

# UX Brief | Highland Yoga

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## **About the Client**

Highland Yoga is a Hot Power Vinyasa yoga studio based in Atlanta, Ga. Having launched as a single location in 2015 by Owner/Operator Elspeth Brotherton, Highland Yoga now has multiple studios, with a 5th studio opening up in the beginning of June. Brotherton's primary focus is on community, as she explained: "Our students are our number one priority, and we want our studios to feel like your home away from home where you can step away from your busy life, become completely immersed in the present moment, and connect to yourself on a deeper level."

## **Mission**

"Real Yoga. Real Community. Real Sweaty."

## **The Problem**

Currently the Highland Yoga website has a lot going on in terms of content, repeated information and a dated design that doesn't match their current studio vibe.

## **The Goal**

We are tasked with recreating a responsive site that allows new clients to get a feel as to what Highland yoga is like, sign up for classes and find a location that suits the client.

## **Target Audience**

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