SAE Institute Australasia

Creo

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DDX173.2 User Centrerd Design: UI Design Example 1

SAE University College

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YOGA IN HORNSBY

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DDX173, PROJECT 2

YOGA IN HORNSBY

Yoga in Hornsby provides a space to practice yoga that suits a range of needs and abilities, with stronger or lighter practices. This style of yoga aims to help in developing strength, flexibility, and balance of body, mind, and spirit.

Yoga in Hornsby also provides other services such as massage and ayurvedic lifestyle consultations.

AAYT
CERTIFICATED C-AAYT
YOGA THERAPIST

YOGA & REMEDIAL MASSAGE
Yoga in Hornsby

ⓦ YOGA & REMEDIAL MASSAGE

FINDINGS FORM THE UX REPORT

User needs statement:

Alexis is a primary school teacher and mother of two who seeks to book a beginner yoga class. While enjoyable, her job can be mentally and physically draining at times.

YOGA & REMEDIAL MASSAGE

A local hidden gem: Yoga, Pranayama, Meditation, Remedial Massage, Hypnobirthing

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WELCOME TO YOGA IN HORNSBY

https://www.eventbrite.com.au/e/sound-therapy-immersion-tickets-857441640027?u
campaign=social&utm-content=attendeeshare&utm-medium=discovery&utm-term=
source=cp&aff=ebdsshcopyurl**Term 2 GROUP YOGA CLASSES** start on **Monday**
and run for 10 weeks until Fri 5 July. It's never too late to enquire as some class
have spots. You can come as a casual though you will need to text or email to check
before coming if casual and regularity is encouraged. The classes are small and I v
how to practice according to your needs and abilities. BEGINNERS may wish to try
private class or a group class before committing to the term to be sure it's a good fit
that suits you as there are many different styles of yoga. For those more experienc
are classes that offer strong asana with gentler options for advanced yogis who prefer a more subtle or
practice. We will dive even deeper into the exploration of a variety of pranayama (breath work), mindful
meditation and theory as you learn how to integrate yoga into your life more fully. This style of yoga is cl
help develop strength, flexibility and balance of body, mind and spirit. I'll be away during the July holiday
will be no holiday classes following term 2 and so you may wish to fit in a massage before or after if you
session falls in those 2 weeks and there may be a delay in me responding if I don't have access to inter

Esther ID:A11752

UX
FINDINGS

01. Lacks a clear visual hierarchy as the site is too packed with information and users don't know where to focus their attention (Gordon, K. 2021).

02. An overwhelming amount of information can lead to cognitive overload and slow down the decision making time of users (Yablonski, J. 2020. pg 23).

03. The buttons are messy and there are too many tabs, which can lead to confusing navigation that is not aligned with user journeys (Kucheriavy, 2024).

SOLUTION

01   Yoga in Hornsby can create a clear visual hierarchy of information by utilising paragraph spacing and grouping of elements, as well as using images to break up text. Additionally, clear titles make it easier for users to identify the information they are looking for (Kucheriavy, 2024). All of these elements will contribute to the overall aesthetic useability

In the attached examples, I have utilised visual hierarchy by first using an image and quote to create a serene atmosphere. Next, the viewers eye is led to the large, bold, green title, which will allow users to meet the first goal in their task flow which is to get a feel for the business. The user will then go on to read about classes, with the clear titles allowing them to navigate to where they want.
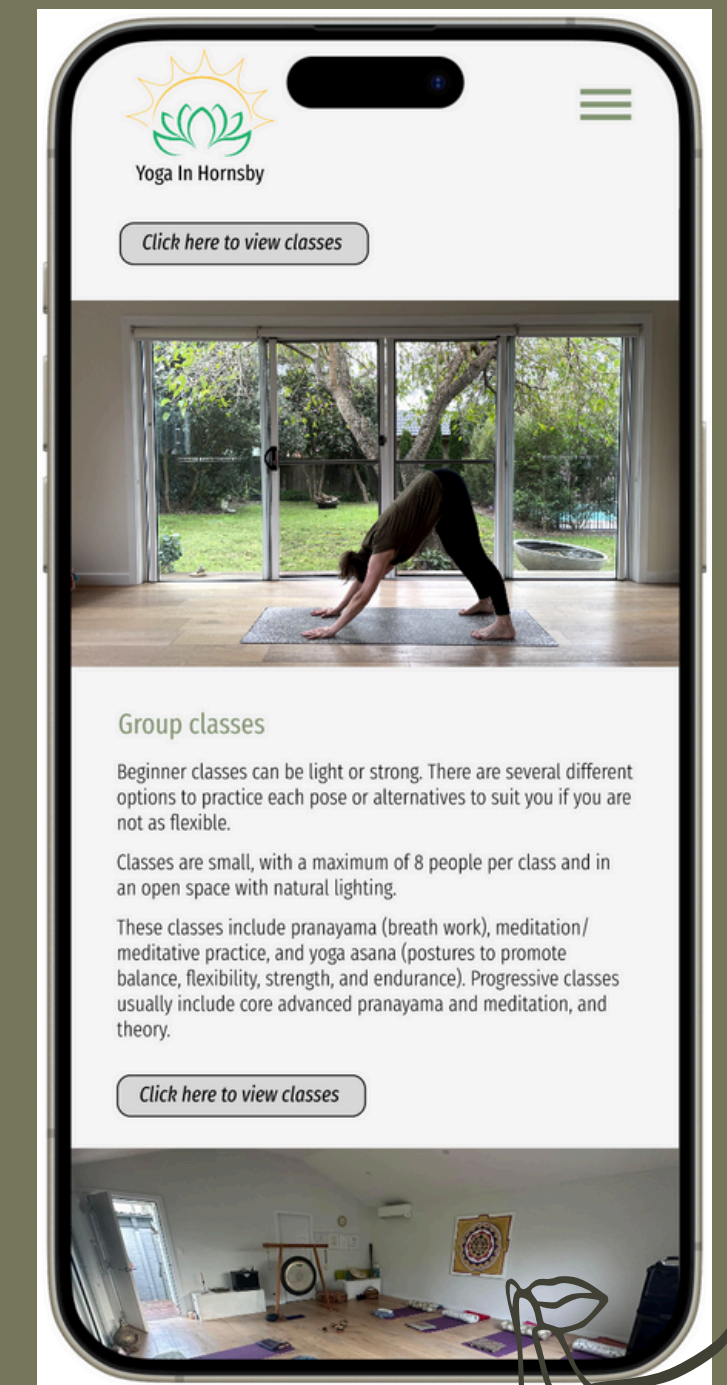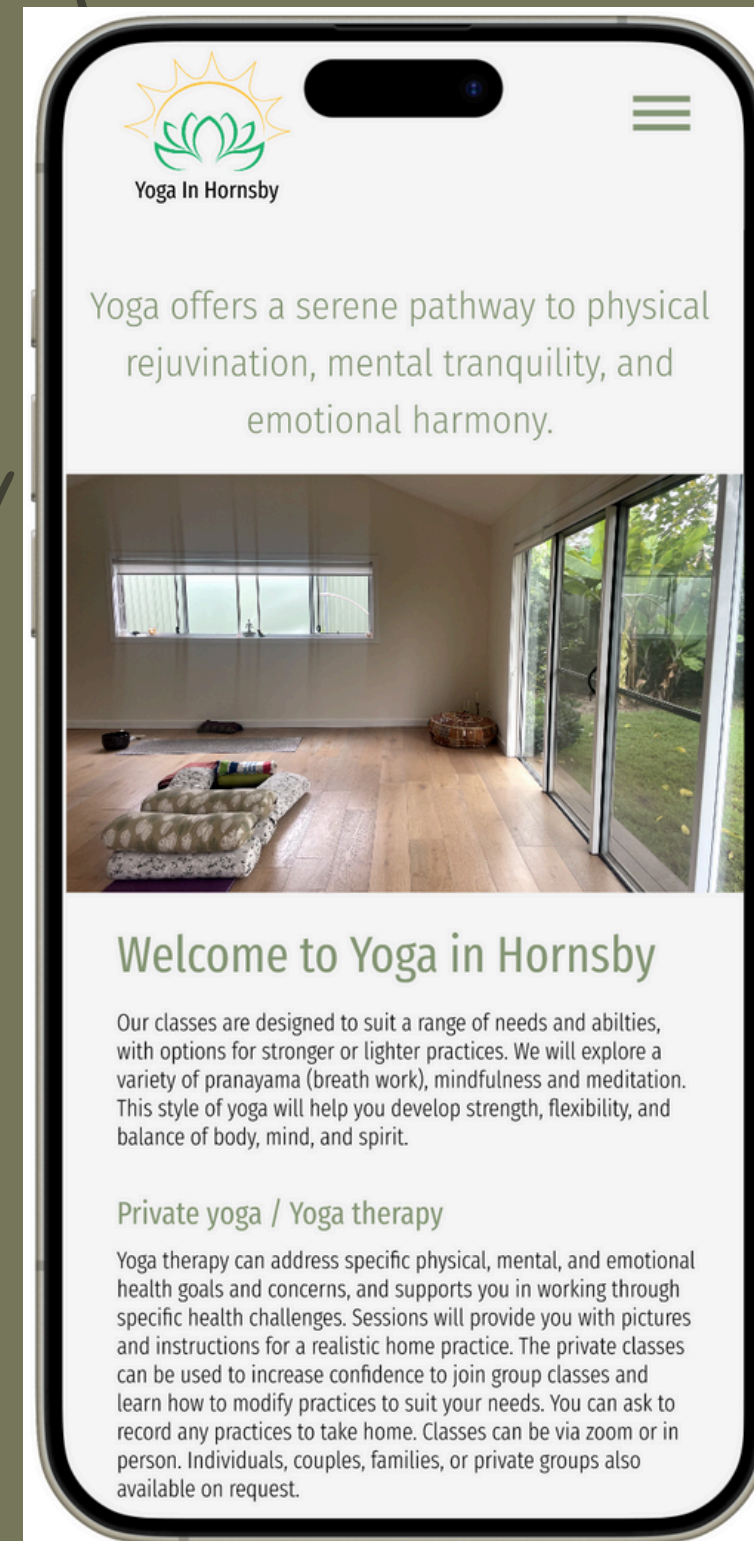
SOLUTION
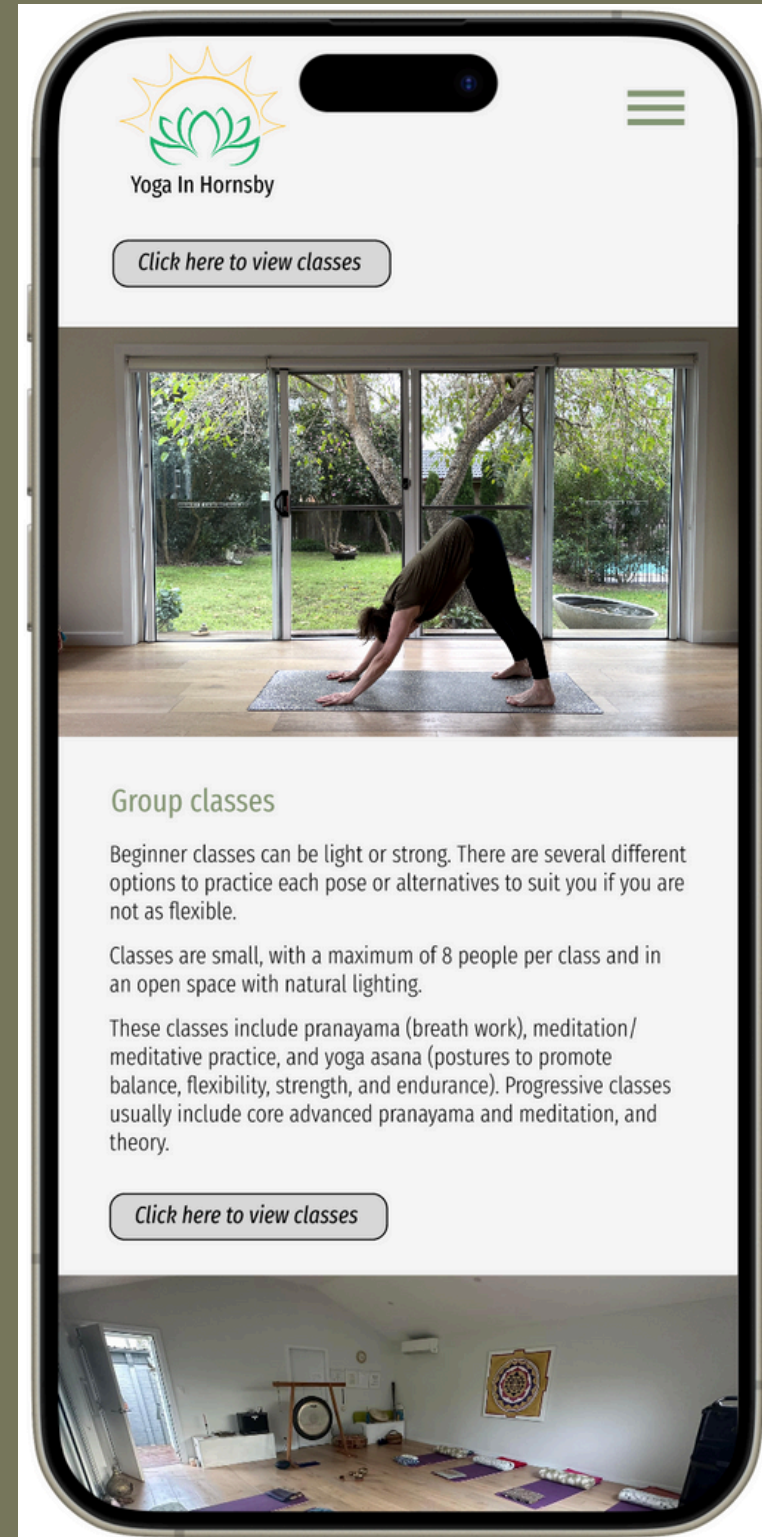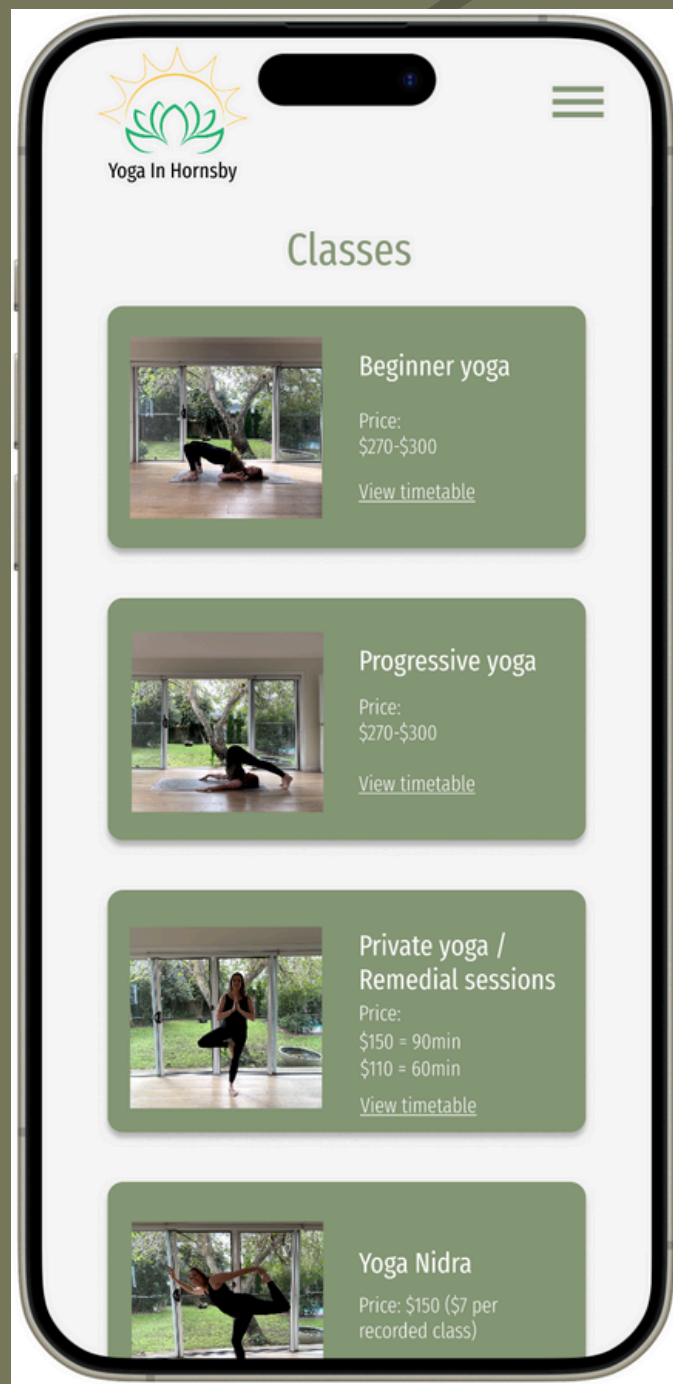
02 Yoga in Hornsby can simplify their interface as Hick's law suggests, by reducing the amount of information provided and breaking it up with images (Yablonski, J. 2020. pg 23). The decision making time of users can also be reduced by simplifying the booking process with straightfoward instructions.

In the attached examples, information has been broken up with images to create a less overwhelming interface. Additionally, by providing a short summary of each service, users can find the information they want quicker and reach their goal faster. I have also provided a list of the classes and their prices so that users can view exactly what is offered. For example, under the group classes section on the Homepage, users can navigate to the classes page where Beginner and Progressive classes are listed individually.

SOLUTION

03

By presenting users with clear and concise options, decision-making time can be minimised, as stated in Hick's law (Yablonski, J. 2020. pg 23). Yoga in Hornsby can reduce the number of tabs on their menu by taking away anything unnecessary and grouping information into relevant sections. Buttons can also be lined up and placed in predictable locations, as Jackobs law states that users prefer websites with familiar design patterns (Yablonski, J. 2020).
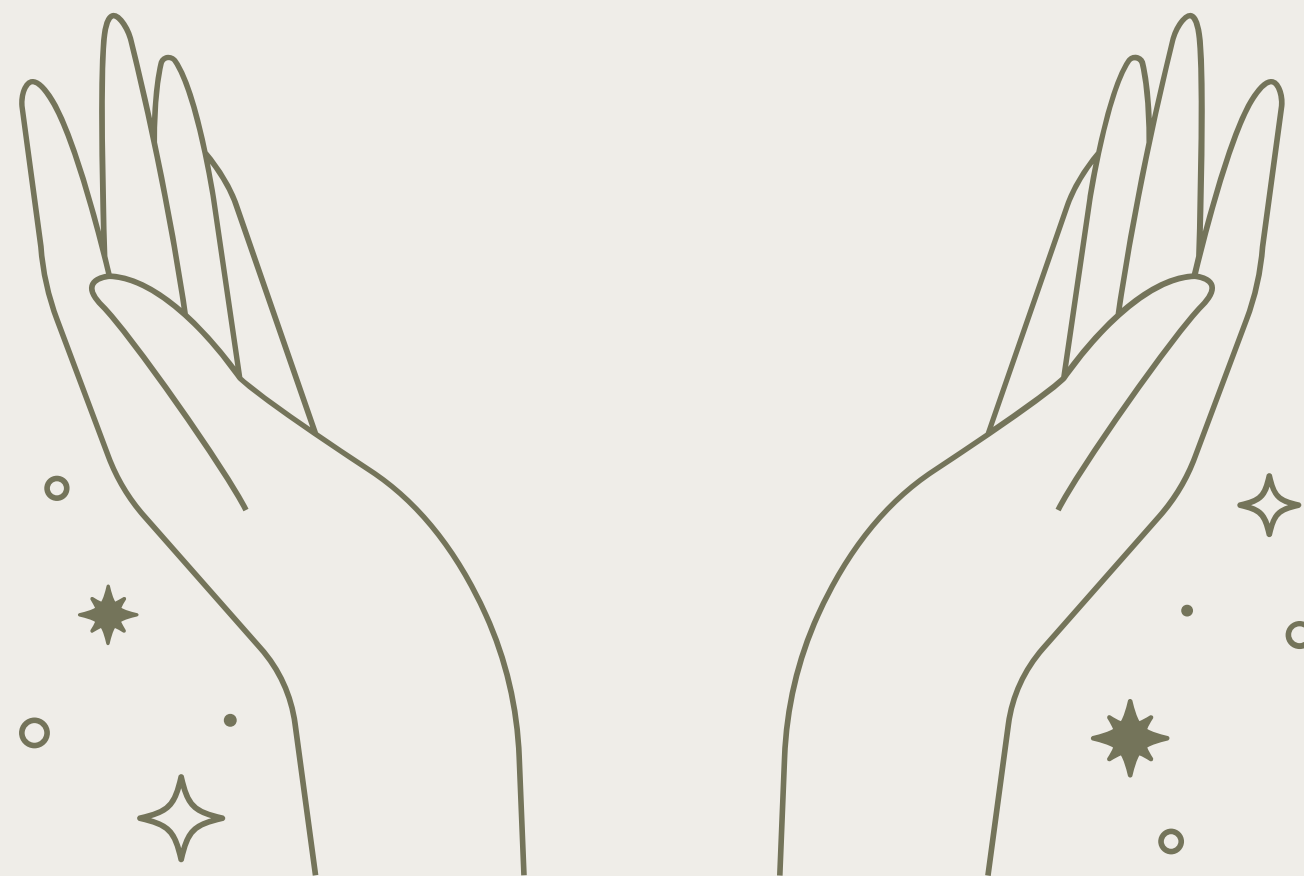
In the provided examples, I have turned the menu into a drop-down format and reduced the number of options to assist with the user taskflow. I have also utilised common button shapes so they they look recognisable and interactive, as well as placing them where users would predict them to be.
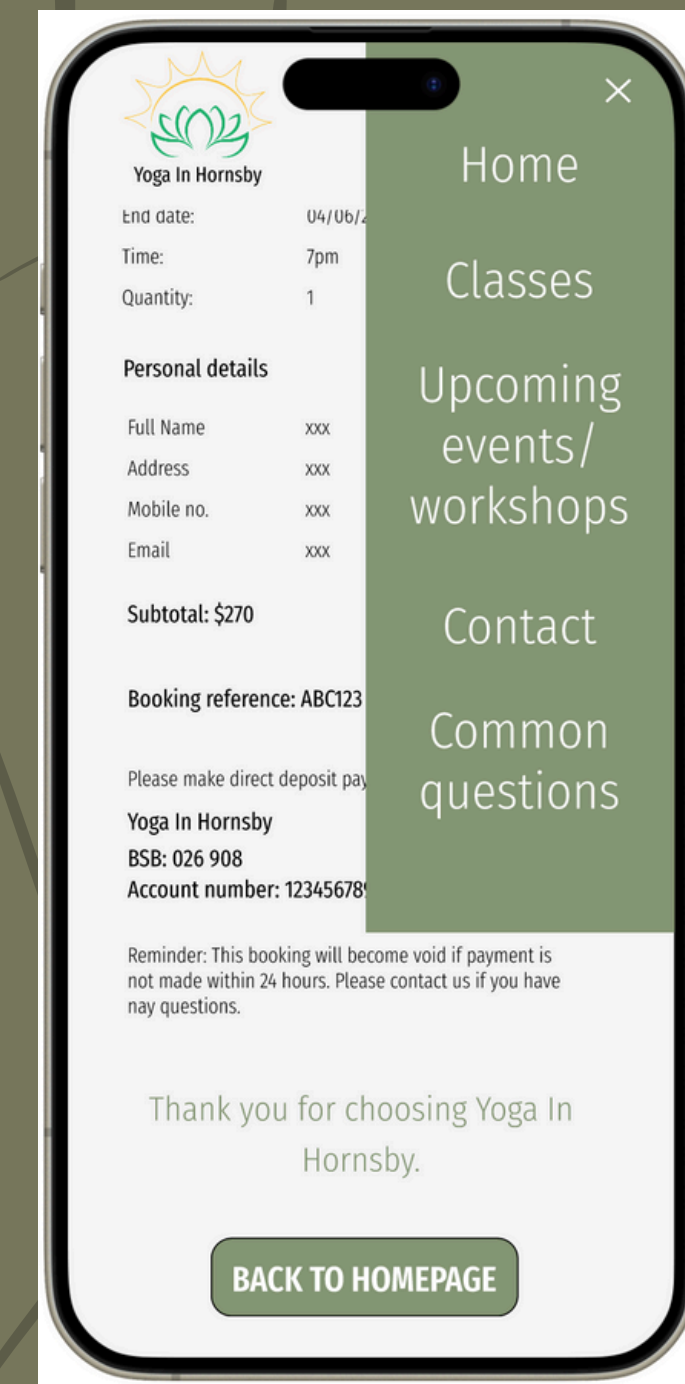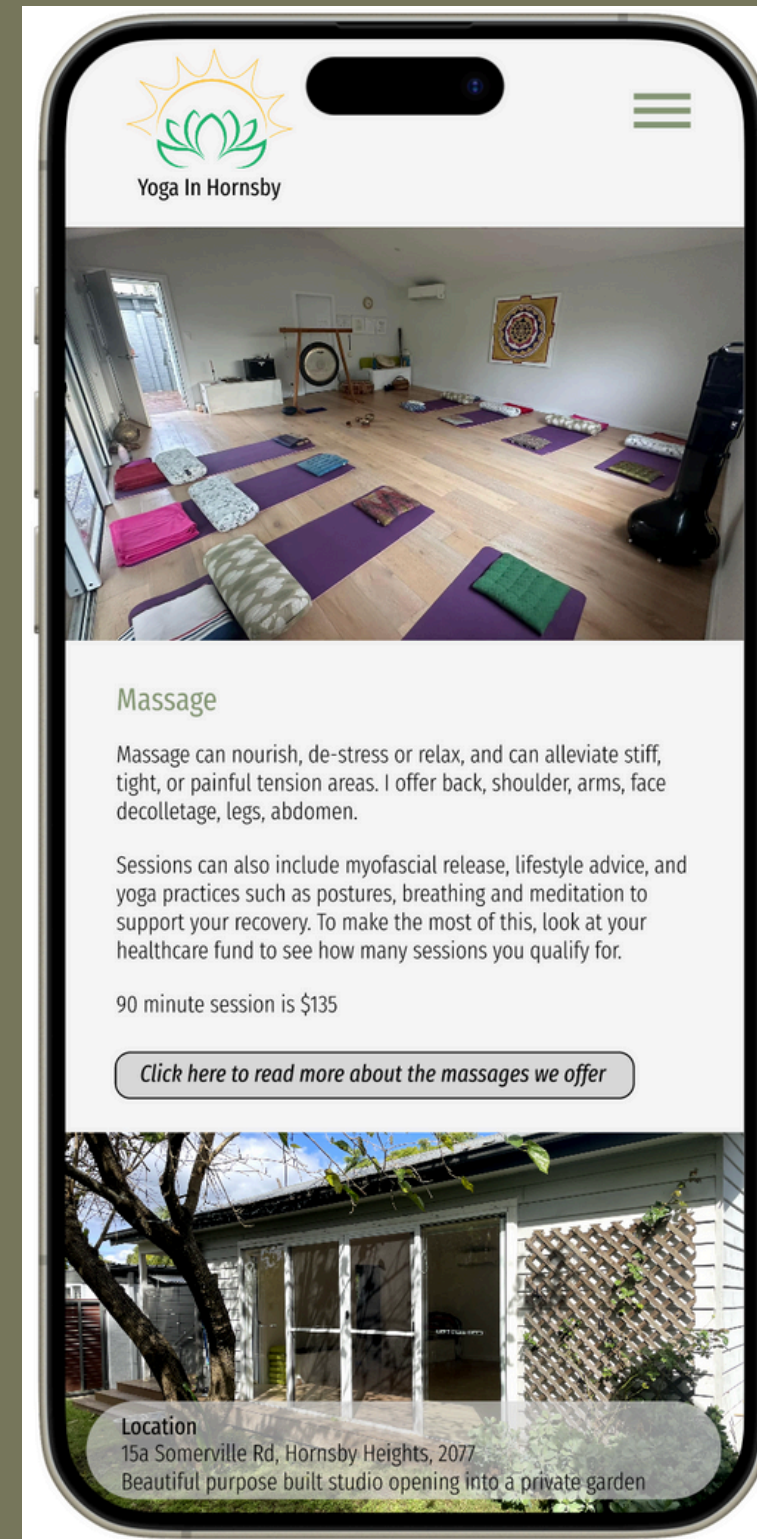
FINAL DESIGNS

phone prototype

desktop prototype

REFERENCE LIST

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