

# **Autumn Lynn Swim School**

Presented by: Group 9  
Prepared by: Lisa Reisman  
Presented to: Autumn Lynn  
Monday, February 1, 2010

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## **Proprietary Statement**

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## Executive Summary

Welcome to Group 9 Designs. We focus on the new, the exciting and the different. We like to put our best foot forward for every client, dressing to the nines at all times. Our skills cross many platforms, not just the two operating systems. Our designers crossover to information architecture and content. Our content managers indulge in layout and design. We are a full service firm.

Lisa Reisman is our Project Manager. With a long history in graphic design and marketing, she is well focused on the needs of all clients in all areas of their needs including marketing, promotion and productivity. Her focus is to keep the team on track and communicate with our clients.

Selam Mekonen has been studying web design for the past two years and is currently working on two websites, one for a wedding planner and the other for an upcoming movie theater. She is also the illustrator for a children's book that is due for release by July 4, 2010. Selam and her business partner create jewelry and sell them during Ethiopian soccer games. She is looking to move from web design into animation and we look forward to her success.

Jordan Ireland has been a graphic designer for 3 years. He has worked on company logos, web sites and corporate identities. At the Art Institute, he has expanded into web development. He is strong in this area and will focus on this aspect for our company.

Our mission on this project is to bring a neighborhood feeling to the web site. We need to keep *Autumn Lynn Swim School* a big part of the neighborhood, by making the site warm, friendly and fun. We feel we can bring a community feel to the web site using color, content organization and user features, we feel we can make the user feel like a member of the swim school before they even join. This will make them more confident in their decision to join.

## Introduction

Welcome to the Group 9 solution. Let us first identify where we see this web site in a grand scheme of things. We see the challenge of this web site to be one of information and communication. As it was relayed to us, the swim school is only known by word of mouth and there is no direct way for potential students to find the school. This problem is solved in a number of ways, the first being a web site. A web brings a home base feel to the business giving people access to its information at any time.

Group 9 will be able to help you achieve these goals first, just by having the web site up. will solve the finding you problem but the key is to keep them on the site and getting them to sign up. Currently, Lisa Reisman is working on this very issue with a site for an eco-resort in Turk & Caicos Islands. Although their ultimate goals are different, the one goal in common is getting people to sign up online.

Secondly, carefully building the search engine optimization will be critical. Word of mouth is fantastic but word of mouth on the internet happens through search engines like Google and Yahoo. We will take extra care in making sure the proper criteria is set for the site to be found by search engines and placed up on top.

Third, effectively organizing the information available on the site will help make the user feel comfortable. We want the user to want to stay on this site because the know everything they need is, literally, at their fingertips. Someone who is comfortable using your site, will also be comfortable doing business with you.

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## The Deep End

Let's get into the nitty gritty of it. How will Group 9 get all of this done for you. We have already discussed our idea for this site, but lets get a little deeper into the meat of the discussion which is how will we do this.

Let's start with the *Project Lifecycle*. The lifecycle of this project fall down step-by-step in a waterfall. We will start at the top with our concept, narrow that to work the client or business requirements, sharpen from there into a strict information architecture or content and usability plan, create a visual design from this architecture which moves right onto building the site and a prototype ending in testing and implementation. Along the way, we will do require the client to sign-off on further steps. This is to ensure that our client is getting what he or she wants. We not only want to make a beautifully clean and well-planned site, but we want to make sure this site falls into the vision our client has.

Next, we fall into *Business Requirements*. In this area we focus on what the competition is doing. We look at their sites, their business strategies and their downfalls, to best asses a strong position for our client among them. From this knowledge, we can develop requirements for our client's business along with the client's current needs, to make the site a success. This will lay our ground-work for developing a plan for how the user will move around the site, or the Information Architecture.

The *Information Architecture*, or IA, is created during the design of a Web site to illustrates how the content will be organized. It also details how users will accomplish tasks within the web site. It is in this phase that we will focus our energy on making this site a part of the neighborhood. We will also discuss how the business requirements will be met how the user needs will be met, but most of all, we will detail the layout of the content for the site. it is here that we will focus on the comfort level of the user to ensure that they feel welcome and with a friend when using *Autumn Lynn's Swim School* web site.

During the IA development, we will provide visual comps and wireframes of what we suggest the layout of the web pages should look like, and where the user will be able to go and what information they will see. From this we will finalize the *Design & Technology* requirements for the site. It is at this phase that the client will be able to see the full layout of the page. Our goal is to make sure this site is at 100% for all levels of computer users. By this we mean that there will be no flash required and no visuals that rely on fancy things, like javascript. Using a technology like javascript will be kept to minimal to ensure that the user will be able to see everything on the site whether they have javascript turned on or not. We will provide a prototype of the site for the client so that the company can play around with the site and provide feedback.

At this stage we will also begin Testing. Not only do we want feedback from the company staff, but also the general public. These are our users. It is these needs we want to satisfy. We will set up users and monitor their usage patterns so we know where they go from one page to the next.

It is here that we will be ready for a final launch. Once all of this done, all requirements have been met and all needs are fulfilled, we will have a solids product to launch.

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## Project Schedule

This is the projected schedule for project completion.

### Group 9 deliverable items to Autumn Lynn

*Project Proposal & Plan*

scheduled for February 1, 2010

*Information Architecture Plan*

scheduled for February 8, 2010

*Visual Design Notes & Comps*

scheduled for February 15, 2010

*Final Design Comps & Style Guide*

scheduled for February 22, 2010

*Progress Report on Production Specifications & Prototype*  
scheduled for March 1, 2010

*Production Specs & Prototype*  
scheduled for March 8, 2010

*Usability Testing Report*  
scheduled for March 15, 2010

*Client Hand-off & CD*  
scheduled for March 22, 2010

### **Autumn Lynn delivers to Group 9**

All we will need from you, Autumn, is the content you would like to be on the site. We will provide you with the site organization as a basis for you to compile this material for us. We will require this information from you before *February 15*.

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### **Cost Breakdowns**

We will break this down into hours by department.

Information Architecture & Research ..... 40 hrs.

Design ..... 30 hrs.

Usability ..... 20 hrs.

Technology ..... 45 hrs.

***Grand Total*** ..... \$3750.00

We are a self-sufficient firm. Our coders and designers have resources at their fingertips in books and the internet to help them achieve their development goals

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## **Conclusion**

In closing, I would like to welcome the *Autumn Lynn Swim School* to the Group 9 family. We are determined to build a usable site, a welcoming site and an informative site. Creating a comfortable environment puts the user at ease and makes them feel welcome, as if open arms to a new family. Through site organization, design and ease of use, we can achieve this goal. Our project plan is solid and in stone. With this strong plan, a strong workforce in our team and strength in our experience, we will be able to achieve our goal of making the Autumn Lynn Swim School a warm and friendly part of the neighborhood.

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# **Information Architecture Report**

**Presented by:**



**Monday, February 8, 2010**

**Prepared by: Lisa Reisman**

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## **Introduction**

Welcome to Information Architecture. This is where a blueprint is made for organizing your site's content. We have looked at the competition in the competitive analysis, made a list of requirements for the business needs and invented personas to help define our users. From these a site map was built along with wire frames of the page layouts. We use this information to help build a more efficient site making sure what the business wants is there and easy to access for the user.

# **COMPETITIVE ANALYSIS**

**Lisa Reisman**

## **Overview**

Our competitive analysis focuses on three sites, The Atlanta Swim Academy, Swimmer Man and Swim Woodstock.

Starting with the Atlanta Swim Academy, this site represents a large swim school and the site does come across as a large impersonal company site. There is no real warmth to their look and the organization was cluttered and very verbose. They may offer more services but there is no sense of neighborhood nor family.

With the Swimmer Man site, it has a more youthful approach with the Swimmer Man character but the site is so poorly constructed, the entire impression is very amateurish. For me, this spreads to their school as well. If a school is unable to produce a well-built site, I doubt their ability to teach.

Finally the Swim Woodstock site. They had a great feeling of warmth and neighborhood. Their site header is well executed with the exception of it being built with Flash meaning a film has to load every time a new page loads. It also has sound which is nice the first time but not every time. They also do not provide a way to mute the sound.

Another issue with this site is the navigation. Although the navigation is interesting, it is “too much” unnecessary movement. They also have poorly organized content in several areas including the description of the classes and groups, which can be discouraging to a new client not being able to clearly get the information they need.

## Chart Analysis

	Atlanta Swim Academy	Swimmer Man	Swim Woodstock
	<a href="http://www.atlantaswimacademy.com/">http://www.atlantaswimacademy.com/</a>	<a href="http://www.swimmerman.com/SM/Home.html">http://www.swimmerman.com/SM/Home.html</a>	<a href="http://swimwoodstock.com/index.html">http://swimwoodstock.com/index.html</a>
<b>Navigation</b>			
- is it clear	yes and they use indicators to show drop down menu choices	yes, but looks funny due to poor coding	yes but uses flash and is "too much"
- do you know where you are?	not really. confusing with the red cross as part of the navigation. leads to believe that it is status indicator	some pages it is clear but not all	yes. clear status indication
- easy to use?	yes	yes	yes
- easy to follow?	yes	yes	yes
<b>Information</b>			
- show main schedule?	yes but it is confusing to follow	have to download the pdf for a full schedule, not available on the site	no main schedule. class info broken up into 3 places
- show schedule for different class levels?	yes but confusing to follow as all class levels in one schedule	on the pdf, yes. otherwise, look at each group for schedule	no. have to look in each group for schedule
- instructor info	yes, hidden in facility menu	there is a group picture but no names, no info about each teacher	yes
- certifications	yes in facility menu	there are awards but not certifications	yes
<b>Contact</b>			
- sign up online?	yes. several options	there is online employment application and contact form, but must download form for lessons. no clear directions on how to do this and looks confusing. CORRECTION: there is online form but takes two additional clicks from the "Complete Online Form" link. not very direct.	no

	<b>Atlanta Swim Academy</b>	<b>Swimmer Man</b>	<b>Swim Woodstock</b>
<b>- questionnaire?</b>	yes	yes	no
<b>- mailing list sign-up</b>	only on home page	yes	yes
<b>- application form?</b>	several in many locations	yes	no
<b>Online payments?</b>	yes	no	no
<b>General</b>			
<b>- does the site "welcome" the user?</b>	yes, does have friendly feeling	yes. very interesting look. the graphics, however, are not well reproduced. the rounded box images are displayed in square boxes and drop shadows are misplaced so that they stick out in the middle of a graphic.	yes very friendly but header is flash ad uses sound which reloads and replays every time a page loads so very annoying.
<b>- are colors "swim" appropriate?</b>	yes	yes	yes and uses warm sun colors as well
<b>- is the language simple &amp; clear?</b>	yes but there is a lot of it! very content heavy	again, too much content. not very clear, too busy	yes but WAY too much!
<b>- does user have to scroll to find information?</b>	yes	yes	yes and too often
<b>- does the site load quickly?</b>	yes	yes	not really because header has to reload with every page

## Summary

Summing up, none of these sites delivered on a neighborhood aesthetic nor family school. I felt them to be cold and confusing. While Swim Woodstock made a solid attempt, they failed by being content heavy and have poor organization. Swimmer Man was unprofessional and Atlanta Swim Academy was cold and confusing. We feel based on this analysis, we can successfully out-do the competition.

# BUSINESS REQUIREMENTS

Lisa Reisman

## Introduction

Because we have not had a direct meeting with the client, the business requirements are based on supposition and can be updated at any time. We must note that should they be edited at a later date, it can effect other aspects of the Information Architecture.

## Overview

We selected features to the site we felt would best capture the neighborhood and family feeling for the site. We focused on aspects that our site visitor or user would be interested in finding, where that interest lies either in design, or technology and why it is important to them.

## Chart Analysis

ID	Requirement	Description	Type	Why Important	Technical Needs
001	Email List	Clients should be able to join email list so company can keep them apprised of schedule changes or updates	Technology	Important to maintain regular connection with clientele	xhtml/css
002	Schedule Online	A complete schedule of classes divided by swim levels	Design	Quick look for client to refer to schedule and for new clients to get clear view of all classes offered	xhtml/css

ID	Requirement	Description	Type	Why Important	Technical Needs
003	Contact Form	A simple form for anyone to ask questions and make requests	Design/Technology	Potential clients and current client should have easy way to reach school in cases of nonemergency issues	xhtml/css/php
004	Contact Information	on same page as form, included address, telephone, fax and email ( if applicable)	Design/Content	People want to know where a company is, and since we are pushing the neighborhood feeling, this will a good way to get your neighborhood clients	xhtml/css
005	Staff Bios	A simple paragraph or two of each instructor	Content	Insures potential clients that qualified people are teaching their children	xhtml/css
006	Application Form	Downloadable application for potential student to be returned by fax or in person so that Autumn can meet them personally and collect payment at that time.	Design/Technology	Easy for client to fill out and gives them a reason to visit the school and convenient to deliver payment.	xhtml/css
007	Testimonials	Section to be driven by former clients to help influence future clients	Design/Content	Happy former clients are the best way to sell a product.	xhtml/css

ID	Requirement	Description	Type	Why Important	Technical Needs
008	Image Gallery	Images of current students and former students during lessons or posed.	Design/Technology	It is always nice for others to see kids like their own having fun as well as other adults doing something they want to do. It is also nice to have images of the pool itself.	xhtml/css/javascript
009	Class/Group Description	Descriptions of each group level and what each class focuses on	Content	The better a description the more a potential student will know what best suits them. This does not mean longer or wordier, just better.	none
010	FAQ's	A list of frequently asked questions	Content	FAQs are always a good idea. The company know best what gets asked the most and that is all that is needed for this requirement (along with the answers).	none
011	About the School	Brief information about the school, the owner, the experience, the location, etc of the school.	Content	Clients want to know all about a company before they go there or send their children.	xhtml/css

## Summary

We feel these requirements will give our user the information and experience they need to make their decision.

# **USER PERSONAS**

**by Lisa Reisman**

## **Introduction**

When compiling prospective users, we chose people you would find in any neighborhood, the young adult, the mother and the high-school student. Our primary visitor will be the young adult student who wants to finally learn how to swim. Our secondary user is the parent of the child looking for a swim school, and finally, the complimentary user is the teenager who wants to teach swimming and work with children. We feel this a comprehensive overview of who the most frequent visitors to the site will be.

We also included what site features will rate in what order to that particular persona. By rating their needs we will be better able to organize the site for the our prospective users. If can predict where the user wants to go, when can best create a site map and better organize content with the map.

## Primary User - Gracie Moon



Female – 26

IT Tech

Gracie has made it this far in her life and never learned to swim. She grew up in New York City but even trips to Coney Island never got her in the water. This is something she has contemplated for quite some time and is finally beginning to do research into the local swim programs.

### Requirement Priorities:

Email List	★★
Schedule Online	★★★★
Contact Form	★★★★
Contact Information	★★★★
Staff Bios	★★★★★
Application Form	★★
Testimonials	★★★★★
Image Gallery	★★★★
Class/Group Description	★★★★★
FAQ's	★★★
About the School	★★★★★

### Scenarios:

- Gracie is looking for a safe environment
- She wants a school near her home

## Secondary User - Karen Smith



Female – 35 – Married

Stay at home parent

Karen has two sons, who are all very active and in numerous activities. Her youngest is four and she is ready for him to take swimming lessons this coming summer. She is not comfortable sending him to camp just yet and feels like a small group or private lessons would be best for Zach.

### Requirement Priorities:

Email List	★★
Schedule Online	★★★★★
Contact Form	★★★★★
Contact Information	★★★★★
Staff Bios	★★★★★
Application Form	★★
Testimonials	★★★★★
Image Gallery	★★★★
Class/Group Description	★★★★★
FAQ's	★★★
About the School	★★★★★

### Scenarios:

- Karen could be considered an overprotective mother and wants to know everything about everybody associated with the school.
- She wants to stay close to home so that she can run her older son to where he needs to be.

## Complimentary User - Julian Temple

Male – 16

High School Student



Julian is an A student who is interested in becoming a child psychologist. He already counsels at a day camp for kids where he life guards, but is also interested in teaching swimming. He finds kids get more self-confidence overcoming the water than other typical child activities. He would like to teach during the school year and currently looking for work.

### Requirement Priorities:

Email List	★★
Schedule Online	★★
Contact Form	★★
Contact Information	★★★★
Staff Bios	★★★★★
Application Form	★★★★★
Testimonials	★★★★
Image Gallery	★★★★
Class/Group Description	★★★★★
FAQ's	★★★
About the School	★★★★★

### Scenarios:

- Julian wants to focus on swim lessons so he is beginning his training during the winter and seeking summer employment.
- He wants to work for a school in his neighborhood.
- His looking for a school that teaches individuals and groups.

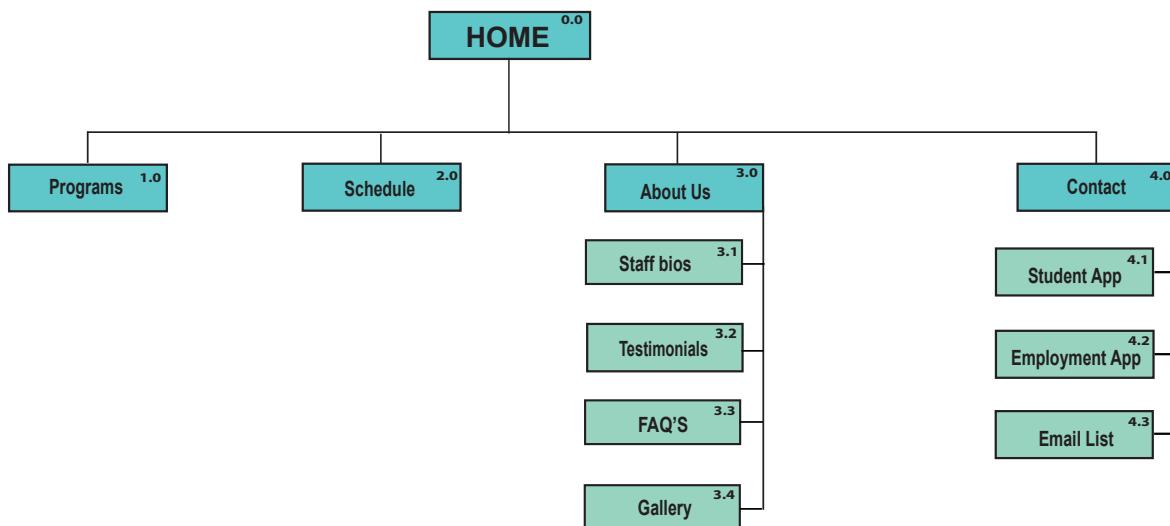
# SITE MAP

**Lisa Reisman**

We have kept our site map small and clean, in style with the rest of our site proposal. Given our users are not computer savvy but not computer illiterate either, we kept the navigation very simple and intuitive so that the user can easily find what they need.

'Programs' and 'schedules' are separate because we want the user to know which schedule they are looking for when they go to that page. The schedule page will be listed by program. 'About us' will answer all questions the visitor has whether about staff, testimonials and a gallery of students along with the school. The contact page will have both a student application and an employment application with phone, address and email of the school, payment information and a "ask a question" contact form.

**SITE MAP**  
The Autumn Lynn Swim School



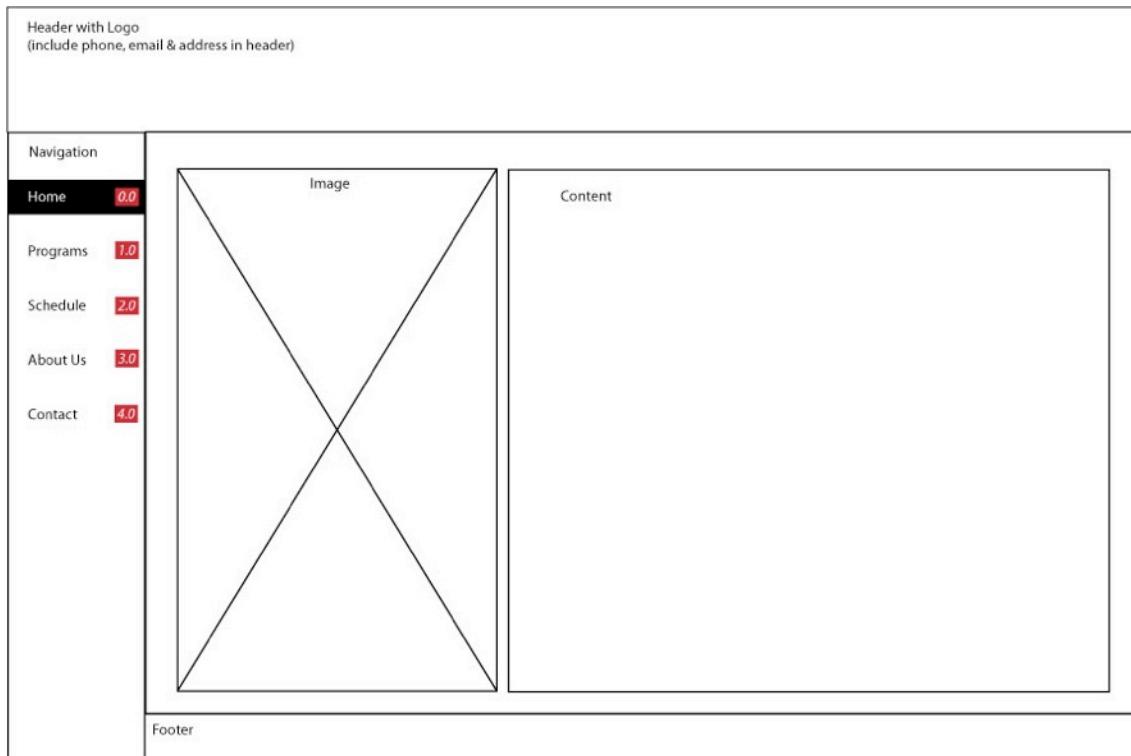
The only type of process this site will need is a contact form. This can be done with a simple email link and does not require any technology beyond XHTML and CSS.

# WIREFRAMES

**Lisa Reisman**

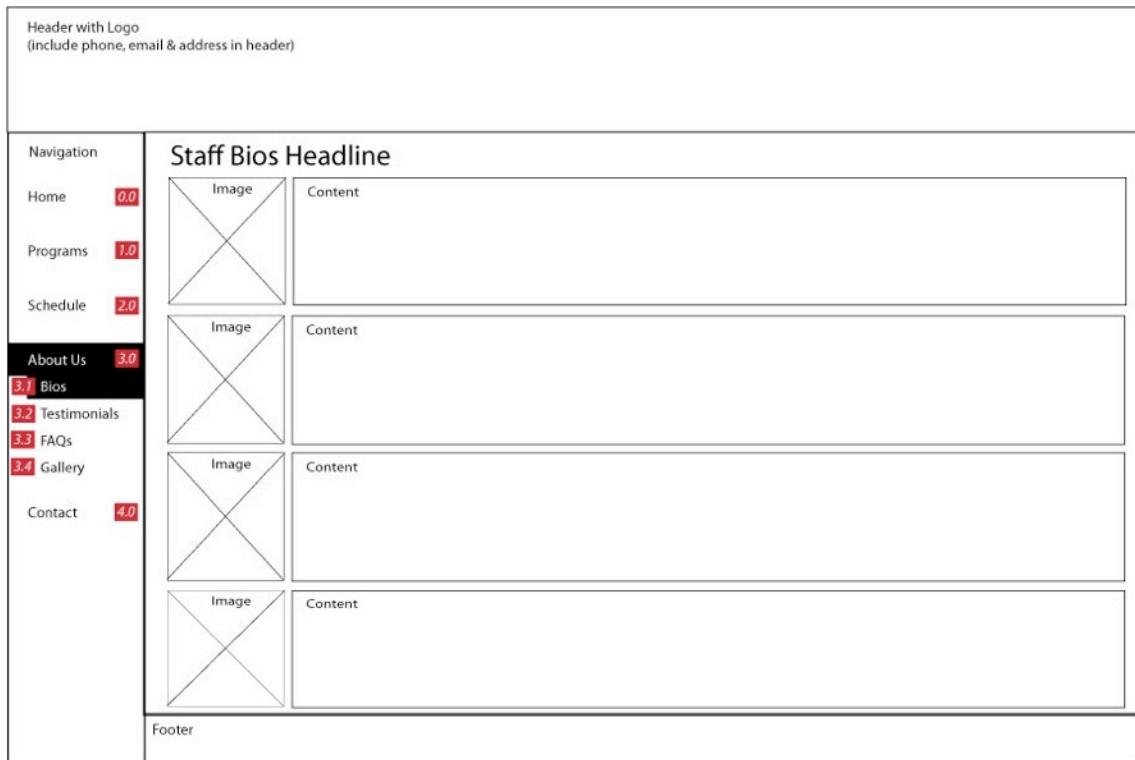
We constructed wireframe for two of the pages, the home page and the biographies page. Overall, each page will be kept to a single simple image with clear concise text. We want avoid content overload, so we are sticking to this layout throughout. By limiting space, we can eliminate the potential for heavy content. Also, we want a friendly feeling like the user is actually talking to a neighbor. Casual and relaxed language tones will help to reinforce this.

Starting with the home page, we have kept it simple and neat with a single image of the school or a random shot of a class lesson with only a couple of paragraphs welcoming the visitor to the site and the school. We want the pages to be light and clean to not overwhelm the user with too much at any time.



The next page we chose to wireframe is the staff biographies page falling under the 'About Us' navigation section. We feel this is an important page because it will highlight

Autumn and her staff for the potential clients. We feel this page should also be straight forward with photos and bios for each staff member making this page the personal introductions. This page will also include staff certifications and achievements.



Concluding, keeping the page layout simple, neat and clean we will reinforce our friendly feeling. We will further establish this in color and images, all in tune with keeping the page easy to follow.

## **Report Conclusion**

Bringing all this together, we feel we have successfully presented site organization and usability that will support our approach of a neighborhood, friendly and family oriented site. We have shown this in the language, the ease of navigation and the clean appearance. In our next step, we will present the site in color comps for full impact of our vision.

# Autumn Lynn Swim School.com Style Guide

1. [Page Dimensions](#)
2. [Header](#)
3. [Colors](#)
4. [Type](#)
5. [Photo Treatment](#)

## 1. Page Dimensions

All page mediums must fit within a horizontal space of 960 pixels.

## 2. Header



**1.** Autumn Lynn Swim School Name

**TypeFace:** Mona Lisa Solid at 49pt -

**2.** Company Info

**TypeFace:** Bell Gothic Std Bold – 30pt, 20pt, 22pt

**3.** Header image

Use composite image of kids swimming, playing or sitting around a pool.

**4.** Active Navigation Title

**TypeFace:** Arial, Bold

**Size:** 16pt

**Color:** Hex# FFFFFF

**5.** Active Navigation

Tab is composed of a background color (Hex #004f8d) with swimmer graphic to the left.

**6.** Active Sub-Navigation Titles

**TypeFace:** Arial, Bold

**Size:** 16pt

**Color:** Hex# FFFFFF

**7.** Inactive Navigation

Background color (Hex #004f8d).

**8.** Inactive Navigation Titles

**TypeFace:** DIN Medium

**Size:** 16pt

**Color:** Hex#64aadd

<b>9.</b> Inactive Sub-Navigation	Background color (Hex #004f8d).
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### 3. Colors

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The following is a list of colors that are constant throughout the site:

Background: #004F8D

Links: #F7931E

Visited Links: #999999

Active Links: indicated by swimmer graphic

The following color palette has been used in the Autumn Lynn swim School site:



Inactive Navigation



Links and Schedule Headers



Background

All body text, content, headers and active navigation.

#ffffff

### 4. Type

---

All HTML text within the site is 13pt Arial with line-spacing at 130%. Please use the following font specifications:

**All Headers will be in Mona Lisa Solid at 38pt.**

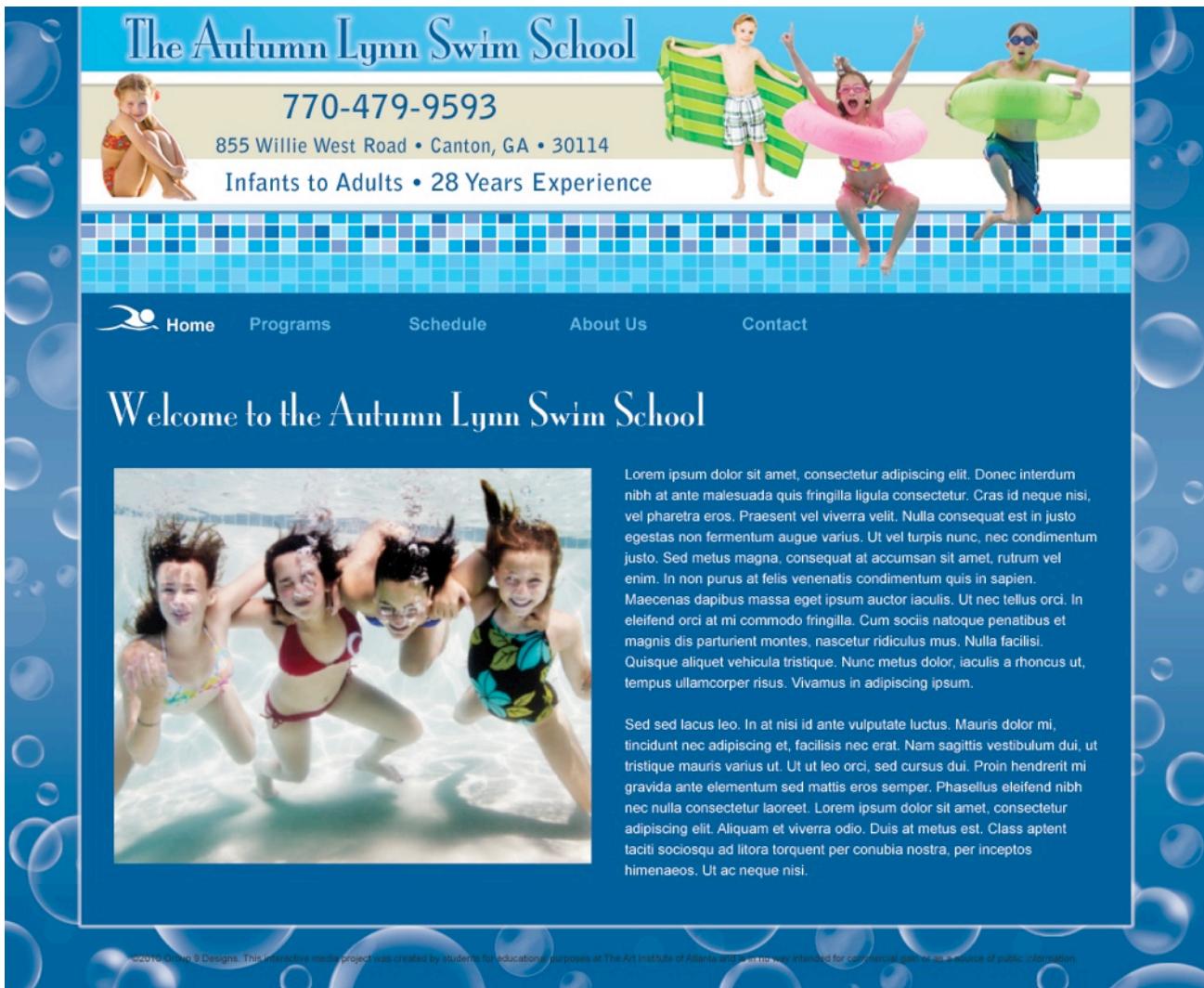
### 5. Photo Treatment

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All photographs should be cropped, color corrected and optimized in a photo-editing application, such as Photoshop, before being posted to the site.

## Autumn Lynn Swim School Final Comps

### Home Page



The Autumn Lynn Swim School

770-479-9593  
855 Willie West Road • Canton, GA • 30114  
Infants to Adults • 28 Years Experience

Home Programs Schedule About Us Contact

## Welcome to the Autumn Lynn Swim School



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Sed sed lacus leo. In at nisi id ante vulputate luctus. Mauris dolor mi, tincidunt nec adipiscing et, facilisis nec erat. Nam sagittis vestibulum dui, ut tristique mauris varius ut. Ut ut leo orci, sed cursus dui. Proin hendrerit mi gravida ante elementum sed mattis eros semper. Phasellus eleifend nibh nec nulla consectetur laoreet. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam et viverra odio. Duis at metus est. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Ut ac neque nisi.

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## Programs Page

The Autumn Lynn Swim School

855 Willie West Road • Canton, GA • 30114

770-479-9593 Infants & Adults 28 Years Experience

Home Programs Schedule About Us Contact

### Autumn Lynn Swim Programs



**Level 1 Ages 1 - 5**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec interdum nibh at ante malesuada quis fringilla ligula consectetur. Cras id neque nisi, vel pharetra eros. Praesent vel viverra velit. Nulla consequat est in justo egestas non fermentum augue varius. Ut vel turpis nunc, nec condimentum justo. Sed metus magna, consequat at accumsan sit amet, rutrum vel enim. In non purus at felis venenatis condimentum quis in sapien.

**Level 2 Ages 6-12**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec interdum nibh at ante malesuada quis fringilla ligula consectetur. Cras id neque nisi, vel pharetra eros. Praesent vel viverra velit. Nulla consequat est in justo egestas non fermentum augue varius. Ut vel turpis nunc, nec condimentum justo. Sed metus magna, consequat at accumsan sit amet, rutrum vel enim. In non purus at felis venenatis condimentum quis in sapien.

**Level 3 Ages 13 & up**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec interdum nibh at ante malesuada quis fringilla ligula consectetur. Cras id neque nisi, vel pharetra eros. Praesent vel viverra velit. Nulla consequat est in justo egestas non fermentum augue varius. Ut vel turpis nunc, nec condimentum justo. Sed metus magna, consequat at accumsan sit amet, rutrum vel enim. In non purus at felis venenatis condimentum quis in sapien.

## Schedule Page

**The Autumn Lynn Swim School**

**770-479-9593**  
855 Willie West Road • Canton, GA • 30114  
Infants to Adults • 28 Years Experience



Home   Programs    Schedule   About Us   Contact

### Class Schedule

#### June 2010 Schedule



Days	Lessons
Mondays	Level 1 - 3:00pm Level 3 - 4:00pm
Tuesdays	Level 2 - 3:00pm Level 3 - 3:00pm
Wednesdays	Level 1 - 3:00pm Private Lessons - 4:00pm
Thursdays	Level 2 - 3:00pm Private Lessons - 4:00pm
Fridays	Level 2 - 3:00pm Private Lessons - 4:00pm
Saturdays	Level 3 - 3:00pm Private Lessons - 4:00pm
Sundays	Closed

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## Testimonials Page

# The Autumn Lynn Swim School

770-479-9593  
855 Willie West Road • Canton, GA • 30114  
Infants to Adults • 28 Years Experience



Home Programs Schedule  About Us Our Staff Contact Testimonials FAQs Gallery

## Testimonials



**The Jonesbergs**  
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**The Robinsons**  
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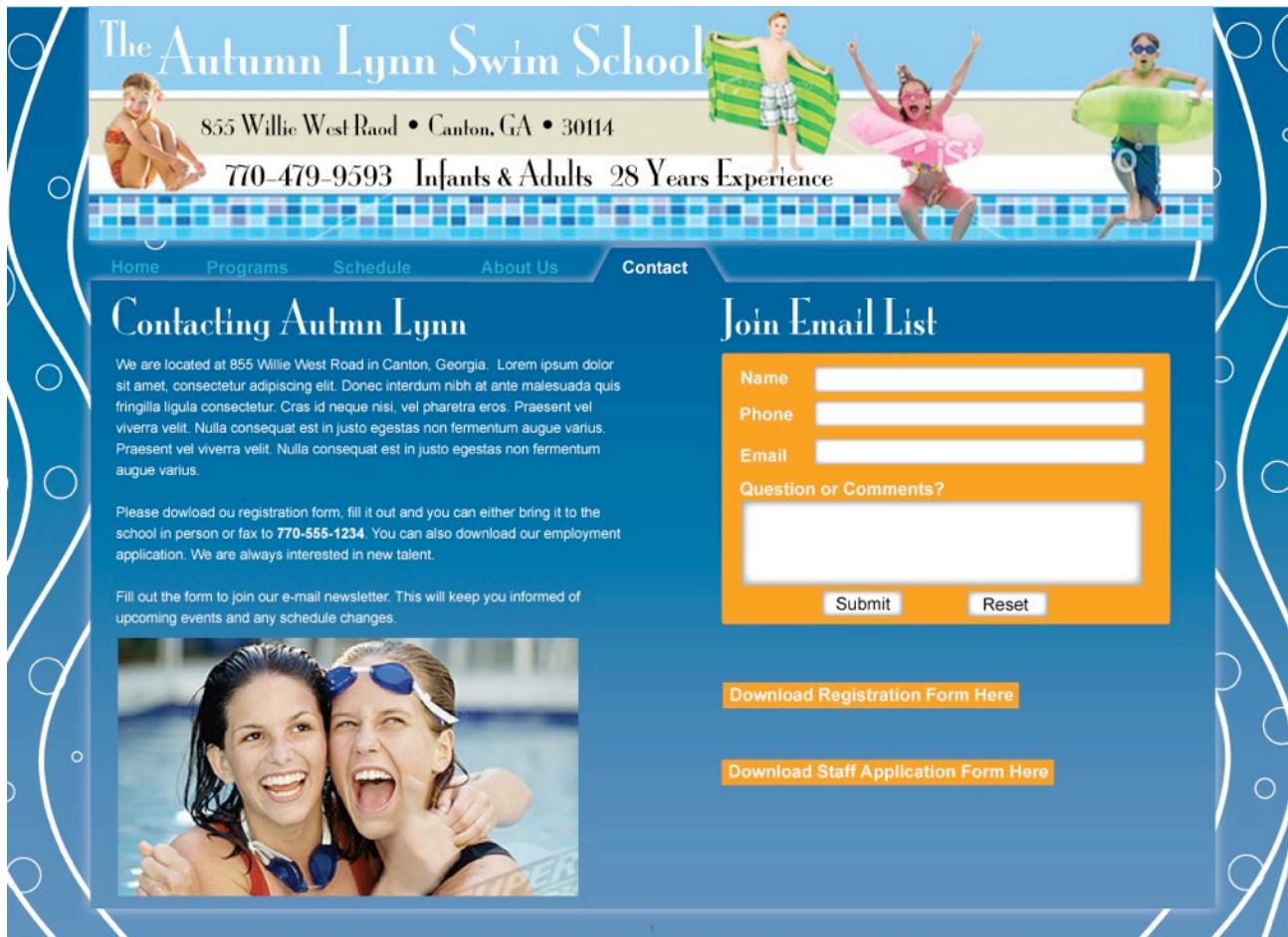
**Sheila Benson**  
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**Karen Solo**  
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**Jason Franks**  
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## Contact Page



The Autumn Lynn Swim School

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770-479-9593 Infants & Adults 28 Years Experience

Home Programs Schedule About Us Contact

### Contacting Autumn Lynn

We are located at 855 Willie West Road in Canton, Georgia. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec interdum nibh at ante malesuada quis fringilla ligula consectetur. Cras id neque nisi, vel pharetra eros. Praesent vel viverra velit. Nulla consequat est in justo egestas non fermentum augue varius. Praesent vel viverra velit. Nulla consequat est in justo egestas non fermentum augue varius.

Please download our registration form, fill it out and you can either bring it to the school in person or fax to **770-555-1234**. You can also download our employment application. We are always interested in new talent.

Fill out the form to join our e-mail newsletter. This will keep you informed of upcoming events and any schedule changes.



**Join Email List**

Name   
Phone   
Email   
Question or Comments?

Submit Reset

[Download Registration Form Here](#)

[Download Staff Application Form Here](#)



## Usability Test Report for Autumn Lynn Swim School

Date of Report: March 8, 2010  
Date of Test: March 8, 2010  
Location of Test: Atlanta, GA

Prepared for: Autumn Lynn  
Phone Number:  
Email:

Prepared by: Selam Mekonen  
Phone Number: 678-542-9865  
Email: [mekonenst@gmail.com](mailto:mekonenst@gmail.com)



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## Executive Summary

Group 9 main purpose is to evaluate autumn Lynne website by testing it on our participants. By focusing our sites capacity to meet our intended purpose. In order to test our users we put them in a single room with a computer and a two-sided mirror for the testers to be able to observe and take notes from the other room. We prepared three scenarios for our two participants to complete. Overall our two participants were able to complete our three scenarios with 100%.

## Methodology

### ***What happened during the usability test***

Group 9 in Atlanta, GA conducted the usability evaluation of the Autumn Lynne swim school on March 8, 2010.

During the usability evaluation, two participants were asked to spend one hour with the site. During this hour, participants:

- Completed a user background questionnaire
- Answered questions about design observations
- Performed real-world tasks on the site while thinking aloud
- Answered questions about their overall satisfaction

### ***Who we tested***

Two participants, having the following profile characteristics, evaluated Autumn Lynne Swim School.

#### **Computer Usage**

0 to 10 hrs. wk.	2
11 to 25 hrs. wk.	0
26+ hrs. wk.	0
<b>TOTAL (participants)</b>	<b>2</b>

#### **Gender**

Women	0
Men	2
<b>TOTAL (participants)</b>	<b>2</b>

#### **Age**

18-25	2
26-39	2
40-59	0
60-74	0
<b>TOTAL (participants)</b>	<b>8</b>

Participants were recruited prior to testing with the assistance of IMD320 Production team. Participants were compensated Food and Drinks for their time.



### **What participants did**

During the usability evaluation, participants were asked to complete ten (10) scenarios or “real-life” tasks on the site. The tasks were presented in random order and participants were instructed not to search.

The following tasks were identified from user data collection efforts and assistance from the Group 9.

#	Task
1	Give us your observations of the design.
2	You want to find and register your child for swimming lessons. You are looking for someplace close to your home and the option for private lessons. Find the site and register.
3	You are young adult who has never learned to swim. Most swim schools are geared towards children. You have found a school that works with adults and teaches on an adult level. You want to know who the staff is. Find the instructors on the site.
4	You are in high school and have just received your Water Safety Instructor's license. You want a summer job at a small swim school that mostly works with kids. Find the employment application.
5	You are looking for descriptions of swim classes for your 8 year old son. Find him a swim class and register
6	You have a question for the staff at Autumn Lynn. You want to know about sending two or more kids to her school if there is a price break. Send her a message.

### **What participants did**

Our two participants met with the study facilitator for about thirty minutes and they completed the Art institute of Atlanta Usability consent Form, Demographics and questions/user Impressions

### **Where we tested**

Following is a summary of the participants' computing environment:

URL of tested website:	<a href="http://jdi031.aisites.com/320/index.html">http://jdi031.aisites.com/320/index.html</a>
Computer platforms:	Apple
Browser tested:	Safari
Screen resolution:	1024 X 768
Operating system:	Mac os

- To test our participants we used Video/audio recording equipment and were seated in a single room with a computer and a two-sided mirror for the testers to be able to observe and take notes from the other room. We had Selam Mekonen read them the scenarios while Lisa Reisman observed and took notes.



## Introductory Questions & Tasks

At the beginning of each session, we asked participants four questions:

- Describe your level of web Expertise?
- Beside read email, what are typical activities you do on the computer?
- When looking for a swim school for yourself or your child what do you look for first?
- What is your highest level of education?

Both of our participants have some kind of education degree and are comfortable with using the web for multiple purposes. When looking for swim school our participants look for level of sophistication as it pertains to their swim program and equipment.

**Findings & Recommendations**
**Scenario #1 Give us your observations of the design.**
**Scenario #1**
**Observation of the design**

Number of participants	2
% successful	[100%]

**Usability Finding**
**Like the overall design of the site**


**Scenario #2** you want to find and register your child for swimming lessons. You are looking for someplace close to your home and the option for private lessons. Find the site and register.

**Scenario #2**

Find the site and register.

Number of participants	2
% successful	[100%]

**Usability  
Finding:**

**Participants were able to locate the registration form**



**Scenario #3 You are young adult who has never learned to swim. Most swim schools are geared towards children. You have found a school that works with adults and teaches on an adult level. You want to know who the staff is. Find the instructors on the site.**

**Scenario #3**

**Find the instructors on the site**

Number of participants	2
% successful	[100%]

**Usability Finding:** Participants were able to locate it at ease

Kristie Smith	Beth Panatera	Candis Roberson	Daniel Epstein
I work with all students on skills they may need help with, no matter which class or level they attend: floating, jumping into the water and turning around to grab the wall are important skills for the young swimmer. I am certified in Water Safety Instruction, Life Guarding and CPR.	I have been swimming since the age of 3. I swam competitively during the summer in 1999 and 2000. I got my American Red Cross Lifeguard Certification in May 2006. Then in June 2006 I got my Boy Scout of America Certification. In the summer of 2006 I taught beginning to swim to ages 9-17. I taught swim technique, swimming merit badge, lifesaving, and basic first aid. I hope to get my WSI and become a full time swim instructor. I	I am married and a current student at Kennesaw State University. As an Early Childhood Education major, I love working with children! Combining that with my passion for an active, healthy lifestyle, Atlanta Swim Academy was a perfect fit.	I absolutely love being in the water. I have been swimming for as long as I can remember. By the age of 5 I was taking lessons. I swam competitively throughout childhood & in high school I joined the diving team. I am currently a P.E. & Health teacher at Northwest Middle School in Alpharetta. Combining my love for the water with my love for teaching & children was the next logical step. When I can find a

**Scenario #4 You are in high school and have just received your Water Safety Instructor's license. You want a summer job at a small swim school that mostly works with kids. Find the employment application.**

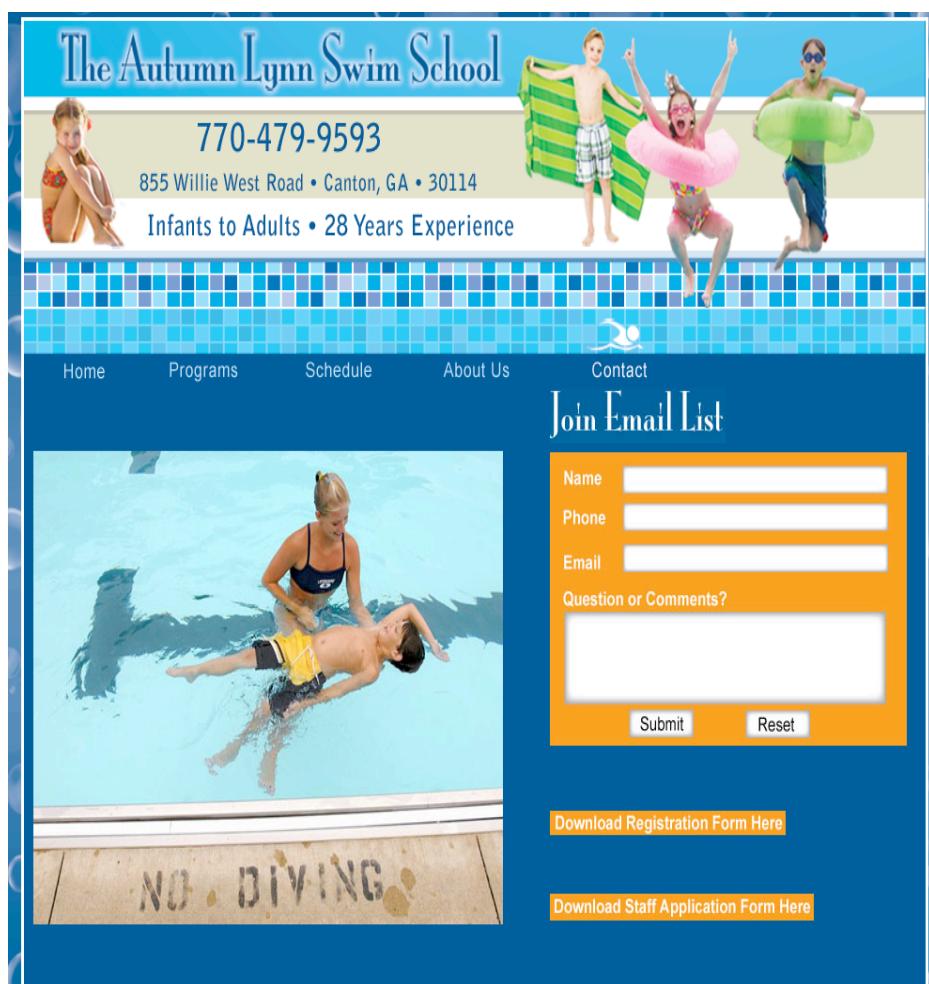
**Scenario #4**

**Find the employment application**

Number of participants	2
% successful	[100%]

**Usability Finding**

**Where able to locate the employment form**



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Join Email List

Name:   
Phone:   
Email:

Question or Comments?

Submit Reset

Download Registration Form Here  
Download Staff Application Form Here

**Scenario #5**
**Scenario #5**
**[Task Statement]**

Number of participants	2
% successful	[100%]

**Usability Finding**
**It was easy for participants to find**

**Class Schedule**

We believe that learning is stimulated when it takes place in a fun and safe environment. Children are able to begin group lessons at 10 months of age and private lessons at any age. We offer group lessons for adults at the beginner, intermediate, and advanced levels, as well as private lessons for those who prefer or need individual attention.

**Level 1 - Beginners**

**Shrimps: 10 mos. - 2 yrs.**

This beginning class focuses on water orientation. Parents learn basic skills to teach swimming in a safe environment and the water. Basic swimming procedures. Submerge face under water, blow bubbles, crab walk, wall walk, walk through chest deep water unassisted, coordinate arm movement while walking, flutter kick at wall, enter/exit pool unassisted. Float on front and back with assistance, glide front and back with flutter kick 10 seconds with assistance and jump into chest deep water with assistance. Climb out of pool with assistance. Discuss basic water safety rules.

**Tadpoles: 3 yrs - 9 yrs.**

Retrieving underwater objects unassisted in shallow water, bobs/rhythmic breathing without support, front/back floating without assistance 30 seconds, gliding, and kicking, recover from float to standing position unassisted, treading water, 5 yard swim with arms and legs, jump into deep water unassisted. Climb out of pool without assistance. Basic water safety rules.

**Guppies: 10 yrs - 14 yrs.**

Submerge face under water, blow bubbles, crab walk, wall bobs, walk through chest deep water unassisted, coordinate arm movement while walking, flutter kick at wall, enter/exit pool unassisted. Float on front and back with assistance, glide front and back with flutter kick 10 seconds with assistance and jump into chest deep water with assistance. Climb out of pool with assistance. Discuss basic water safety rules.

**Barnacles: 15 yrs & up**

The class is designed for individuals who cannot swim or who are fearful in the water. Water familiarization and

More prominent register button

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**Class Schedule**

**June 2010 Schedule**

Days	Level 1 - 3:00pm	Level 2 - 4:00pm	Level 3 - 4:00pm
Mondays	Private Lessons - 4:00pm		
Tuesdays	Level 2 - 3:00pm	Level 3 - 3:00pm	
Wednesdays	Level 1 - 3:00pm	Private Lessons - 4:00pm	
Thursdays	Level 2 - 3:00pm	Private Lessons - 4:00pm	
Fridays	Level 2 - 3:00pm	Private Lessons - 4:00pm	
Saturdays	Level 3 - 3:00pm	Private Lessons - 4:00pm	
Sundays			Closed

	<b>Recommendations/Comments</b>
	Instead of going back and forth to this two page to add register button on the class schedule levels.

**Scenario #6 You have a question for the staff at Autumn Lynn. You want to know about sending two or more kids to her school if there is a price break. Send her a message.**

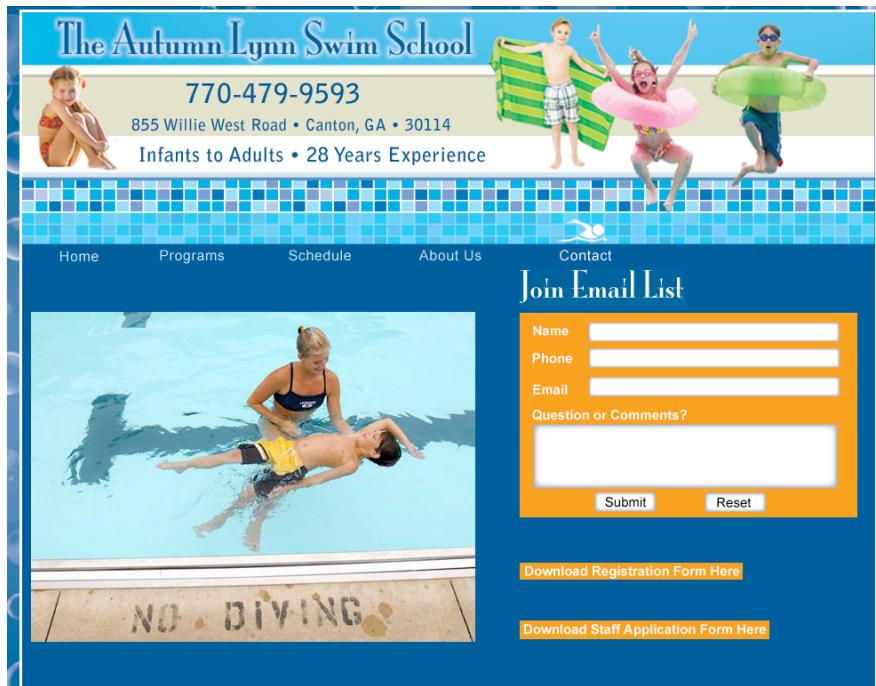
**Scenario #6**

**Send her a message**

Number of participants	[8]
% successful	[100%]

**Usability Finding**

**Easy to find**





### Exit Questions/User Impressions

At the end of each session, we asked participants seven questions:

- What is your overall impression to Autumn Lynn Swimming Lessons?
- Do you feel this site is current? Why?
- What did you like best about the site?
- What did you like least about the site?
- If you were the website developer, what would be the first thing you would do to improve the website?
- Is there anything that you feel is missing on this site? (Probe: content or site features/functions)
- If you were to describe this site to a colleague in a sentence or two, what would you say?

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## Welcome to the Autumn Lynn Swim School



Welcome to Autumn Lynn's Swim School, Canton's premier swim school. We have been continuously developing and perfecting our program since we opened our doors in 1985. We offer fun and effective swim lessons for any age or skill level. Here at Autumn Lynn's, our mission is to develop the skills necessary for a lifetime of swimming in students of all ages, and to create a safe & fun environment in and around water. We are centrally located in beautiful Canton, Georgia and are easily accessible from anywhere in the Atlanta area. Drop by and take a look at our facility or stay and watch a class.

3

4

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1. do not repeat background.
2. remove footer from background
3. make active footer look like background footer (color & font-size)  
for sizes, colors and other specs, refer to the style guide i sent a few weeks ago
4. could use a little more space between image and border. very cramped.

**1**

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## Class Schedule



We believe that learning is stimulated when it takes place in a fun and safe environment. Children are able to begin group lessons at 10 months of age and private lessons at any age. We offer group lessons for adults at the beginner, intermediate, and advanced levels, as well as private lessons for those who prefer or need individual attention.

**Level 1 - Beginners**

**Shrimps:** 10 mos. – 2 yrs.

This beginning class focuses on water orientation. Parents learn basic skills to teach swimming and safe behavior around the water; floatation is introduced. Submerge face under water, blow bubbles, crab walk, wall bobs, walk through chest deep water unassisted, coordinate arm movement while walking, flutter kick at wall, enter/exit pool unassisted. Float on front and back with assistance, glide front and back with flutter kick 10 seconds with assistance and jump into chest deep water with assistance. Climb out of pool with assistance. Discuss basic water safety rules.

**Tadpoles:** 3 yrs – 5 yrs.

Retrieving underwater objects unassisted in shallow water, bobs/rhythmic breathing without support, front/back floating without assistance 30 seconds, gliding, and kicking, recover from float to standing position unassisted, treading water, 5 yard swim with arms and legs, jump into deep water unassisted. Climb out of pool without assistance. Basic water safety rules.

**Guppies:** 5 yrs – 10 yrs.

Submerge face under water, blow bubbles, crab walk, wall bobs, walk through chest deep water unassisted, coordinate arm movement while walking, flutter kick at wall, enter/exit pool unassisted. Float on front and back with assistance, glide front and back with flutter kick 10 seconds with assistance and jump into chest deep water with assistance. Climb out of pool with assistance. Discuss basic water safety rules.

**Barnacles:** 10 yrs & up

This class is designed for individuals who cannot swim or who are fearful in the water. Water familiarization and basic swim mechanics are core instruction for this course. Personal safety is emphasized and mobility & floating are introduced.

**Level 2 - Intermediate**

**Seahorses:** 10 yrs – 14 yrs.

This course will concentrate on swim stroke improvement and physical endurance. You will learn how to use swimming as a physical fitness activity. To join the program you must be able to swim two lengths of a 25 yard pool doing rhythmic breathing.

**Starfish:** 10 yrs. & up

This class is designated for swimmers with limited swimming range. Rotary Breathing and proper swim techniques are emphasized. Personal safety is emphasized with floating and treading water as well as introduction to life saving strokes. Upon completion, participants are able to demonstrate and swim at least two strokes.

**Level 3 - Advanced**

**Dolphins:** 10 yrs. – 14 yrs.

Deep-water bobs, rotary breathing, front/back crawl 25 yards, elementary backstroke, breaststroke, sidestroke, standing/compact dive, wall turns and tread water 1 minute. Discuss basic water safety rules.

**Manta Rays:** 15 yrs. & up.

This class is designated for adult swimmers who would enjoy stroke refinement and perfection. All four competitive strokes are implemented. (Front crawl, Back crawl, Breaststroke, Butterfly).

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1. use Programs header
2. align image to current header position
3. pad content to not sit on the wrapper border

# The Autumn Lynn Swim School

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Home

Programs

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About Us

Contact

## Class Schedule



### June 2010 Schedule

#### Mondays

Level 1 - 3:00pm  
Level 3 - 4:00pm

#### Tuesdays

Level 2 - 3:00pm  
Level 3 - 3:00pm

#### Wednesdays

Level 1 - 3:00pm  
Private Lessons - 4:00pm

#### Thursdays

Level 2 - 3:00pm  
Private Lessons - 4:00pm

#### Fridays

Level 2 - 3:00pm  
Private Lessons - 4:00pm

#### Saturdays

Level 3 - 3:00pm  
Private Lessons - 4:00pm

#### Sundays

Closed

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With exception of the background & footer edits, page looks good.

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**1**

## Welcome to the Autumn Lynn Swim School

 **2**  **3**

Autumn has loved swimming since her early years. She has taken this passion to her neighborhood to teach others to enjoy the water as much, if not more, than she does. Autumn opened her swim school in \_\_\_\_\_ and has helped more than \_\_\_\_\_ kids and adults learn to swim.

Autumn is originally from \_\_\_\_\_ and came to Atlanta in \_\_\_\_\_ following \_\_\_\_\_. She settled down in Canton.

Autumn has a passion for teaching others how to swim. If she can teach others to enjoy the water like she has, then everyone is successful. She is familiar with several swim lesson variations including Red Cross and Swim America. Autumn offers a well-rounded curriculum dependent on the students' needs and skill level. She is Infant, child and adult CPR Certified through the Red Cross.

**4**

<b>Kristie Smith</b>	<b>Robert Panatera</b>	<b>Eric Roberson</b>	<b>Daniel Epstein</b>
I work with all students on skills they may need help with, no matter which class or level they attend: floating, jumping into the water and turning around to grab the wall are important skills for the young swimmer. I am certified in Water Safety Instruction, Life Guarding and CPR.	I have been swimming since the age of 3. I swam competitively during the summer in 1999 and 2000. I got my American Red Cross Lifeguard Certification in May 2006. Then in June 2006 I got my Boy Scout of America Certification. In the summer of 2006 I taught beginning to swim to ages 9-17. I taught swim technique, swimming merit badge, lifesaving, and basic first aid. I hope to get my WSI and become a full time swim instructor. I love swimming, teaching, and sailing in my spare time.	I am married and a current student at Kennesaw State University. As an Early Childhood Education major, I love working with children! Combining that with my passion for an active, healthy lifestyle, Atlanta Swim Academy was a perfect fit.	I absolutely love being in the water. I have been swimming for as long as I can remember. By the age of 5 I was taking lessons. I swam competitively throughout childhood & in high school I joined the diving team. I am currently a P.E. & Health teacher at Northwest Middle School in Alpharetta. Combining my love for the water with my love for teaching & children was the next logical step. When I can find a moment to myself, I enjoy travelling, reading, being with my friends & family trying new restaurants. I also enjoy competing in triathlons.

**5**

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1. use Staff header
2. align image to current header position
3. pad content to not sit on image border - remove image border (not on any other images so remove here)
4. too much space between image, name & text. reduce a little
5. repair text overflow

(make changes 1, 2 & 3 from first page)

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## 1 Testimonials

2 Our Staff Testimonials FAQs Gallery 3

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5

**1** 

**2** 

**3** 

**4** 

**5** 

**1** 

**4**

Thank you so much! I have my most difficult case of a child not wanting to put his face in the water. Your blowing out the candles method got at least his nose in the water. I can't thank you enough. Your book has helped me tremendously! I am so impressed by your innovative ideas and things I have never tried. I appreciate your encouragement to think outside the box to help every child find his way. I am such a big fan of the gentle approach, I can't say enough. I have my third lesson tomorrow so wish me luck. Thank you again!!

I am currently teaching swimming to a group of toddlers, based on the ideas from your classes. Thank you thank you!! The children are having a great time! I had one child who was very timid of the water. It's been three days now and he continues to enjoy the water more and more. Because of the extra confidence your lessons gave me, I am really enjoying teaching too! Your course is full of creative, kid-focused ideas.

I want to thank you for finding the time to give Carly swimming lessons last month. I was so sad to hear that you were full for the rest of the summer. Carly had a truly wonderful experience with you for those few private lessons she did have. She was anxious to go back to lessons! What is your secret to making her so excited to learn to swim? You have a special gift indeed. If you have any students cancel, please give me a call. Carly can't wait to go back to Berna's pool!

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1. align image to current header position
2. this is the correct html for sub navigation

```
<ul>
<li>Home</li>
<li>Programs</li>
<li>Schedule</li>
<li>About Us
    <ul>
        <li>Our Staff</li>
        <li>Testimonials</li>
        <li>FAQs</li>
        <li>Galllery</li>
    </ul>
</li>
<li>Contact</li>
</ul>
```

of course with the proper links etc but this is the way to make sub navigation work

3. be sure to add status indication on sub navigation as well.
4. align content with image so that they can all sit on page reduce border the 1px
5. repair text overflow

(make changes 1, 2 & 3 from first page)

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**1** Welcome to the Autumn Lynn Swim School

If you are new to our program, please download a registration form.

**2** May I visit the facilities before I register?

Yes, we love visitors. Please call the office to schedule an appointment.

**3** What do I need to bring for my swimmer's first lesson?

A swimsuit, extra towels and a change of clothes (if desired).

**4** Do I have to stay while my child is swimming?

Yes! Autumn Lynn Swim School is NOT equipped to supervise children before or after class. Parents must stay onsite AND in sight of their child while at Autumn Lynn. During the lesson, the teaching staff may need parents to assist with restroom duty.

**What If I need to reschedule?**

We will reschedule your time as long as notification is made more than 72 hours in advance. Changes made within 72 hours are subject to availability and no guarantee that the lesson can be rescheduled. We do understand that children get sick and we will do our best to accommodate but, again, we cannot make any guarantees.

**Can I bring friends and/or family to swim lessons?**

We have limited space at Autumn Lynn so we ask that you please check with our office before bringing any friends or family spectators.

**Who will be teaching my child?**

One of our senior instructors will be teaching your swimmer for his/her Introductory Lesson. Unfortunately, we cannot guarantee a specific instructor for all your lessons. Please read our Staff Bios for more information.

**How long will it take my child to learn to swim?**

Our program levels are divided into 8 lessons. If you or your child attends all lessons, we believe they will be able to complete the \_\_\_\_\_ for that level. Remember, each child's ability is different so it will depend upon their learning level.

**Do you offer any family discounts for multiple children?**

Yes, ask our office staff for details.

**Can I take pictures or video of my child's lesson?**

Yes, although it is dependent upon the other students in the class and their parents.

**Is your question NOT on [here](#)? Contact Us to ask your question.**

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W3C XHTML 1.0 W3C CSS

1. use FAQs header
  2. left-align text to match current header position - use same padding on right side
  3. be sure to add status indication on sub navigation as well.
  4. can make image a little bigger
- (make changes 1, 2 & 3 from first page)

# The Autumn Lynn Swim School

770-479-9593

855 Willie West Road • Canton, GA • 30114



Infants to Adults • 28 Years Experience

Home

Programs

Schedule

About Us

Contact

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[Our Staff](#) [Testimonials](#) [FAQs](#) [Gallery](#)

1

## Welcome to the Autumn Lynn Swim School

2



4



This interactive media project was created by students for educational purposes at The Art Institute of Atlanta and is in no way intended for commercial gain or public information.



1. use Gallery header

2. center the set of images on the page - make smaller to allow for more breathing room

3. be sure to add status indication on sub navigation as well.

4. remove borders

(make changes 1, 2 & 3 from first page)

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1



2

3

Name:

Email:

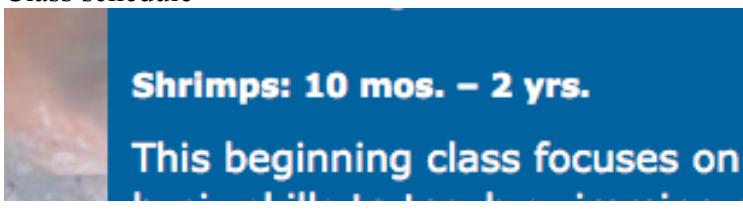
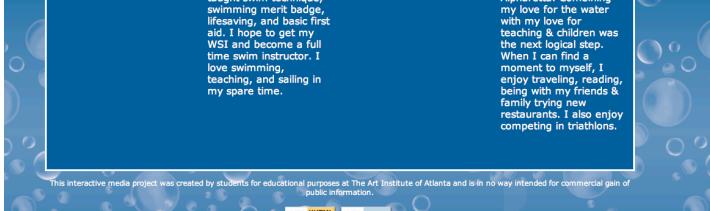
Message:

4

1. use Contact header
  2. keep consistent left margin on all pages and add here
  3. add styling for the form to match the comp
  4. add links to pdf forms
- (make changes 1, 2 & 3 from first page)

# QA Report

## General

Status	Requirement
passed	All implied functionality of web sites is working (ex: pseudo login forms)
passed	Layout does not have inadvertent layout shifts from page to page
	Web sites are not hosted on free hosting servers (geocities, etc)
passed	All text is legible (font type, size and color contrast to its background)
passed	Sites do not contain spelling or grammar errors Class schedule 
passed	Sites do not contain broken images or broken links
passed	Web sites can be viewed in an 800 x 600 maximized browser window
passed	Text is justified left and formatted into quickly scannable sections
fail	All web sites work on 4.x browsers and higher on PC and Mac.  *It works on s safari, opera,  but not on firefox

	<p>encouragement to think outside the box to help every child find his way. I am such a big fan of the gentle approach, I can't say enough. I have my third lesson tomorrow so wish me luck. Thank you again!!</p> <p>The extra confidence your lessons gave me, I am really enjoying teaching too! Your course is full of creative, kid-focused ideas.</p> <p>secret to making her so excited to learn to swim? You have a special gift indeed. If you have any students cancel, please give me a call. Carly can't wait to go back to Berna's pool!</p>	<p>This interactive media project was created by students for educational purposes at The Art Institute of Atlanta and is in no way intended for commercial gain or public information.</p> <p> </p>
	Web sites load efficiently on 56k modem	
passed	Rollovers do not displace content when triggered (ex: CSS rollover that changes to bold and shifts page layout)	
	All Flash buttons have established hit states	
	Downloadable files should indicate the file size	
passed	Copyright with disclaimer as stated in Assignment 10 assignment sheet on page 24.	
	Your Company name on the assignment sheet links to a page with the team contact information and the Art Institute links to the Atlanta school's Web site.	

## Navigation

Status	Requirement
passed	All sites have a home link that is easy to access
passed	Global navigation layout and link selection is consistent throughout all pages.
passed	All navigation items have status indicator states different than rollover state

Status	Requirement
passed	Location and labeling of navigation does not change
passed	Clear headings are included in all pages that match the labeling in the navigation system
passed	A clear site identity is maintained on all pages
passed	Users can reach any destination in the site in 2 clicks
	Sites that are more than two levels deep make use of bread crumb navigation
passed	Labeling is intuitive
passed	Navigation is easy to access (not at bottom of a scrolling page)
fail	Site logo is a link to home page, but not taking the place of the home link

## Accessibility

Status	Requirement
passed	Alt attributes are included in all image tags
passed	Use CSS for layout and tables where possible

## Testing

Status	Requirement
passed	Thorough Quality Assurance testing has been preformed on all web sites and documentation and documented for presentation at defense
passed	Usability testing has been conducted on all web sites

## Page Edits

### HOME PAGE



1. global nav font needs to be arial bold 16pt
2. add little space between nav and header

## Welcome to the Autumn Lynn Swim School



Welcome to Autumn Lynn's Swim School, Canton's premier swim school. We have been continuously developing and perfecting our program since we opened our doors in 1985. We offer fun and effective swim lessons for any age or skill level. Here at Autumn Lynn's, our mission is to develop the skills necessary for a lifetime of swimming in students of all ages, and to create a safe & fun environment in and around water. We are centrally located in beautiful Canton, Georgia and are easily accessible from anywhere in the Atlanta area. Drop by and take a look at our facility or stay and watch a class.

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1. change content text to arial regular 13pt
2. add line-height to content at 1.3
3. move content down to all for sun navigation space.
4. make it two paragraph

## PROGRAMS

[Home](#)

[Programs](#)

[Schedule](#)

[About Us](#)

[Contact](#)

### Class Schedule



We believe that learning is stimulated when it takes place in a fun and safe environment. Children are able to begin group lessons at 10 months of age and private lessons at any age. We offer group lessons for adults at the beginner, intermediate, and advanced levels, as well as private lessons for those who prefer or need individual attention.

#### **Level 1 - Beginners**

##### **Shrimps: 10 mos. – 2 yrs.**

This beginning class focuses on water orientation. Parents learn basic skills to teach swimming and safe behavior around the water; floatation is introduced. Submerge face under water, blow bubbles, crab walk, wall bobs, walk through chest deep water unassisted, coordinate arm movement while walking, flutter kick at wall, enter/exit pool unassisted. Float on front and back with assistance, glide front and back with flutter kick 10 seconds with assistance and jump into chest deep water with assistance. Climb out of pool with assistance. Discuss basic water safety rules.

1. add register button after each section

## SCHE

June 2010 Schedule	
<b>Mondays</b>	
Level 1 - 3:00pm	
Level 3 - 4:00pm	
<b>Tuesdays</b>	
Level 2 - 3:00pm	
Level 3 - 3:00pm	
<b>Wednesdays</b>	
Level 1 - 3:00pm	
Private Lessons - 4:00pm	
<b>Thursdays</b>	
Level 2 - 3:00pm	
Private Lessons - 4:00pm	
<b>Fridays</b>	
Level 2 - 3:00pm	
Private Lessons - 4:00pm	
<b>Saturdays</b>	
Level 3 - 3:00pm	
Private Lessons - 4:00pm	
<b>Sundays</b>	
Closed	

1. put a little space between month heading over the schedule

## ABOUT US

[Our Staff](#) [Testimonials](#) [FAQs](#) [Gallery](#)

1. need space between each space.

## Our staff

I have taught swim technique, swimming merit badge, lifesaving, and basic first aid. I hope to get my WSI and become a full time swim instructor. I love swimming, teaching, and sailing in my spare time.

I live in Alpharetta. Combining my love for the water with my love for teaching & children was the next logical step. When I can find a moment to myself, I enjoy traveling, reading, being with my friends & family trying new restaurants. I also enjoy competing in triathlons.

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1. add line-height to content at 1.3
2. pad text inside boxes so does not rest against the border
3. make page longer for the content

## Testimonials

enough. I have my third lesson tomorrow so wish me luck. Thank you again!!

me a call. Carly can't wait to go back to Berna's pool!

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1. add line-height to content at 1.3
2. pad text inside boxes so does not rest against the border
3. make page longer for the content

## CONTACT

The image shows a contact form on a blue background. The form consists of three input fields: 'Name' with placeholder 'Your name', 'Email' with placeholder 'Your email address', and a larger 'Message' field with placeholder 'Write your message here.'. Below the message field is a 'Send' button.

Name:  
Your name

Email:  
Your email address

Message:  
Write your message here.

Send

1. php file doesn't work
2. where is the download form for the registration form

## BACKGROUND

1. fix background image
2. take out the disclaimer