

#### Introduction:

Redesigning of Caffe Yoga:

#### A website for:

- Yoga Practitioners
- Yoga Teacher Training



#### CAFFE YOGA

- A variety of Yoga Classes and Meditation sessions
- 5 Active Yoga instructors
- In Orange County-Tustin.

#### Heuristic Evaluation

Caffe Yoga

HOME

SCHEDULE

PRICING

CLASSES

INSTRUCTORS

TEACHER TRAINING

REGISTER

LOGIN



#### WELCOME TO CAFFE YOGA

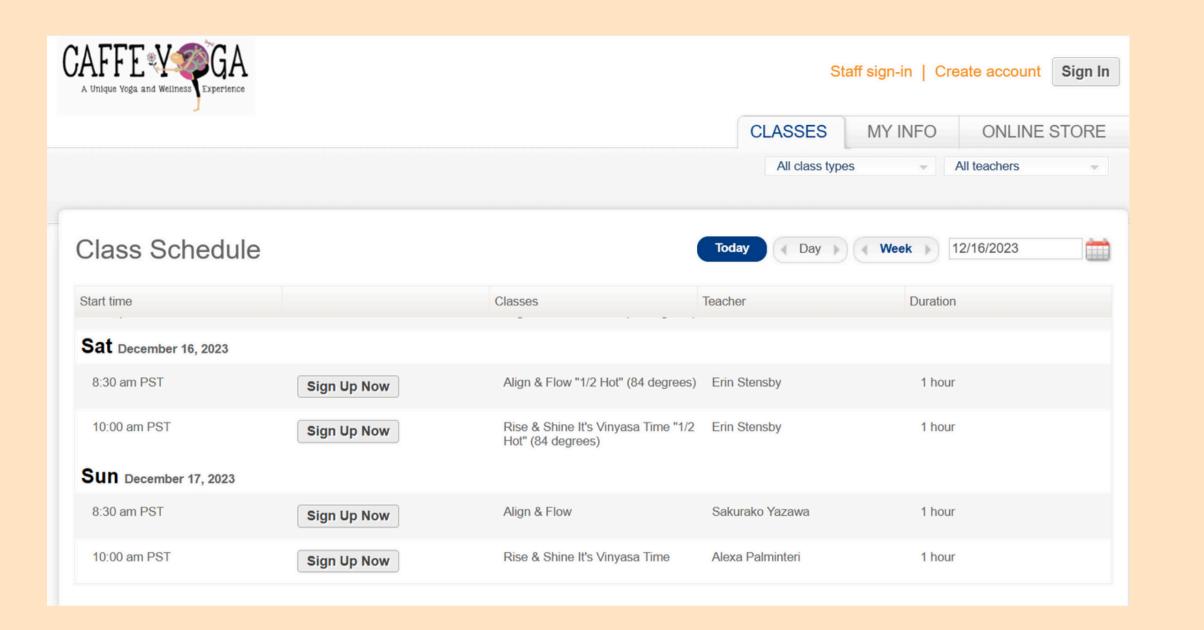
Caffe Yoga located in the Tustin District is one of the most unique yoga studios in Orange County. Our goal was to create a yoga experience like none other. A studio that feels like a home away from home. As you step foot into our studio you'll immediately notice the unique and personal touches put together by local artists, family, and friends. Right away you'll be surrounded with warmth and a sense of mindfulness. Caffe Yoga is a place to come and be yourself with no judgment or expectations. Our instructors compliment the studio honoring and welcoming all students alike. In addition to a variety of Yoga Classes and styles we also offer Yogalates Fusion for those looking for additional core and strength building. Come find some inner peace at Caffe Yoga. A unique Yoga and Wellness experience that will leave you feeling uplifted and grateful for who and where you are at this moment.



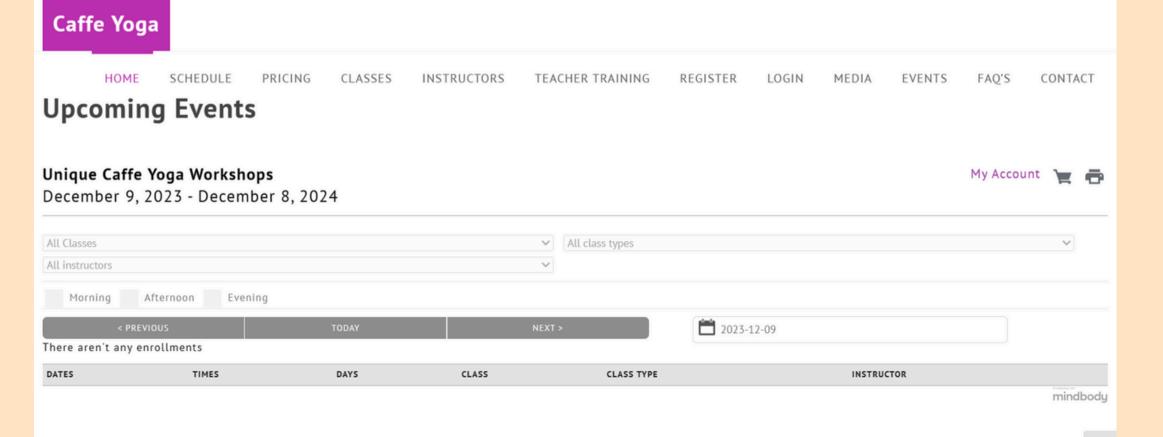








#### Caffe Yoga





#### Caffe Yoga

#### Caffe Yoga

> View details

HOME SCHEDULE PRICING CLASSES INSTRUCTORS TEACHER TRAINING REGISTER LOGIN MEDIA EVENTS FAO'S CONTACT

Pre-registered classes that are missed cannot be refunded/returned. Please make sure to un-register 4 HOURS prior to the class you would have attended to avoid any

Pre-registered classes that classes being taken from y attend so the space is free	our account. Also as	a courtesy to other yogis	ase make sure to un-regist if you are a member pleas			
Find a Class						My Account
s	М	т	w	т	F	s
3	4	5	6	7	8	9
10	11	12	13	14	15	16
			Full Calendar			
Sunday, December	10					
8:30 AM - 9:30 AM PST  Yoga All Levels/Intermediate - Align & Flow Sakurako Yazawa  Sign Up						
10:00 AM - 11:00 AM PST  Yoga All Levels - Rise & Shine It's Vinyasa Time  Alexa Palminteri  > View details						
Monday, December	r 11					
6:00 PM - 7:00 PM PST  Yoga All Levels/Intermediate - Align & Flow "1/2 Hot" (84 degrees)  Alexis Henderson  > View details						
Tuesday, Decembe	er 12					
9:30 AM - 10:30 A Yoga All Levels - R Alexa Palminteri		/asa Time "1/2 Hot" (8	34 degrees)			Sign Up

HOME SCHEDULE PRICING CLASSES INSTRUCTORS TEACHER TRAINING REGISTER LOGIN MEDIA EVENTS FAO'S CONTACT

#### TRAINER PROFILE

Home > Kimberly Tollman



#### KIMBERLY TOLLMAN

Owner / Yoga Instructor

Biography:

Yoga to me is therapy on several levels. My background is as a licensed Marriage Family Therapist, mainly working with severely mentally ill and emotionally disturbed patients. Although I love and deeply believe in the benefits of traditional mental health therapy, nothing has expanded my own coping skills more than my yoga practice. My first experience with yoga was in an intermediate hot Vinyasa class. That experience led me to my Hot Power Fusion 200-hour TT @ Core Power Yoga that following year. Although my base is in the 26 posture/Bikram style sequence, I absolutely love teaching vinyasa style classes as well. I have also taught many community based classes, including charity events and large groups of elementary school kiddos. The most important and consistent piece that yoga brings into my life, is returning to my breath, as well as the idea and belief that everything is going to be ok! Letting go of things and being calm and present was not a natural thing for me before yoga came into my life. I'm a native of Orange County but have traveled as far as South Africa, Europe, Canada, and many parts of Mexico. After a major car accident 3 years ago and enduring many challenges, the one thing I was able to rely and lean on is that amazing and beautiful yoga breath.....the breath of life. This is exactly what gets me through any obstacle that arises on my path. My journey of physically getting back to yoga after my car accident was a rough road, but I can gratefully say that with everything I've learned and grown from, I am back, enormously humbled, and have found a deeper and better way of living. I look forward to sharing energy and light on the mat with any and all levels of yogis. Favorite posture: Standing Bow This posture not only challenges the flexibility in one's body, but it also challenges the balance as well as the monkey mind (that inner chatter that can hinder the beauty of being truly present). I love seeing and feeling the progress that my own body and mind have made within this posture, and being able to see the progress that students journey through as well. Balancing on one foot while holding the other and kicking into a backbend, while trying to quiet the mind is not an easy task!

Caffe Yoga		
HOME SCHEDULE CLASSES SINGLE CLASS PASS	S INSTRUCTORS TEACHER TRAINING REGISTER  5 CLASS PACKAGE	LOGIN MEDIA EVENTS FAQ'S CONTACT  10 CLASS PACKAGE
\$24	\$80	\$145
Good for 1 Class Session	Good for 5 Class Sessions	Good for 10 Class Sessions
Not Valid for Workshops	Not Valid for Workshops	Not Valid for Workshops
Expires 1 Month After Purchase	Expires 2 months after purchase.	Expires 2 months after purchase.

#### **Analysis Competitive**

Website	User- friendliness	Reviews	Design	Filters	Search	paid sessions	free sessions	Class Information	Instructor Introduction Details	CTA (Call to action buttons)
https:// caffeyoga.com/	It is not User- friendly.		It's simple with bright colors.	there are filters but are not easy to find.		different paid sessions for different levels and prices.	There are some free article,tutorial and content about yoga.	Duration Start Time Type of classes Teacher	Full bio position Teacher' Picture	There are not visible and easy to use.
Yoga with Adriene	-simple -Understandable -but it doesn't have User- friendly navigation	only under free videos	-use bright color - design effortlessly reflects the site's functionality		Placed in Header	Some free videos, some paid.	Many free session	Each course features an image with a prominent title	in home page	used for connect to social media and placed in header and footer.
https:// studio.meghancu rrieyoga.com/	-simple -Understandable		use bright color and many picture	for all things like: -level -courses -duration classes	In home-page	for teacher training and after 14- days for another person	for 14- days	<ul><li>level</li><li>duration</li><li>Intensity</li></ul>	home page, help. Teacher's picture full bio(background)	placed on the header, use for 14-day tree tial.

#### **Competitive Analysis**

	friendliness								Details	buttons)
https:// ceffeyoga.com/	It is not User- friendly.	**********	It's simple with bright colors.	these are filters but are not easy to find.		different paid sessions for different levels and prices.	There are some free article, tutorial and content about yogs.	Duration Start Time Type of classes Teacher	Full bio position Teacher' Picture	There are not visibile and easy to use.
Yoga with Adriene	-simple -Understandable -but it dossn't have User- friently navigation	only under free videos	-use bright color -design effortiessly reflects the site's functionality	***************************************	Placed in Header	Some free videos, some paid.	Many free session	Each course features an image with a prominent tible	in home page	used for connect to social media and placed in header and feeter.
https:// studio.meghancu nleyoga.com/	-simple -Understandable	***	use bright color and many picture	for all things like: -keyel -courses -duration classes	In home-page	for teacher training and after 14- days for another person	for 14- clays	Inval     dustrion     Intensity	home page, help. Teacher's picture full bio(background)	placed on the header, use for 14-day tree tist.
https:// yogainternational .com/	High user friendly	Yoga International Support list     FAQ	Simple design with ground colors	in: Yoga class which has 5 filters tob.	The search bar is designed at the top of all pages.	only paid session	tree for 7 days	Sort by: Style Unration Teacher Level Focus Explanation about the teacher Teacher's picture What to bring	Full bio     position     Teacher's classes     Teacher' Picture	It is marked in red at the all pages
hodercount, www.countousus.	User friendly		Simple design with ground colors and many pictures	in: Book e class	The search ber is closigned at the pages eccept on the Book page	free/Puid	free for 7 days	Sort by:  What's New Clais type Clais type Length (dunation) Teacher Class Overview What to bring What to expect Ievel	Teacher's nome Teacher's classes See Schedule Teacher's Bo Teacher's Picture Picture  Teacher's Teacher's Teacher's	It to marked in red at the all pages
https:// www.ekhartyoga .com/	High user friendly	In:  Home page  Book a class	simple and fine : Site loan Loge othe font Color scheme	in:     Classes     Programs     Teachers	in:  Classes  Programs  Teachers	only paid session	free for 14 days	Sort by: • Teachers • Style • Duration • Level • Specific use • Catagories	Teacher's : name About Classes Programs Articles	it is marked in red at the first page
https:// Blayogastudion. se/	-Understandable -User-friendly navigation	**********	-use bright, neutral, and subtle green colors -Narmonious Design		placed in all courses page	only paid session		under every courses and sort by: -level -teacher -date	in menu bar: -names -about -contact information	placed on home page, Beek a Workshop

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•	helipsol/ somegogainstitus eucoss/	It's not enough user-friendly.		its daråge includes high quality incepts, itts simple and side.			there are varion; types of paid sections.	there are neither free sections/they explain some essentiace writing in an article.)	this welfalls has session for who wants to be in pige winds to be in pige toucher mad from set a lot to read an any tigos of requirements. It sustains it borings there are also the characteristics touchers are also the characteristics to continue.	there is a short biography of the instruction and their cartification.	There are on the rap of the page but are not nearly for see or recognition.



- FILTER
- INFORMATION OF CLASSES
- INFORMATION OF TEACHERS
- PRICING



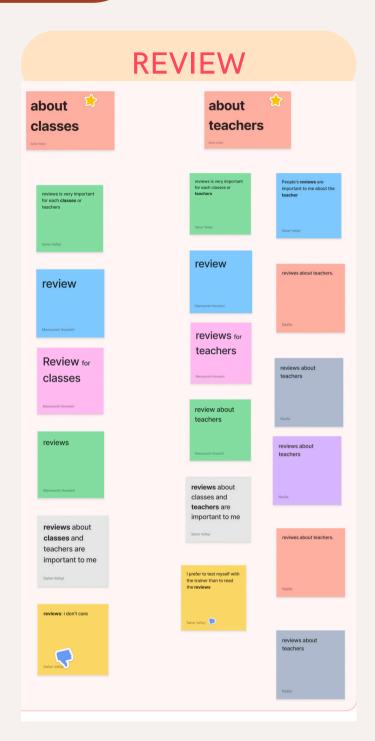
## Affinity Diagram

## 





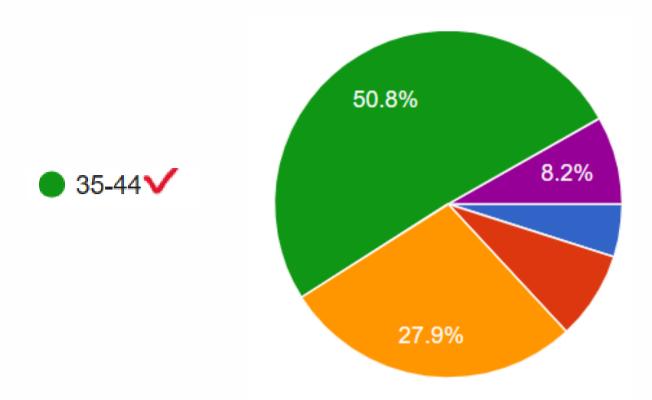




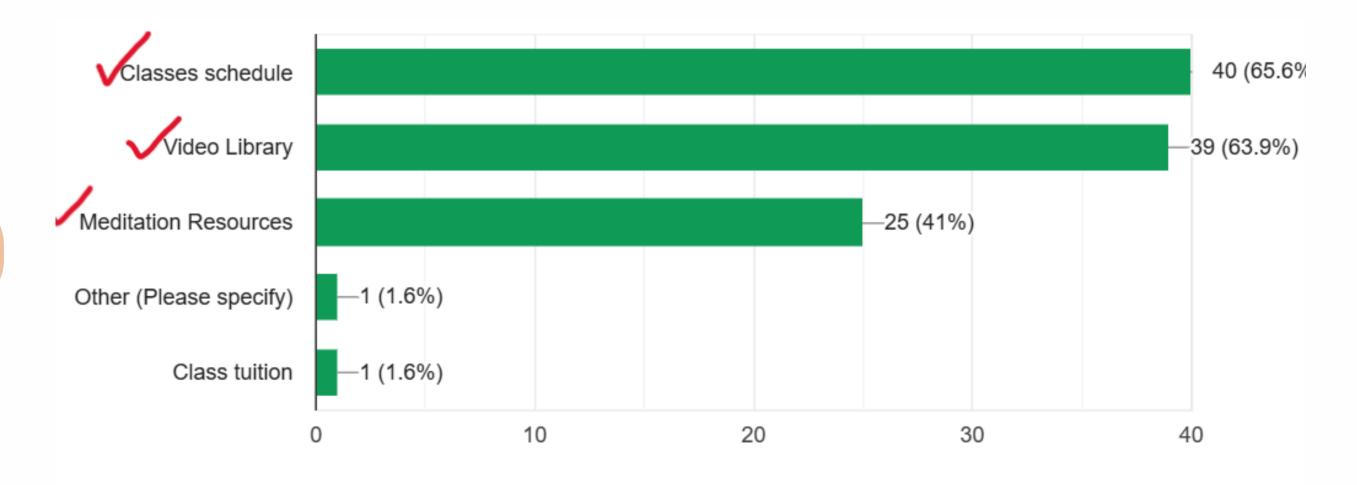


### Survey

AGE

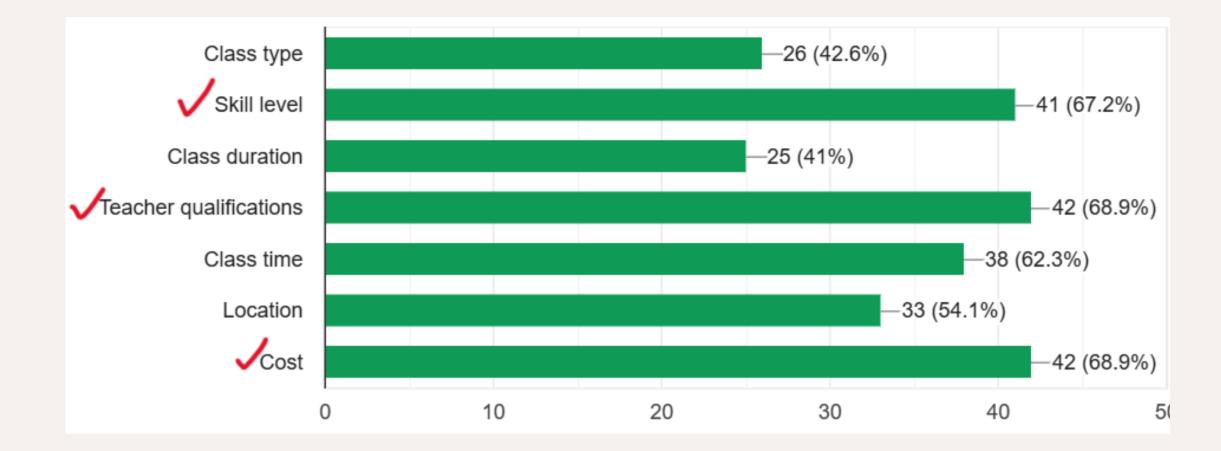




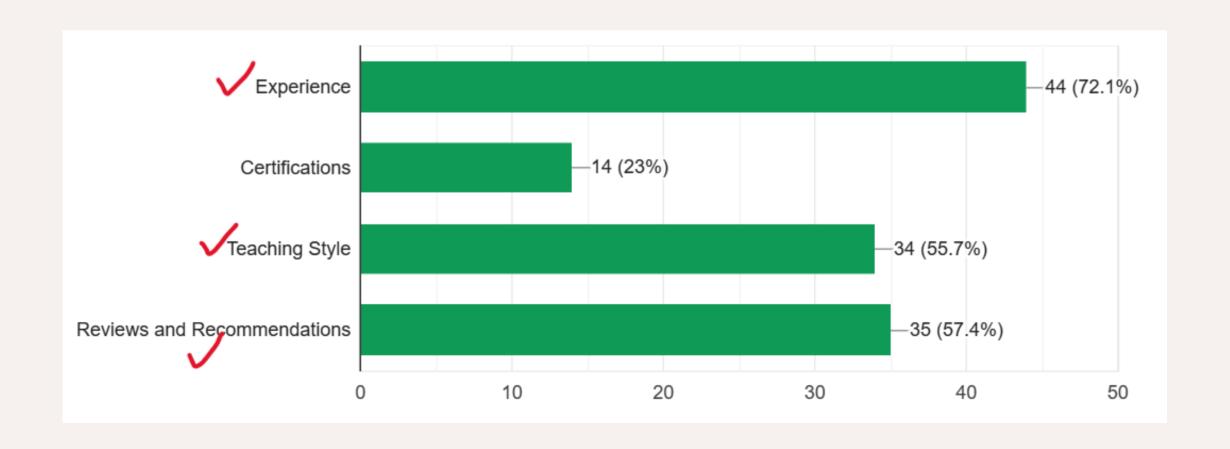


## Survey

**CHOOSING A YOGA CLASSES** 



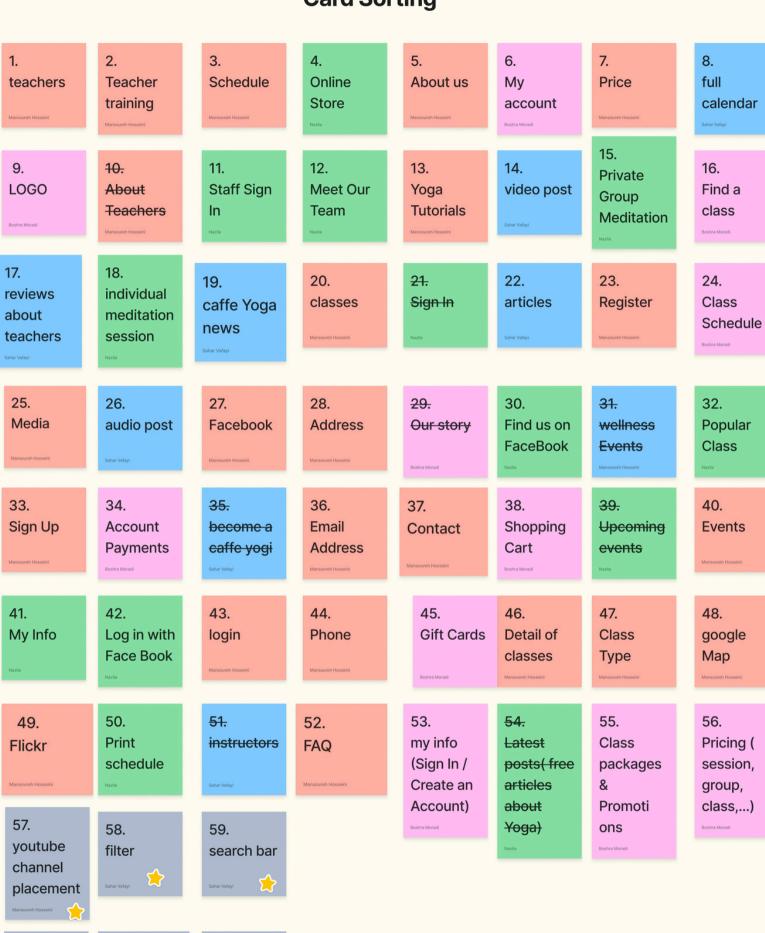
**TEACHERS** 



## Card Sorting







60.

Class

Levels

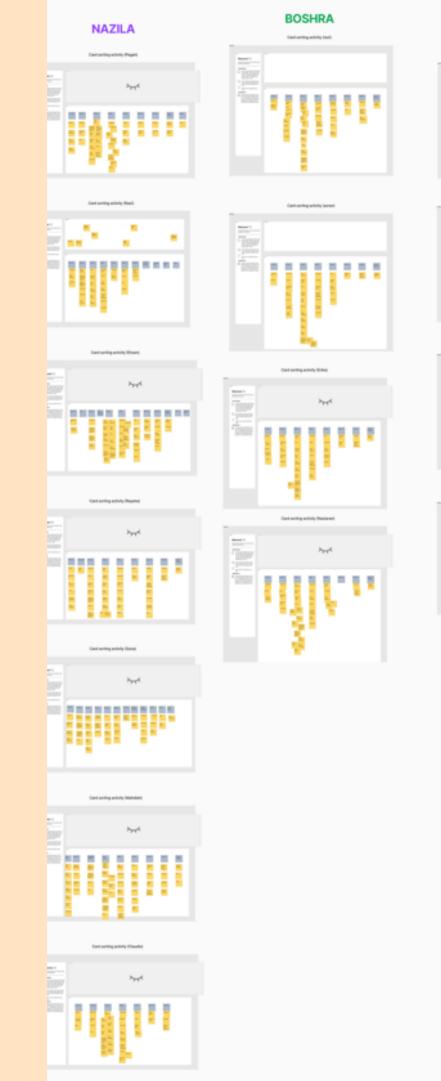
62.

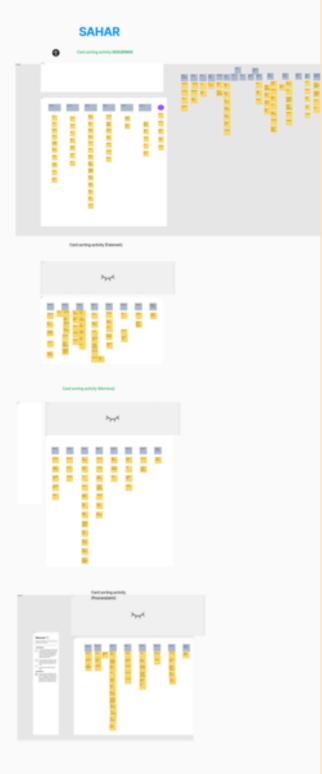
menu bar

Visible

icons

# Card Sorting Activity











# Card Sorting COUNTING

**CLASSES** 

Class Levels 18 Class Type 18 Class Schedule 17 Popular Class 17 Find a class 17 individual meditation session 18 Price 18 Class packages Package price 17 Group Meditation 18 Session 18 S	Detail of classes		19
Class Schedule  Popular Class  Find a class  individual meditation session  Price  Class packages  Package price  full calendar  Group Meditation  17  17  17  17  17  17  17  17  17  1	Class Levels		18
Popular Class Find a class individual meditation session Price Class packages Full calendar Group Meditation  17  17  18  19  19  19  19  19  19  19  19  19	Class Type		18
Find a class  individual meditation session  Price  Class packages  Package price  full calendar  Group Meditation  12  13  14  15  15  16  17  17  17  17  17  17  17  18  19  19  19  19  19  19  19  19  19	Class Schedule		17
individual meditation session  Price  Class packages  Package price  full calendar  Group Meditation  13  13  14  15  16  17  17  17  17  17  18  18  18  18  18	Popular Class		17
Price Class packages Package price 12 full calendar Group Meditation 13	Find a class		14
Class packages Package price 12 full calendar 12 Group Meditation 12	individual meditation session		13
full calendar  Group Meditation  12	Price		13
Group Meditation 12	Class packages	Package price	12
· · · · · · · · · · · · · · · · · · ·	full calendar		12
session 12	Group Meditation		13
	session		13

**TEACHERS** 

TEACHER TRAINING

Teachers	17
Reviews about teachers	14

Teacher training 15

#### Card Sorting COUNTING



**SERVICES** 

CONTACT

**MEDIA** 

**ABOUT** 

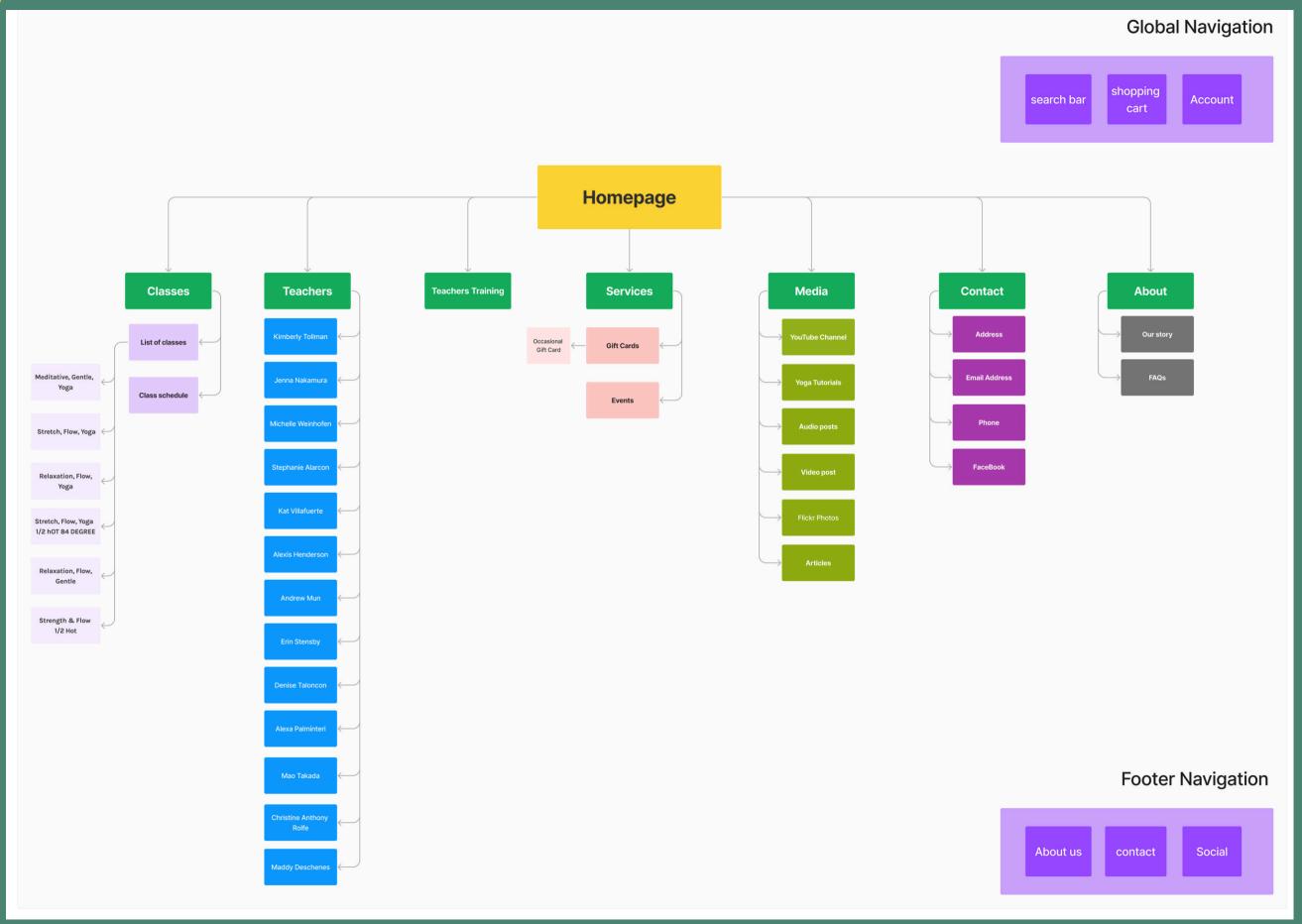
Gift Cards	1
Shopping Cart	1
Events	

Email Address	19
Phone	15
Find us on FaceBook	13
Address	11
Google Map	11

Audio post 17	
Video post 17	
Youtube channel placement 16	
Articles 12	
Yoga Tutorials 11	
cafe Yoga news 10	
Facebook 10	footer
Flickr Photos 10	

**FAQ** 

## Sitemap



## Persona

Name: Jessica Smith

• Age: 42

Occupation: School Teacher

• City: Tustin-California

• Status: Single

#### **INTERESTS AND PREFERENCES**



• MUSIC



NATURE



• FLOWERS AND PLANTS



• COOKING



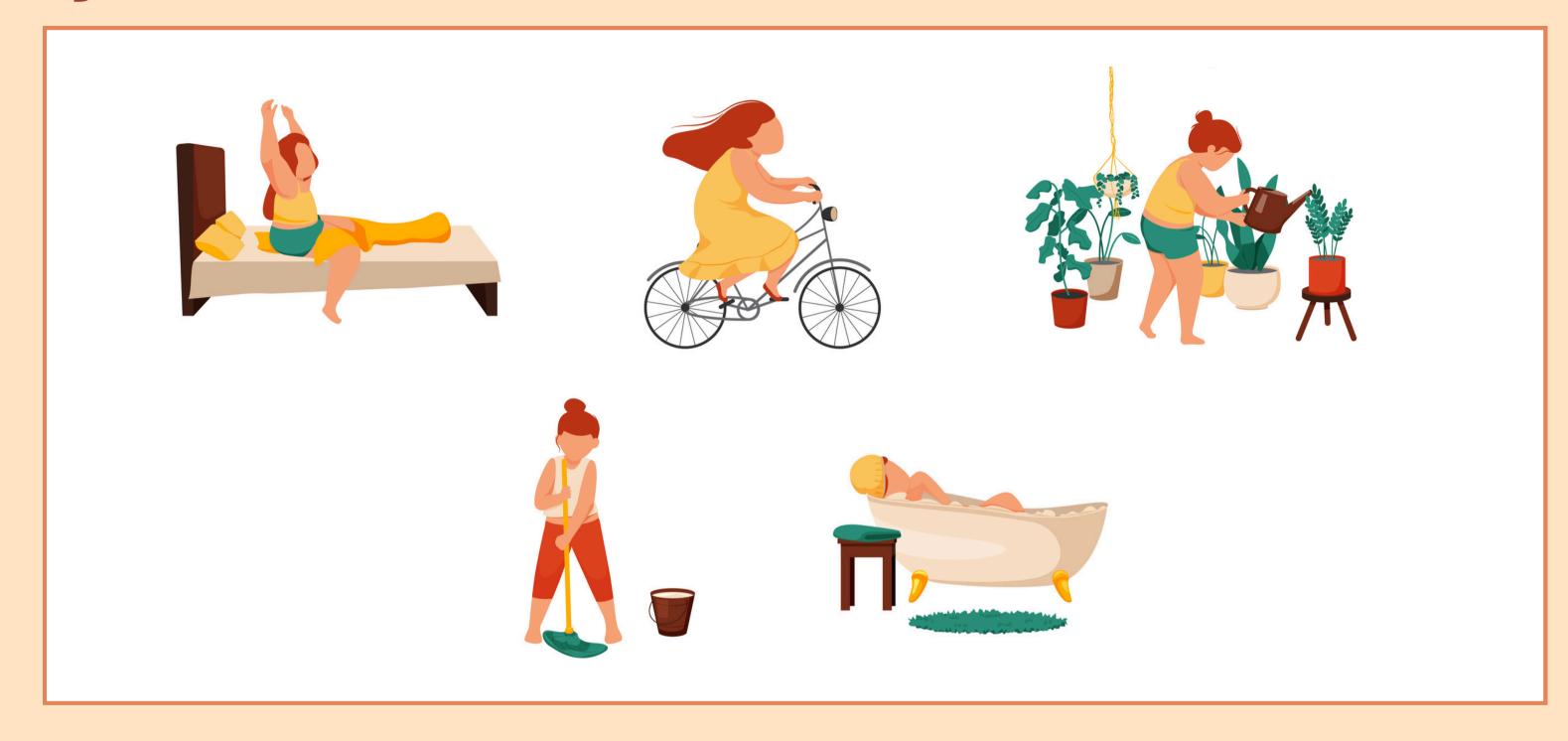
• SOCIALIZING WITH FRIENDS AND MEETING NEW PEOPLE



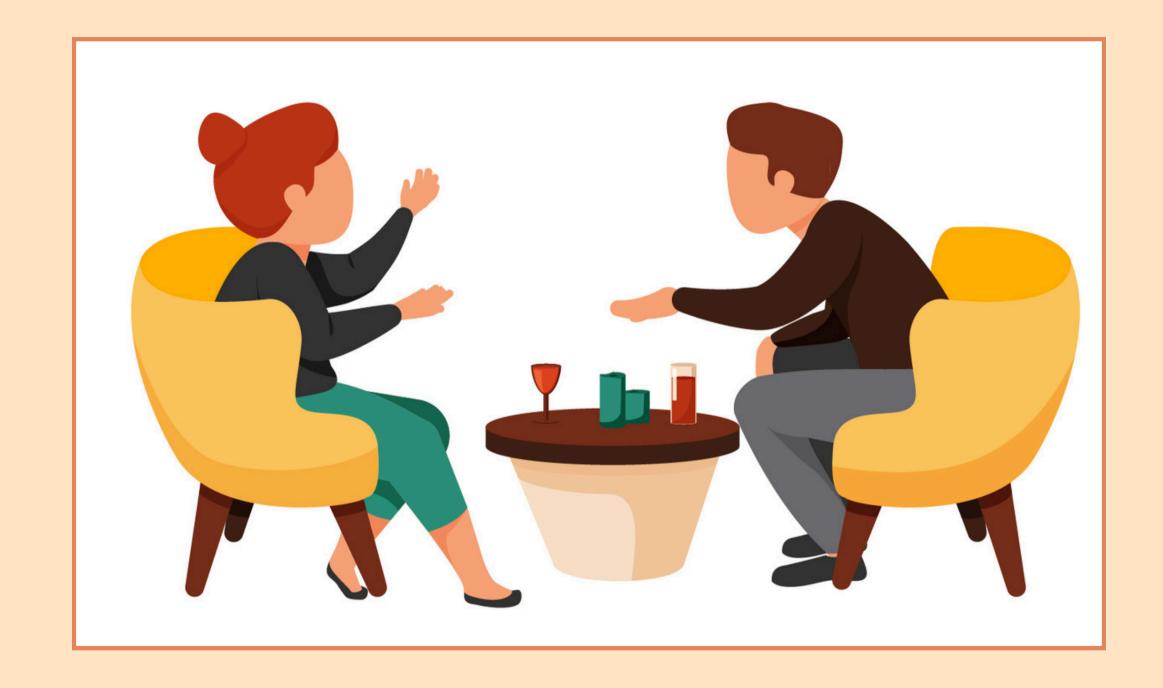
**ENJOYS GAINING NEW EXPERIENCES** 







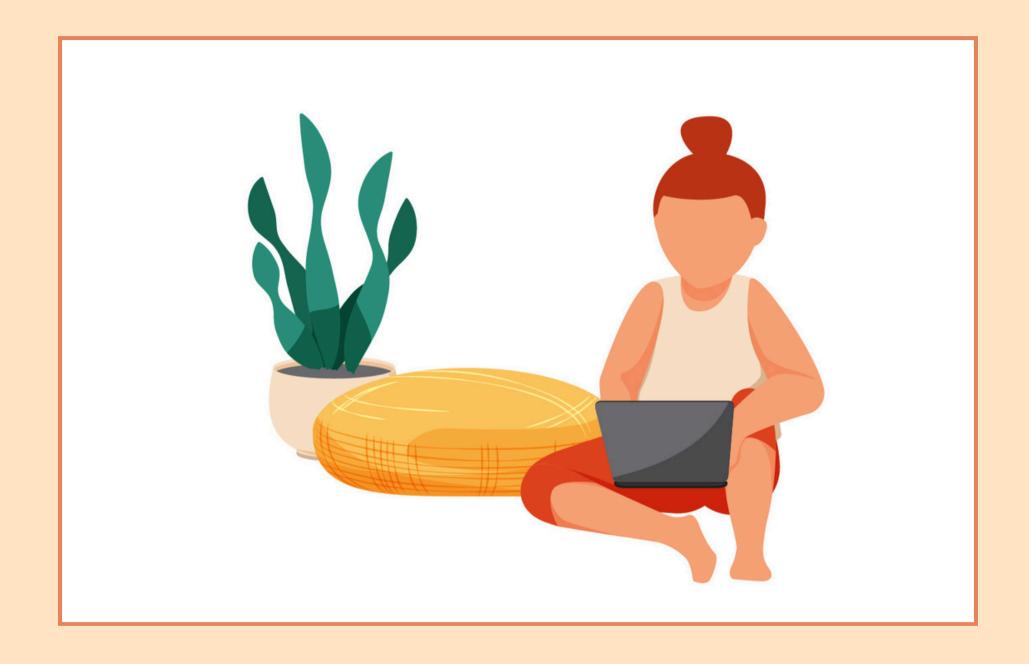
Jessica wakes up tired and does her Routine without energy.



She opens up to her friend about her energy struggles.



He suggests trying yoga and shares his personal experiences about Caffe Yoga.



Jessica likes the idea so she starts searching on their website.

The prospect of rejuvenating through yoga piques her interest, leading her to contemplate enrolling in a class.

#### Task Flow

A USER WHO IS LOOKING FOR THE DESIRED CLASS IN THE CLASSES MENU OF THE CAFFE YOGA WEBSITE

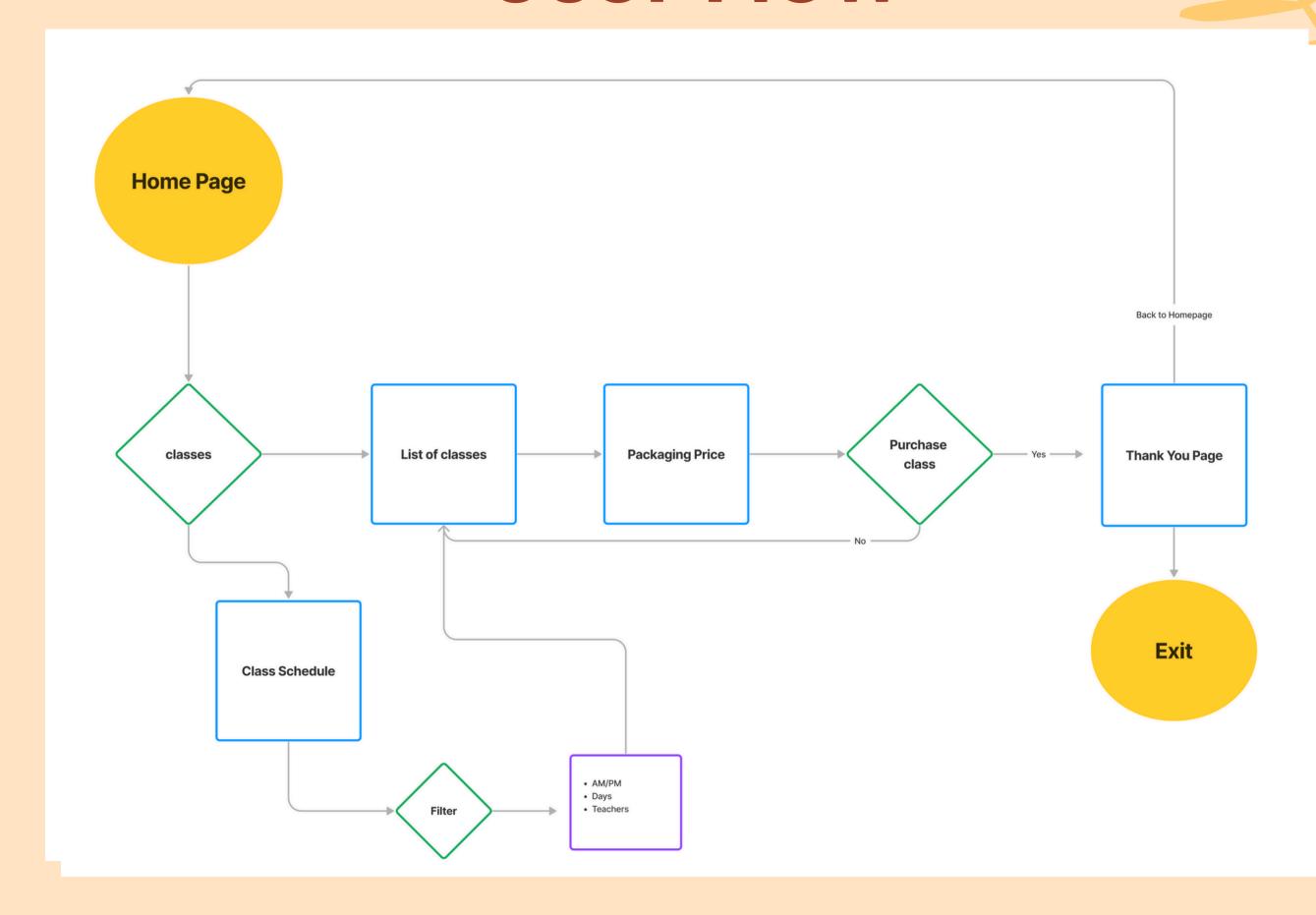
**ENTERS THE CAFFE YOGA** WEBSITE

LOOKS FOR THE LIST OF **CLASSES IN THE CLASSES TAB** 



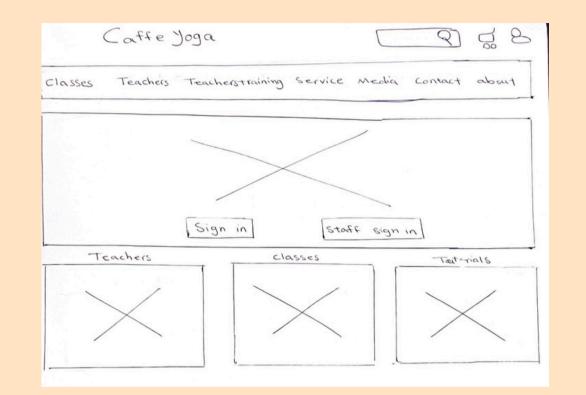
**CHOOSES THE FAVORITE CLASS AND BUYS THE PACKAGE** 

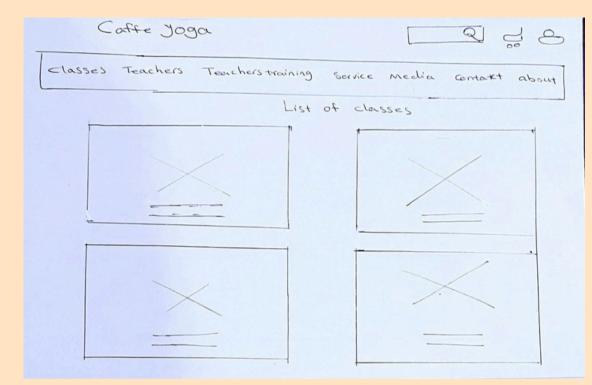
### **User Flow**

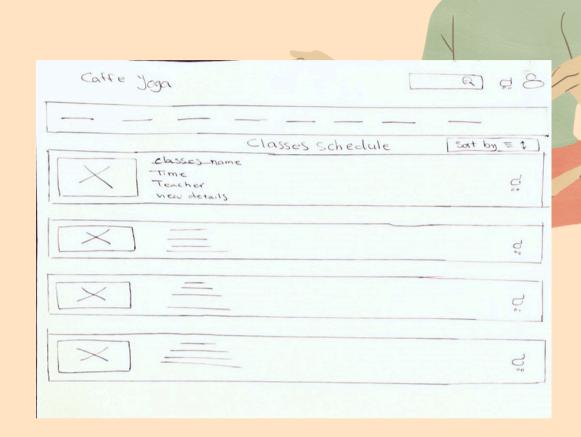


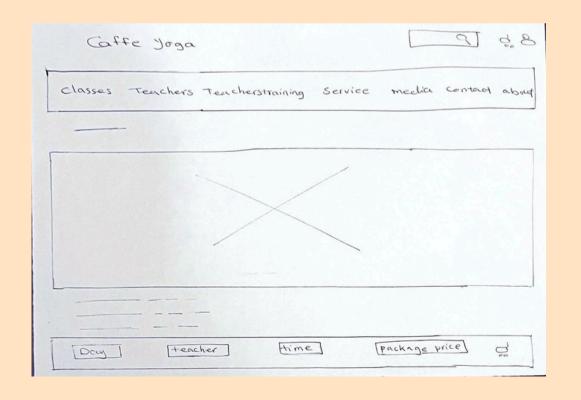


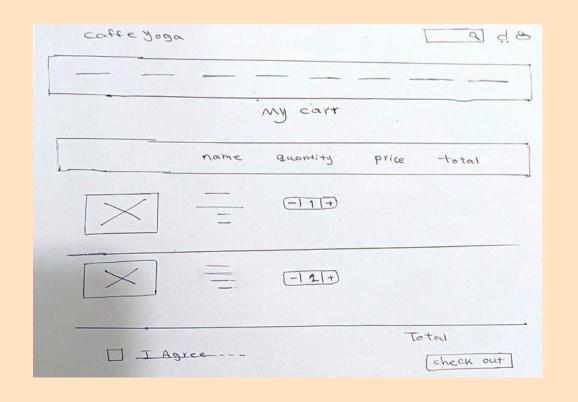
## Sketching

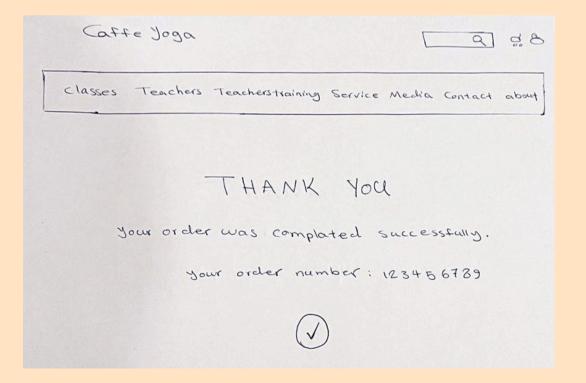












## **Usability Test**

#### LIST OF CLASSES



MEDITATIVE, GENTLE, YOGA

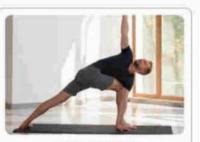
WIDHESDAYS - 6 PM TO 7 PM

FRIDAYS - 5:00 PM TO 6:30 PM

SANURDAYS - 8:30 AM TO 8:30 AM

TEACHERS: ALEXIS HENDERSON - ALEXA PALMINITERI - ERIN STENS

ALL LEVEL.



RELAXATION, FLOW, YOGA WEENESDAYS - 7:30 PM TO 8:30 PM TEACHERS ALEXA PALMINTER! ALL LEVEL



RELAXATION, FLOW, GENTLE
TUESDAYS - 7:30 PM TO 8:30 PM
TEACHERS ERRINSTENSITY
ALLEVEL



STRETCH, FLOW, YOGA SUNDAYS- 10 AM TO 11 AM TEACHERS : ALEXA PRIMMITERS ALL LEVEL



STRETCH, FLOW, YOGA 1/2 HOT 84 DEGREE
TUESDAYS - 200 AM TO 8:20 AM
THUESDAYS - 8:20 AM TO 10:20 AM
SAFURDAYS - 10 AM TO 8:AM
TEACHERS - ALEXA PALMINISTE - TEMPHANE ALARCON - ERIN STENSIV
ALLEVEL



STRENGTH & FLOW 1/2 HOT TUESDAYS - 8 PM TO 7 PM THURSDAYS - 8 PM TO 7 PM TEACHER KINSERLY TOLLMAN

#### STRETCH, FLOW, YOGA

TEACHER: ALEXA PALMINTERI



We all have an inner light within us and sometimes it just takes a reminder to let it shine. Join u invigorating class to awaken your body, mind, and inner light. Beginning with several Sun Saluti to prepare you for a fun and active flow, which will include the option for several chaturangas, as balancing postures throughout, to challenge you on all levels. The main portion of this class will including breath work and remaining mindful through each and every movement and transition session allows for an energetic dose of exercise, as well as the necessary stretching and relaxations to you up for an amazing day ahead.

\*\*Modifications and variations are offered, all levels are welcome.

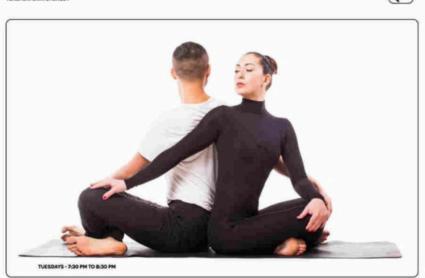
Day > Teacher > Time > Package Price

#### RELAXATION, FLOW, GENTLE

TEACHER: ERIN STENSBY

 $\leftarrow$ 





In Chinese philosophy, yin and yang describes how apparently opposite or contrary forces are actually complementary, interconnected, and interdependent in the natural world, and how they give rise to each other as they interrelate to one another.-Wikipedia

Every one of us can benefit by having more balance in our lives.... This class will support finding that balance so day that you can carry it with you off your mat and into your daily living Join us as we expand flexibility, aid healing within the physical and mental body, loosen energetic blockages and increase energy flow. Each class is taught with breath work as well as extra time for our relaxation period to decompress and re energize.

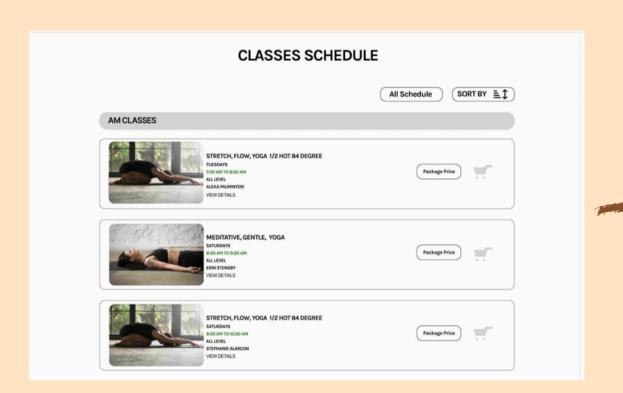
"Modifications and variations are offered, all levels are welcome.

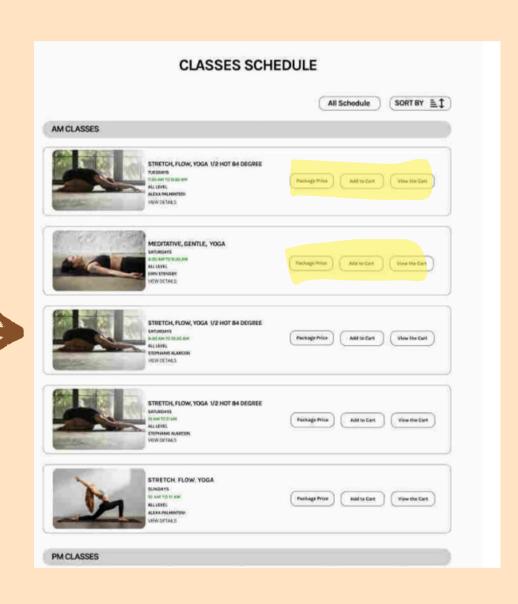
Day v Teacher v Time v Package Price v





## **Usability Test**

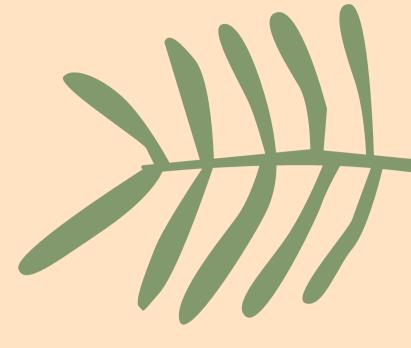












## THANKS FOR YOUR TIME AND ATTENTION