

Site Redesign of North Austin Tae Kwon Do

www.tkdaustin.com

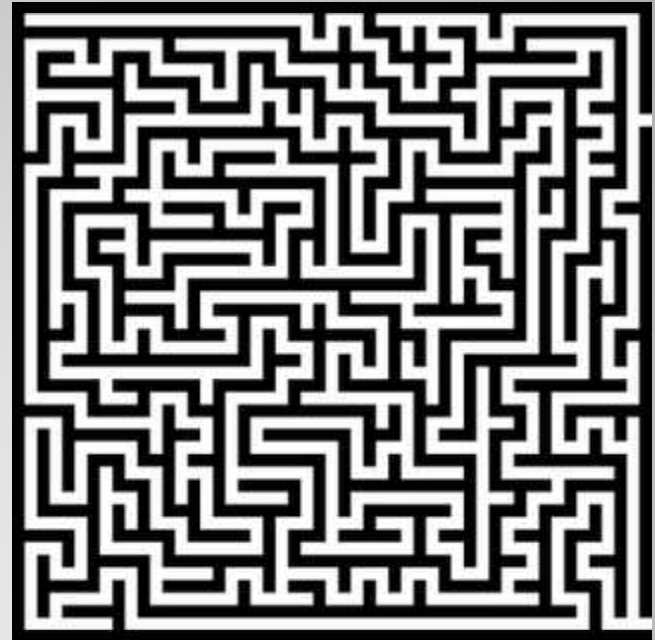
Rachele DiTullio
INF 385E
4 May 2009

What We'll Cover

- Reasons for the redesign
- Purpose of the site
- Planning
- Design concepts
- User scenarios
- Tools and testing
- What I learned
- Future improvements

How bad are things?

- Inconsistent navigation
- Old, outdated content
- Broken links and images
- No clear path!



Ads by Google

Buy Karate Uniforms

Quality and value in uniforms from lightweight to super-heavyweight!

www.UniformsForMartial.com

Karate - South Austin

Classes for Adults & Teens. Call to schedule your FREE trial lesson!

www.AustinWT.com

Jeet Kune Do Concepts

kenpo, kali silat, combative arts DVD certification

jkdconcepts.net/cert.htm

Green Belt Stimulus Deal

Reduced-price Educational Package of Green Belt e-Learning & exam

www.moresteam.com/

- [Home](#)
- [Up](#)
- [Belt System](#)
- [Belt Test Guide \(Old\)](#)
- [Etiquette](#)
- [FAQ](#)
- [How to Tie Belt](#)
- [North Austin TKD Forms](#)
- [One Step sparring](#)
- [Pad Sizing](#)
- [Referral Program](#)
- [Self Defense](#)
- [Sparring Rule](#)
- [Student Oath](#)
- [Tenets of TKD](#)
- [The Bear](#)
- [TKD Basic Blocks](#)
- [Tae Kwon Do Kom Do Kwan](#)
- [Uniform Sizing Chart](#)
- [Belt Test Guide](#)

NATKD Stores

[Martial Arts Supplies](#)
Uniforms, Weapons, Training Equipment Videos at discount prices etc...

[Amazon.com](#)
Books, DVD's, Music and much more...

Ads by Google

Karate Belt guide
Looking to find Karate Belt? See our Karate Belt guide.

North Austin Tae Kwon Do North Austin Tae Kwon Do North Austin Tae Kwon Do North Austin Tae Kwon Do

Belt System



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Book a Seminar	Support This Site	Join the Association
Inquire	Donate	Inquire
Have the natkd.com instructors teach a seminar at your location.	Keep natkd.com a free and growing resource. Suggested donation = \$20	Are you an student or instructor looking for a Martial Arts Organization to join?

The North Austin Tae Kwon Do Club utilizes a traditional belt system that denotes the student's progression from Novice Student to Senior Student (Black Belt). The belt system helps the student set short-term achievable goals as student begins their journey on the path of Tae Kwon Do.

The North Austin Tae Kwon Do Club Belt System



Novice Students

White Belt – The color white signifies innocence, as that of the beginning student who has no previous knowledge of Tae Kwon Do.

Orange Belt – The color orange signifies the changes of Autumn, as the student's mind and body begin to develop and grow as a result of the new Tae Kwon Do experience.

Yellow Belt – The color yellow signifies the earth. The beginning student begins to create a firm foundation in Tae Kwon Do technique, just as a seed begins to expand its root system deep in the earth as it begins to grow.

Intermediate Students

Green Belt – The color green represents growth, like that of the green plant as it sprouts out of the ground. The student has built a firm foundation and now begins to grow in the art of Tae Kwon Do.

Blue Belt – The color blue represents the sky. Reminding the student to reach for the heavens and continue their Tae Kwon Do journey.

Purple Belt – The color purple represents the changing sky of dawn, as once again the student undergoes a new

Gallery

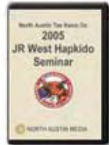


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- [Seminars](#)
- [Tournaments](#)
- [Video Trailers](#)
- [UMAS Belt Tests](#)

NATKD Stores

[Martial Arts Supplies](#)
Uniforms, Weapons, Training Equipment Videos at discount prices etc...



\$29.95

BuyDVD



[View Streaming Video Trailer](#)

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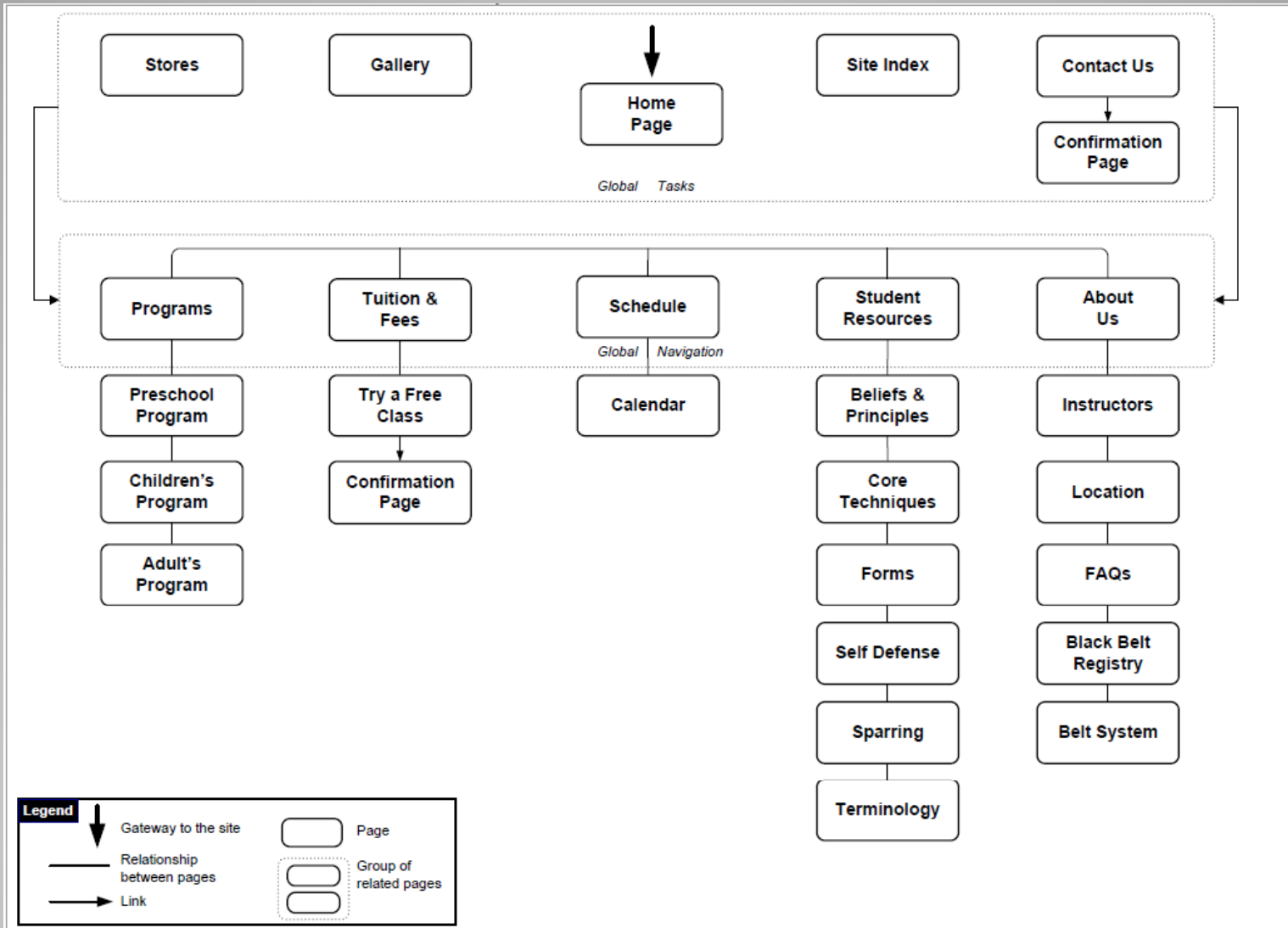
Karate for Kids 8 and Up

North Austin TKD Intramural Tournament May 2007



Purpose of this Site

- Provide information about this school and Tae Kwon Do for prospective adult students and parents of prospective child students
- Provide student resources, event dates and payment information for current adult students and parents of child students



Planning: Sitemap V3.2

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LOGO North Austin Tae Kwon Do

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Main header for first tier

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Sub header text or sentence goes here.

Image Placeholder

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Contact Us

Please use this form to contact us directly. This form will send your message directly to our e-mail. Please include your correct e-mail address so that we may respond. If you would like us to return your message via telephone, please include your phone number in your message. You may reach us by phone at 512.350.4242.

Email Form

All fields are required.

Name

Email Address

Subject

Message

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Planning: Wireframes V3.0

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Design Concepts



A Marial Art for Children and Adults

At North Austin Tae Kwon Do, offer traditional training in the Korean martial art of Tae Kwon Do, supplemented with Hapkido joint locking techniques and weapons training with the sword, staff and cane. Our programs focus training in self defense along with physical conditioning and balance of body and mind.

Classes are offered Monday through Thursday in the afternoon and evening.

Located in the Acrotex Gym building

2004 Sun Chase BLVD
Cedar Park, Texas 78613

[View location on Google Maps](#)

Questions? Call us!

512.350.4242

Considering Tae Kwon Do?

[Try a Free Class](#)

Classes are available for children as young as four. We offer [preschool](#), [children's](#) and [adult's](#) programs for all levels of ability. Whether you're brand new to martial arts or have studied for years, you have a place in our school. We encourage families to train together!

Upcoming Events

- **Sparring this week: May 4-8**
Bring your pads.
- **Next Belt Test: May 22**
[Download the Belt Test Guide](#)
- **Friendship Tournament: June 27**

Gallery

2008/05 Black Belt Test Photos



Final Design Concept

User Scenarios

- Parent of prospective student
- Prospective adult student
- Parent of current student(s)
- Current adult student

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[Read some FAQs](#) to learn more about Tae Kwon Do.

Benefits for Kids

- Build confidence and self esteem
- Promote the desire to learn
- Improve concentration
- Instill respect for self and for others

Benefits for Adults

- Learn practical self defense
- Release tension and maintain a fresh mind
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Gallery

2008/05 Black Belt Test Photos



Self-Defense Demonstration Video



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Programs


North Austin Tae Kwon Do offers three separate programs:

- Preschool program for students ages 4-6
- Children's program for students ages 7-11
- Adult's program for students 12 and older

Preschool Program

The preschool program is a great introduction to the Art of Tae Kwon Do. Classes are 30 minutes in duration and are comprised of a variety of games and exercises that teach balance, coordination, patience, discipline, and confidence.

[Learn more about the preschool program.](#)



Children's Program

The children's program focuses on character development, physical development, building initiative, leadership development and self-defense through awareness and empowerment. Classes are 45 minutes in duration.

[Learn more about the children's program.](#)

Adult's Program

The adult's program focuses on self-defense, fitness and fun. Classes are 45 minutes in duration and are taught later in the evening to allow those with a busy schedule easy access to classes.

[Learn more about the adult's program.](#)



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Try a Free Class

Please use this form to request trying a free class. We will e-mail or telephone you to discuss setting up a day and time that is convenient with your schedule.

Please be sure to fill out a [new member application](#) for each student and bring it to the free class.

Request Form

All fields are required.

Please provide the following information for the person that we should contact:

Contact Name:

Contact E-mail:

Contact Phone Number:

Please provide the name, age and sex of the person(s) who will be trying the class along with any additional questions or comments you might have.

Student information:

Prospects

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Gallery

2008/05 Black Belt Test Photos



Self-Defense Demonstration Video



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Student Resources

The student resources section provides information for North Austin Tae Kwon Do Students that specifically relate to the North Austin Tae Kwon Do classes and testing requirements.

Beliefs & Principles

Core Techniques

Forms

Self Defense


Sparring

Terminology

Belt Test Guide

[Download the Belt Test Guide](#)

The Belt Test Guide outlines the specific requirements needed for each belt level. If you have questions about any requirements, **please ask in class.** All physical requirements will be covered during the cycle leading up to the next belt test. It is the student's responsibility to review any academic knowledge requirements outlined in one test, if necessary at home.



Curriculum Reference

[Download the curriculum reference](#)

This quick reference sheet outlines the basic requirements for each belt level, including breaking requirements. It is merely an aid for the student and does not supersede the Belt Test Guide.

Student Oath

1. I shall observe the tenets of Tae Kwon Do.
2. I shall respect the instructor and seniors.
3. I shall never misuse Tae Kwon Do.
4. I shall be a champion of freedom and justice.
5. I shall build a more peaceful world.

How to Behave in the Dojang

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Tuition & Fees

North Austin Tae Kwon Do does not require annual contracts. You can sign up for classes right now by following these three steps:

1. Access the Annual Registration Fee "Buy Now" option to pay your registration fee.
2. Choose the Tuition Fee option of your choice and setup your monthly, quarterly or semi-annual subscription with PayPal.
3. Download the [new member application](#) and fill it out. You can fax your completed application form to 512.233.5373 or bring the form with you to class.

As always please [contact us](#) online with any questions or call 512.350.4242.

Discount and Subscription Information

- **Family discount!** Each additional family member receives a discount off registration and tuition as noted.
- **Pay Pal discount!** There are substantial discounts for students who pay their tuition via [PayPal subscriptions](#).
- **Tuition rate protection for continuous enrollment!** As long as you stay enrolled your tuition payments do not increase. Students who discontinue their class attendance and tuition payments or change payment programs or have additional family members join will be charged the current tuition rate and will be charged a new registration fee, if rejoining the school.
- **Tuition payments provide space for training and not a certain number of guaranteed attendance.** If a student pays for a month or more and then decides not to attend or can not attend, tuition payments will not be refunded. Students understand that it is their responsibility to shut off their PayPal subscriptions and that PayPal will not be refunded for any reason.

Annual Registration Fees

Students



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- Bassai
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- [Black Belt Registry](#)
- [Beliefs & Principles](#)
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- [Belt Test Guide](#)
- Belt Test Requirements
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- Private Lessons
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Schedule

North Austin Tae Kwon Do offers classes Monday through Thursday. Students are requested to select a two-day set for class attendance such as Monday/Wednesday or Tuesday/Thursday.

- Preschool program classes are 30 minutes in duration.
- Children's classes are 45 minutes in duration.
- Adult's classes are 45 minutes in duration.

Times	Monday	Tuesday	Wednesday	Thursday
5:00pm		Preschool		Preschool
5:30pm	Children		Children	
5:45pm		Preschool		Preschool
6:30pm	Intermediate Children	Children	Intermediate Children	Children
7:15pm	Adults	Adults	Adults	Adults
8:00pm	Advanced Adult	Advanced Adult	Advanced Adult	Advanced Adult

Intermediate children classes are for green belts and above.

Advanced adult classes are for blue belts and above.

Holiday Schedule

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About Us



At North Austin Tae Kwon Do, offer traditional training in the Korean martial art of Tae Kwon Do, supplemented with Hapkido joint locking techniques and weapons training. Our programs focus training in self defense along with physical conditioning and balance of body and mind.

Kom Do Kwan

We practice Tae Kwon Do, Kom Do Kwan (Bear Way School or School of the Bear). While our roots are from [Chung Do Kwan](#), ultimately via [Grand Master Jhoon Rhe](#) sufficiently evolved in our own course to form our own Kwan and philosophy toward training. Hence our motto, "Traditional Training for Practical Self-Defense" and our motto for the future.



Kom Do Kwan is merely group of people that train with a specific philosophy of how to train, teach and approach to the practice of the art of Tae Kwon Do. It can briefly tell the choices we have made with in the larger Tae Kwon Do frame work.

At a high level, we break Tae Kwon Do in five broad categories. They are listed below in the order of precedence that Kom Do Kwan places on each aspect of the art.

Semantic Markup

Development Tools

- Microsoft Visio
- Adobe Dreamweaver
- Adobe Photoshop
- RoundPic.com
- ConvertICO.com

Testing

Tools

- Multiple IEs
- Xenu Link Checker
- W3C Validation

Browsers – 16

Windows

IE8, IE7, IE6, IE5.5
Firefox 3, 2
Safari 3.2
Opera 9.64, 9.2
Chrome 1
Netscape 9, 4.79

Mac

Firefox
Safari

Mobile

iPhone
Motorola L2

What I Learned

- Give yourself more time than you think you'll need; something always comes up.
- Prototyping in Photoshop is a lot harder than I thought.
- Testing never ends!

Future Improvements

- Implement site search
- Use a CMS for easier maintenance
- Create separate pages for each belt level
- Create a portal with personalization so that students can track progress