



Process Book
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Creative Brief

Project Summary:

Title: Zen Gym

Purpose: To entice potential members to join the gym and inform current members.

Pages:

- * Home — Introduction Movie
- * Gym: Facilities — Facilities Movie
- * Gym: Classes — Movie about classes
- * Gym: Kids Club — Movie about child care
- * Spa: Facials — Movie about facial services
- * Spa: Massage — Movie about massage services
- * Testimonials: Shopping — Movie about girl wanting to fit in smaller size
- * Testimonials: Wedding — Movie about prospective bride wanting to lose weight
- * Testimonials: Baby — Movie about new mom losing baby weight
- * Membership — Information on what membership includes
- * Locations — Addresses, phone numbers, and maps to gym locations
- * Class Schedule — pdf of gym's weekly class schedule
- * Credits — pdf of all image, footage, and other credits for the site
- * Contact — a form and reply page

Audience: Women; current gym members; potential members

Perception/tone: Clean & Simple; Gym — upbeat; Spa — relaxing

Storyboard

{Close up of woman}

Today

{woman making faces @ baby}

Family Woman

{Business people shake hands}

Business Woman

{impatiently waiting in line}

Things to Do

{trying to hail a taxi cab}

Places to Go

{talking angrily on the phone}

People to Talk to

{walking or running quickly}

You Need More Time

{spinning happily}

You Need



Scripts

Intro Movie:

Today...like every other day...You are a family woman. You are a business woman. You have things to do...places to go...and people to talk to. You need more time. You need Zen Gym.

Testamonial 1:

I was always envious of those skinny girls when I went shopping. I wanted to fit into that size 6. I tried different gyms and different diets, but nothing worked. Finally, I joined Zen Gym. I spoke to a trainer about my frustrations. She was fantastic and developed a program just for me. In six months, I dropped four dress sizes and 25 pounds. Now, I feel and look great and I am bursting with energy. I am proud to say that I am a size 4.

Testamonial 2:

I had to lose 10 pounds before my wedding which was only 2 months away. Thanks to my trainer and the support of the staff I actually lost 15 pounds and looked better than I thought I could.

Testamonial 3:

After having a baby, I was so used to my pregnant eating habits that I wasn't losing anything after the initial baby fat was off. I was very overweight for my height and I started feeling tired and getting upset when I looked in the mirror. I finally decided one morning that I was going to do something about it. From that morning on, I ate healthy and worked out everyday. I started feeling healthy and I was seeing my fat burn away. My whole life feels better balanced now. I feel better; I look better; and I'm a better mom.

Wireframes

Logo & Tagline

width = 100%

Membership | Locations | Class Schedule

Showcase Feature:

Plays 16:9 movie when a thumbnail is clicked;
Displays Membership information;
Displays Location information;
Displays surface credit information;
Displays the Contact Form

Sidebar with caption
information to match
the activated
Showcase feature

Gym

Spa

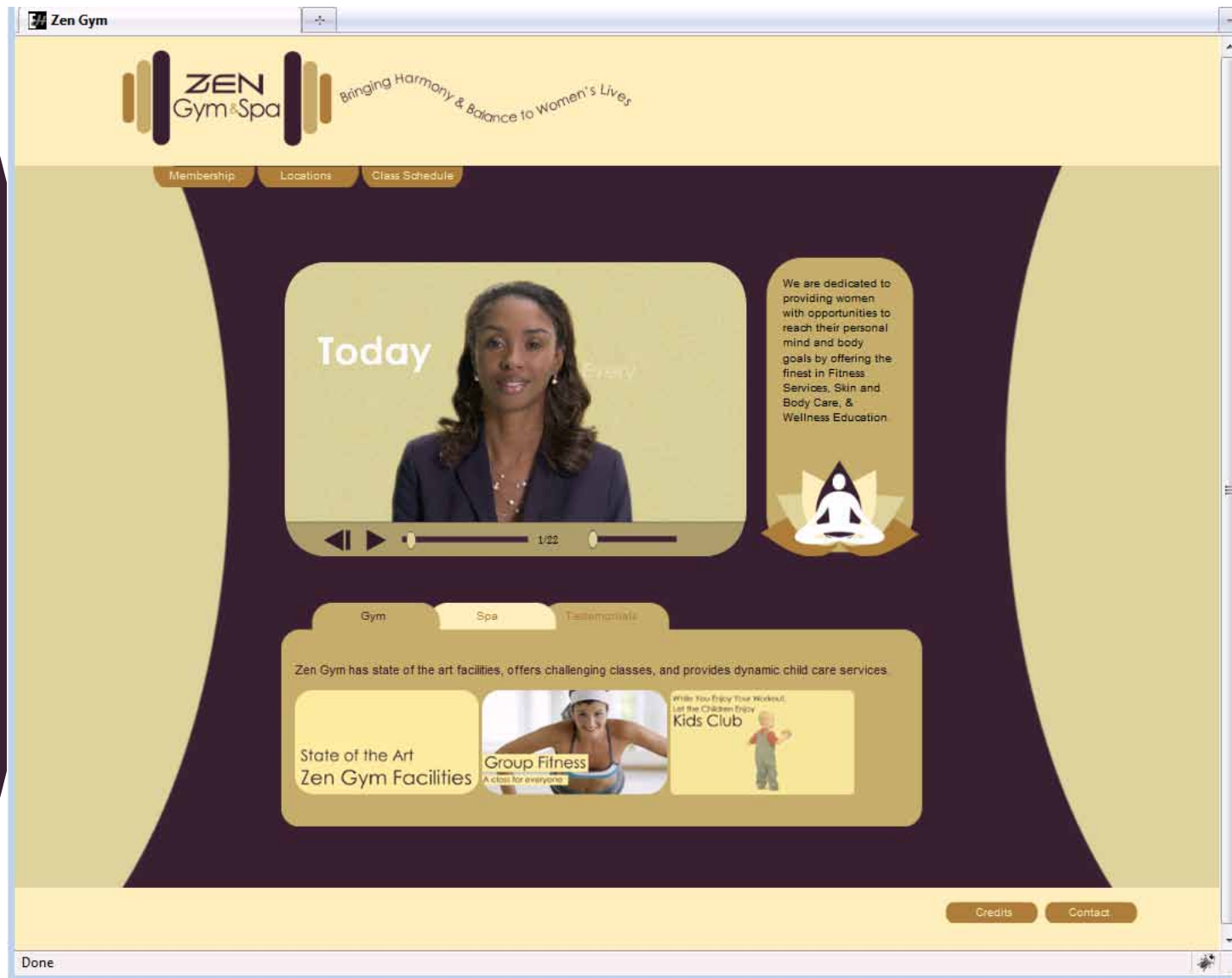
Testimonials

Movie Thumbnails

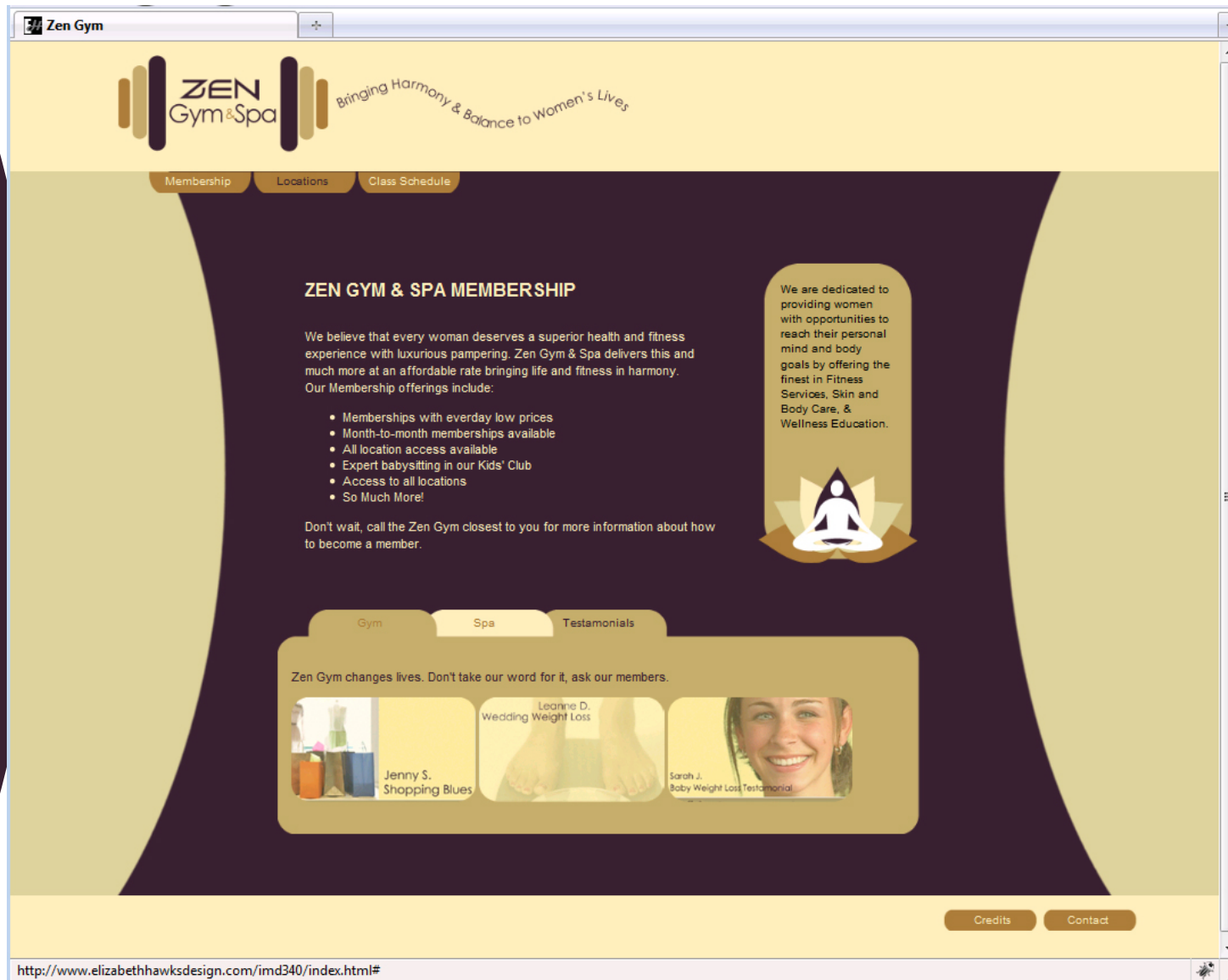
width = 100%

Contact | Credits

Comps



Comps



Comps



Styles

HTML Text Styles

Fonts: Arial, Helvetica, san-serif

Sizes: 14px, 15px, 16px, 18px, 20px

Colors: #392133, #ffecbe






Movie Text Styles

Fonts: Century Gothic

Sizes: 24pt, 36pt

Color: #ffecbe

Color Scheme

	#392133
	#ffecbe
	#d9d098
	#c4ab6d
	#ab7d3a

Credits

Movie Clips: Videotraxx and Getty Images

Images: Getty Images

Music: FreePlayMusic.com

Voice Recordings: Michael Mufarreh, AIW Student

Voices: Leanne Duca (wedding testimonial),
Elizabeth Hawks (introduction and baby testimonial)
Klara Schmitt (shopping testimonial)

Video Editing: Elizabeth Hawks