



YWCA Health & Fitness Website

User Analysis

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Target Market Analysis

Position Statement: The YWCA prides itself on having a diverse member base, and being a gym “for every *body*.”

Characteristic	Audience Description
Age	Most members are between 25-44 years old (25-35: 40%, and 35-44: 20%)
Gender	Approximately 65% of members are female, 35% are male.
Income Level	The average household income of members is between \$75,000-\$99,000 a year
Geographic Location	Most members live or work within 1 mile of a YWCA.
Personal Goals of being a Health Club Member	Industry data* indicates most members have the following personal goals: <ol style="list-style-type: none"> 1. To feel better about myself (M:65%; F:70%) 2. To look better (M:55%; F:70%)
Health Club Attractions	Industry data* states that members chose their current club for the following reasons: <ol style="list-style-type: none"> 1. For overall health/well-being (70%) 2. The variety of equipment (49%) 3. To get my workout in, rather than socialize (46%) 4. Access to group exercise classes (24%)
Frequency	Members come into the club on average 1-3 times a week
Other Interests	Results of a member survey showed members participated in the following leisure activities “frequently” in the last 3 months: <ol style="list-style-type: none"> 1. Surfing the web/social media (81.6%) 2. Reading (66.7%) 3. Listening to music (68.2%) 4. Watching television (45.9%) 5. Talking on the phone (42.6%) <p>And “occasionally” participated in:</p> <ol style="list-style-type: none"> 1. Going out for a meal (58.4%) 2. Traveling for pleasure (48.6%) 3. Going out for drinks (41.6%) 4. Going on a family outing (40.1%) 5. Visiting art galleries/museums (38.9%)

Target Website User Analysis

The YWCA Health & Fitness website has the following key user groups:

- Current members who wish to find out specific details about club events, classes, news and other offerings. They also expect us to be partners in their fitness needs, so they expect to be given advice and information from our experts here, rather than seeking it out elsewhere.
- Prospective customers who are researching our facilities, services and classes to determine if they want to join. They may know about us because of our prominent locations.
- Prospective customers who will not likely become members due to geographic location, but who are interested in a specialized class or program we offer (Massage, Personal training, Pilates, Endurance Sports, Total Immersion)

Characteristic	User Description & Expectations
Age & Gender	The average website user will be a woman between 25-44 years old
Technical Proficiency	The web user will be very comfortable with the internet, email and social media. Many will also be proficient in smart phone applications.
Goals in using the website	The website user will have a clear task she wishes to complete quickly and easily. Primary tasks include: <ol style="list-style-type: none"> 1. Finding a schedule for classes, pools, gyms, etc. 2. Registering for swim lessons or a specialized fitness class 3. Looking up membership information like membership types and rates 4. Looking up location information like addresses, phone numbers and hours.
User Assumptions	Many users are not aware that we offer Health & Fitness clubs as part of our broader mission and community programs, or that we are separate from the YMCA. Therefore, the user will expect that the website meets the following: <ul style="list-style-type: none"> • Contains only information relevant the Health & fitness • Has information that is easy and quick to find to find (in 2 clicks or less) • Treats them as the type of user they are (i.e. members don't expect to be sold on why to join, but prospects need to be given this message up front.) • Helps them know they are on the right website –that we are the location they have seen on Hennepin Avenue, Lake Street and Nicollet Mall. Consistent YWCA branding (orange) will reinforce we are not the same as the YMCA (red).
Language and Terminology	Many users will have some knowledge of related keywords, but attention will need to be paid to avoid words that are too general and meaningless, or too industry-specific. Some words to note are: <i>specialized, cardio, resistance, TRX, aquatics, services, fitness floor, endurance sports, body work.</i>

Health & Fitness User Persona: Case 1

User: Debbie, Hospital nurse

Description:

Debbie is 35 years old and has lived in Minneapolis since she moved here to attend nursing school at 18. Debbie spends her free time at home reading and cooking with ingredients she found at the Farmer's Market. She also likes to go online to connect with friends. But much of her free time is devoted to her children, Xavier who is 10 and Alexis who is 7 (going on 17!)



Debbie comes to the YWCA because it is convenient to her home in south Minneapolis, and her children love the Midtown pool and youth classes. She also likes that the YWCA is an organization devoted to empowering women and eliminating racism, although she admits she doesn't know a lot about *how* the YWCA accomplishes this mission.

Why Debbie uses the website

Debbie wants to enroll her children in swim lessons for the next session. Her children have taken lessons at the YWCA in the past, so she is pretty familiar with the process. She wants to use the website to see the class schedules, registration dates, and to check over the levels to make sure she will be enrolling her children in the appropriate class. She also remembers reading in an email that she can now register for lessons online and is excited to save time with this new feature.

User Tasks

Since Debbie has been a member for years, she is familiar with the YWCA's website address and goes there directly, arriving at the home page. Debbie then uses the navigation to go to the Swim Lesson section of the site. She sees the schedules are separated by location, so she clicks on the schedule for Midtown. While looking at the schedule, she realizes she forgot to double-check the descriptions for the class levels. Debbie clicks on Levels in the navigation to get the information she needs. She then clicks back to get to the schedules page.

Armed with schedule information, Debbie clicks on the Register Online Now button at the bottom of the page. She is taken to Online Enrollment where she needs to enter her login information to make sure she gets the member price. When Debbie completes her registration, she remembers that she also wanted to see if there were any lap lanes open during lessons so she could get in a good swim while her children are in lessons. She closes the Online Services window and is returned to the Swim Lessons page. From there, she can easily navigate to the Pool Schedules section. She clicks on the Midtown Pool Schedule link and is glad to see she there are several lap lanes open during lessons.

While she is on the Pool Schedule page, Debbie notices an item on the side of the page about the YWCA's Swim for Change program. She discovers that donations help the YWCA provide swim lessons to underserved children. Debbie believes in giving back to her community and makes a donation online.

Debbie leaves the website both glad she accomplished a task on her to-do list, and feeling good that her donation will help give another child the same opportunities she is able to give her children.

Health & Fitness User Persona: Case 2

User: Maria, Copywriter at Downtown Advertising Agency

Description:

Maria is 27 years old and has lived in the Uptown neighborhood of Minneapolis since she moved here from Chicago 4 years ago for a career opportunity. While she misses the wide array of activities in Chicago, she was pleasantly surprised by the vibrant theater and music scene in Minneapolis. Maria loves the latest gadgets, and spends a lot of time on her iPhone updating her Facebook page, tweeting and texting her friends about their plans for the evening. Since her work and social life keep her pretty busy, she has always felt she did not have the time or energy to exercise. But she knows she is not as healthy as she could be, and wants to get in shape. And soon, since summer is just around the corner and she hopes to spend as much time as possible at the beach.



Why Maria uses the website

Maria grew up with the Internet and can't imagine researching a product or service any other way. She already knows of several possible health clubs in her Uptown neighborhood: the new LA Fitness in Calhoun Square, the YWCA, Calhoun Beach Club and Snap Fitness. Since she has only been out of college and still has student loans, budget is important to her. She already knows she can't afford Calhoun Beach Club and rules it out. Maria has a co-worker who goes to Snap so she asks her about the facilities. Maria thinks she'll be successful if she works out in the morning before work, but finds that there is no staff present at Snap at this time. She's a little worried about the safety and security since it will be often be dark when she is there. Plus she thinks she may need a little help in the "motivation department." Maria then talks to a friend who belongs to LA Fitness who is mostly happy with them, but sometimes feels like it's more of a scene than a gym. Maria decides to visit the websites of LA Fitness and the YWCA to make a decision.

User Tasks

Maria googles "YWCA Minneapolis" and sees in the results that there is a specific website for YWCA Health & Fitness. She clicks and lands on the YWCA Health & Fitness main page.

She thinks her first task will be to look up membership rates, but on the home page her attention is drawn to something called the Coach Approach that can help her stay on track with fitness goals. She clicks to learn more about the program. After reading through the Coach Approach page, she decides to look at the rest of the navigation to see if she can find where the rates might be listed. She sees a section called "How to Join" and clicks. In this section she finds the rate page.

Although the monthly rates are a little higher than some other places, she likes the fact that the YWCA tells her up front about their membership types and prices. "Why should it be a workout to get prices?" she wonders. She also sees that she has access to any YWCA site, and to over 230 free classes. She likes having the option to workout at Uptown and Downtown. While on the Rates page, Maria notices something that looks like it might be an advertisement with the headline "We're More than a Gym: Your membership dollars go back into your community." She feels like this might be a strong reason to choose the YWCA instead of one of the corporate options.

Armed with monthly rate information, she goes back to a navigation item she noticed earlier that caught her interest – Classes. Maria thinks adding some classes might add variety to her workout and keep her motivated. She clicks on the Uptown Class Schedule and sees there are a few early morning classes that might work into her schedule.

While on the Classes page, Maria again notices an advertisement. On this one, the headline reads “Free Sampler Classes – Try a Specialized Program Before you buy!” She clicks on the ad to see the schedule. She’s not sure if she wants to pay more for a class right now, but it may be fun to try one out for free.

Maria is excited about her lifestyle change and wants to get started right away. Since she did not find any place to join online – which she would prefer to do for the speed and convenience – she clicks on the How to Join link in the navigation. She sees she has to come in during Membership Advisor hours, so she makes a note of when they are and plans to stop in after work.