Site Map

- Homepage
  - About
    - OUR STUDIO
    - NEWS & EVENTS
    - GALLERY
    - TESTIMONIALS
    - CONTRIBUTION TO COMMUNITY
    - FREE GIFTS
  - Classes
    - YOGA
      - INTRO TO YOGA
      - GO WITH THE FLOW
      - GENTLE YOGA
      - DEEP STRETCH/ RESTORATIVE PAUSE
      - OFF YOUR CHAIR
      - NO FLOW HATHA ESSENTIALS
      - HATHA FLOW
      - VINAYASA YOGA
      - YIN YOGA
      - CHAKRA VIBE
      - YOGA NIDRA
    - MEDITATION
      - LEARN HOW TO START MEDITATION
      - CALM INSIDE THE STORM
      - ONE-TO-ONE MEDITATION
      - PRIMORDIAL SOUND MEDITATION
    - CORPORATE CLASSES
      - EMPLOYEE WELLNESS
      - BREATH BREAKS
  - Prices & Schedule
    - PASS OPTIONS
    - SCHEDULE
      - WELLNESS LIVING (Booking System)
  - Team
    - INSTRUCTORS
    - STAFF
  - Contact
    - ADDRESS & MAP
    - PHONE NUMBER
    - EMAIL
    - CAREERS
    - FACEBOOK
    - INSTAGRAM

Secondary

- JOIN NOW
- LOG IN
- BOOKING SYSTEM
- CONFIRMATION

Redesigning Instructor page to be consistent

Existing Instructor Page Layout

Redesigned Instructor Page Layout

The image has hover feature which is misleading but isn't clickable

No separate testimonials for individual instructor

No clear separation between sections and inconsistent fonts

No detailed information on the instructors and ability to book class from this section isn't available

Search filter for users to easily select the instructors based on filters

One place to find all information about the instructor

Clear & Simple UI to improve the credibility among users

Option to chat with the instructor and book classes (CTA) so that the users doesn't have to click through more screens to book classes.

Reducing the click-through for users to schedule class

Clara is a 30 year old artist & homemaker who prioritizes her health and wellness. Sarah values convenience and flexibility in her yoga studio and is willing to invest in quality classes. Sarah is looking for a yoga studio that supports her physical and mental well-being and provides a welcoming and supportive community

Clara's user flow to book a class in existing website

Homepage	Homepage	Yoga Page	Yoga Page	Specific Yoga Page
Scrolls through the homepage and looks at the promotion text	Click on the more information	Scrolls down and reads through the descriptions	Clicks on Read more to know more about the particular yoga	Scrolls through the description and clicks on Sign up now!

Wellness Living	Sign Up	Schedule Page
Third-party booking system	Provides the credentials and signs up to wellness living	Scrolls down and selects the preferred timing

Clara's user flow to book a class in redesigned website

Homepage	Classes	Classes	Specific Yoga Page	Wellness Living
Scrolls through the homepage and Clicks on the yoga option from explore section	Scrolls through classes and shortlist based on the filters	Selects preferred yoga class	Scrolls through the description, selects time and clicks on Sign up now!	Third-party booking system
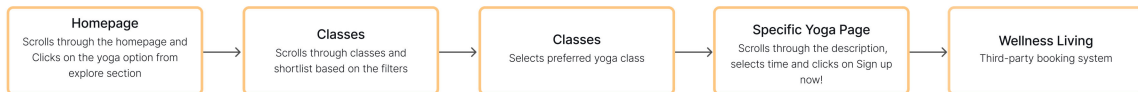
Questionnaire for users to find the ideal class

We proposed the integration of an **interactive questionnaire at the top of the landing page**. The questionnaire is designed **to assist users in finding their ideal class based on their specific needs and preferences**. By implementing this feature, we **aimed to reduce the friction in the class selection process and eliminate the burden of having to navigate through a multitude of options.**
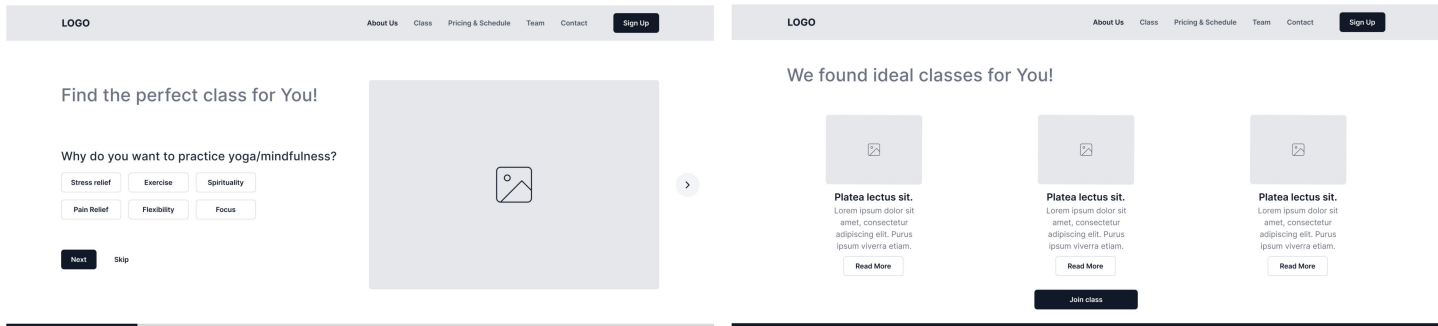
Style Guide

To cater to a **diverse user base**, we created a style guide that maintains the consistency of the Forward Motion Yoga brand while ensuring **inclusivity and accessibility in the website design**.

Main Color
HEX #FDAF3A

Darker
HEX #F19100

Lighter
HEX #FFBE5E

Subtle
HEX #FFD9A0

Dark 1
HEX #3A3A3C

Dark 2
HEX #6B7588

Dark 3
HEX #8F90A6

Dark 4
HEX #C7C9D9

Light 1
HEX #DDE5E9

Light 2
HEX #EBEBF0

Light 3
HEX #F2F2F5

Light 4
HEX #FAFAFC

Aa

Poppins
Google font

Extra Light

Bold

Mulish
Google font

Regular

Semibold

Small
Vertical padding **12px**
Horizontal padding **24px**
Font size **14px**

Small | Small | Small | Small →

Medium
Vertical padding **14px**
Horizontal padding **32px**
Font size **16px**

Medium | Medium | Medium
→ Medium | Medium →

Large
Vertical padding **16px**
Horizontal padding **48px**
Font size **18px**

Large | Large | Large
Large → | → Large

Before & After Images of the Website

Existing Homepage
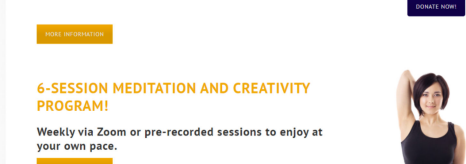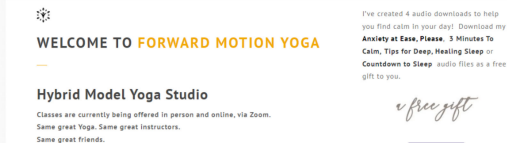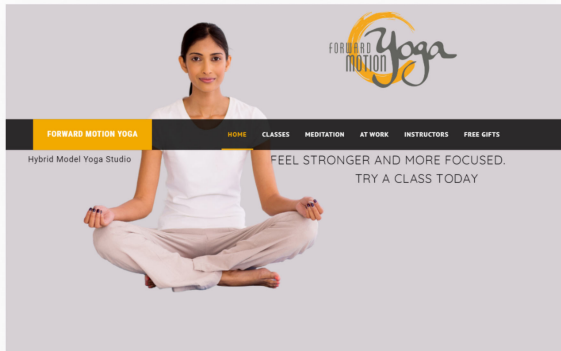
Redesigned Homepage
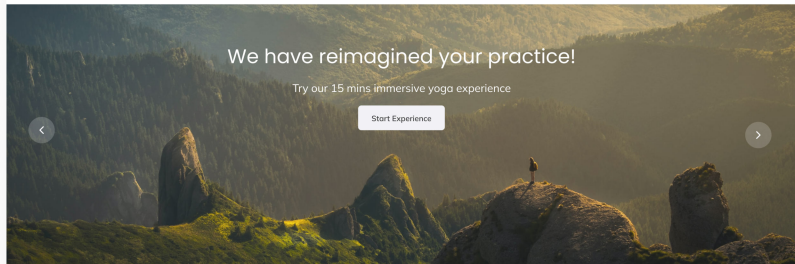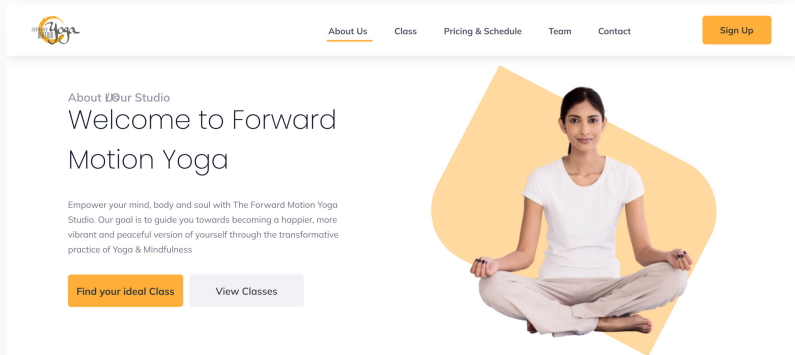
Before & After Images of the Website

Existing Classes page with inconsistent information

Redesigned Classes page with filters and sorting options

Before & After Images of the Website

Existing Instructor page with class schedule

Redesigned Instructor page with easy scheduling for users

Follo

A single-window navigation application for newcomers enabling ease and convenience to navigate TTC

My Role

Product Designer
Project Manager

Team

Solo Designer

Duration

14 Weeks

Tools & Softwares

Figma
Sketch
Adobe Photoshop
Adobe Illustrator
Invision
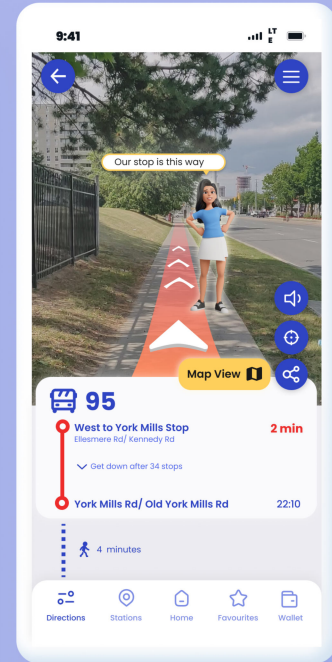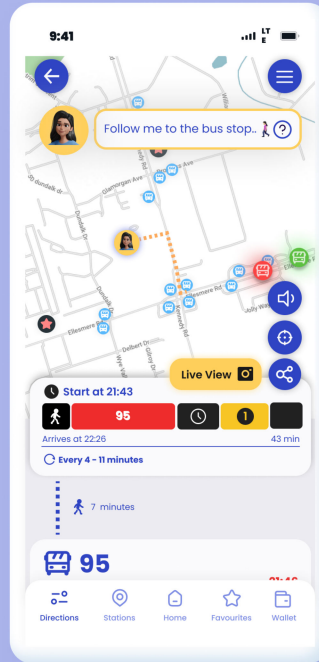
Transforming a personal struggle into a platform for empowering others

As a student who immigrated from India to Canada **a year ago**, I understand the challenges of adapting to a new country and navigating its culture, systems, and transportation.

Many newcomers in Canada, facing financial constraints, **heavily rely on Toronto's public transit for their day-to-day commute.** However, the city's size and complexity make it difficult to comprehend, often resulting in boarding the wrong transit or heading towards the wrong platform within stations and it becomes **even more challenging especially during the harsh winters**.

Lack of an effective navigation tool for newcomers traveling in the TTC

This project aims to fill a significant gap in navigation tools by developing a user-friendly application that addresses both external and internal navigation within Toronto's public transit system. The goal is to provide newcomers with an efficient and intuitive tool to navigate the city's transit system with ease.

How might we provide directional guidance and improve newcomer's commute in TTC convenient and less anxious?

Is this a problem worth solving in your world?

33.3%

66.7%

- Oh, yeah. This is definitely something worth solving – totally relevant to my life
- The problem is almost hitting the mark
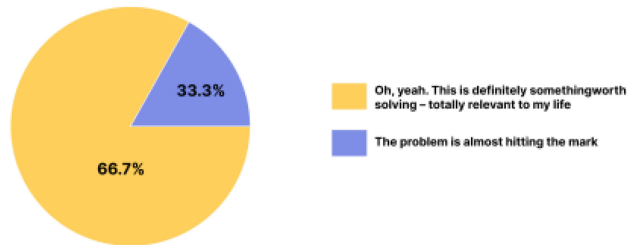
If the problem is applicable to you?

13.3%

86.7%

- Yes, this problem is applicable to me
- No, I don't perceive it as a problem
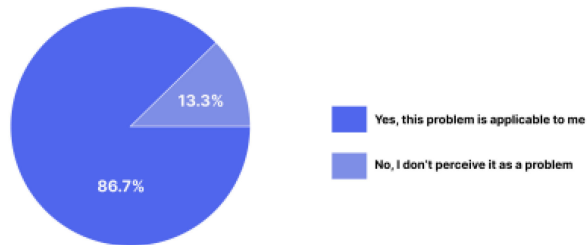
Hypothesis validation results gained from user survey among a sample of 15 individuals within the target user group

Route from Point A to Point B

- Efficient transit transfer options and accurate directions from point A to point B, ensuring a smooth and hassle-free journey for the users

- Helps users to save their favorite routes for quick and convenient access, eliminating the need to search repeatedly
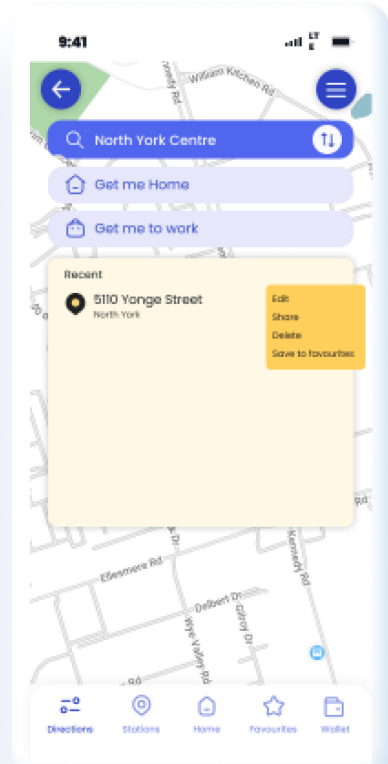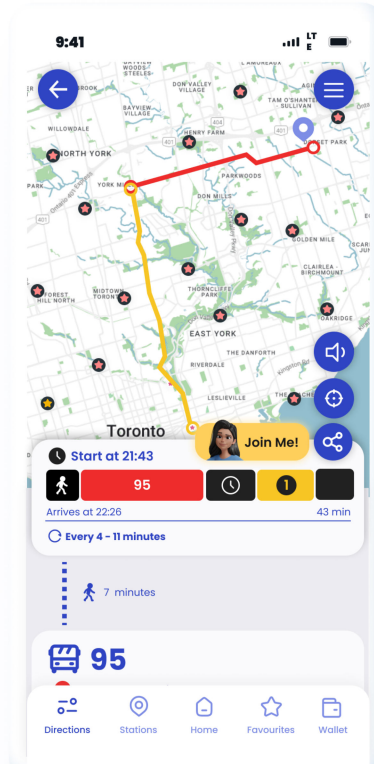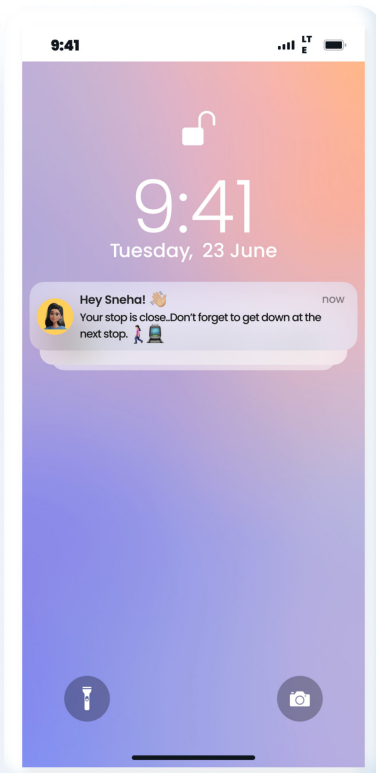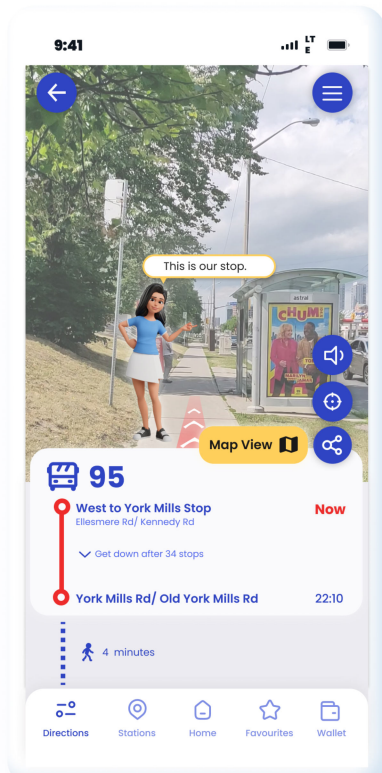
Interactive AR guides

- Dynamic conversational 3D guide avatars accompanying the user throughout the journey

- Personalized guidance from virtual companion as the user navigates in the transit

- Sense of ease as the interactive guide provides a comforting presence, making the user's journey more enjoyable and stress-free.

- Customizing option for the virtual companion to suit the user's preferences, creating a unique and tailored navigation experience.

Realtime Transit Information

- Access to real-time GPS updates for the user's transit route, ensuring accurate and reliable information on arrival times, delays, and route changes.

- Crowding information with live data on transit vehicle capacity and crowd levels, allowing user's to choose less crowded options or plan your journey accordingly.

- User contribution to the community by sharing real-time updates on transit conditions and crowding, helping fellow users make informed decisions.
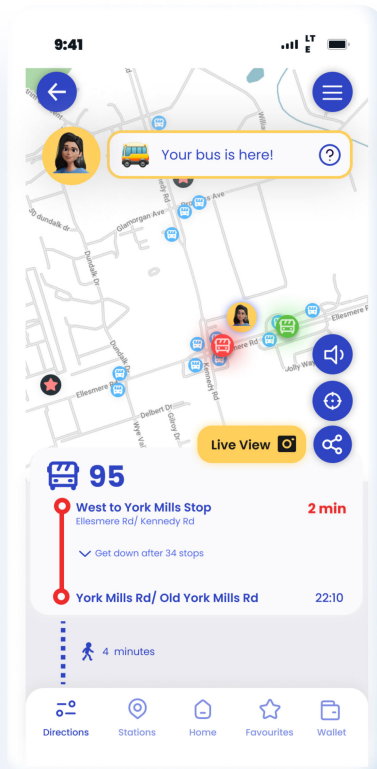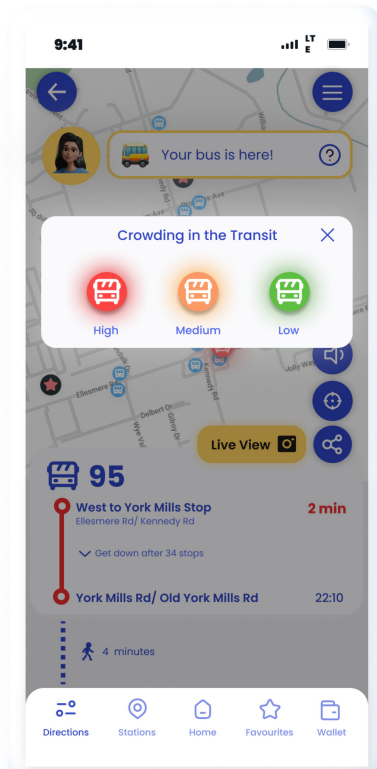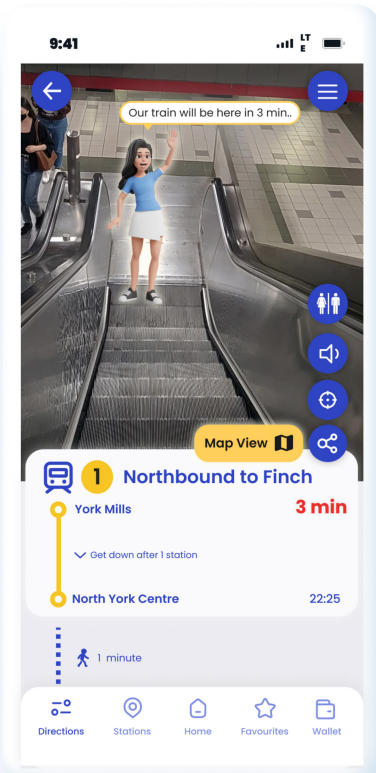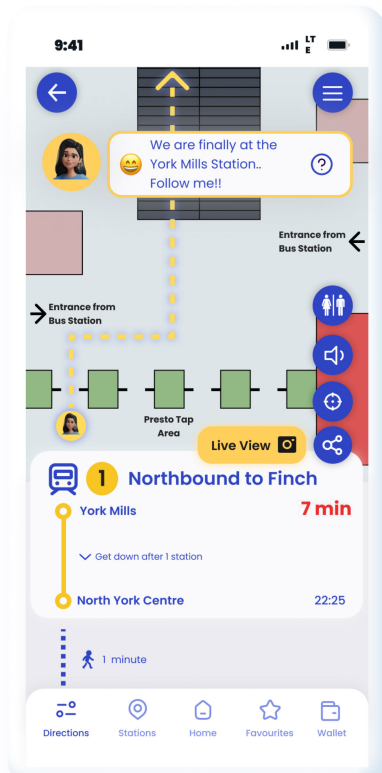
Indoor Wayfinding

- Access to detailed maps of subway stations, providing clear and intuitive visual guidance to help users understand the layout and navigate efficiently.

- Precise step-by-step directions with transit updates from 3D avatars to guide users through the maze of corridors, platforms, and amenities within subway stations, ensuring users reach their desired transit quickly.

User Research methodologies employed for the project were **secondary research and user surveys**

Major pain points identified from User Surveys

Wayfinding difficulties within subway stations

The availability and visibility of signage within the stations are inconsistent, making it challenging for users to locate themselves effectively

The northbound confusion

Due to their unfamiliarity with the city's context, users often encounter difficulties in comprehending the directions and routes.

Frustration waiting for transits

Users express frustration waiting for transits and having to lookup on TTC websites for service alerts or route changes

" On the very first day of my college, I wasn't able to get to class on time because I didn't know which exit to take from the station"

The competitors lack indoor wayfinding features

Taking into consideration the pain points identified from the user survey, I conducted a comprehensive analysis of four competitors in the market. While all competitors offer features for navigating from point A to B and provide transit updates, **none of them address the crucial pain point of wayfinding within the station**, which significantly impacts newcomer's experience.

Transit

Rocketman

Triplinx

Citymapper

Challenge - Finding the top features for the app

During the initial stages, as I delved into the user flow and incorporated user feedback, numerous potential features emerged for creating a comprehensive application. However, it became evident that including an excessive number of features could compromise the app's usability and effectiveness as a single-window solution. **So, the final features for the app were derived by conducting a workshop with 3 target user.**
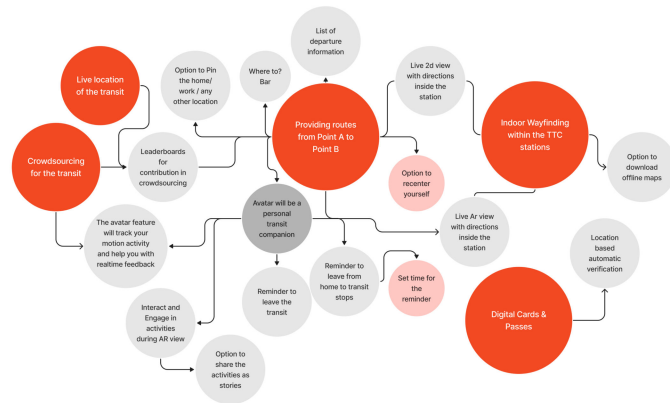
Mindmap of all the possible features for the follo app
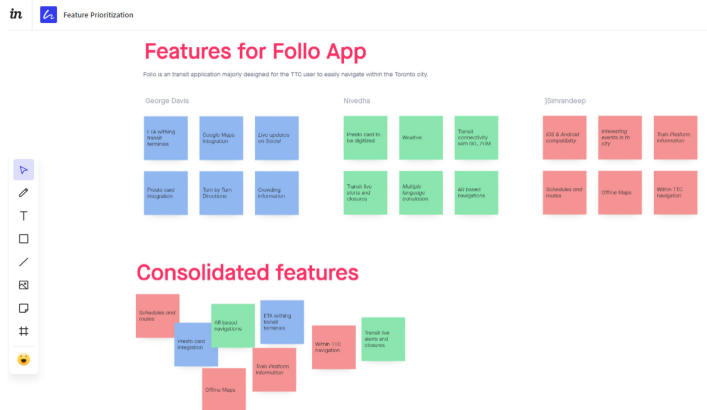
Workshop results to finalize the top features of the app

Based on feedbacks from 5 target users, peers & mentors. I made 3 major improvement in my final design.

1. Making the route input field simple

Users felt there was no way to go back and felt it to be very limiting.

Users felt the map view was too small to understand. Preferred something similar to existing google maps

No users felt the need to enter duration of their transit

Users couldn't understand the transition between the different transit options and felt the options to be useless
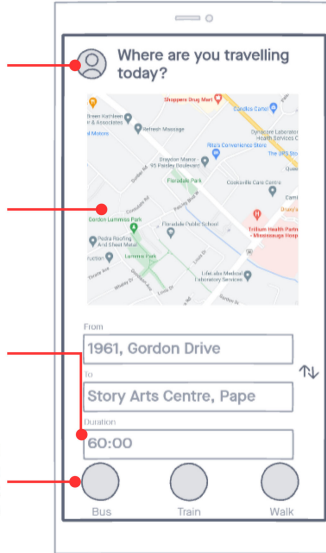
Option to exit from every screen *(Heuristics #3 User Control and Freedom)*

Simple user input fields and extensive view of the map making it similar to other transit apps *(Heuristics #2 Match between system and the real world)*

Structured main menu to toggle between different transit information

2. Making the AR guide screen easily understandable

Users felt the AR guide screens are confusing can be more detailed with the transit information

Users wanted the guide bots to be more personalized
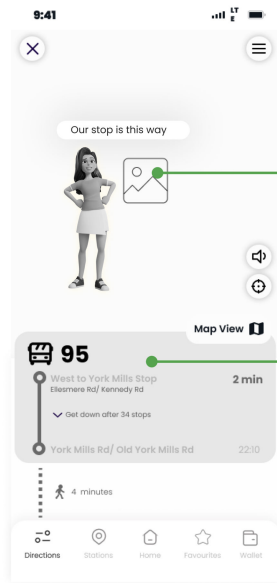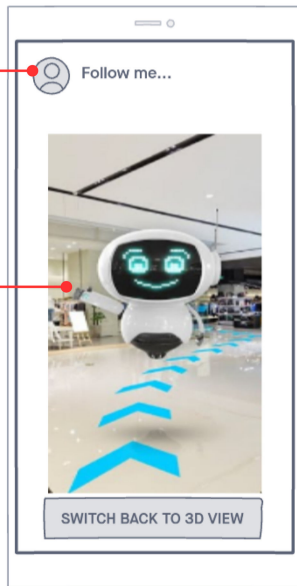
Making the AR avatar more conversational and personalized to engage with the users

Making the AR view consistent with the other transit screens and informative

3. Making indoor wayfinding maps clear

Users felt the indoor wayfinding map to be simple with just the routes to the right platform and amenities location with in the stations

Users felt its unnecessary and confusing to see all the train information
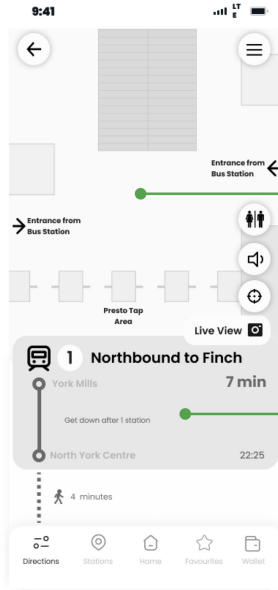
Making the indoor station map enlarged with pointers to entrance and amenities

Just showing the user's current transit information and making it consistent with the other screens

The final product