

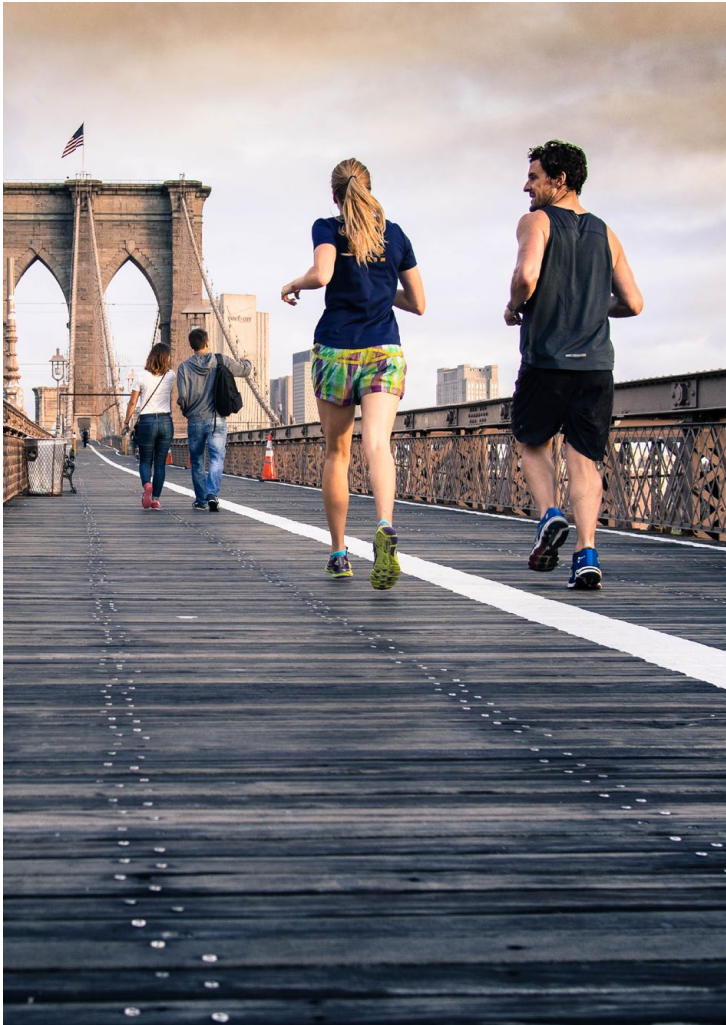
Rogue.Fit

# ITGM 715 Course Project

Tony Carpenter  
Interactive Web Design-ITGM-715-OL ITGM-715-OL-40442.201740  
Professor Joshua Lomelino

Part 1:

# Design Document Proposal



## Concept Statement: Rogue.Fit



Rogue.Fit is a web/mobile app that connects local fitness mentors with clients who want get in shape in a non-traditional, fun way.

### **What is the story, idea, or the problem behind the proposed website?**

What if an everyday fitness buff could “become” a personal Fitness Mentor in the same way that Uber Drivers can “become” a taxi driver? There are many passionate and talented individuals who already conduct fitness classes in their garage or local park... why not provide a social network to help them find new clients?

### **What is the problem that your clients might have?**

Working out is the problem. Fitness classes, gym memberships and personal Fitness Mentors are expensive. Running a mile on a machine while staring at your reflection is lonely and boring. What if you could hire a fitness mentor to get you ready for a marathon. Or sign up for a five week Zumba class in your neighborhood? What if a Rogue.Fit Fitness Mentor held a Saturday morning cross-fit intensive in a local park? What if you could pay for these as you go, without contracts?

### **What is the key idea behind your solution?**

Fitness “buffs” will enjoy extra income doing what they love while the rest of us “flabby ones” will benefit from the additional direction, encouragement, and motivation.

## Project Summary: Target Audience

---



### **Fitness Mentor:**

20-40 yrs., self-disciplined, amateur expert in fitness, nutrition, sport, and/or exercise.

### **Client Type 1:**

25-40 yrs., overweight, unhealthy or inactive folks (i.e. young mothers or busy professionals with desk jobs)

### **Client Type 2:**

25-40 yrs., Fitness junkies who are always looking for a new adventure.

**Project Summary: Personas**



**Mike Kimball**  
age: 32  
profession: civil engineer  
salary: 60k

“I want to teach others how and where to best experience nature. I wouldn’t mind earning a little to help support my hiking addiction.”

**Persona Adjectives**  
Driven  
Passionate  
Extroverted  
Generous

**Background**  
In his 30's, Mike has a passion for hiking and exploring. He loves sharing his favorite trails with friends. He trains all year to stay fit enough for the most grueling of hikes.

**User Narrative**  
Fitness Mentor status with Rogue.Fit would give him a chance to hike with new-found friends and give him a little money to support his hobby.

**Attributes**  
Internet literate  
Expert hiker

**Task Analysis**  
Mike wants to add a new cross country skiing course to his portfolio.

HOME > LOG IN > (AUTOMATIC PUSH TO DASHBOARD/HOME PAGE) > ADD CLASS > NEW CLASS FORM > NEW CLASS PAGE > SOCIAL MEDIA ADVERTISEMENT ... complete

## Project Summary: Personas



### Jillian Smyth

age: 30

profession: stay at home mom

salary: —

“I overcame my postpartum obesity, I want to help others do the same. With small children, I’m excited to have an outlet outside the home.”

### Persona Adjectives

Empathic  
Loving  
Kind  
Passionate

### Background

Jillian. A mother of 2,  
Jillian overcame obesity  
after experiencing  
serious partpartum  
health complications.

### User Narrative

With the help of her  
passion for nutrition and  
weight training, she’s  
ready to help others  
conquer. She becomes  
a Rogue.Fit Mentor to  
start a training/support  
group in her area.

### Attributes

Limited free time  
Limited money  
Motivated by opportunity  
to meet new friends and  
making a real difference  
in their lives.

### Task Analysis

Jillian is expecting her third baby this September. She needs to delete her classes for a few months until she recovers.

HOME > LOG IN > (AUTOMATIC PUSH TO DASHBOARD/HOME PAGE) > CLASSES >  
CLICK ON “DELETE CLASS” > “ARE YOU SURE?” > CLICK “YES” ... complete

## Project Summary: Personas



### Ethan Roberts

age: 20

profession: full-time student

salary: —

“I can teach basketball skills to kids who want to play high-school ball. I could hold a workshop every Saturday morning.”

### Persona Adjectives

Studious

Outgoing

Entrepreneurial Spirit

### Background

Ethan, a first generation college student from Detroit who needs to some earn extra money between classes.

### User Narrative

He wants to use Rogue. Fit to start a local basketball workshop to teach advanced skills and help his students build strength and stamina.

### Attributes

Limited free time

Limited money

Social media savvy

### Task Analysis

Now that Ethan is “Pro Trainer” certified, he needs to update his profile information.

HOME > LOG IN > (AUTOMATIC PUSH TO DASHBOARD/HOME PAGE) > PROFILE  
> EDIT > CLICK ON “AWARDS/CERTIFICATIONS” TEXT BOX > ADD “Pro Trainer Certified” > CLICK “SAVE PROFILE” ... complete

**Project Summary: Personas**



**Ashley Young**  
age: 25  
profession: nutritionist  
salary: 40k

“Women should be active during their pregnancy for their health, and the health of their baby.”

**Persona Adjectives**  
Creative  
Dedicated

**Background**  
Ashley studied nutrition and belonged to her university's dance troupe.

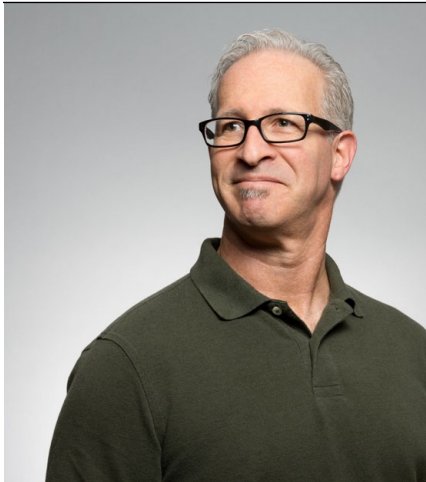
**User Narrative**  
Pregnant with her first child she'd love to hold a bi-weekly dance class in a local rec center that helps women stay fit during their pregnancy.

**Attributes**  
Style and art savvy  
Time and money are scarce  
Prefers mobile experience over desktop

**Task Analysis**  
Ashley recently had some maternity photographs taken. She'd like to update her profile photo.  
  
HOME > LOG IN > (AUTOMATIC PUSH TO DASHBOARD/HOME PAGE) > PROFILE > EDIT > CLICK NEW PHOTO > BROWSE FILES > ADD > CLICK "SAVE PROFILE" ... complete



## Project Summary: Personas



### Troy Kisinger

age: 40

profession: electrician

salary: 55k

“Yoga is more than a hobby, it’s a protection against mental illness.”

### Persona Adjectives

Analytical

Shy

Passive

### Background

Troy discovered yoga in the midst of a messy divorce. For him, yoga has become a lifeline through difficult times.

### User Narrative

People have often encouraged him to start a yoga studio but it seemed too risky. Could becoming a Fitness Mentor be the first step towards that end?

### Attributes

Skilled technician

Less web savvy

### Task Analysis

Ashley recently had some maternity photographs taken. She'd like to update her profile photo.

HOME > LOG IN > (AUTOMATIC PUSH TO DASHBOARD/HOME PAGE) > PROFILE > EDIT > CLICK NEW PHOTO > BROWSE FILES > ADD > CLICK “SAVE PROFILE” ... complete

## Project Summary: Personas



### Michelle Netishiem

age: 38

profession: lawyer

salary: 80k

“I want to play soccer again!”

### Persona Adjectives

Smart

Brave

### Background

Once a college athlete, the demands of Michelle's profession have kept her from exercising. Without the team unity of her college days, it's been tough to find the motivation.

### User Narrative

If she were to join Rogue.Fit, she'd want to find a fitness mentor who holds regular soccer practices and/or scrimmages.

### Attributes

Feeling burned out  
Needs more social experiences outside of the workplace

### Task Analysis

Michelle would like to find a soccer club within 30 miles of her home.

HOME > LOG IN > (AUTOMATIC PUSH TO DASHBOARD/HOME PAGE) > CLASSES > TAKE A CLASS > ENTER "soccer" INTO SEARCH BOX > SELECT "within 50 miles" FROM THE SEARCH CRITERIA > CLICK "search" > BROWSE RESULTS ...complete

## Project Summary: Personas



### Jovie McCann

age: 20

profession: student

salary: —

“I want to improve my self image and confidence.”

### Persona Adjectives

Thoughtful

Quiet

An “old soul”

### Background

Although young and moderately active, Jovie has maintained an unhealthy weight for most of her life.

### User Narrative

Anxious to help, her parents give her full access to any Fitness Mentor or class found on Rogue.Fit

### Attributes

Discouraged about her weight and has an unhealthy body image

### Task Analysis

Jovie searched for “weight loss” and found 5 local results. She would like to sign up for “Baby Steps Marathon Training” taught by Trevor Minkie.

...SEARCH RESULTS PAGE > SELECT “Baby Baby Steps Marathon Training” > CLASS PAGE APPEARS > AFTER REVIEWING THE PARTICULARS SHE > CLICKS “Sign Up” > DIALOG APPEARS “Before taking a course, you will need to become a legit ROGUE.FIT member.” > SHE CHOOSES “Let’s Get Started!” > SIGN UP > CONGRATULATION PAGE APPEARS & CONFIRMATION EMAIL IS SENT > AUTOMATICALLY TAKES HER TO THE CLASS SIGN UP PAGE > SHE FILLS OUT THE PURCHASE FORM > CONGRATULATIONS FOR CLASS SIGN UP & CLASS CONFIRMATION EMAIL IS SENT > CONFIRMATION EMAIL CAN BE PRINTED OR DISPLAYED ON A MOBILE DEVICE AS A “TICKET” FOR THE CLASS > SHE TAKES HER PHONE TO THE LOCAL HIGH SCHOOL TRACK WHERE SHE MEETS TREVOR AND THE REST OF THE CLASS > SHE SHOWS TREVOR THE EMAIL CONFIRMATION AND GETS STARTED... complete

## Project Summary: Personas



### Felicia Martin

age: 34

profession: stay-at-home mom

salary: —

“My husband and I have set a goal to loose 100 pounds between the two of us. When we do, we are going to Hawaii!”

### Persona Adjectives

Jovial

Hard-working

Focused

### Background

Stuck at the desk of his demanding job most of the day, Tony can't seem to find the time to exercise.

### User Narrative

At the urging of his family he signs up for Rogue.Fit to look for something that fits his schedule. He finds an Fitness Mentor who exercises in a gym every morning from 6-7 am.

### Attributes

Web savvy

Engages in social media in his downtime.

### Task Analysis

Felicia is using Rogue.Fit to take wieght loss classes and other fun fitness activitites. However, she'd like to set and track her weight loss goal of losing 50 lbs by September, 2018.

#### *To set goal:*

HOME > LOG IN > (AUTOMATIC PUSH TO DASHBOARD/ HOME PAGE) > CLICK “goals” > USE CALENDAR FUNCTION TO SET DATE > CHOOSE “Weight Loss” > ADD “50lbs” > CALENDAR AUTOMATICALLY GENERATES WEEKLY MILESTONES AND ADDS THEM TO THE CALENDAR. EACH MILESTONE HAS AN EMAIL OR TEXT MESSAGE ALERT SYSTEM...complete

#### *Track goal:*

WHEN WEEKLY MILESTONE EMAILS ARE RECIEVED, FELICIA MUST REPORT CLICK ON “Report Progress” LINK ON EMAIL OR TEXT MESSAGE > DEPENDING ON THE BROWSER PASSWORD MEMORY SHE MAY NEED TO AUTHENTICATE > AUTOMATICALLY TAKES HER TO THE CALENDAR AND THE MILESTONE DIALOG POPS UP > SHE ADDS HER CURRENT WEIGHT > IF HER WEIGHT GOES UP OR DOWN MORE THAN EXPECTED, THE COMPUTER ADJUSTS THE MILESTONES ACCORDINGLY... complete

**Project Summary: Personas**



**Tony Nelson**  
age: 36  
profession: sales manager  
salary: 70k

“I want to get healthy for the sake of my wife and family.”

**Persona Adjectives**  
Jovial  
Hard-working  
Focused

**Background**  
Stuck at the desk of his demanding job most of the day, Tony can't seem to find the time to exercise.

**User Narrative**  
At the urging of his family he signs up for Rogue.Fit to look for something that fits his schedule. He finds an Fitness Mentor who exercises in a gym every morning from 6-7 am.

**Attributes**  
Web savvy  
Engages in social media in his downtime.

**Task Analysis**  
After signing up for a class, Tony forgot what equipment was needed, if any.

HOME > LOG IN > (AUTOMATIC PUSH TO DASHBOARD/HOME PAGE) > CLASSES > CLICK ON CLASS IN QUESTION > READ UNDER “Required Gear.”

## Project Summary: Personas



### Evelyn Ross

age: 33  
profession: marketing  
salary: 65k

“An ultimate goal of mine is to hike Mount Kilimanjaro... or swim the English Channel”

### Persona Adjectives

Single-minded  
Slightly anxious  
Talkative

### Background

A self proclaimed adrenaline junkie, Evelyn is always looking for a new adventure.

### User Narrative

She'd love to learn how to box, or climb a mountain. Evelyn uses Rogue.Fit to discover new challenges. She's an Fitness Mentor too.

### Attributes

Uber tech savvy

### Task Analysis

Evelyn loves social media. She uses Rogue.Fit's built in messaging and sharing for two reasons. First she likes to report on what she's doing and why. Secondly, she likes to message her trainer or classmates with suggestions or questions.

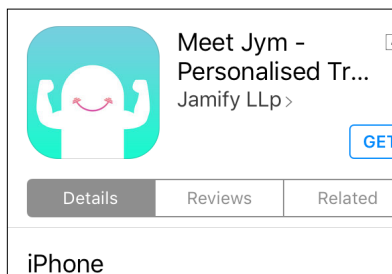
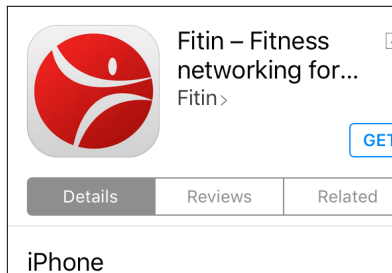
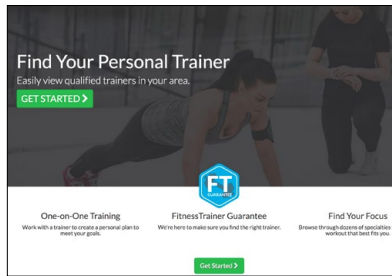
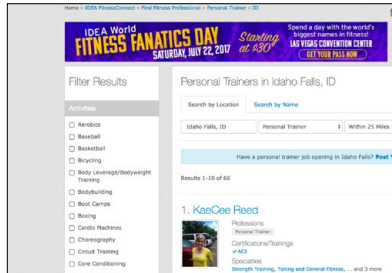
To share her progress with the Rogue.Fit community:

HOME > TYPE DESIRED MESSAGE INTO TEXT BOX > CLICK "share"...complete

To communicate with her trainer or classmate:

HOME > USE @ SYMBOL FOLLOWED BY NAME OF INDIVIDUAL > TYPE DESIRED MESSAGE INTO TEXT BOX > CLICK "share"... complete

## Project Development: Competitive Research



At least two websites and two apps are in direct competition.

### Websites

#### 1. ideafit.com

A directory helps users connect with certified personal Fitness Mentors in their area.

#### 2. fitnesstrainer.com

Similar to Rogue.Fit's model, both Fitness Mentors and clients can sign up for the service. FitnessFitness Mentor asks a few questions, and lets you choose a professional personal Fitness Mentor to work with. Their Fitness Mentors are expensive and mostly focus on formal fitness training. Rogue.Fit is looking to disrupt this industry by encouraging talented non-professionals to teach a wider variety of exercise options (from hiking to dance).

### Apps

#### 3. Fitin

A brilliant idea of combining professional networking with exercise, Fitin connects with your LinkedIn account to help you connect with new work out partners. Rogue.Fit is different in that it doesn't focus on networking. Also, instead of simply finding a work-out buddy, Rogue.Fit is interested in fostering mentor-student relationships.

#### 4. Meet Jym

Jym is by far the closest competition. It allows users to pick a local or online personal Fitness Mentor. The app gives you a personalized workout and diet plan, let's you chat with your Fitness Mentor, and has built-in goal tracking functions. The only thing that Rogue.Fit might have to differentiate itself is the democratization of personal Fitness Mentors.

### Other

#### 5. It might be important to note that many apps offer fitness training without the human element.

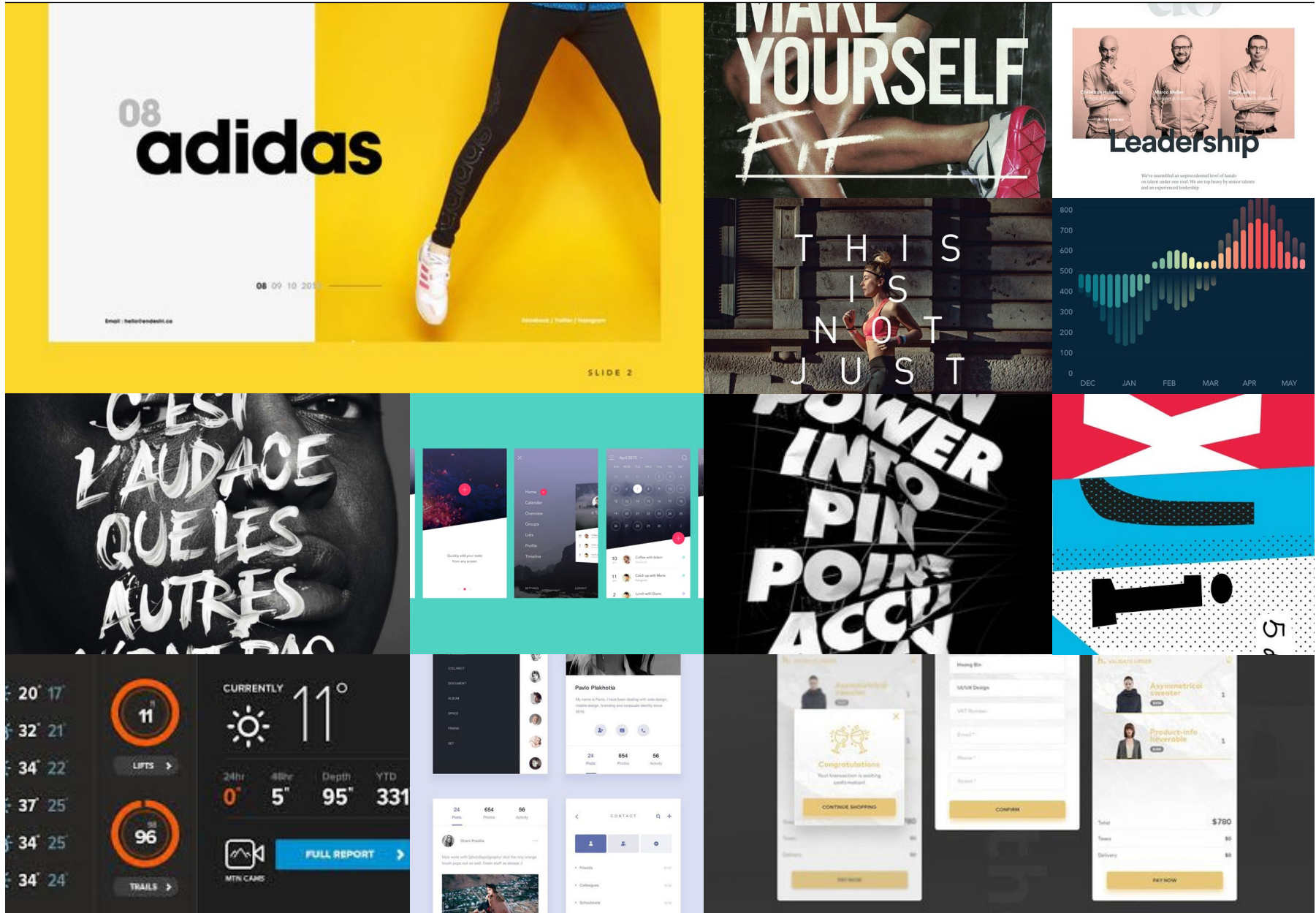
Videos teach users how to exercise properly, and apps can automate workout or diet plans. This is the strongest competition of them all.

Project Development: Photo Moodboard





# Project Development: Design Moodboard



# Project Development: Business Name Wordlist

→ 93% of life indoors

→ Vitamin D  
improves vision  
mentally stimulating  
decrease stress  
more km

Strengthen immunity  
→ views & tumor  
fighting white  
blood cells

cleaner air - fewer colds  
ROVE & RAMBLE - Green Gym  
ROVESHAPe - blue Gyms  
Wander shape

HEALTH  
STRENGTH  
VIGOR  
Fettle  
KILTER  
REPAIR  
ROBUST  
SHAPE  
TRIM

TRIP  
TREK  
EXPEDITION  
\* RAMBLE  
TOUR  
VOYAGE  
WANDER  
WAYFARING  
GLOBETROTTING

ROVE

ROVE & RAMBLE RAMBLESWEAT OUTERMOST  
ROVE-SHAPE RATTLESWEAT OUT  
ROVE-FETTLE RATTLEFIT alfresco  
ROVEING FETTLE RATTLE & RUN open air  
FETTLE RIVER RAT outdoorsy  
KILTER airy  
WANDER FETTLE ferral fit wild SWEAT  
FETTLE TREK wild shape wild fit  
VIGOR TREK wild fit monkey fit ferral sweat  
VIGOR TOUR ferral fit WILDFIT  
TRIM TOUR WILDFIT  
TRIM TREK WILD SHAPS OUTERMOST  
FITFERMOST freshsweat.net fettlemost.com  
FIT-TROTTER airsweat.com  
TRIM-TROTTER wanderfettle.com rattlesweat.com  
AIR FIT airfit.net outermost fit  
FRESHFIT trek-fit.com  
VITAMIND FIT airfit.coach outermost.com  
D-FIT ramblerove.com wildersweat.com  
wanderfit.org air-fit.org ferral fit  
ramblefit.com ferral fit.com breath.fitness

## Available Urls:

- rove-fit.com
- rogue.fit
- outermost.fit
- trek-fit.com
- owtermost.com
- airfit.coach
- ramblerove.com
- wildersweat.com
- air-fit.org
- ferral.fit
- wanderfit.org
- breath.fitness
- ramblefit.com



**Project Development: Logo + Brand**

LOGO



FONT

**roboto black**  
roboto regular  
roboto light

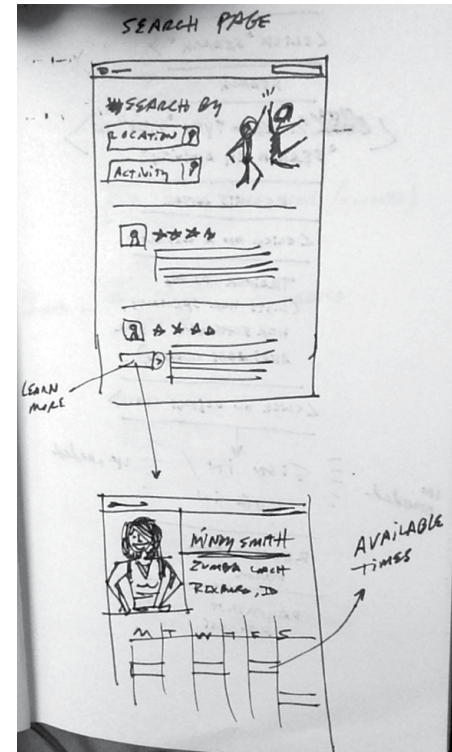
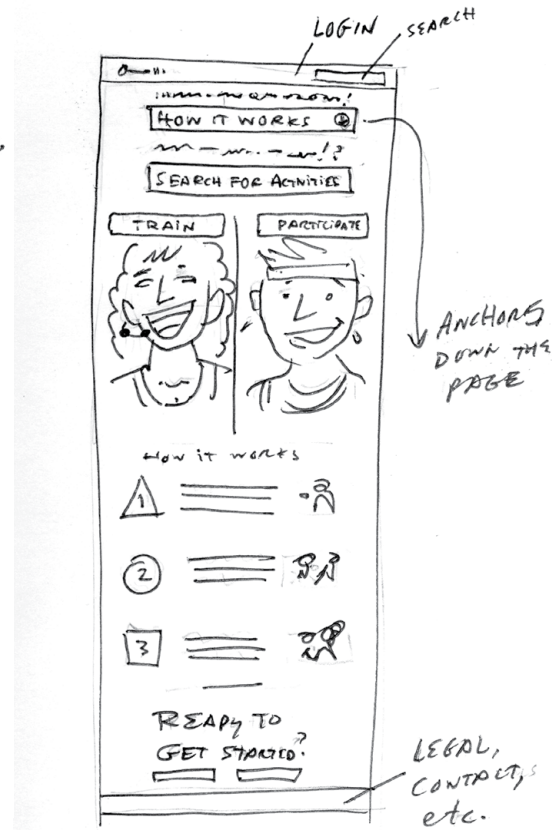
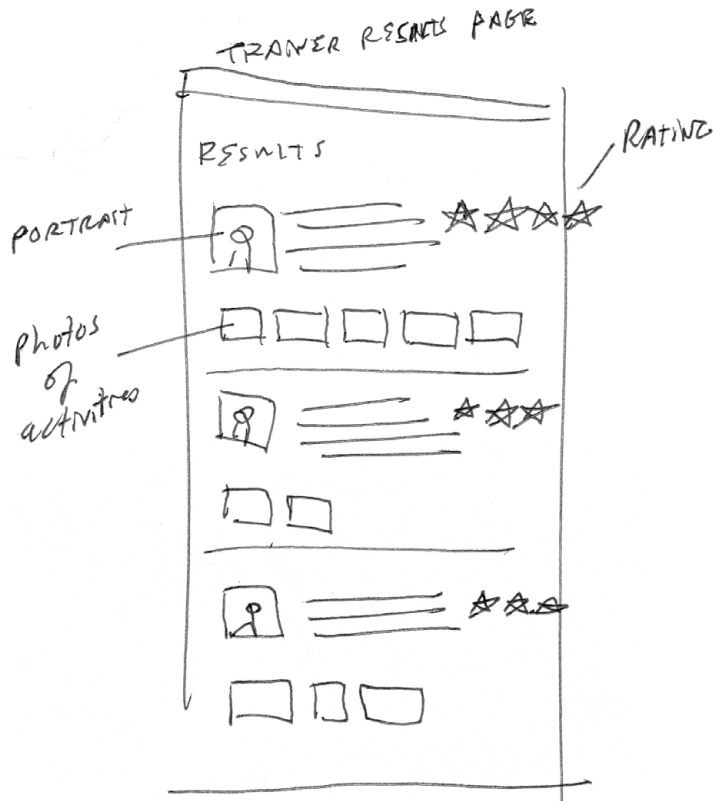
COLOR

**#ffd400**

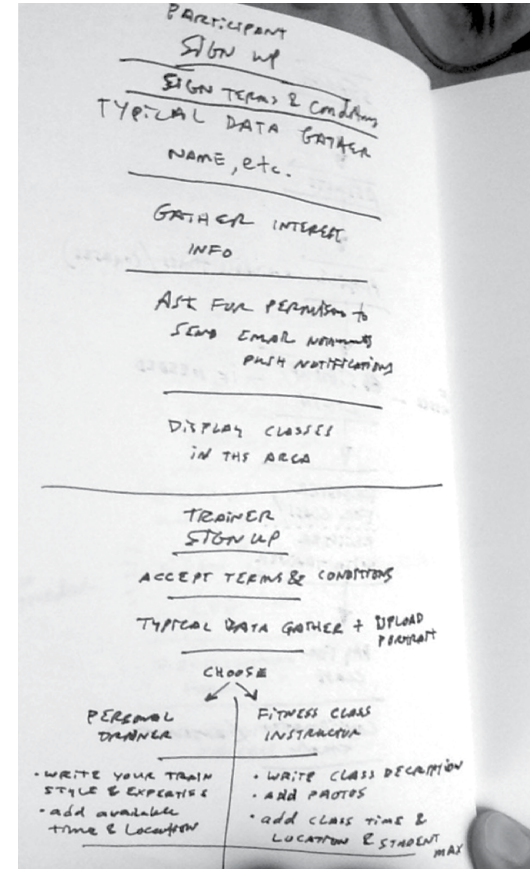
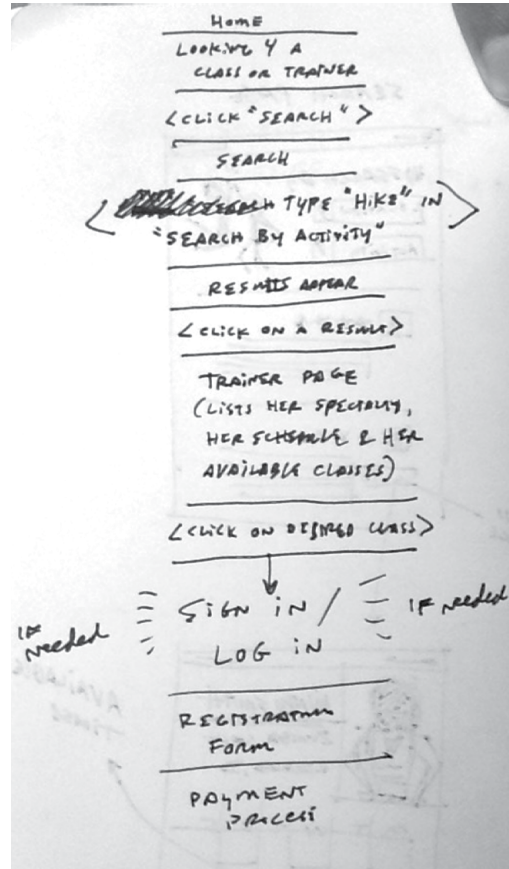
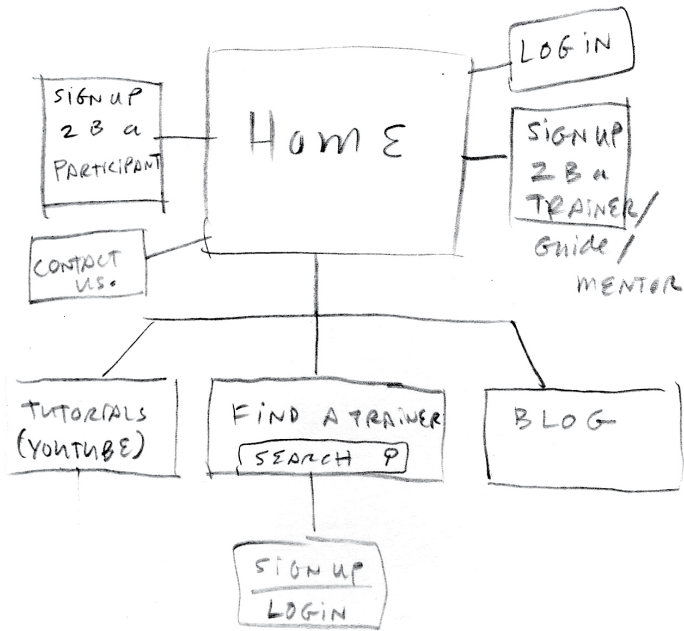
APP



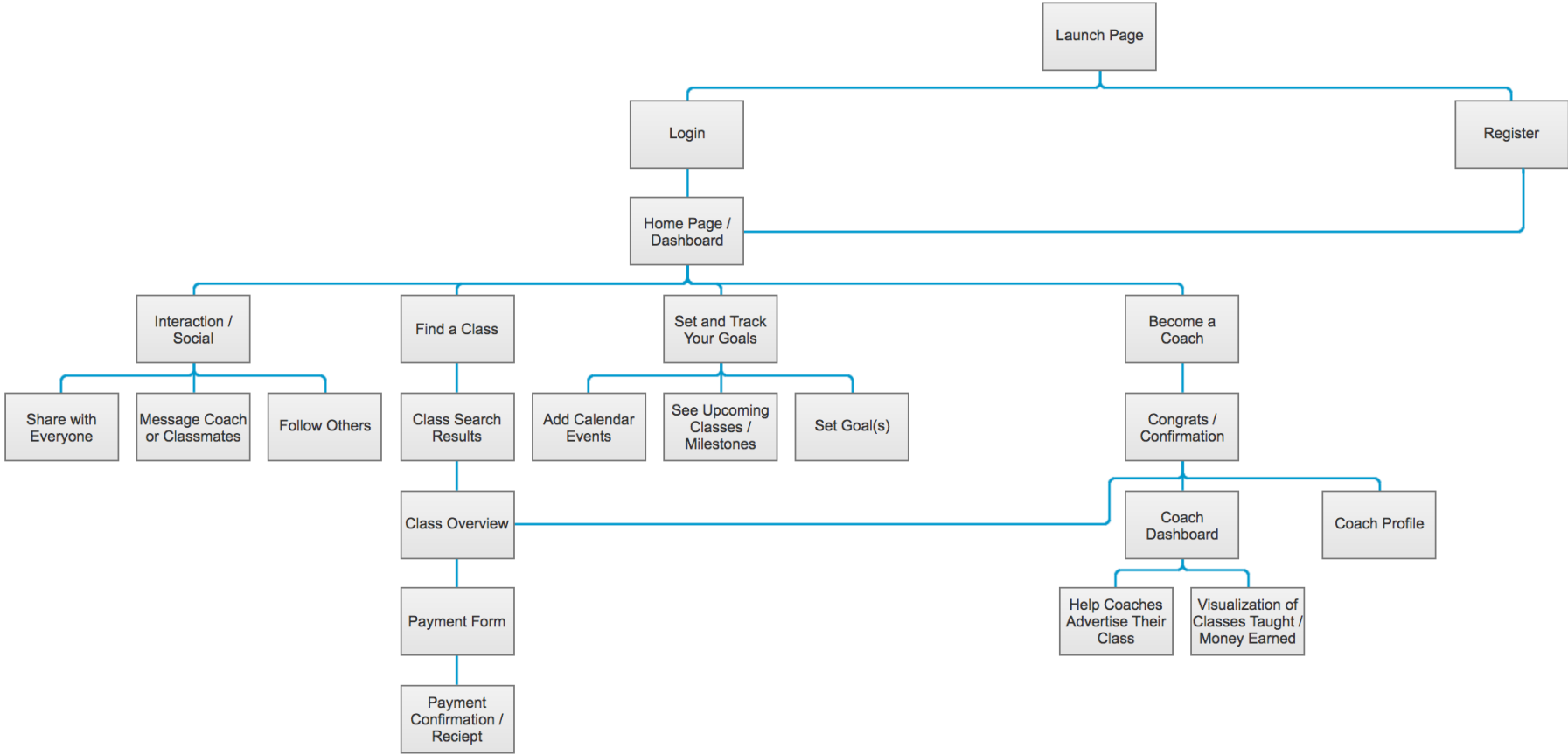
# Project Summary: Rough Sketches



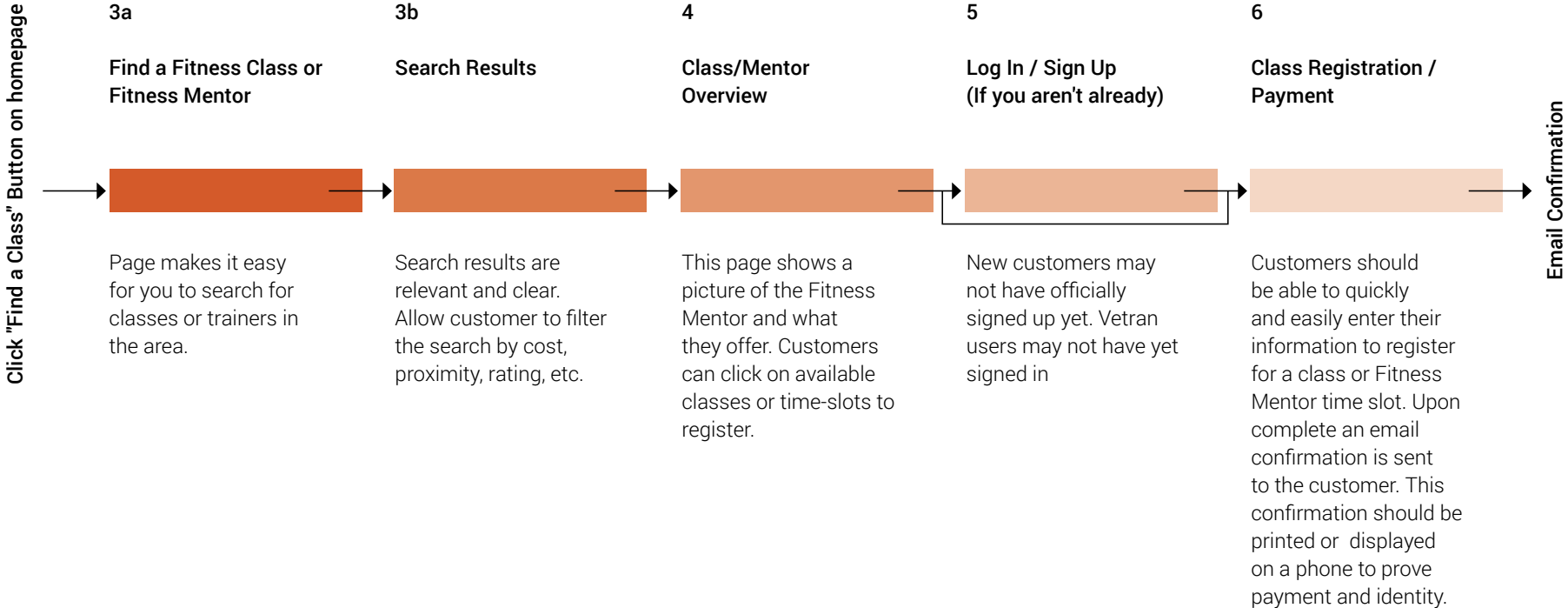
# Project Summary: Map Sketch, User Paths



# Project Summary: Axure Site Map



# Project Summary: Find a Class Workflow






Part 2:

# **Wireframes Designing the Experience**

Rogue.Fit Sign Up Log In


# We believe physical fitness should be the result of friendship and fun instead of just pumping iron by your lonesome.

**take a fitness class and:**



- set and track personal goals
- try new things & meet new friends
- rate your experiences

**become a coach to:**




- teach fitness classes
- make a difference
- earn extra money

[Be a Rogue. Sign Up Here.](#)

# Digital-wireframe Prototypes: Home Page / Dashboard

**Rogue.Fit** | take a class | set & track your goals | become a coach | [Sign Up](#) | [Log In](#)



### Tony Carpenter

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus


### Classes

[Cross Country Skiing by Bobby McGee >](#)  
[Turbo Kick by Eliza Hope >](#)


Search Classes by Zip Code

Message a mentor, write to a friend, or share a success


Timeline | [@cross.ski](#) | [@turbo.kick](#) |




[@cross.ski](#)  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus



[@turbo.kick](#)  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus

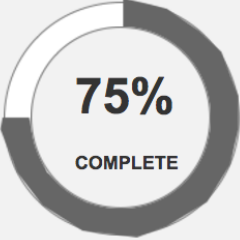


[@cross.ski](#)  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus



[@turbo.kick](#)  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus

### Personal Goals



**75%**  
COMPLETE

**Upcoming Goal**  
Set: January 1  
Due: September 17  
Aim: Lose 50 lbs

[Goals >](#)


### Next Class

**Wed. July 12 @ 7PM**  
**Turbo Kick**

[Calendar >](#)

Digital-wireframe Prototypes: Search


Punch in your zip for classes in your area.


## Digital-wireframe Prototypes: Search Results

**Rogue.Fit** Find a Class Become a Fitness Mentor Sign Up Log In

Lucky you!  
Pick a class from the right.



Filter Results by




### Herriman Park: Cross Country Ski

★ ★ ★ ☆ [See comments](#)

Fitness Mentor: [Michael Lewis](#)  
Location: [Herriman State Park](#)  
Date & Time: **Friday, February 15, 6am-2pm**  
Fitness Level: **Beginner – Intermediate**  
Class Size: **5-10**  
Rogue.Fit Fee: **\$20**  
Other Costs: **Ski Rental + Travel**

Experience Harriman State Park in the winter! See the beautiful swans against a snowy mountain backdrop as we travel 5 miles round trip along the lake and river bottoms.

[Learn More](#) [Register Now](#)



### Turbo Kick

★ ★ ★ ☆ [See comments](#)

Fitness Mentor: [Amy Bench](#)  
Location: [Rexburg Middle School: B-Ball Cour..](#)  
Date & Time: **M,W,F 7-8pm (March 2017)**  
Fitness Level: **Intermediate**  
Class Size: **30**  
Rogue.Fit Fee: **\$40 (12 workouts)**  
Other Costs: **None**

Sure, it's kickboxing, but it's so much more! You'll

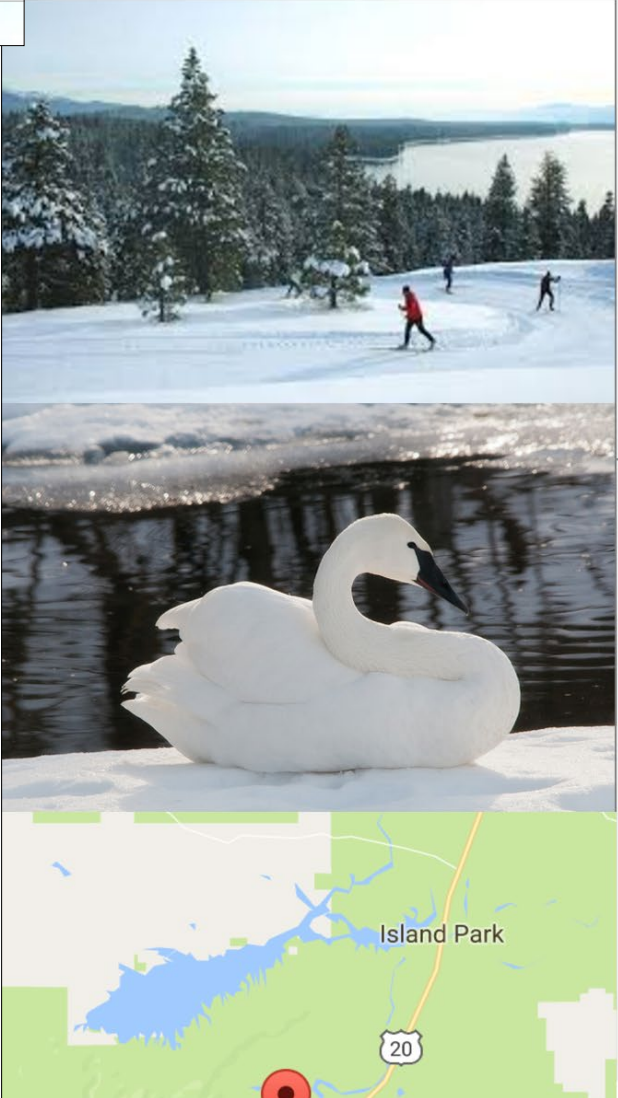
# Digital-wireframe Prototypes: Class Overview

Rogue.Fit Find a Class Become a Fitness Mentor Sign Up Log In

## Harriman Park: Cross Country Ski Trip

★★★★☆ See comments

Register Now




Date & Time: **Friday, February 15, 6am-2pm**  
Location: [Herriman State Park](#)  
Fitness Level: **Beginner – Intermediate**  
Class Size: **5-10**  
Rogue.Fit Fee: **\$20**  
Other Costs: **Ski Rental + Travel**  
Required Gear: **Winter clothing, skis & boots (rentals available), bag lunch, snacks, waterbottle.**

Experience Harriman State Park in the winter! See the beautiful swans against a snowy mountain backdrop as we travel 5 miles round trip along the lake and river bottoms.

Register Now

Meet your Fitness Mentor: [Michael Lewis](#)



Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Harriman Park: Cr

★★★★☆

27 Comments

# Digital-wireframe Prototypes: Login / Register Rogue.Fit

Rogue.Fit Find a Class Become a Fitness Mentor Sign Up Log In

Good to see you!

Not a member yet? [Register Now](#) →

Rogue.Fit Find a Class Become a Fitness Mentor Sign Up Log In

**Welcome.**  
So, you are ready to go rogue and get fit?  
Great then, let's get started!

---

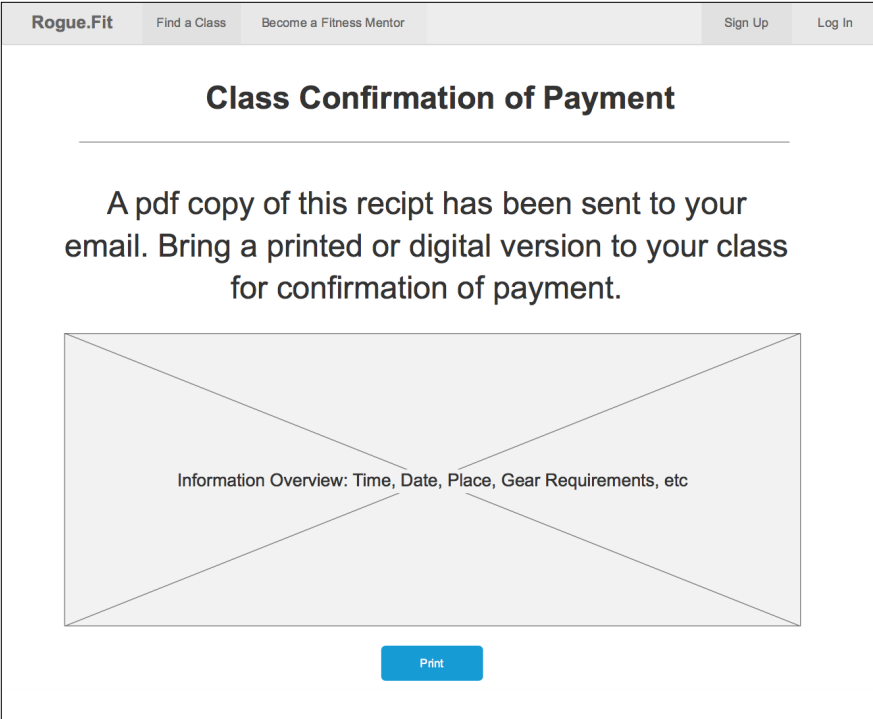
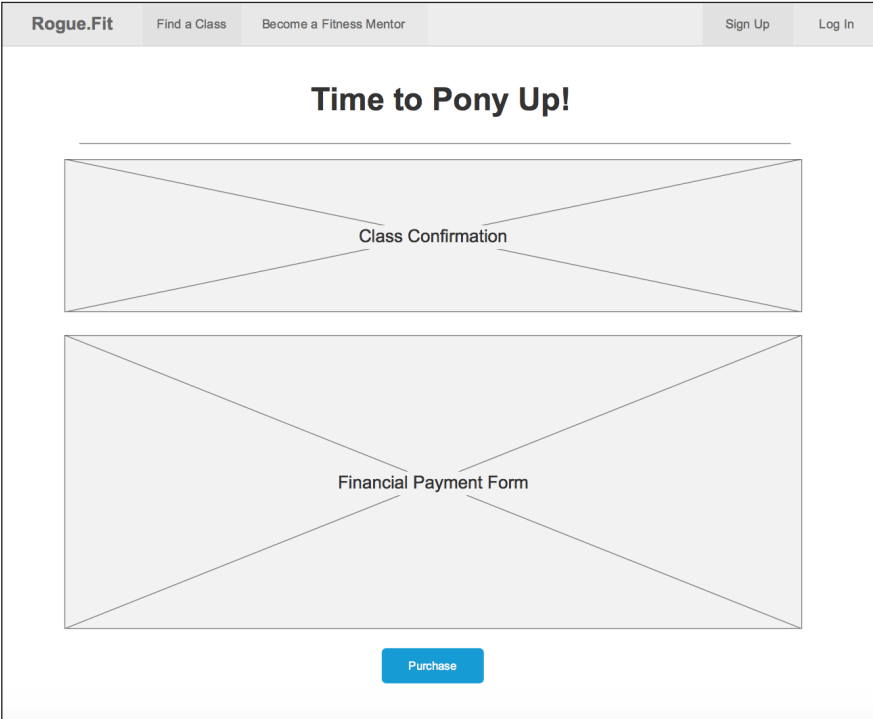
I'm here to:

Take Classes     Teach Classes     Do Both

Customer Form

Trainer Form


# Digital-wireframe Prototypes: Register & Payment / Confirmation Page(s)





# Digital-wireframe Prototypes: Mentor Profile / Class Overview




Rogue.Fit Find a Class Become a Fitness Mentor Sign Up Log In



FITNESS MENTOR PROFILE

## Mike Lewis



Lkdjfdskjfdskfjkskdf  
Ljdsfkdsjfdsjfdskj  
Lkdsfkdsjfkdsjfkdsj  
Lkdsfkdsjfk lkdjfdskf lkdjfdskf  
Jdsfjfdskj  
Lkdsjfdskj  
Ldfjdsjfdskj  
Dsifkdsif lkdjfdskj sd lkdjfdskj dsif dsif  
Lkdsf las fsdjf las fsdjfd lfdjfd

[Message Via Rogue.Fit](#)   

Rogue.Fit Find a Class Become a Fitness Mentor Sign Up Log In

## Harriman Park: Cross Country Ski Trip

★★★★☆ [See comments](#) [Register Now](#)




Date & Time: **Friday, February 15, 6am-2pm**  
Location: [Harriman State Park](#)  
Fitness Level: **Beginner – Intermediate**  
Class Size: **5-10**  
Rogue.Fit Fee: **\$20**  
Other Costs: **Ski Rental + Travel**  
Required Gear: **Winter clothing, skis & boots (rentals available), bag lunch, snacks, waterbottle.**


Experience Harriman State Park in the winter! See the beautiful swans against a snowy mountain backdrop as we travel 5 miles round trip along the lake and river bottoms.

[Register Now](#)

Meet your Fitness Mentor: [Michael Lewis](#)



Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



Island Park

Harriman State Park  
Scenic vistas in a huge wildlife reserve

Carri  
Nai

# Digital-wireframe Prototypes: Set and Track Your Goals

**Rogue.Fit** | [take a class](#) | [set & track your goals](#) | [become a coach](#) | [Sign Up](#) | [Log In](#)

## JANUARY 2015

Mon	Tue	Wed	Thu	Fri	Sat	Sun
29	30	31	1 Turbo Kick - 7pm	2	3	4 Cross Country Ski 7am
5 Goal 1 Milestone Input Progress >	6	7	8 Turbo Kick - 7pm	9	10	11
12 Goal 1 Milestone Input Progress >	13	14	15 Turbo Kick - 7pm	15	17	18
19 Goal 1 Milestone Input Progress >	20	21	22 Turbo Kick - 7pm	23	24	25
26 Goal 1 Milestone Input Progress >	27	28	29 Turbo Kick - 7pm	30	31	1

### Goal #1

**75%**  
COMPLETE

**Upcoming Goal**  
Set: January 1  
Due: September 17  
Aim: Lose 50 lbs

[Input Progress](#)


[+](#) Add Goal

[+](#) Add Calendar Event

# Digital-wireframe Prototypes: Coach Dashboard

**Rogue.Fit** | take a class | set & track your goals | become a coach | Sign Up | Log In

## Coach Dashboard: Tony Carpenter

[See Profile](#) 

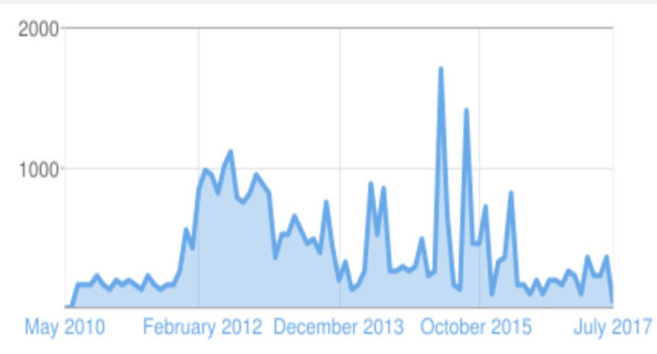
Overall | Turbo Kick | Cross Country Ski

### Average Rating

★★★★☆


### Earnings to Date ▾

**\$45,125**















### Students Served

**1,500**



### Classes

-  **Cross Country Skiing**  
Last Promoted: 3/24/17  
  
-  **Turbo Kick**  
Last Promoted: 3/24/17  
  
-  **Hot Zumba**  
INACTIVE  
  


Part 3:

# Visual Design

# Visual Design: Launch Page

rogue.fit sign up | log in


**Go rogue and get rid of your gym membership!**  
We are local fitness coaches dedicated to non-traditional\* social based\*\* fitness.



**ROGUE.FIT CLASSES**

- try out new activities
- make new friends
- set & track personal goals

Search for local classes



**ROGUE.FIT COACHES**

- teach your own class
- make a difference
- earn a little extra cash

Apply to be a coach!

**FREE MEMBERSHIP**

or

Email  
your@example.org

Password  
12345@#5%


**\*Non-traditional Fitness?**  
Instead of spending an hour on a machine we might prefer hiking through a forest or biking along a trail. Instead of pushing through boring routines, we would rather mix it up and learn zumba dancing, then take a kickboxing class, then outdoor yoga. We are non-traditional in that we might have a class in a park or a high school gym, a back yard or a basement. Finally, we don't charge monthly fees or have contracts. Some classes might last a month while others might be a one day experience.

**\*\*Social Based Fitness?**  
Classes might be large or small but they always have a social aspect. If you'd prefer working out with new-found friends, Rogue Fit might be a good fit. Sociality is not just an important part of well-being, it also provides positive peer pressure to work hard and remain active. At Rogue Fit, we are all in this together.

© Rogue Fit 2017

rogue.fit sign up | log in


**Go rogue and get rid of your gym membership!**  
We are local fitness coaches dedicated to non-traditional\* social based\*\* fitness.



**ROGUE.FIT CLASSES**

- try out new activities
- make new friends
- set & track personal goals

Search for local classes



**ROGUE.FIT COACHES**

- teach your own class
- make a difference
- earn a little extra cash

Apply to be a coach!

**FREE MEMBERSHIP**

or

Email  
your@example.org

Password  
12345@#5%


**\*Non-traditional Fitness?**  
Instead of spending an hour on a machine we might prefer hiking through a forest or biking along a trail. Instead of pushing through boring routines, we would rather mix it up and learn zumba dancing, then take a kickboxing class, then outdoor yoga. We are non-traditional in that we might have a class in a park or a high school gym, a back yard or a basement. Finally, we don't charge monthly fees or have contracts. Some classes might last a month while others might be a one day experience.

**\*\*Social Based Fitness?**  
Classes might be large or small but they always have a social aspect. If you'd prefer working out with new-found friends, Rogue Fit might be a good fit. Sociality is not just an important part of well-being, it also provides positive peer pressure to work hard and remain active. At Rogue Fit, we are all in this together.

© Rogue Fit 2017

rogue.fit sign up | log in


**Go rogue and get rid of your gym membership!**  
We are local fitness coaches dedicated to non-traditional\* social based\*\* fitness.



**ROGUE.FIT CLASSES**

- try out new activities
- make new friends
- set & track personal goals

Search for local classes



**ROGUE.FIT COACHES**

- teach your own class
- make a difference
- earn a little extra cash

Apply to be a coach!

**FREE MEMBERSHIP**

or

Email  
your@example.org

Password  
12345@#5%

**\*Non-traditional Fitness?**  
Through a forest or biking along a trail. Instead of pushing through boring routines, we would rather mix it up and learn zumba dancing, then take a kickboxing class, then outdoor yoga. We are non-traditional in that we might have a class in a park or a high school gym, a back yard or a basement. Finally, we don't charge monthly fees or have contracts. Some classes might last a month while others might be a one day experience.

**\*\*Social Based Fitness?**

© Rogue Fit 2017

rogue.fit sign up | log in

take a class

set & track goals

coach

socialize

rogue.fit sign up | log in

# Visual Design: Homepage Dashboard

Desktop view of the Rogue Fit homepage dashboard for user 'Sup Tony?'. The layout includes a top navigation bar with links for 'take a class', 'set & track goals', 'calendar', 'coach', and 'socialize'. The main content area is divided into several sections: a 'FITNESS PROFILE' for Tony Carpenter, a 'CLASSES' section with a search bar, a 'GOAL SNAPSHOT' showing 75% completion for 'Hawaii by October', and a 'NEXT CLASS' for 'Wed. July 12 @ 7PM - Turbo Kick'. A central 'Timeline' displays a feed of posts from other users like @cross.ski and @turbo.kick. A 'Socialize' button is located at the bottom right of the main content area.

Extra functionality

Desktop view showing a settings menu for the user 'Sup Tony?'. The menu is a dark grey box with the options 'Settings' and 'Log Out' listed vertically.

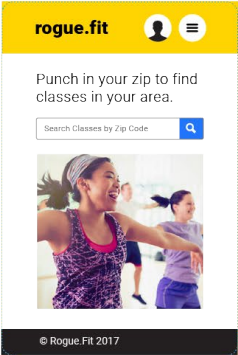
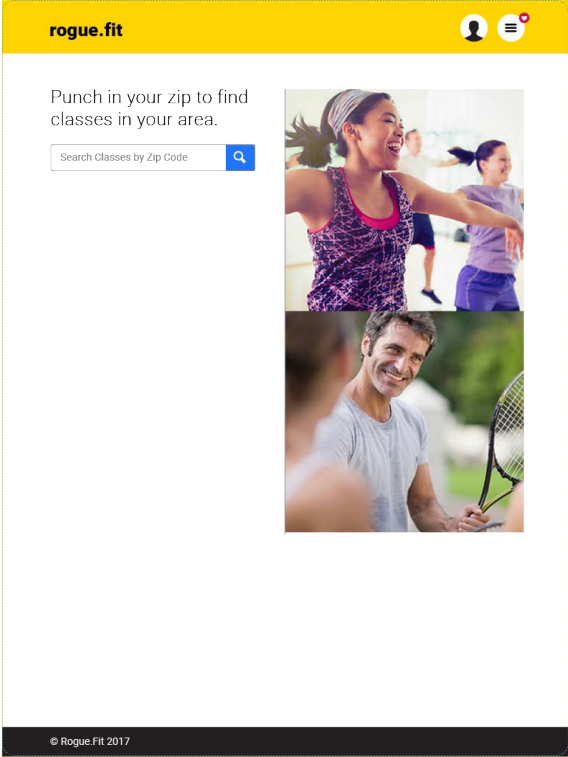
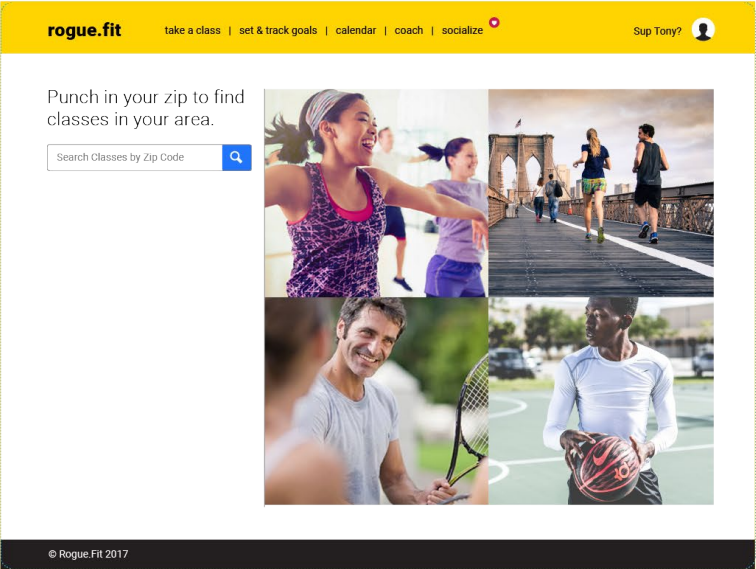
Desktop view of the 'FOLLOW' section in the social feed. It features a search bar labeled 'Search for person or class' and a list of users to follow: @clark.kent, @tuff.guy, and @mss.molly. Each user has a 'Follow' button next to their name.

Desktop view of the Rogue Fit homepage dashboard for user 'Sup Tony?' with a different layout. The 'FITNESS PROFILE' and 'CLASSES' sections are at the top. The 'GOAL SNAPSHOT' and 'NEXT CLASS' sections are positioned below the classes. The 'Timeline' feed is in the center. At the bottom, there are three distinct sections: 'CLASSES', 'GOAL SNAPSHOT', and 'NEXT CLASS', each with its own search and navigation options.

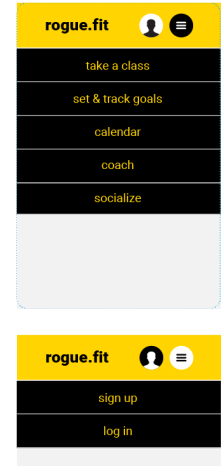
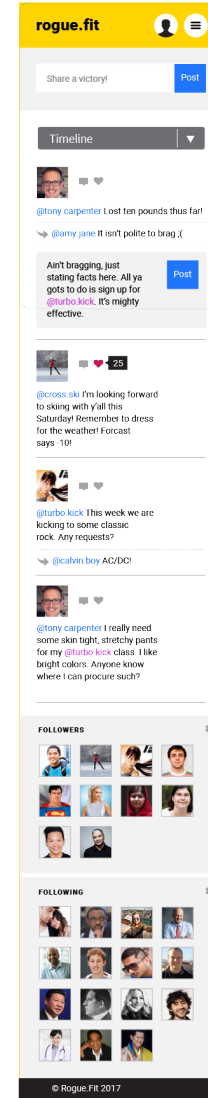
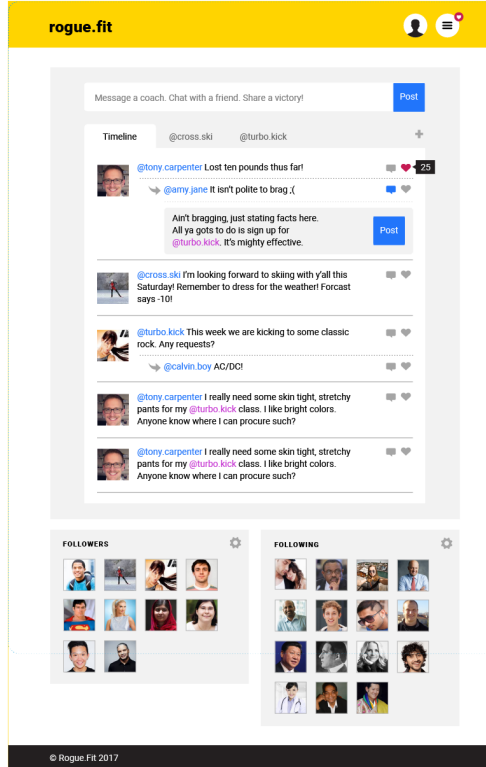
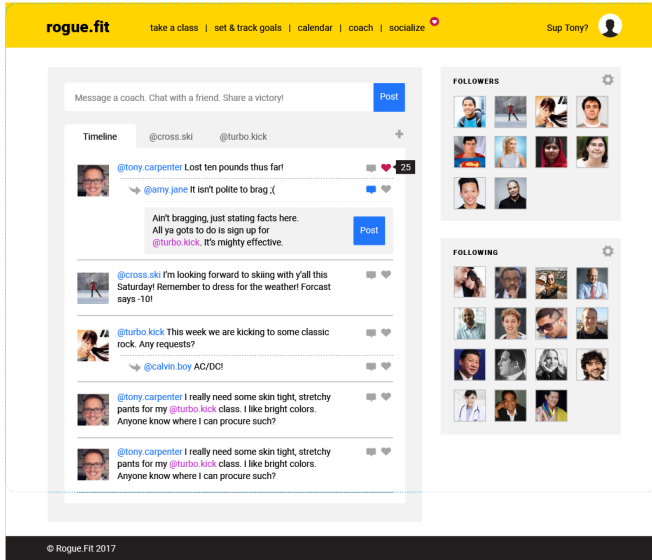
Mobile view of the Rogue Fit homepage dashboard for user 'Sup Tony?'. The layout is optimized for a vertical screen. It features a 'Share a victory!' post at the top, followed by a 'Timeline' section with a dropdown menu. The feed of posts is visible. At the bottom, there are sections for 'CLASSES', 'GOAL SNAPSHOT', and 'NEXT CLASS', each with a search bar and navigation links.

Mobile view of the navigation menu for the Rogue Fit app. It consists of a vertical stack of buttons: 'take a class', 'set & track goals', 'calendar', 'coach', and 'socialize'. Below this is a section with the 'rogue.fit' logo and a user profile icon, followed by 'sign up' and 'log in' buttons.

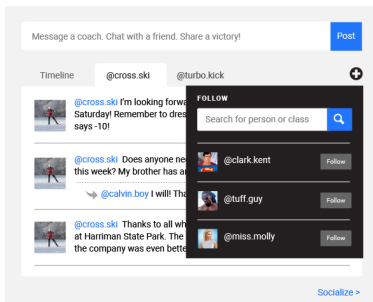
# Visual Design: Search Page



# Visual Design: Socialize

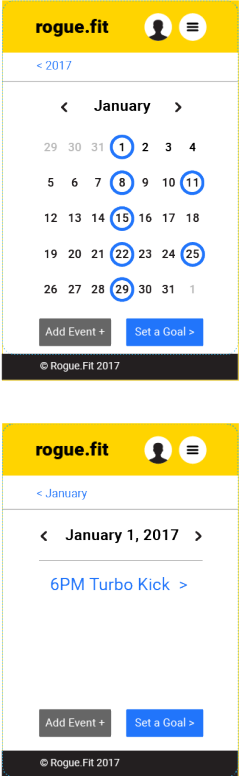
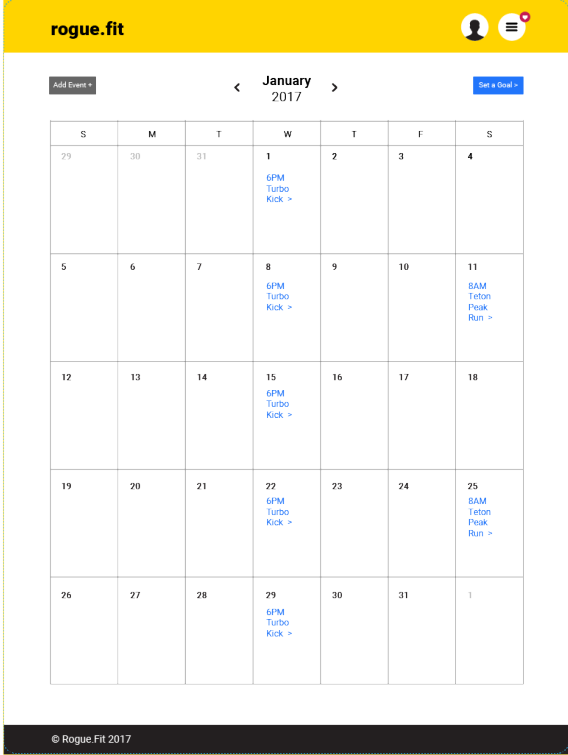
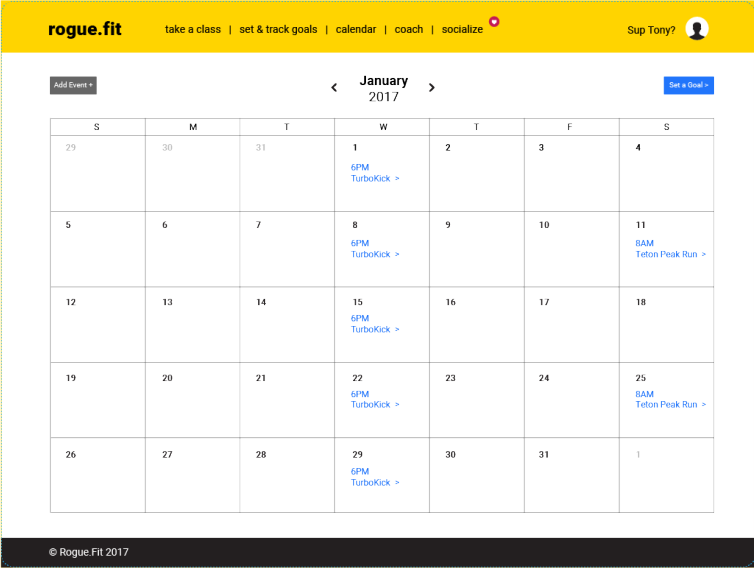


Extra functionality







# Visual Design: Calendar



# Visual Design: Profile

rogue.fit   take a class | set & track goals | calendar | coach | socialize <sup>3</sup>   Sup Tony? 







### Mike Lewis

★★★★★ [See comments](#)



Fitness Coach since 2016  
Favorite Activity: Hiking  
Location: Eastern Idaho  
Current Classes:


- [Herriman Park: Cross Country Ski](#) – Coach
- [Teton Trail Hike](#) – Coach
- [Kick Boxing](#) – Student
- [Outdoor Yoga](#) – Student

Hi, I'm addicted to the outdoors. I love sharing some of the hidden treasures of Idaho with my friends and family. I believe true fitness is achieved through outdoor adventure.

[Message](#)      

© Rogue Fit 2017

rogue.fit    







### Mike Lewis

★★★★★ [See comments](#)

Fitness Coach since 2016  
Favorite Activity: Hiking  
Location: Eastern Idaho  
Current Classes:

- [Herriman Park: Cross Country Ski](#) – Coach
- [Teton Trail Hike](#) – Coach
- [Kick Boxing](#) – Student
- [Outdoor Yoga](#) – Student

Hi, I'm addicted to the outdoors. I love sharing some of the hidden treasures of Idaho with my friends and family. I believe true fitness is achieved through outdoor adventure.

[Message](#)      

© Rogue Fit 2017

rogue.fit    



### Mike Lewis

★★★★★ [See comments](#)

Fitness Coach since 2016  
Favorite Activity: Hiking  
Location: Eastern Idaho  
Current Classes:

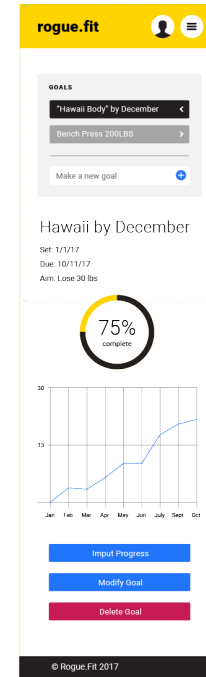
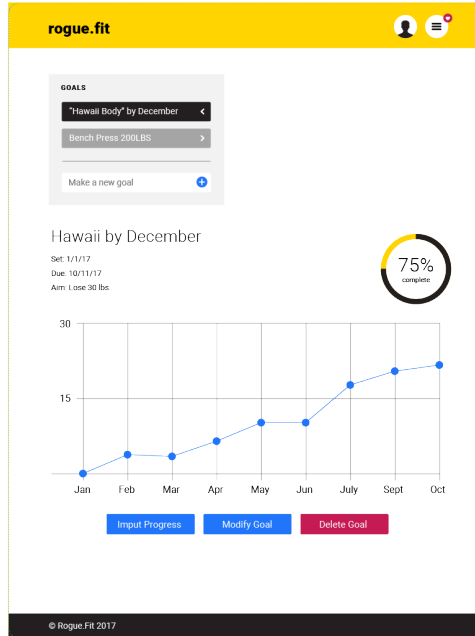
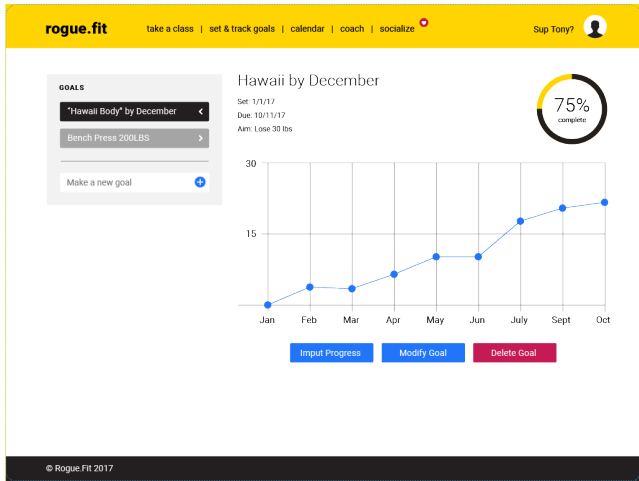
- [Herriman Park: Cross Country Ski](#) – Coach
- [Teton Trail Hike](#) – Coach
- [Kick Boxing](#) – Student
- [Outdoor Yoga](#) – Student

Hi, I'm addicted to the outdoors. I love sharing some of the hidden treasures of Idaho with my friends and family. I believe true fitness is achieved through outdoor adventure.

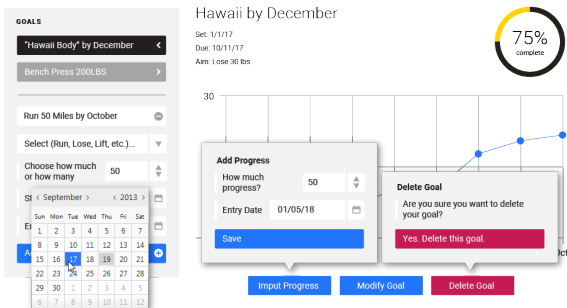
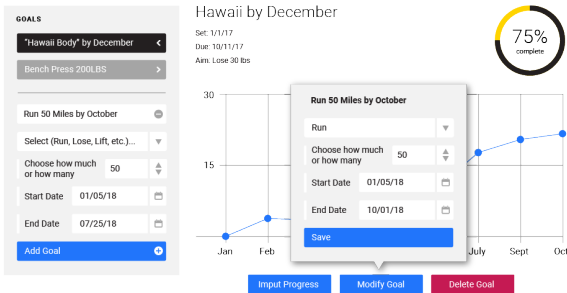
[Message](#)      

© Rogue Fit 2017

# Visual Design: Goals




## Extra functionality



# Visual Design: Class Page

rogue.fit   take a class | set & track goals | calendar | coach | socialize   Sup Tony?



## Herriman Park: Cross Country Ski

★★★★★ [See comments](#)


**Fitness Coach:** [Michael Lewis](#)  
**Location:** Herriman State Park  
**Date & Time:** Friday, February 15, 6AM-2PM  
**Fitness Level:** Beginner-Intermediate  
**Class Size:** 5-10  
**Rogue Fit Fee:** \$20  
**Other Costs:** Ski Rental + Travel

Experience Herriman State Park in the winter! See the beautiful swans against a snowy mountain backdrop as we travel 5 miles round trip along the river bottoms.

[Register Now](#)

---

### Meet Your Coach




**Michael Lewis**  
Hi. I'm addicted to the outdoors. I love sharing some of the hidden treasures of Idaho with my friends and family. I believe true fitness is achieved through outdoor adventure.

[See full profile >](#)

© Rogue Fit 2017

rogue.fit   Sup Tony?



## Herriman Park: Cross Country Ski

★★★★★ [See comments](#)


**Fitness Coach:** [Michael Lewis](#)  
**Location:** Herriman State Park  
**Date & Time:** Friday, February 15, 6AM-2PM  
**Fitness Level:** Beginner-Intermediate  
**Class Size:** 5-10  
**Rogue Fit Fee:** \$20  
**Other Costs:** Ski Rental + Travel

Experience Herriman State Park in the winter! See the beautiful swans against a snowy mountain backdrop as we travel 5 miles round trip along the river bottoms.

[Register Now](#)

---

### Meet Your Coach




**Michael Lewis**  
Hi. I'm addicted to the outdoors. I love sharing some of the hidden treasures of Idaho with my friends and family. I believe true fitness is achieved through outdoor adventure.

[See full profile >](#)

© Rogue Fit 2017

rogue.fit



## Herriman Park: Cross Country Ski

★★★★★ [See comments](#)


**Fitness Coach:** [Michael Lewis](#)  
**Location:** Herriman State Park  
**Date & Time:** Friday, February 15, 6AM-2PM  
**Fitness Level:** Beginner-Intermediate  
**Class Size:** 5-10  
**Rogue Fit Fee:** \$20  
**Other Costs:** Ski Rental + Travel

Experience Herriman State Park in the winter! See the beautiful swans against a snowy mountain backdrop as we travel 5 miles round trip along the river bottoms.

[Register Now](#)

---

### Meet Your Coach



**Michael Lewis**  
Hi. I'm addicted to the outdoors. I love sharing some of the hidden treasures of Idaho with my friends and family. I believe true fitness is achieved through outdoor adventure.

[See full profile >](#)

© Rogue Fit 2017

Part 4:

# **Responsive Site Development**

**(rough)**

## Responsive Design Development: Launch Page

Bootstrap - Prebuilt Layout



file:///Users/tonycarpenter/Desktop/carpentera\_part4/index.html

Tony




**rogue.fit** take a class set & track goals calendar coach socialize log in sign up account ▾

# Go rogue and get rid of your gym membership!




We are local fitness coaches dedicated to non-traditional, social-based fitness.



### ROGUE.FIT CLASSES

-  try out new activities
-  make new friends
-  set & track personal goals

### ROGUE.FIT COACHES

-  teach your own class
-  make a difference
-  earn a little extra cash

### FREE MEMBERSHIP

Google+

Facebook

OR

Email

Password

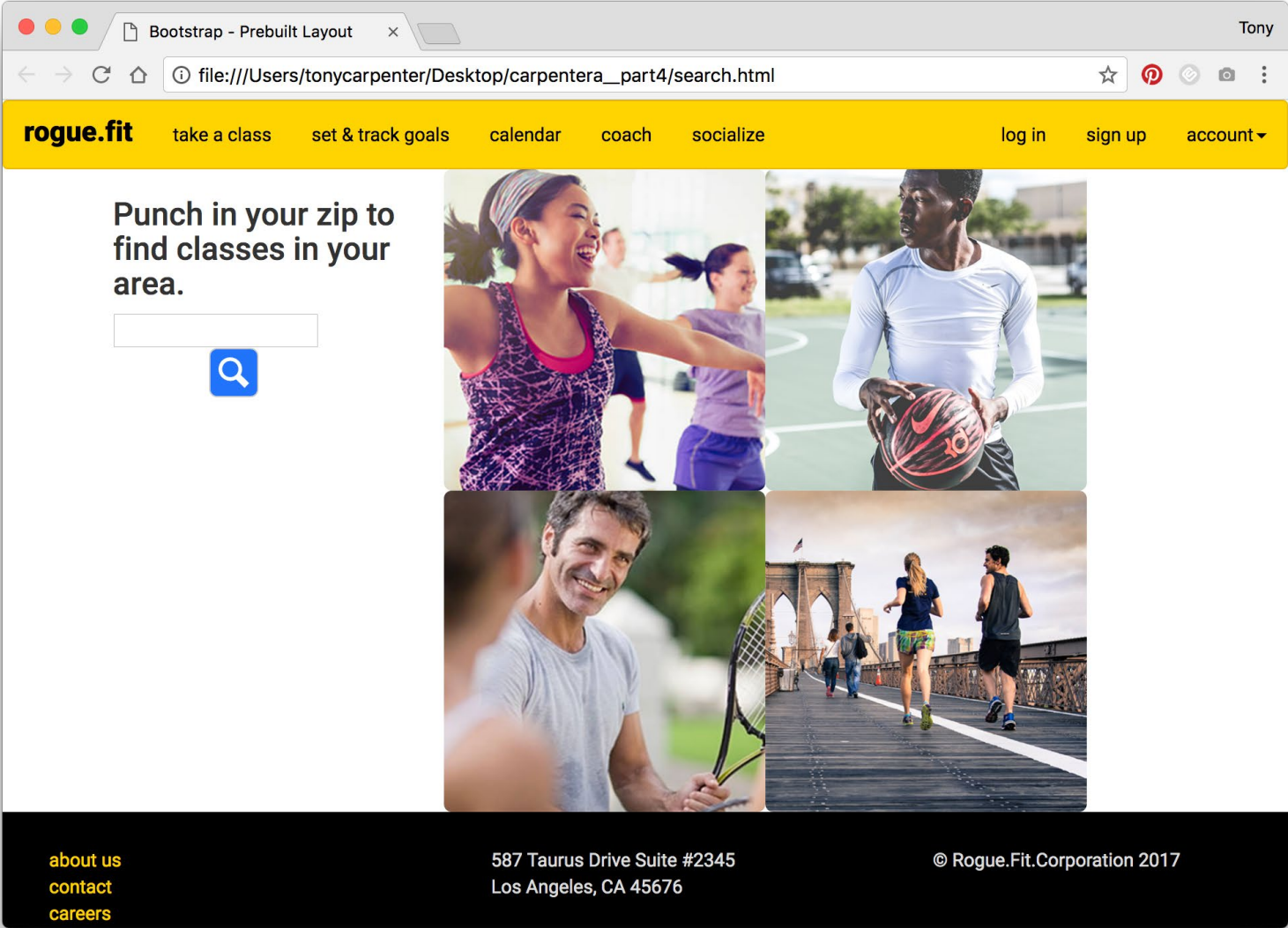
**sign up!**

# Responsive Design Development: Home Page Dashboard

The screenshot shows a web browser window displaying a fitness dashboard. The browser's address bar shows the file path: file:///Users/tonycarpenter/Desktop/carpentera\_part4/home-dashboard.html. The dashboard has a yellow navigation bar with the logo 'rogue.fit' and links for 'take a class', 'set & track goals', 'calendar', 'coach', 'socialize', 'log in', 'sign up', and 'account'. The main content area is divided into several sections:

- FITNESS PROFILE: TONYA SCHILLING**: Includes a profile picture, hometown (Kempner, TX), and favorite things (Pasta, Friends, Photography, and Classic Movies).
- CLASSES**: Lists 'Cross Country Skiing by Bob McGee' and 'Turbo Kick by Eliza Hope' with a search icon.
- GOAL SNAPSHOT**: Features a circular progress indicator for 'Hawaii by October' which is 75% complete. It also shows 'Set: 1/1/17', 'Due: 10/11/17', and 'Aim: Lose 30lbs'.
- TIMELINE**: A social feed showing posts from @tonya.shilling and replies from @bae.jane, @tacky.shel, @pass.to.libby, and @coach.bobby.
- NEXT CLASS**: Announces 'Wed. July 12 @ 7PM - Turbo Kick'.

# Responsive Design Development: Take a Class





## Responsive Design Development: Search Results

The screenshot shows a web browser window with the following elements:

- Browser Tab:** Bootstrap - Prebuilt Layout
- Address Bar:** file:///Users/tonycarpenter/Desktop/carpentera\_part4/search-results.html
- Navigation Bar (Yellow):**
  - rogue.fit
  - take a class
  - set & track goals
  - calendar
  - coach
  - socialize
  - log in
  - sign up
  - account ▾
- Main Content:**
  - Text:** Congrats! You've found classes in your area. Choose one to get started!
  - Image:** A photograph of two people cross-country skiing in a snowy field.
  - Section Header:** Herriman Park: Cross Country Ski
  - Details:**
    - Fitness Coach: Michael Lewis
    - Location: Harriman State Park
    - Date & Time: Friday, February 15, 6AM-2PM
    - Fitness Level: Beginner-Intermediate
    - Class Size: 5-10
    - Rogue.Fit Fee: \$200
    - Other Costs: Ski Rental + Travel
  - Description:** Experience Harriman State Park in the winter! See the beautiful swans against a snowy mountain backdrop as we travel 5 miles round trip along the river bottoms.
  - Button:** Register Now
- Footer (Black):**
  - [about us](#)
  - [contact](#)
  - [careers](#)
  - 587 Taurus Drive Suite #2345  
Los Angeles, CA 45676
  - © Rogue.Fit.Corporation 2017

# Responsive Design Development: Set & Track Goals

**rogue.fit** take a class set & track goals calendar coach socialize log in sign up account

**GOALS**

- Hawaii Body by December
- Bench Press 200 LBS
- Make a New Goal +

### Hawaii Body by December

Set: 1/1/17  
Due: 10/11/17  
Aim: Lose 30lbs

75% complete

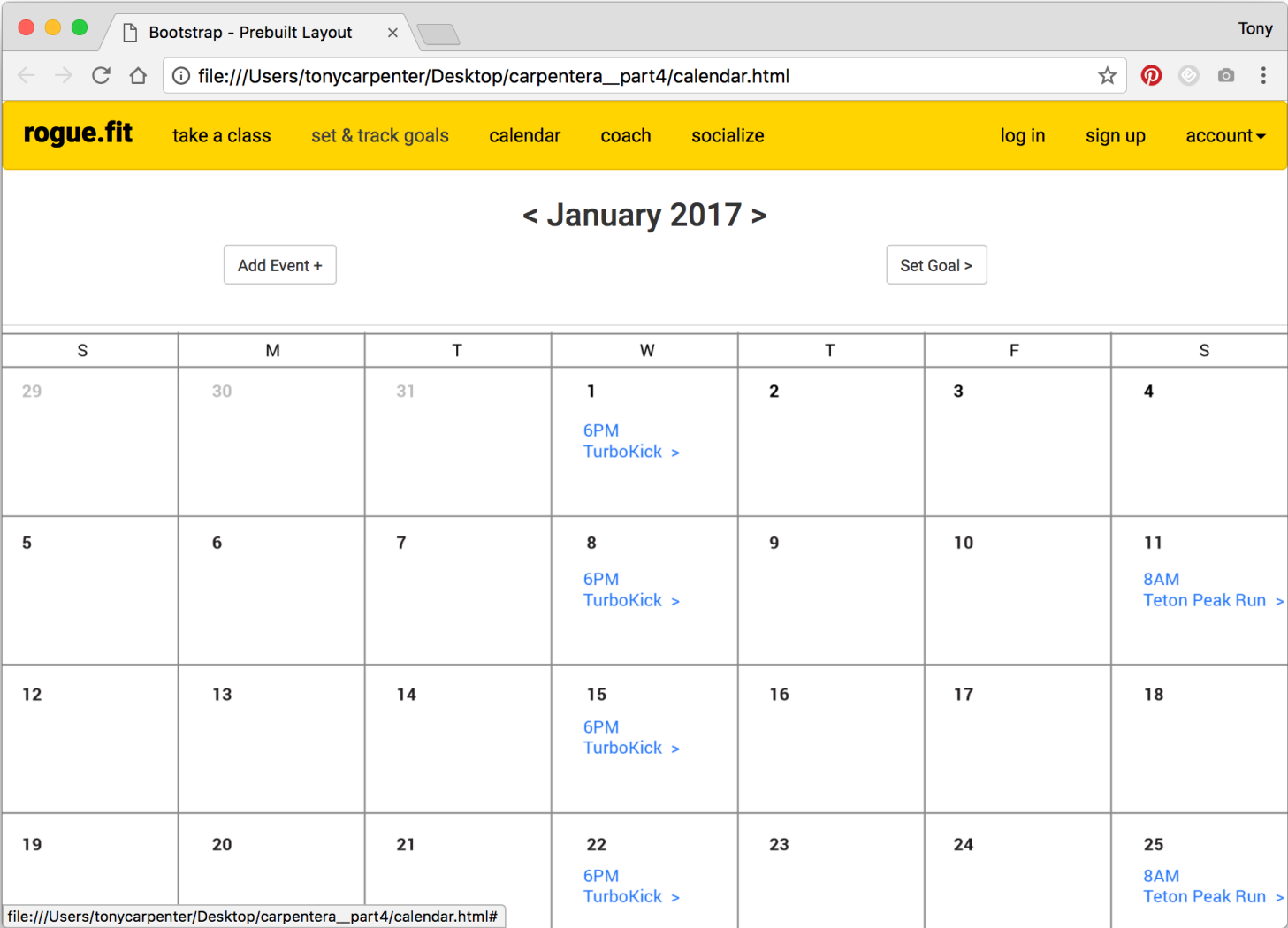
Month	Progress (lbs lost)
Jan	0
Feb	5
Mar	4
Apr	8
May	12
Jun	12
July	18
Sept	20
Oct	21

Input Progress

Modify Goal

Delete Goal

# Responsive Design Development: Calendar




## Responsive Design Development: Class Page

Bootstrap - Prebuilt Layout ✕ Tony

file:///Users/tonycarpenter/Desktop/carpentera\_part4/class.html

**rogue.fit** take a class set & track goals calendar coach socialize log in sign up account ▾



### Herriman Park: Cross Country Ski

Fitness Coach: Michael Lewis  
Location: Harriman State Park  
Date & Time: Friday, February 15, 6AM-2PM  
Fitness Level: Beginner-Intermediate Class Size: 5-10  
Rogue.Fit Fee: \$200 Other Costs: Ski Rental + Travel

Experience Harriman State Park in the winter! See the beautiful swans against a snowy mountain backdrop as we travel 5 miles round trip along the river bottoms.

[Register Now](#)

Michael Lewis Hi. I'm addicted to the outdoors. I love sharing some of the hidden treasures of Idaho with my friends and family. I believe true fitness is achieved through outdoor adventure.

[See full profile >](#)

[about us](#)  
[contact](#)  
[careers](#)

587 Taurus Drive Suite #2345  
Los Angeles, CA 45676

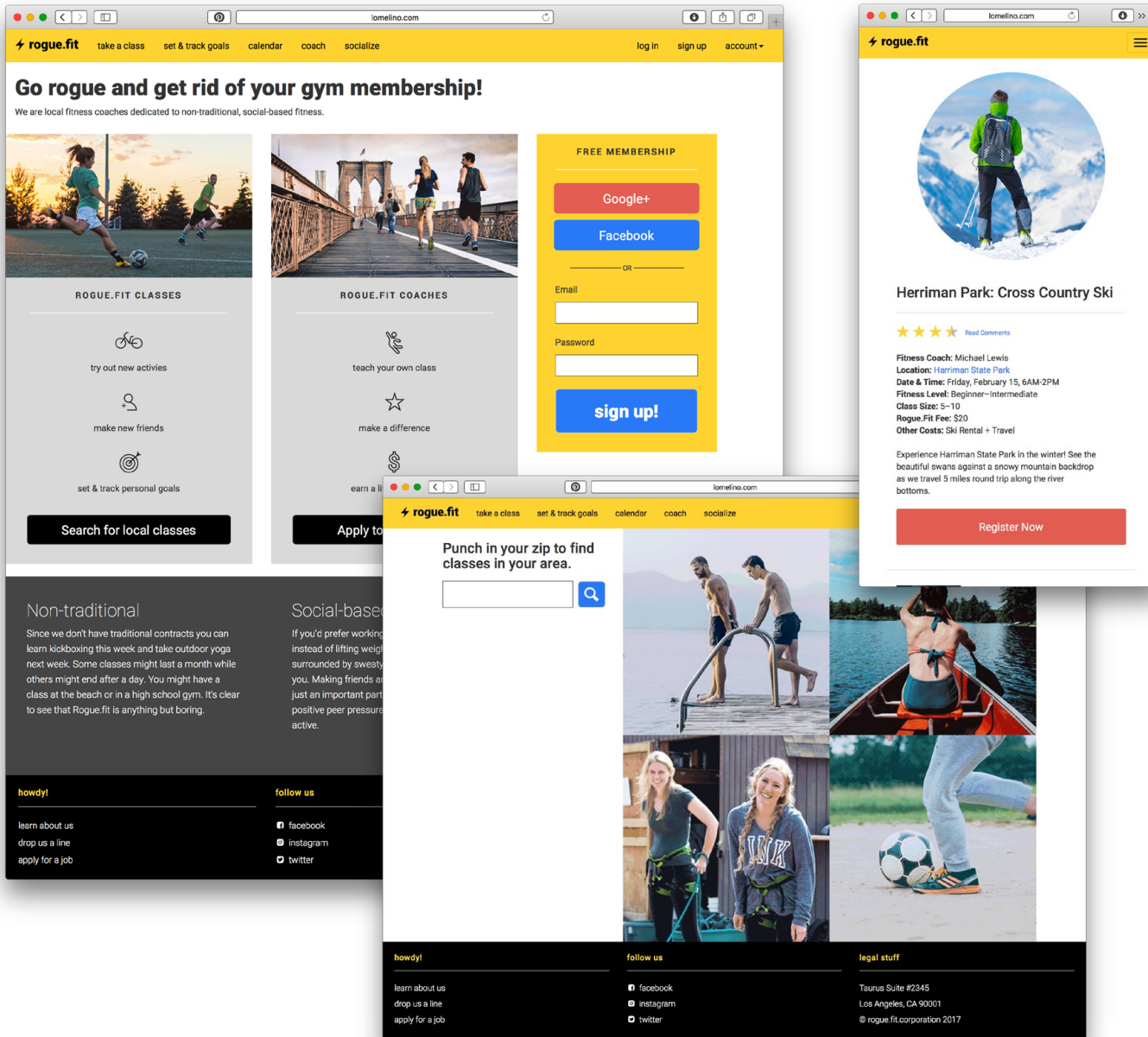
© Rogue.Fit.Corporation 2017

Part 5:

# **Responsive Site Development**

**(final)**

# Responsive Design Development: Highlights

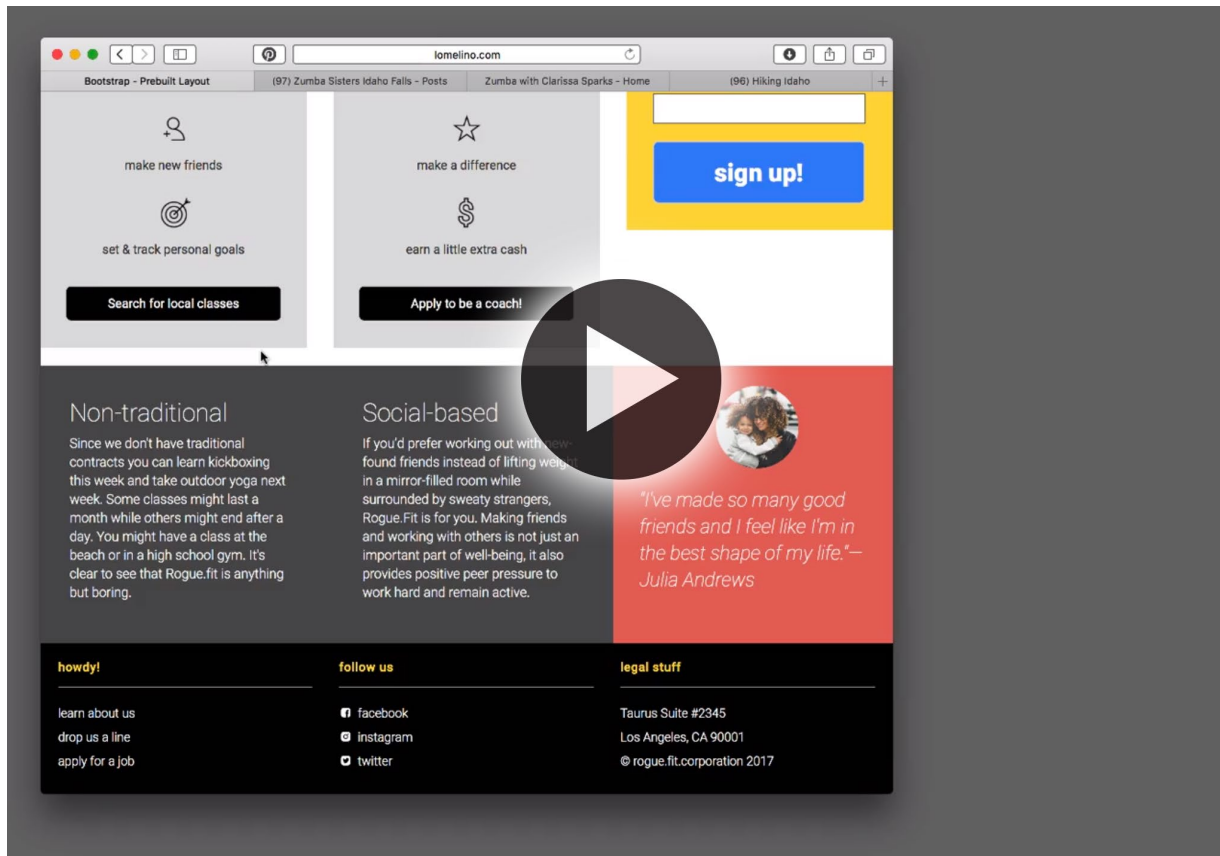


## Responsive Design Development: Video + URL

VISIT THE LIVE SITE

<http://lomelino.com/studentProjects/scad/itgm-715-summer-16/anthony-carpenter/index.html>

WATCH A VIDEO OVERVIEW



**fin**