



CorePower Yoga

From Ancient Rituals to Modern Workouts

by Gina Marie Triplett

Summary

CorePower Yoga is a modern yoga studio chain that blends ancient yoga traditions with contemporary fitness techniques. Offering hot yoga, sculpt classes, and teacher training programs, CorePower Yoga is committed to helping individuals improve their strength, flexibility, and mindfulness.

Objectives

“User-Friendly”: Create an accessible and visually appealing redesign to highlight CorePower Yoga’s offerings.

- Promotes Membership Options
- Highlights Class Variety
- Encourages Wellness Lifestyle
- Simplifies Navigation
- Boosts Engagement



Target Audience

The Target audience for CorePower Yoga includes individuals of various backgrounds who are looking to improve their physical and mental well-being through yoga. The following groups are central to the design:

Assets

Imagery

Photos / Logos / icons / Illustrations

Texts

About / Location and hours / Class information / Trials / Community

Additional Data

Contact / Students / Career

Competitors

YogaWorks

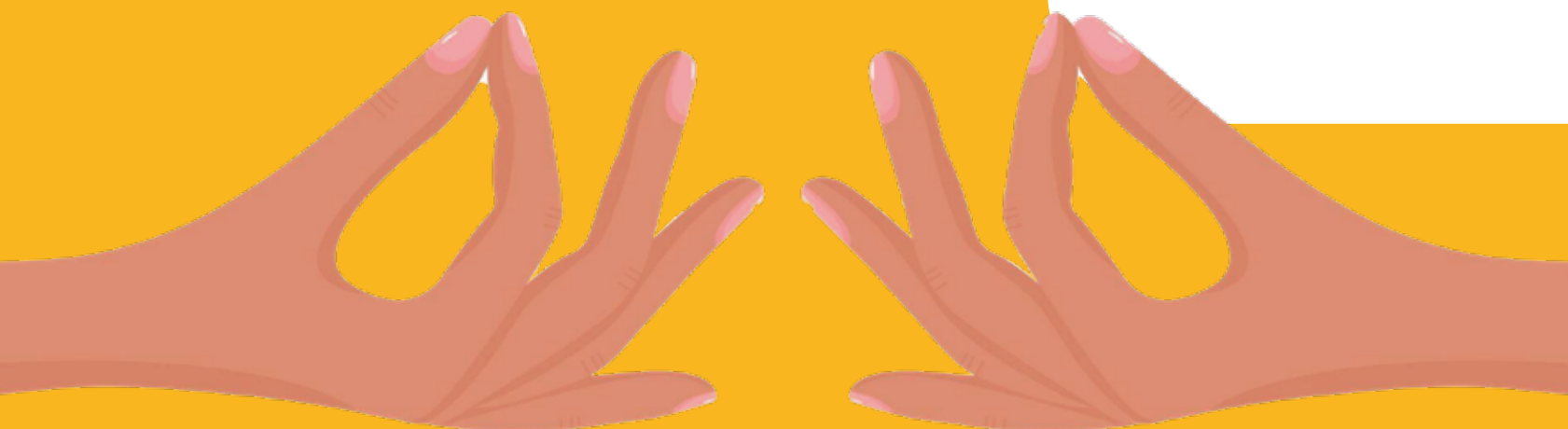
Offers a wide range of yoga styles, teacher training programs, and online classes.

Pure Yoga

A premium yoga studio with diverse class offerings and a focus on holistic wellness.

Equinox

High-end fitness clubs that offer yoga classes alongside other group fitness options.



Savannah Rose



Age: 34
Gender: Female
Location: Honolulu, HI
Hobbies: Yoga, hiking
Occupation: Data Analyst
Computer Skill: 4/5
Marital Status: Single

"Yoga helps me reset after a busy day. I love starting my mornings with a good stretch or unwinding in the evenings."

Savannah is a busy professional who uses yoga to de-stress after long workdays. She enjoys outdoor activities like hiking on weekends. She's interested in finding a yoga studio with early morning or late evening classes to fit her schedule.

Ruthie Zhang



Age: 17
Gender: Female
Location: Honolulu, HI
Hobbies: Yoga, drawing
Occupation: student
Computer Skill: 3/5
Marital Status: Single

"I'm new to yoga, but it's already my favorite way to relax and recharge after a long day of studying."

Ruthie is a creative and curious high school graduate preparing for college. She recently discovered yoga and loves how it helps her focus and relax. She's looking for beginner-friendly classes that are affordable and accessible by public transport.

Leila Costa



Age: 55
Gender: Female
Location: Honolulu, HI
Hobbies: walking, swimming
Occupation: Retired
Computer Skill: 2.5/5
Marital Status: Married

"I want to stay active and flexible as I get older. Yoga seems like the perfect way to keep my body and mind healthy."

Leila enjoys an active lifestyle and wants to try yoga to maintain her flexibility and balance as she ages. She prefers studios with daytime classes and a welcoming community atmosphere.