

Ashley Agacinski

ITWP 2600

March 1, 2025

## Project 2

### Part #1

**Provide an organized, written critique addressing the following questions:**

**1. Company name.**

Planet Fitness

**2. Does the site convey a positive or useful message for the company?**

The site does convey a positive message for the company. They state, "A place where EVERYONE feels welcome" (planetfitness.com).

**3. Who is the target audience?**

The target audience is anyone who wants to start being active and working out or exercising. This is a fitness gym; therefore, this is the crowd they profit the most from and direct content toward. It can be any age or any gender, as long as the individual wants to exercise

**4. What information content is provided?**

They offer a search bar to locate a gym closest to your area or another location you may want to visit. This provides the address as well as the club details and plans that correlate to that facility. They discussed the membership plans needed to attend the gym and explained the differences that each different plan offers, including the price. There is even an option to compare them side by side! They advertise their mobile app, and the programs offered within the app to entice more engagement from users. They inform many learn more options to explore everything that is offered within the company in total too. If interested there is also a virtual tour that anyone can partake in.

**5. What business model is the site following? (Chapter 1, pp. 17-18 may be useful)**

This business model would be classified as a revenue model. The goal of their site is to engage users in purchasing membership to use their product. They advertise the product using tactical strategies to obtain cash flow, gaining profit from their consumers.

**6. What functions are provided?**

One function is the location search tool, this aid users interest to attend their facilities. There is multiple learn more functions that offer information amongst other pages to engage interaction. There are Join now plan features that gain revenue for the business and sign new consumers up for benefits.

### **7. Does the company generate revenues from the site? How?**

Yes, this site generates revenue, this is generated from memberships purchased. There are two different plans as well as an annual fee that will increase profit for the company. There was also a deal going on when I visited the page offering a lower signing price! This engages more users to partake in purchasing a plan. There was also a page offering merchandise to buy as well.

### **8. What costs do you think are associated with generating those revenues?**

There are always costs for a business when offering products. This gym needs to make sure they still pay for advertising, keeping the gym clean and safe for customers to be in, as well as pricing to create the merchandise to sell or drinks that could be offered. Maintenance in a gym is also very important for machines to stay in top shape. The cost for replacing equipment and tools can also become costly.

### **9. Is the site well designed from the point-of-view of clarity, ease of use, speed of access?**

This site is very well designed of clarity, ease of use, and speed of access. All the information a consumer may need is in order as you scroll down the browser, and it is all featured on one page. Everything is easy to read and quick to find. You can quickly access more information for each question you may need. The site is very user friendly and inviting for everyone!

### **10. How well does the company use design and layout features?**

The company is smart with the pops of color and pictures that are used throughout the entire site. There is a theme as well, so the entire site flows accordingly. There are also videos too! Each section of information is formatted slightly different so that it keeps your attention. These types of designs and boxes cause you to scan the entire page when you are visiting which keep web traffic on their site longer.

### **11. Is the site aesthetically pleasing?**

The site is very aesthetically pleasing, this plays into the format and layout of the site. When the colors and designs are all coherent amongst the entire page it is classified as aesthetically pleasing and enjoyable to look through.

### **12. What does the company do to provide a competitive advantage?**

The site attempts to offer a competitive advantage because of both their prices and benefits offered within their different plans. They are enticing when explaining what is offered in their more expensive membership which draws users in. Offering a relaxation method such as tanning and massages after a workout is a competitive advantage. These benefits are their attempt to stand out from other gyms.

**13. What features supporting ecommerce (security, transaction management, information collection, navigation, search engine, site map, index, help, easily available policies) do the site support?**

This site supports all types of ecommerce. As mentioned before, there are navigation menus and search bars, there are secure transaction spaces, and there is an abundance of information. The information provided enhances the users' experience, knowledge is power.

**14. What currency(ies) are accepted and how are they accommodated?**

I am unsure what currency is accepted, and which is not. When I went through the checkout experience I just entered my USD debit card information which was accepted.

## **Part #2**

**In addition to answering the questions in Part #1, please download and complete the Web Page Evaluation Sheet in the Project 2 assignment area. Some of the questions within the evaluation sheet were addressed in your written critique so you can simply use your critique response within the evaluation if you wish.**

### **Company Web Page Evaluation Sheet**

**Student Name:** Ashley Agacinski

Please answers the follow questions listed within this evaluation sheet and provide a critical appraisal of what you find at the website.

**Name of Company:** Planet Fitness

**Industry/General Description of Company:** Gym

**URL:** <https://www.planetfitness.com/>

**How did you discover this URL? (e.g., via Yahoo, AltaVista, industry site)**

Google, I was searching for a gym to start attending.

**Date site was last updated (if available):**

Not applicable, there is no page updated information. The only thing notes is "© 2025 Planet Fitness Franchising, LLC" .

**Count of prior accesses (if available):**

This information is also not applicable, this is not listed on the site.

Please highlight the number associated with each question in the table below based on your website experience.

Access time to load first page?	Very Slow	1	2	3	4	5	Very Fast
How complex is the site?	Very Simple	1	2	3	4	5	Very Complex
Information available on the site?	Very Little	1	2	3	4	5	Huge Amount
Use of graphics?	None	1	2	3	4	5	Very Extensive
Aesthetic appeal?	None	1	2	3	4	5	Excellent
Overall effectiveness?	Very Poor	1	2	3	4	5	Excellent

**Is there an explicit mission statement? Yes or No?**

Yes, there are a few mission statements amongst the page.

**If so, provide a summary of it. If not, state what you believe the purpose of the site is.**

They state that everyone is welcome! They advised they have the best value on the planet, they have tons of equipment, and thousands of locations. They also make sure we know this is a judgement free zone with lots of opportunity to learn and grow.

**Who is the target audience?**

The target audience is anyone who wants to get active and work out. Any age and gender or size, they are very inclusive.

**Can you purchase products from this site?**

Yes you can purchase products.

**If so, what is the product type?**

You can purchase memberships on this site. They also offer merchandise too!

Please highlight the correct information associated with each question in the table below based on your website experience. Multiple answers may apply

What is the ordering mechanism?	What is the payment mechanism?
Call 800 number?	Call 800 number?
Information available on the site?	Use PayPal?
Fill in Form?	Give credit card number?
Send email message?	Encrypted?
Other? (please specify)	Other? (please specify)

**Does the site convey a positive or useful message for the company?**

Yes, the positive messages are also the mission statements. They are inclusive to all with a free judgement zone. Everyone is welcome!

**Is the site well designed from the point-of-view of clarity, ease of use, speed of access?**

Yes, the site has a clear point of view, ease of use, and access speed. The pages load instantly, and it is easy to obtain any information needed. You can easily educate yourself of what is offered and how to proceed.

**Is the site aesthetically pleasing?**

Yes, the site is aesthetically pleasing.

**How well does the company use design and layout features?**

The company's layout and design draw the user to scan the entire page. They easily keep your attention with all the images and different shapes used. The colors amongst the page are all concise and enjoyable to look out.

**Can the company generate revenues from the site? How?**

Yes, the company generates revenue from the memberships they sell.

**What features supporting ecommerce (security, transaction management, information collection, navigation, search engine, site map, index, help, easily available policies) does the site support?**

This site supports all types of ecommerce. As mentioned before, there are navigation menus and search bars, there are secure transaction spaces, and there is an abundance of information. The information provided enhances the users' experience, knowledge is power.

**What currency(ies) are accepted? How are they accommodated?**

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