



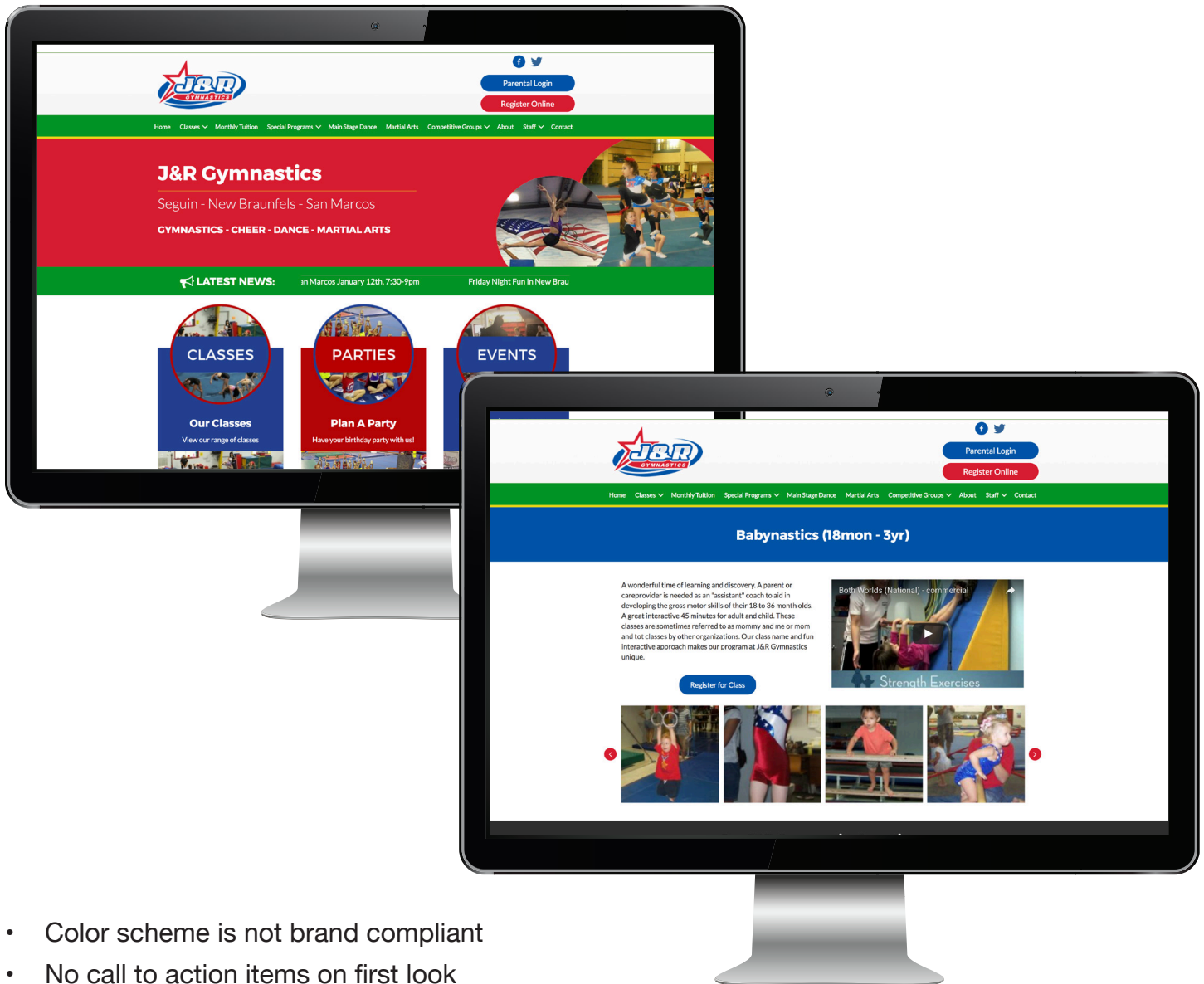
[CLIENT]

J&R Gymnastics

[JOB DESCRIPTION]

Redesign current website to match new branding and create a new flow for users to easily navigate and find the appropriate information to register their children in classes.

[CURRENT ISSUES]



- Color scheme is not brand compliant
- No call to action items on first look
- Navigation is not user friendly
- Multiple click throughs to access desired information
- Unable to update main banner with new images
- No longer offers Martial Arts
- Wants to combine Main Stage Dance website under the J&R umbrella instead of separate website
- Does not push class registration and information
- Current site is not Search Engine Optimized
- Hard for client to update information to be current
- Clients wants less clicks for parents to register or sign up for class times at each location
- Needs each location contact page to be separate

[PROPOSED NAVIGATION]

HOME

ABOUT

- About J&R
- Our Staff
- Join the Team

GYMNASTICS

- Classes
- Competitive Team
- Tuition Rates

CHEER

- Classes
- Competitive Cheer
- Tuition Rates

DANCE

- General Info
- Programs
- Showcase & Recital
- Staff
- Tuition Rates

LOCATIONS

- New Braunfels
- San Marcos
- Seguin

EVENTS

SPECIAL PROGRAMS

- Field Trips
- Friday Night Fun/
Parents Night Out
- Playnastics
- Open Gym

CONTACT US

- New Braunfels
- San Marcos
- Seguin

[PAGE OUTLINES]

HEADER ON ALL PAGES

- Main Logo (J&R Gymnastics | Cheer | Dance logo)
- Main Navigation

FOOTER ON ALL PAGES

- Main Logo (J&R Gymnastics | Cheer | Martial Arts |Dance logo)
- Social Icons
- APP Download Links
- USA Gymnastics Member Icon
- Class Registration and Member Login links

HOME

The home page will be more graphically robust to capture the attention of potential customers on first look. The new look will match all the printed materials.

- Full-screen picture slideshow with two to three call to action slides
- Three to four quick click boxes highlighting main service areas (ex. Gymnastics, Cheer, Dance)
- Short About Us blurb with video
- Small section break with a call to action for planning a party
- Highlight main staff; Coaches for each sport. Button to view all staff members.
- Locations map with addresses below

ABOUT

About J&R

General informational page about J&R and the Sportsplex.

Our Staff

Picture and Bio snippet of each staff member with a button option to read more.

Join Our Team

Description on why a potential employee should join the J&R team with a link to download a PDF application.

GYMNASTICS

Gymnastics Classes

Informational page about all the gymnastics classes offered for all locations. Each class will have links to register at any of the three locations. Upon click a third party site (iClass) will pop up in a new window with the appropriate search perimeters already selected.

Competitive Team

General information of competition class and booster club link.

Tuition Rate

General info page listing out pricing for each class type and membership rates.

CHEER

Cheer Classes

Informational page about all the cheer classes offered for all locations. Each class will have links to register at any of the three locations. Upon click a third party site (iClass) will pop up in a new window with the appropriate search perimeters already selected.

Competitive Team

General information of competition cheer.

Tuition Rate

General info page listing out pricing for each class type and membership rates.

DANCE

General Info

Consolidating Main Stage Dance into main site. This will be similar to the home page but with a separate look and feel from J&R Gymnastics. General info about dance and call to action to register.

Programs

Information on each type of class: Hip Hop Jazz, Tap/Jazz/Ballet Combo, Pre-Dance, and Dance Team Prep with link to register at the New Braunfels location.

Showcase and Recital

Showcase general info and upcoming dates for Recitals. Gallery of past events.

Tuition Rates

General info page listing out pricing for each class type and membership rates.

Staff

Picture and Bio of each staff member.

LOCATIONS

Each location page will have a breakdown of each class type offered there along with a description and picture of the gym.

EVENTS

Calendar display of current events.

SPECIAL PROGRAMS

Each page will have general information about the program.

CONTACT US

Each location page will include a map, address and contact form.

MEMBER LOGIN

Page with a member login button for each location and login instructions.

REGISTER ONLINE

Page with a register button for each location and registration instructions.

[WIRE FRAMES]

Bid included home page and one general interior page wire frame.

[HOME]

[Logo](#)[Home](#)[About Us](#)[Gymnastics](#)[Cheer](#)[Dance](#)[Locations](#)[Events](#)[Special Programs](#)[Contact Us](#)

Logo over image of child doing gymnastics

Call to action sentence goes here.

[REGISTER ONLINE](#)[LIVE CLASS SCHEDULE](#)

CLASS NAME

Small description of class.

[LEARN MORE](#)

CLASS NAME

Small description of class.

[LEARN MORE](#)

CLASS NAME

Small description of class.

[LEARN MORE](#)

CLASS NAME

Small description of class.

[LEARN MORE](#)

ABOUT US

J&R Gymnastics has been providing first rate staff, equipment, and gymnastics facilities since 1990.

Our goal is to encourage and reinforce a love of learning, and as participants meet the challenges of the various programs offered at the gym, a sense of accomplishment, self-worth and enjoyment are all experienced.

We offer cheerleading (competitive and all-star), competitive gymnastics teams, tumbling, martial arts, and pre-school play to New Braunfels, Northside-San Antonio, Garden Ridge, Selma, Schertz-San Marcos, Kyle, Wimberley, Lockhart, Luling, Seguin, and the surrounding areas.

Photo or video

PLAN A PARTY!

Call to action sentence.

[BOOK NOW](#)

MEET OUR COACHES

Small paragraph about coaching staff.

Name
Title

Name
Title

Name
Title

Name
Title

[VIEW ALL STAFF](#)

[JOIN THE TEAM](#)

Locations Map

OUR LOCATIONS

SEGUIN

1307 W Court
Seguin, TX 78155
(830) 303-2581

[CONTACT US](#)

NEW BRAUNFELS

1437 S Walnut Ave
New Braunfels, TX 78130
(830) 606-0375

[CONTACT US](#)

SAN MARCOS

211 S Stagecoach Trail
San Marcos, TX 78666
(512) 392-9882

[CONTACT US](#)

Logo

[Social Links](#)

USA Gymnastics
Logo

DOWNLOAD OUR APP

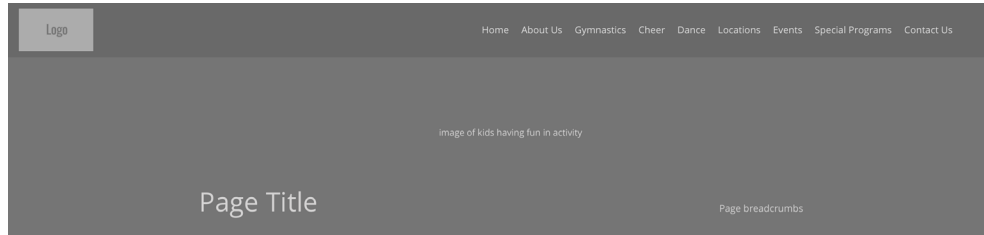
Get it on the App Store

GET IT ON

[MEMBER LOGIN](#)

[REGISTER ONLINE](#)

[GENERAL INTERIOR]



HEADLINE

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Photo or video

PAGE BREAK CALL OUT

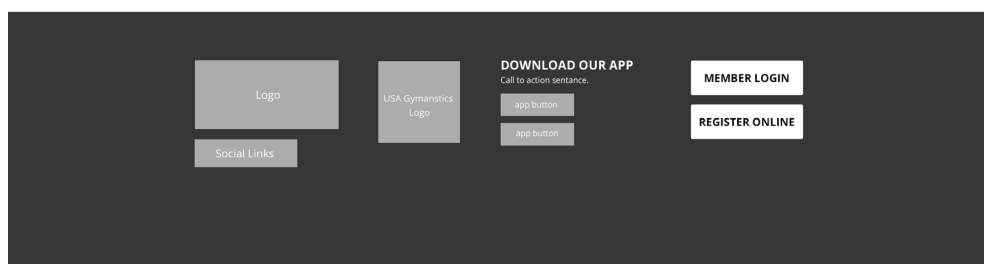
Call to action sentence.

BOOK NOW

HEADLINE

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[BRAND SAMPLES]

Website color scheme to match printed materials. Clients request to use body copy font only.

SPECIAL PROGRAMS
Open Gym: Available to enrolled students age 6 and up. Interested students may come in for a coach-supervised, self-directed workout.
 Members \$8
 Non-Members \$14
 No advanced reservations required.
 Duration is an hour and a half. Schedule dates vary.
 Check www.JandRGymnastics.com for more details.
Birthday Parties: Parties at J&R are special events that the party child and guests will remember for a lifetime. Come by or book your event online.
Playmatics: Toddlers through age 5 (pre K) may bring their parents to come and play together in the gym Monday 11:30 a.m. to 1:00 p.m. and Friday 10:00 to 11:30 a.m.
 Members \$6
 Non-Members \$9
 Multi-Child discounts available.
Friday Night Fun: The second Friday of each month the gym becomes a party zone. Students and their friends ages 5 to 11 come and party at the gym from 7:30 to 11:00 p.m.
 Members \$16
 Non-Members \$20
 Call to reserve space.
Specialty Clinics: Periodically, the gym hosts clinics focusing on a specific skill such as a back handspring or a back tuck. Notes are sent home so interested students may sign up to attend.
PRO SHOP
 Leotards, T-shirts, grips, and cheerleading items can all be purchased on the premises.
 Our selection is updated frequently to ensure our students are the best dressed in town.




Class Options:

Membership:

Tuition:

MY SKILL CHART.COM
 J&R uses My Skill Chart to track each student's progress. You as a parent are able to view your child's progress through a private online portal, live in real time.
 A link will be emailed to you from the company once your child's data has been entered by the coach. Skill charts are updated regularly by the coaches.

1437 S. Walnut Ave.
 New Braunfels, TX 78130
 (830) 606-0375
www.JandRGymnastics.com






THANK YOU FOR VISITING!

J&R birthday parties are a blast! We hope you had a great time and consider us when making your future party plans!

**Trampoline, Pit
 Parachute Games, Jump Castle and More!**



JandRGymnastics.com | (830) 606-0375



THANK YOU FOR VISITING!


Have you used your **FREE CLASS COUPON?**

Check out all of our programs from 12 months to adults!

- Gymnastics
- Cheerleading
- Ninja Kids
- Tumbling
- Martial Arts
- And More!



JandRGymnastics.com | (830) 606-0375

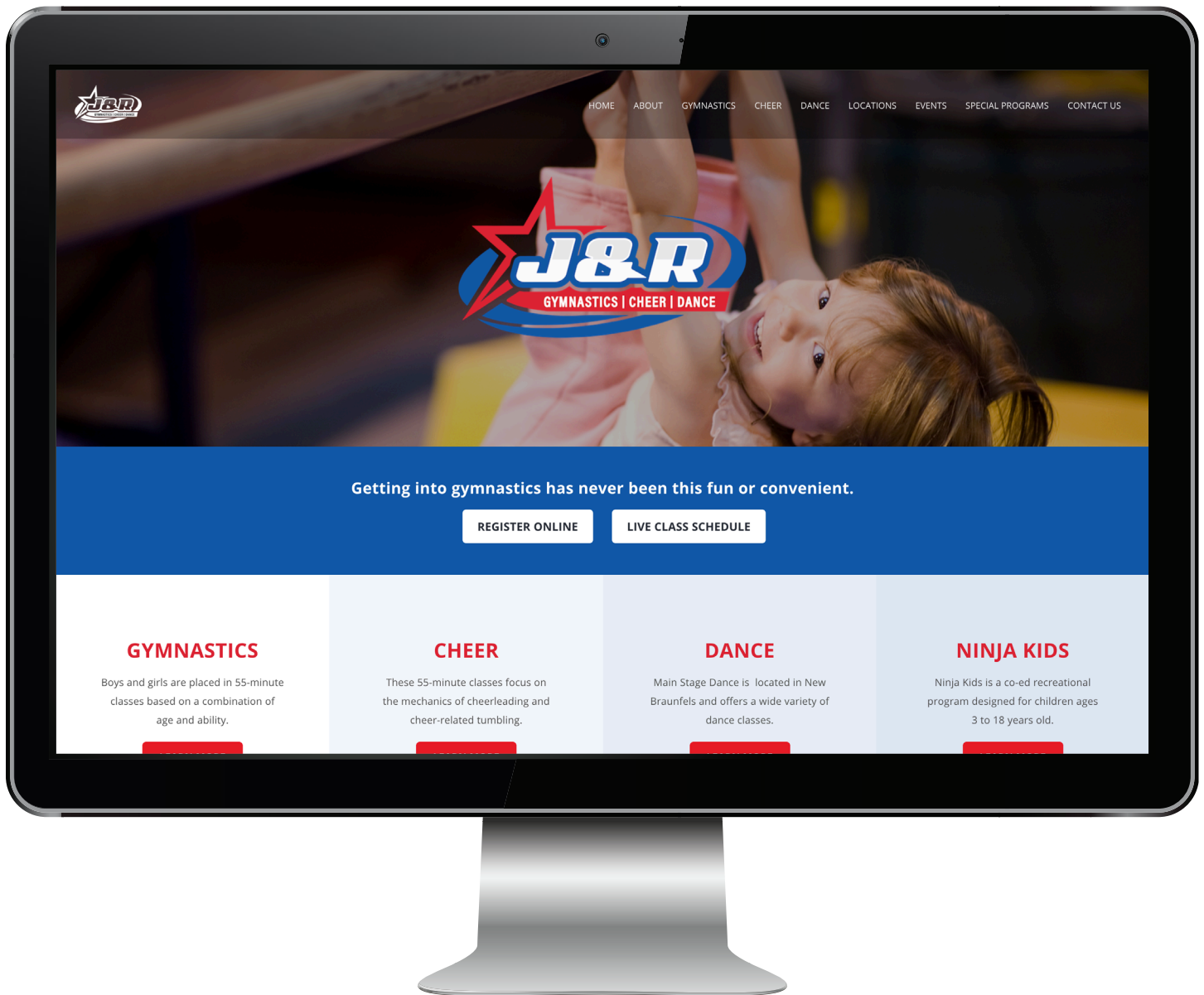


**SPORTSPLEX FAMILY HANDBOOK
 2017-2018**



1437 S. Walnut Avenue • New Braunfels, Texas 78130
 (830) 606-0375 | www.JandRGymnastics.com

[APPLICATION]



HOME



[HOME](#) [ABOUT](#) [GYMNASTICS](#) [CHEER](#) [DANCE](#) [LOCATIONS](#) [EVENTS](#) [SPECIAL PROGRAMS](#) [CONTACT US](#)

ABOUT J&R

[Home](#) / [About J&R](#)

J&R GYMNASTICS

James and Robin Jeffers founded J&R Gymnastics in 1990 and they continue to enjoy coaching and managing gym operations. At the heart of all programming is a desire to provide superior instruction that is fun and challenging to all students at all levels of experience. The staff train monthly to better provide great customer service and to learn new and varied coaching techniques. Participating at J&R will ensure you are being trained by the best in the gymnastics and cheerleading industry.



OUR MISSION STATEMENT

The staff has put their goals into words and developed the following Mission Statement. This applies to everything we do here, not just certain classes or programs. We ask that you review this mission and let us know how we are doing.

- Provide a fun learning environment
- Provide opportunity for mental and physical growth
- Empower participants to feel positive about themselves
- Encourage a love of learning new things

ABOUT US



GYMNASTICS CLASSES

[Home](#) / [Gymnastics Classes](#)

BABYNASTICS - 18 MONTHS TO 3 YEARS OLD

BABYNASTICS

18 MONTHS TO 3 YEARS OLD

A wonderful time of learning and discovery. A parent or care provider is needed as an "assistant" coach to aid in developing the gross motor skills of their 18 to 36 month olds. A great interactive 45 minutes for adult and child. These classes are sometimes referred to as mommy and me or mom and tot classes by other organizations. Our class name and fun interactive approach makes our program at J&R Gymnastics unique.



REGISTER AT ONE OF THE FOLLOWING LOCATIONS:

[NEW BRAUNFELS](#)

[SAN MARCOS](#)

[SEGUIN](#)

[PRESCHOOL GYMNASTICS - 3 TO 5 YEARS OLD](#)



[LITTLE RINGS BOYS - 5 TO 7 YEARS OLD](#)



GYMNASTICS CLASSES



MAIN STAGE DANCE PROGRAMS SHOWCASE & RECITAL TUITION OUR STAFF J&R GYMNASTICS

Main Stage Dance

WELCOME TO MAIN STAGE DANCE!

[Class Registration](#)

Main Stage Dance is a dance studio located in New Braunfels, Texas that offers a wide variety of dance education serving ages 3 and up. Main Stage Dance also serves the greater communities of Schertz, Cibolo, and Garden Ridge. Main Stage Dance offers dance instruction in ballet, tap, hip hop, jazz, and pre-dance classes and more that build on the foundations of technique and style. The philosophy of the Main Stage Dance Studio is to equip our students with the best resources and assistance to help them succeed in the world of dance. We provide quality training and a fun learning environment for our students to grow in. Our staff is equipped with collegiate training in Dance to give the best quality instruction. Main Stage Dance also produces a Spring Recital showcasing the growing talents of our students in an enjoyable performance. Please look around our website and feel free to contact us with

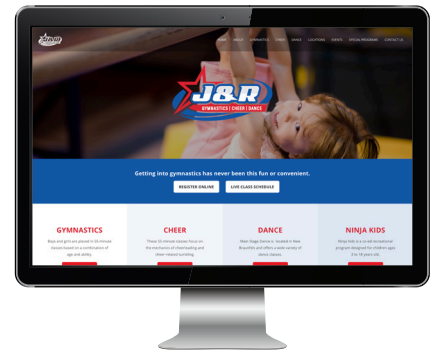
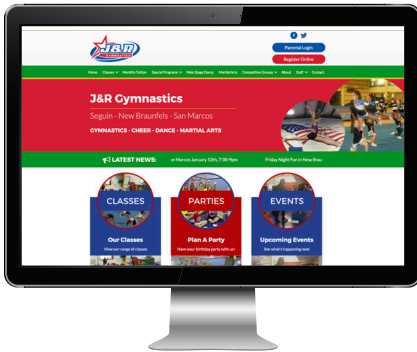


MAIN STAGE DANCE

[RESOLVED ISSUES]

Color scheme is not brand compliant.

Website now matches all printed materials and email communications.

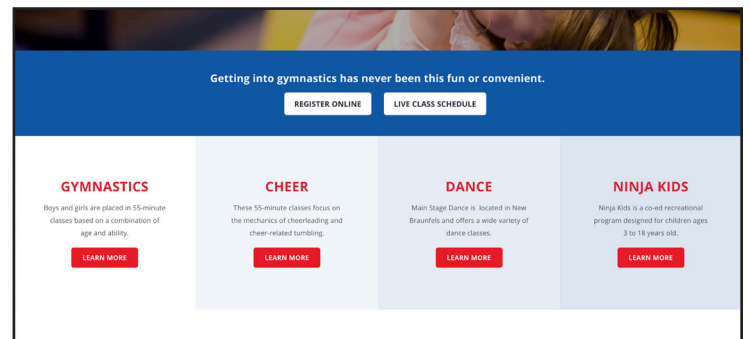


No call to action items on first look.

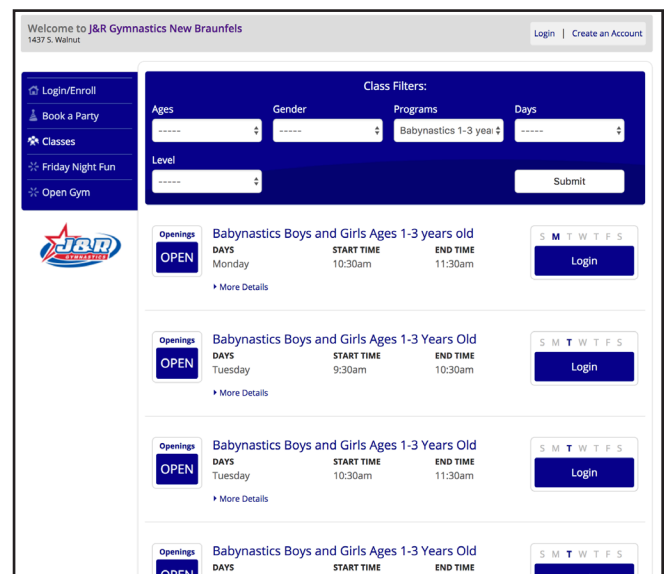
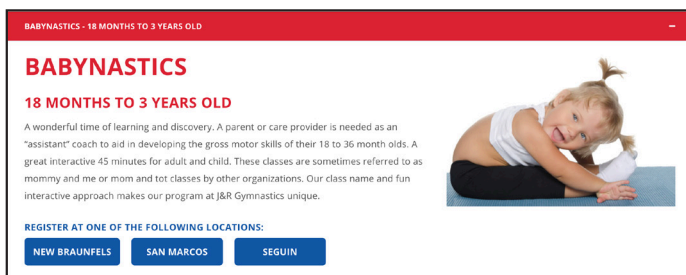
Does not push class registration and information.

Clients wants less clicks for parents to register or sign up for class times at each location.

Tag line and buttons to register for classes online and view live class schedules are now viewable upon first entering the site. Information on the most popular classes are one click away for prospective clients.



Registration links can be found throughout most of the pages. Under specific classes the registration buttons link to the exact search parameters on the iClass program.



New navigation is user friendly for parents who are looking to enroll their child or children in classes. Less clicks are needed to find information for each class type.

Hard for client to update information to be current.

The screenshot displays the Joomla! 4.2.0 administrator interface. The top navigation bar includes 'All Components', 'New User', and 'Help'. The left sidebar contains a 'Content Manager' section with a 'Home' tab selected. The main content area shows a 'Variation Page Builder' interface. The page is divided into a left sidebar with navigation options (Dashboard, Home, Content, etc.), a main content area with a 'Variation Page Builder' header, and a right sidebar with 'Publish' and 'Page Attributes' sections. The main content area shows a grid of four content items: 'Gymnastics', 'Cheer', 'Dance', and 'Ninja Kids', each with a 'Text' field and a 'Button' field. The 'Gymnastics' item is selected, and its details are visible in the right sidebar.

Revised navigation reflects the removal of martial arts as a service.

The image shows a computer monitor displaying the Main Stage Dance website. The website has a white background with a blue and red color scheme. At the top, there is a header with the text "Main Stage Dance" in a stylized font. Below the header, there is a navigation bar with links for "Home", "About Us", "Classes", "Recitals", "Contact Us", and "FAQ". The main content area is divided into two columns. The left column contains contact information for Main Stage Dance, including the address "10000 Main Street, Suite 100, San Diego, CA 92123", phone number "619-594-1234", and email "info@mainstagedance.com". The right column features a large image of two dancers in red outfits performing a dance move. Below this image, there is a section titled "Recital Day for June 2nd at the Pavilion" with the date "Saturday, June 2nd, 2013" and the time "10:00 AM - 12:00 PM". The footer of the website contains a smaller image of a dance performance and the text "Main Stage Dance is a proud member of the National Dance Association." The monitor is a silver-colored CRT model, and the background behind it is a gradient of blue and purple.



Site is now optimized with copy to help appear in search results.

Conclusion:

[HAPPY CLIENT]

Website scheduled to launch February 1st.