



Process Notebook Project 1 & 2
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Project 1

Project 1- Why I Chose PF

I chose PF because of their terrible commercials. they always made me so uncomfortable and I always turned them off. I also have several family members that go there and they hate it so much. They were so judgemental and rude and always made them feel like they were alone.

Project 1- What I Learned

All of project one was really different from anything that I'd done before. It was a totally new topic. When we first started it was really difficult and it took what seemed like forever for every thing to click, but when it did, it did! I researched every inch of PF! I know their website like the back of my hand. I was a little insecure about my work though. I didn't realize how much I actually knew and understood my brand. I thought that I didn't know enough and might have a hard time explaining everything. But it turns out that I knew them so well that it felt like nothing. I learned how to do a lot of new things that I consider to be extremely valuable now. I learned how to compair brands and really get into their head. SWOTs helped me find out things and made it easier by going into categories. I didn't really know how much goes into establishing a brand, or maybe i just never noticed. I can't look at any brand the same way again. I'm constantly analyzing them all, all of the time. I think I'll be stuck like this forever...but in a good way.

Project 2

Big Idea

Planet Fitness is going to take their motto, and mission and we are going to make it more authentic and genuine. We are going to focus on creating a safe and welcoming environment for anyone who wants to try going to the gym. We are going to focus our attention on the gym new comers in a new way. We are welcoming people who are willing to try a new lifestyle and want to make a change in their lives.

Touchpoints

For project two, I did a few apparel pieces (gym bag, bottle, tank top) I redid their landing page on their website, reworked the images on their instagram, and created an app to help the new gym goers feel more comfortable. Each of these mini projects took a long time, and they could have easily been explored more.

Project 2- What I Learned

I learned that rebranding a company is very difficult. On paper, it seemed like a piece of cake but once I really truly started, I realized that I had never done something so in depth before. It was very difficult to keep track of everything and make sure it was consistent. If I could start the whole semester over again, I wouldn't have agreed to the extra time on project one. I could have really used that time on project 2. This project taught me to try and think outside of the box. I had to take something that had so much equity and make it new and fresh but without losing the customers that came with it. You have to change some things, but not so much that it's unrecognizable. It was really hard to find the balance between the two. If I had given myself more time, I could have easily gone into more detail and created amazing things for their social media and maybe even prototyped out some screens for the new app. The biggest thing I learned, was consistency through out a project.