**Thank you for agreeing to take part in this study.**

**The study involves using WebAIR to develop the homepage of an accessible website for the fictional gym company, *Witness the Fitness*.**

**The following pages of this document include a basic website specification outlining what is required. You should have also been provided with a package of content, including text, images, video, branding etc.**

**The design is completely up to you and should be of a similar standard to the websites you typically develop. However, one of the key requirements in the specification is to make the website as accessible as possible, using WebAIR.**

**WebAIR can be found at the following URL:** [**https://www.cs.york.ac.uk/hci/webair\_live/**](https://www.cs.york.ac.uk/hci/webair_live/)

**As the purpose of this study is to evaluate the effectiveness of WebAIR, please do not use any other web accessibility information resources (e.g. WCAG 2.0).**

**Also, as the purpose of this study is to conduct a *manual* accessibility evaluation, please do not use any automatic accessibility tools (e.g. tenon.io, Total Validator, aChecker etc.) You may, however, use single-purpose utilities, such as colour contrast checkers.   
  
The study can be done in your own time, wherever you like, over the course of 2 weeks. Please make a note of how long it takes you.**

**Each page of WebAIR includes a link in the top-right hand corner to a short online survey, allowing you to record your immediate feedback. You can complete a feedback survey as many times as you wish.   
  
At the end of the two week study period, you will be asked to upload your completed website to Google Drive. You will then be asked to complete an online survey in which you will rate WebAIR on a number of attributes, reflect on whether or not it fits into your workflow, and leave any comments.**

# Website Specification

**Website name:** Witness the Fitness.

## Website purpose

Witness the Fitness have described the purpose of the new website:

*“We want people to easily find information about the Witness the Fitness chain of gyms and gain further information if required. The website will provide information about our nationwide facilities, our classes and activities, and our membership packages. Most importantly, the website must be as accessible as possible.”*

## List of pages

The new website should incorporate the following pages. However, only the homepage needs to be completed for this evaluation.

* **Home page**The homepage will give visitors an overview of our services.
* **Our Gyms** **[NON-FUNCTIONAL]**

This page will provide information about our nationwide facilities.

* **Our Classes** **[NON-FUNCTIONAL]**

This page will provide information about our classes and activities.

* **Health Spa** **[NON-FUNCTIONAL]**

This page will provide information of our luxurious health spas.

* **About Us** **[NON-FUNCTIONAL]**

This page will provide information about the Witness the Fitness chain.

* **Contact Us** **[NON-FUNCTIONAL]**

This page will provide information about how to get in touch with us.

## Style and layout

The website style should incorporate our logotype and corporate colours (below).

LOGOTYPE = 

Red: #DD005E

Green: #93D700

Blue: #0091C4

Dark grey: #333333

## Accessibility

The new website must be **as accessible as possible**.

You should **refer to WebAIR** when developing the website. WebAIR can be found at the following URL: [**https://www.cs.york.ac.uk/hci/webair\_live/**](https://www.cs.york.ac.uk/hci/webair_live/)

## Content and features

The homepage should include the following content and features. A package of visual materials has been provided.

### Strapline

The website must emphasise:

*Witness the Fitness is the UK’s leading health and fitness operator.*

### Welcome text

The following welcome text should be displayed prominently on the homepage. Key words/phrases should link to relevant parts of the website:

*Witness the Fitness is the UK's leading health and fitness operator with over 100 fitness centres across the UK. Get into shape with our cutting-edge gym equipment, swim in our Olympic-standard pools, join in with hundreds of classes and activities, or simply relax in our health spa. The choice is yours. Whether you've got clear goals or need somewhere to start, we've got the experience to help you get to where you want to be. As the French say: "Vaut mieux prévenir que guérir", so get into shape today! Let us know what you're looking for, and we'll create the best possible programme.*

### Our key highlights

If possible, the following information should be presented dynamically (e.g. in a carousel, or in an accordion) and accompanied by relevant images. You may choose the images from the package of visual materials provided.

***A Complete Workout***

*Our gym has separate cardiovascular and resistance equipment to give you an all-round workout experience. [LINK TO MORE DETAILS]*

***Support Team***

*Friendly and qualified fitness instructors are always around to help you with your routines and offer advice on working towards your goals. [LINK TO MORE DETAILS]*

***Join Today!***

*Become a member of Witness the Fitness from only £24.99 a month. Pay in full for 12 months and save even more. Join online today! [LINK TO MORE DETAILS]*

### Blurb about activities

The following information should be accompanied by relevant images. You may choose the images from the package of visual materials provided.

***Relax and unwind with our yoga classes***

*Yoga stimulates, relaxes and revitalises the mind and body. We offer many different yoga classes with Astanga, Vinyasa and Lyengar yoga for those looking for a more dynamic workout or gentler Hatha and Anusara yoga with more stretches and meditation.*

***Exercise ball classes to strengthen your core***

*Our exercise ball classes will really get your core engaged, setting you well on your way to a trim and toned body! This unique activity will focus on exercises on the large exercise ball, and because it is unstable you will use your core muscles to stabilise it giving you a great toning workout.*

***Step into shape and Witness the Fitness***

*Step aerobics uses an elevated platform (the step), ranging in height from four to ten inches. This exercise relies on the same principles as traditional aerobics, but adds an additional level of intensity in that extra energy is expended when stepping on and off the platform.*

### List of facilities in our gyms

This should allow our users to gain a quick overview of the facilities we provide (and each item should link to further information):

* *Gym*
* *Exercise Studio*
* *Health Spa*
* *50m Indoor Pool*
* *25m Outdoor Pool*
* *WTF Café*

**Video of gym facilities**

The webpage should include the .MP4 video entitled *“York Sports Village – Inspiring Activity”* that is provided in the package of visual materials.

### Table of membership packages

The following information should be presented about our annual membership packages, preferably in a colour-coded table:

***SIGN UP BEFORE 31ST AUGUST 2015:***

*GOLD Package (includes all classes, health spa, gym and pool) = £299.99*

*SILVER Package (includes gym and pool only) = £199.99*

*BRONZE Package (includes gym only) = £99.99*

***SIGN UP AFTER 31st AUGUST 2015:***

*GOLD Package (includes all classes, health spa, gym and pool) = £399.99*

*SILVER Package (includes gym and pool only) = £299.99*

*BRONZE Package (includes gym only) = £199.99*

### Form to request further information

This form should: allow users to submit their details; validate required fields; but it does not need to record the users’ data in any way (e.g. using a database). Information we would like to receive from the form includes:

* Name **[REQUIRED FIELD]**
* Email address **[REQUIRED FIELD]**
* Telephone number
* Nearest gym (our gyms are in all major UK cities)
* Information about: Gyms / Classes / Health Spa
* Consent to receive marketing materials **[REQUIRED FIELD]**

### Other information

The page should include a map of our location (included) and our contact details:  
Witness the Fitness, Heslington East, York, YO10 5GH TEL: (01904) 325604

**Other features required**

* Search facility **[NON-FUNCTIONAL]**
* Links to social media
  + Facebook [link to Facebook homepage in new window/tab]
  + Twitter [link to Twitter homepage in new window/tab]