

Outline/Proposal

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Class: Dreamweaver II (Monday)

Project Title: Club O Photo Gallery/ Virtual Tour

Project Summary:

The Club O Photo Gallery will provide visitors a unique visual experience (virtual tour) of a corporate fitness center. The virtual tour will include specific areas of the fitness center including a) Sand Volleyball Court; b) Weight Floor (upstairs and downstairs); c) Aerobics Studio; d) Indoor Basketball Court; e) Lounge; f) 4-Lane Lap Pool; and g) Meeting Room

- 1. Project Overview:** The Club O fitness center is a 55,000 square foot corporate fitness center located in Redwood Shores, Ca. Currently fitness center is only utilized by 20% of the 7,000+ employee population. The hope is that by enhancing the fitness centers webpage with a visual tour, more employees will see the benefits of the center and are more likely to utilize it.
- 2. Primary Goal:** Increase employee usage by showing the available equipment and amenities at the fitness center
- 3. Secondary Goal:** Enhance the overall professionalism of the fitness center by producing a virtual tour

Target Audience:

The target audience is the remaining 80% employee population that does not currently use the fitness center in one capacity or another. We feel the center has enough to offer just about every employee, regardless of the fact that not all employees "work out" on a regular basis. In addition to the traditional fitness equipment and fitness related activities one would expect to find at a fitness center, Club O also offers a variety of competition (and non-competition) games such as team basketball, team volleyball, chess and foosball tournaments, and weekly lunch-n-learn sessions. The fitness center also offers local affinity and hobby groups a place to hold meetings, watch athletic championship games (such as cricket, world series baseball, final four basketball, etc).

Targeted Message:

Club O Virtual Tour

Asset List:

1. Menus/Navigation
2. Copy Content (Text)
3. Graphics/Images