

THE TAEKWONDO WORLD



What does my website answer ?

-a way to look up information to sign up for tournaments and events

-a way to purchase gear(boards, uniforms,pads, belts,trophies)

-a place where you can go and see updates in the taekwondo

Who is your target market?

Students-students that want to involve themselves and expand there taekwondo career

Teachers- teachers that want to have a reliable place where you can purchase gear and get information in one place

Watchers-watchers that want to keep up with the sport and stay up to date with the top athletes

Parents-Parents that want to be able to purchase gear and a simple way to sign up for tournaments



Research Process

Website analysis

To start of my research process i found a total of 15 websites involving taekwondo. Upon finding the websites i would study how the website structured there pictures and designs as well as the words and logos. This also included the fonts they used,color pallets and images

This are six websites i studied

<https://challengetaekwondo.com/>

[World Taekwondo](#)

<https://www.middletonmartialarts.com/>

<https://www.usatkd.org/>

<https://ktkd.nyc/>

<https://fmagoshen.com/>

<https://umataekwondofamily.com/>

<https://aautaekwondo.org/>

<https://www.justicetkdnewburgh.com/>



Research Process

Interviews

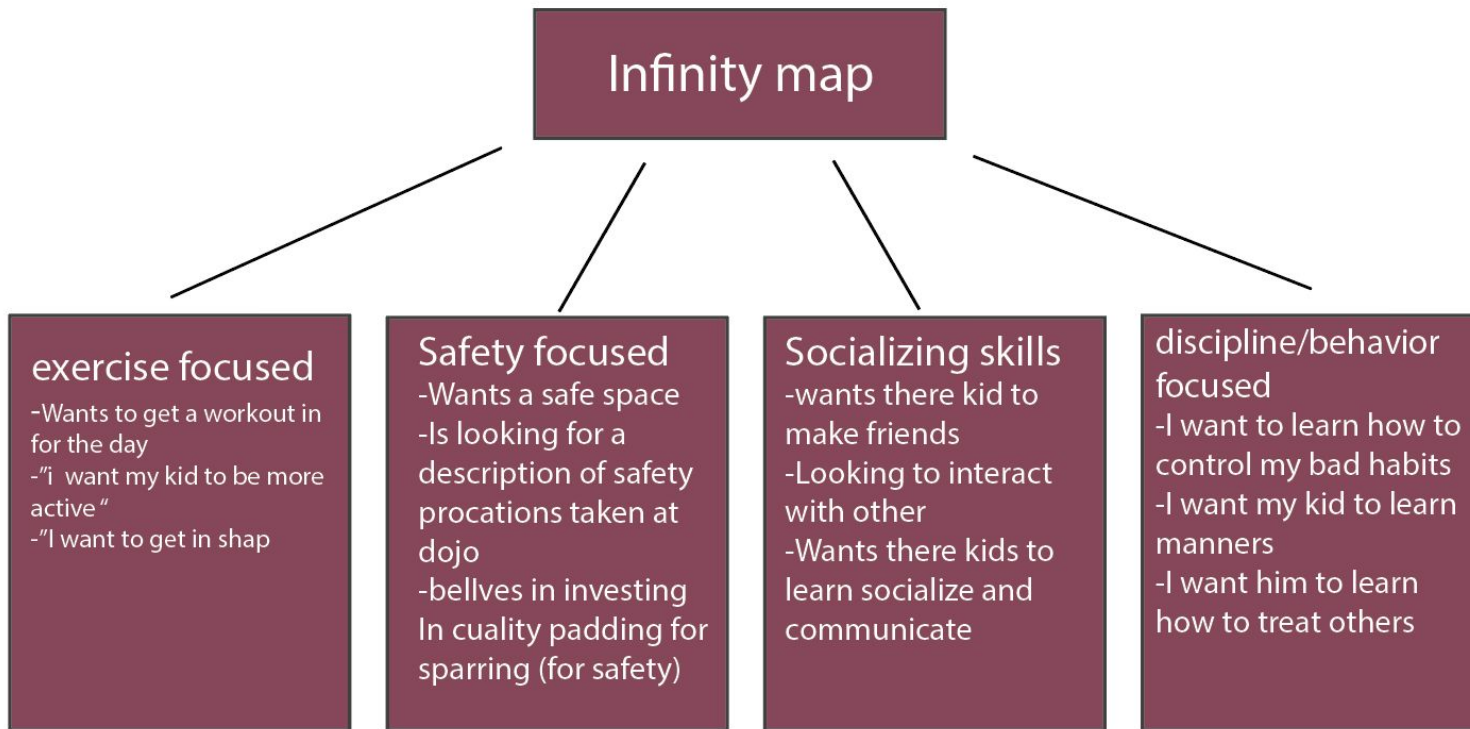
To continue my research process i did a total of 5 interviews. In these interviews i interviewed from a taekwondo master to students to a casual taekwondo watcher. I asked 10 questions that would give me as much information from each person as much as possible. here on the right are the 10 questions i asked.

1. How did you first hear about taekwondo?
2. Have you enjoyed your experience with taekwondo?
3. Have there been any bad experiences involving taekwondo?
4. What are specific memories you hold to this day?
5. How have others treated you surrounding the taekwondo world?
6. Why do you think taekwondo is popular amongst teens and young adults ?
7. Do you think taekwondo has any bigger meaning?
8. Do you believe taekwondo has impacted any part of your life?
9. Do you believe others should invest their time, money and energy into a sport like this ?
10. Would you have done anything different in your taekwondo journey



Synthesizing the Data

Affinity maps



Synthesizing the Data

Julian Ernesto

about : Age: 50 Gender: Male location: Newyork

occupation: teakwondo master

personality:

a good father and business man
involved in many taekwondo
school wanting to teach the
youth and help others

skills:

teaching, great communicator
great speaking voice
understanding patient



Motivations: Julian is looking to help other thru the taekwondo schools haes involved in

Goal:

to teach and help other young or old, women or man. To help others to show them a better way.

frustrations:

seeing teakwondo schools focus on the business & money instead of focusing on what teakwondo means and helping others

Brands:

Mooto, Adidas, Kwon deado



Synthesizing the Data

Robin Lopez



Motivations: Robin is a young woman that wants to become stronger and what's to prove to the world she can be great

about : Age: 18 Gender:female location:Newyork

occupation: currently a college student

personality:

a hard working woman with a big dream to compete in taekwondo tournaments to prove women are as strong as

skills:

hard working
agile
dedicated
strong spirit

Goal:
train hard and prove herself in taekwondo tournaments

frustrations:
seeing other being put down and not being to protect themselves

Brands:
Adidas, Nike, Mooto



Synthesizing the Data



Motivations: Andrea is a mom of 2 and doesn't like how they are always on their phones or iPad and want to find an activity where they are able to exercise and make friends

Andrea grimes

about : Age: 45 Gender:Female location:Newyork

occupation: Teacher

personality:

a lovely mom and wife that if
looking to keep her kid active
and in a safe place

skills:

teaching
great communicator
great speaking voice

Goal:

to teach and help other
young or old, women or
man. To help others to
show them a better way.

frustrations:

having her kids be on
electronics the whole
day

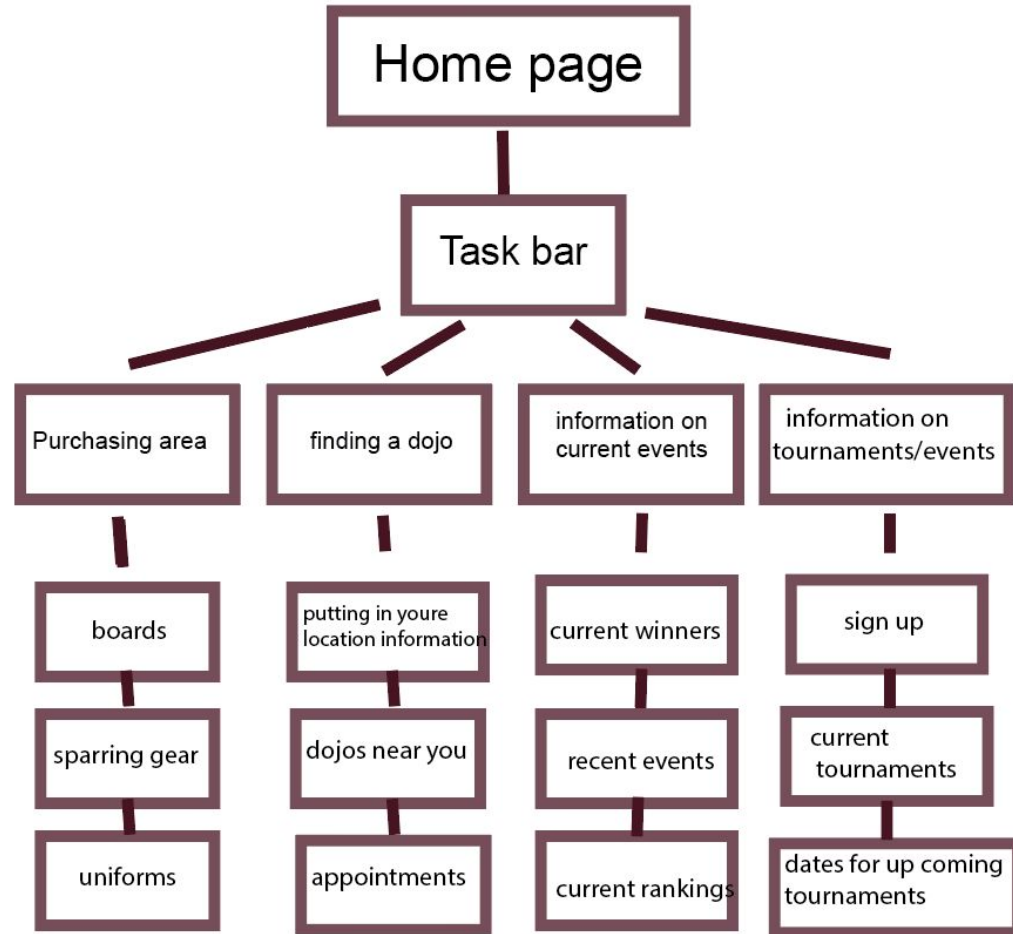
Brands:

Nike, Reebok



Synthesizing the Data

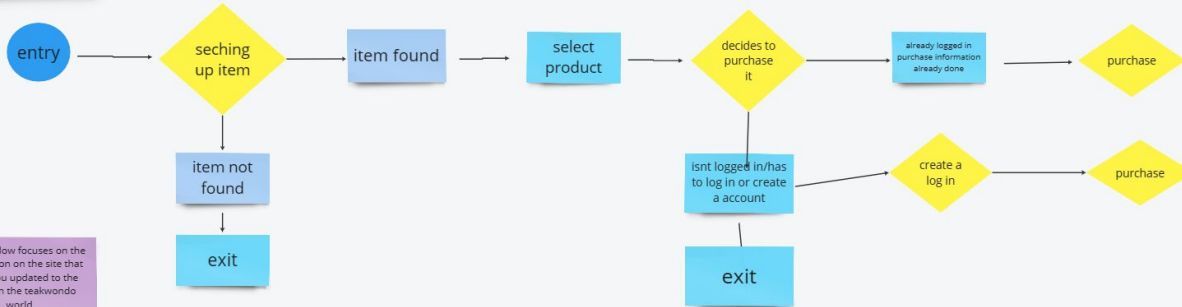
Site Structure



Synthesizing the Data

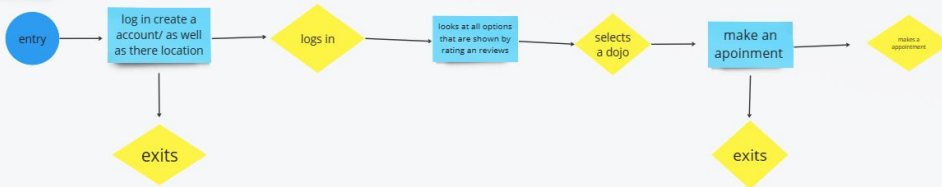
User flows

this user flow is focused more on the purchasing side of the site with all the gear



this user flow focuses on the information on the site that keeps you updated to the events in the teakwondo world

focused on wanting and finding a good dojo to try out



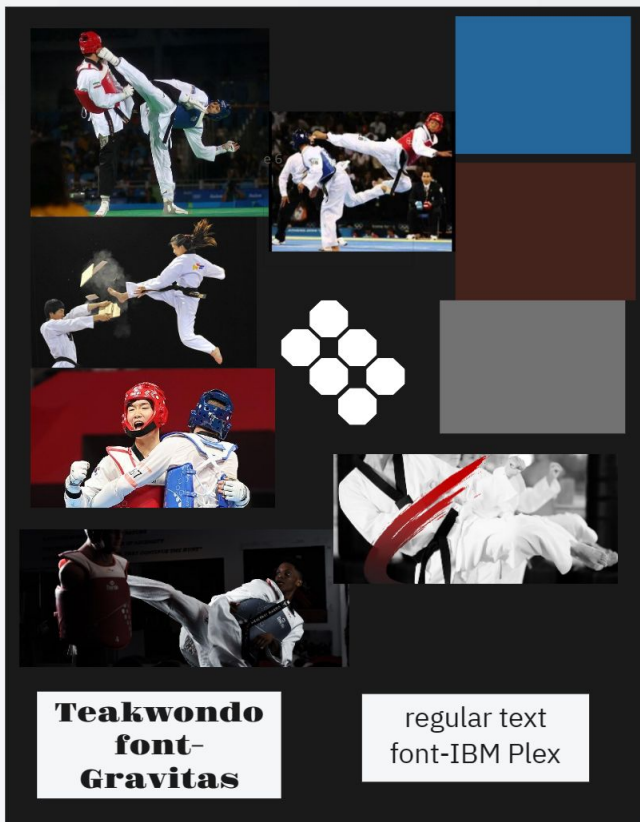
Wireframes



Here are the initial wire frames



Moodboards



Moodboards



#1e257a



#4c1123



#9f966e



Teakwondo
this is where other
information would go
involving the picture
The Blue color is # 1e257a
the red color is # 4c1123
the main lettering Ariel
the heading is Monarcha
the writing is also centered
not 100% sure about it



Identity Design

LOGO

For a taekwondo logo i wanted to stay away from kicking because of to research i did i realized all the logos and identities were are related to kicking



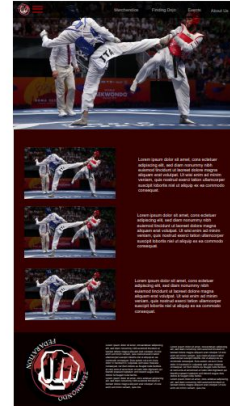
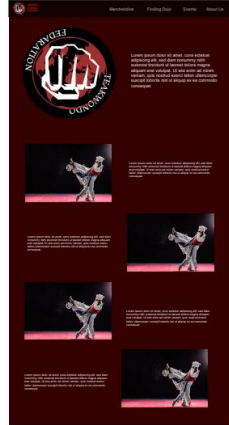
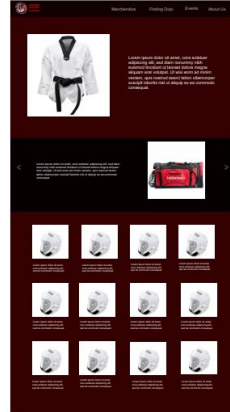
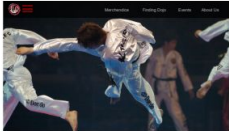
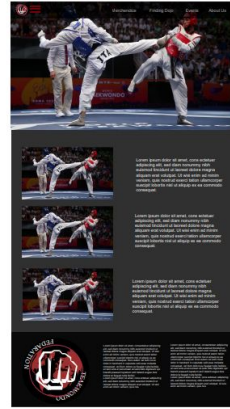
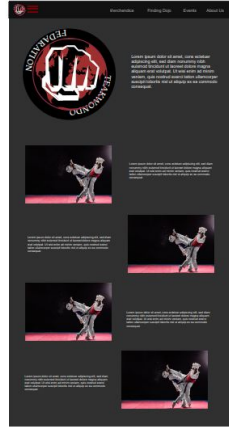
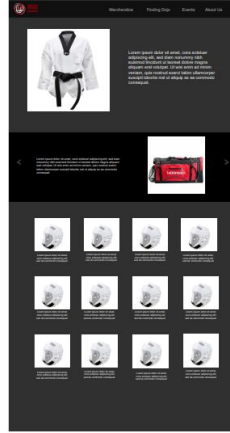
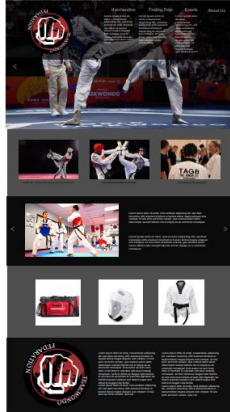
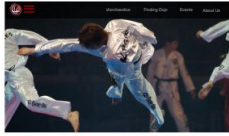
Identity Design

LOGO

This here is the final logo design i choose for my website



Prototyping



Site work



[Home](#)

[merchdence/gear](#)

[Events](#)

[finding a dojo](#)

[About](#)



Top events

Stay up to date with what's happening in the Teakwondo world

[explore further](#)



Site work



Taekwondo Bag

Get a great quality bag for all you're uniforms and padding



Helmet

get a high quality taekwondo Helmet you can be rely on



Uniform

Looking for a new look for Taekwondo shop here



Business Details

Contact

Address

THE END



[Home | The Teakwondon World \(gr7923.wixsite.com\)](http://gr7923.wixsite.com)