

# PROBLEMS

## Brand communication

1. Users found that the website had multiple issues that interfere with functionality / credibility of the brand:  
Coaching pages- Layout is inconsistent  
Typo's  
Accessibility- Font colors/ font discrepancies  
Hero images are misleading

## Our Method/ Holistic 5 Method

2. Most users are understanding the product approach, but are running into a wall when trying to understand how it's going to be implemented. (how this is communicated effected \_%).

3. A large number of users clearly understand what the holistic 5/ philosophy are and have a positive reaction.

The problem is that the holistic 5/ philosophy is not visually telling the user how it is implemented into the training program.

Phrasing suggestion based off of competitive analysis  
"Holistic Method" rather than five fingers.

## Navigation

4. Roughly 42% of users had issues finding information clearly through the hamburger menu or the landing page scroll page.

5. Roughly 5 out of 12 users noticed accessibility issues such as beta issues, Fall off's on pages.

6. A large number of users clearly understand what the holistic 5/ philosophy are and have a positive reaction.

The problem is that the holistic 5/ philosophy is not visually telling the user how it is implemented into the training program.

## Product: tier 1

7. Roughly 55% of users don't understand what the product 45% of users need more information to understand what the product is communicating to it's them.

## Call to Action/ Consultations

8. 91% users had difficulty interpreting what the call actions were prompting.

9. Unclear of what systems were in place after signing up for consultations.

## Testimonials

User want or are looking for specific information when reading testimonials at a glance that is currently not available on the current platform

Specifics such as :

- Performance indicators (how many minutes did they shed off their overall times by using the service....)
- How the holistic method effected their output.
- How specific coaches helped them.

45% of our user want a glance of accomplishments using this platform on the landing page

55% of users are interested in going more indepth with reading testimonials in order to get a better sense of the product.

## Coaching

Roughly 5 out of 12 noticed accessibility issues