

Recommended update for home and purchase pages on Elu Yoga site

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[Link to Figma file](#)

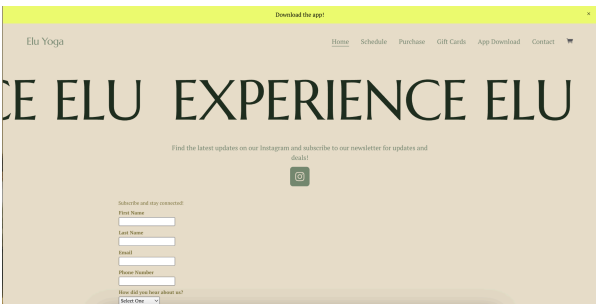
Problem

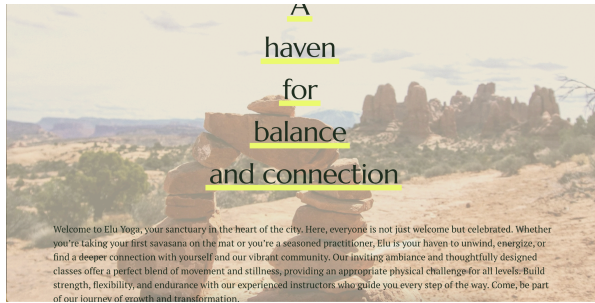
The current Elu website has a slightly confusing layout and unclear hierarchy of information. Currently design and text makes it difficult for users to complete a purchase and get the information they need. The Mindbody integration, while probably the best solution for Elu Yoga, could be communicated about better so users know what to expect when they leave the Elu Yoga platform.

Hypothesis

By making small adjustments to the microcopy on the website, we can clearly guide the user to making a purchase. When the user has a simple and straightforward time reaching their goal, they become loyal customers and tell their friends the great experience they had with Elu Yoga.

Analysis of current text

Screenshot	Analysis
	1. The main navigation menu could be cleaned up to make the decisions more clear 2. Does App Download need to be in the main navigation when it's also a banner text? 3. "Updates" used twice in header text — could rephrase for clarity and brand cohesion. 4. "Subscribe" line above contact field is redundant as far as text goes, but current design requires a header above the contact form.



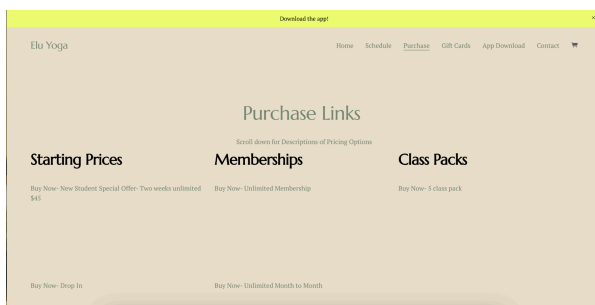
5. "...taking your first savasana on the mat" may be confusing language for users unfamiliar with yoga. Suggest a change here to still capture the welcoming spirit but not use an unfamiliar word.
6. Suggest a rewrite on the final line here in order to focus on the user rather than the brand.



7. Experience level and class length are only displayed in the first class type
8. Class variations get lost in the body text – opportunity to shorten and clarify
9. There's inconsistency on whether the class is "Yin Yang" or "Yin/Yang"



10. Second sentence beneath New Student Special Offer feels off-brand. Suggest a rephrase to show personality without implying that there'd be a reason the student may not want to stay.
11. Add hyphen in 5-Class Pack



12. Suggest rephrase "Purchase Links" for a more familiar page title (and to align with changed main nav menu)
13. Opportunity to use subhead to orient the reader and intro the Mindbody integration rather than direct them to scroll down for info they may have seen on the homepage.
14. "Buy Now" indicates a purchase will take place immediately
- 15-20. Small tweaks to the descriptions of the class rates and packages will help guide the user towards the class you most want them to purchase

Recommendation

Summary

With small tweaks to the above 20 strings, the user journey will be more clearly defined and as welcoming as Elu Yoga prides itself on being!

- Clean up main navigation menu for user ease
- Clean up purchase page and introduce Mindbody sooner in the journey
- Avoid using “in group” yoga language if Elu’s audience includes first time students

String table

Element	Current text	Recommendation
1 - Main Menu	Home; Schedule; Purchase; Gift Cards; App Download; Contact	Home; Class Schedule; Pricing and Packages; Contact
3 - Signup Text	Find the latest updates on our Instagram and subscribe to our newsletter for updates and deals!	<i>We actually recommend deleting the signup form at the top of the page and just using the contact form at the bottom. You could also consider a newsletter popup or changing the text at the bottom to something like this:</i> <i>Follow us on Instagram for the latest news, and subscribe to our newsletter for special offers, event invites, and studio updates — just for our community.</i>
4 - Email Signup Header	Subscribe and stay connected!	<i>Stay connected with Elu!</i>
5 - Welcome Body Text	Whether you’re taking your first savasana on the mat or you’re a seasoned practitioner, Elu is your haven to unwind, energize, or find	Whether it’s your first time on the mat or you’re a seasoned practitioner, Elu is your haven to unwind, energize, and find a

	a deeper connection with yourself and our vibrant community.	deeper connection with yourself and our vibrant community.
6 - Welcome Body Text (Final Line p1)	Come, be part of our journey of growth and transformation.	Join us and begin (or continue!) your journey of growth and transformation.
8a - Class Type #1	Ashtanga Experience the discipline and structure of Ashtanga Yoga. This practice follows a set sequence of poses, allowing you to track your progress and build strength over time. Ideal for those who appreciate consistency and enjoy a challenging workout. Note that classes are condensed to 60 minutes. We have Beginner and Intermediate options.	Ashtanga <i>60 minutes, beginner and intermediate</i> Experience the discipline and structure of Ashtanga Yoga. This practice follows a set sequence of poses, allowing you to track your progress and build strength over time. This class is for you if you appreciate consistency and enjoy a challenging workout.
8b - Class Type #2	Vinyasa Embrace the creativity and flexibility of Vinyasa Yoga. Each class offers a unique flow, perfect for those who crave variety and enjoy incorporating music into their practice. Vinyasa is beginner-friendly and keeps your routine fresh and engaging. Power Flow classes will provide a little more challenge for those that want to build more heat and strength. Slow Flow classes are also available for those that prefer a gentler and slower pace with deeper stretching.	Vinyasa <i>60 minutes, beginner-friendly</i> Embrace the creativity and flexibility of Vinyasa Yoga. Each class offers a unique flow, perfect for those who crave variety and enjoy incorporating music into their practice. Explore our two class options: Power Flow - More challenging to build heat and strength Slow Flow - Gentler and slower with deep stretching
8c - Class Type #3	Yin Yang Experience the perfect balance of effort and ease with our Yin/ Yang Yoga classes. This unique practice combines the slow, deep stretches of Yin Yoga with the dynamic, energizing sequences of	Yin/Yang <i>60 minutes, all levels</i> Experience the perfect balance of effort and ease with our Yin/Yang Yoga classes. This unique practice combines the slow, deep

	Yang Yoga. Ideal for all levels, this class helps to harmonize your body and mind, promoting overall well-being. We are also offering a Warm Yinyasa that combines the long holds of Yin and flows of Vinyasa in a gently heated room. Yin classes are also available for those that want to build strength and flexibility through longer holds and a slower pace.	stretches of Yin Yoga with the dynamic, energizing sequences of Yang Yoga. This class will help harmonize your body and mind and promote overall wellbeing. Warm Yinyasa - A class type that sets our Yin/Yang class in a gently heated room. Yin Only - Join us for Yin Yoga if you're looking to build strength and flexibility through longer holds and a slower pace.
10 - New Student Special Subhead	\$45 for two weeks unlimited classes! Come check us out, we hope you'll stay!	\$45 for two weeks unlimited classes! Come see what we're all about and try out all of our class types!
11 - Price Option	5 Class Pack	5-Class Pack
12 - Purchase Page Header	Purchase Links	Purchase Classes and Packages
13 - Purchase Page Subhead	Scroll Down for Descriptions of Pricing Options	Our class scheduling system is hosted on Mindbody. Clicking "Add to Cart" will prompt you to create a Mindbody account.
14 - Purchase Links	Buy Now	Add to Cart
15 - Purchase Category 1	Starting Prices	Getting Started
16 - Starting Prices Option #1	Buy Now- New Student Special Offer- Two weeks unlimited \$45	New Student Special <i>Two weeks unlimited!</i> [Buy Now - \$45]

17 - Starting Prices Option #2	Buy Now- Drop In	Drop-In Class <i>No commitment</i> [Buy Now - \$25]
18 - Purchase Category 2	Membership	Memberships
19 - Memberships Option #1	Buy Now- Unlimited Autopay Membership	Unlimited Membership <i>3-month commitment</i> [Buy Now - \$140/mo]
20 - Memberships Option #2	Buy Now- Unlimited Month to Month	Unlimited Month to Month <i>No commitment</i> [Buy Now - \$160]
20b - Class Pack Option	Buy Now- 5 Class Pack	5-Class Pack <i>\$20 per class!</i> [Buy Now - \$100]

Measurement plan

We will monitor user engagement and conversion metrics to assess impact. An increase in newsletter signups, purchases of memberships or class packs, and time spent on the site — especially on key pages like Pricing and Schedule — will indicate improved usability and stronger messaging alignment. Decreases in bounce rates and abandonment on form pages will suggest that users find the text more inviting, clear, and valuable. Positive shifts in these behaviors compared to the current baseline will show that the changes helped users meet their goals more easily and encouraged deeper connection with Elu Yoga.

Qualitative evaluation: Link to UX Text Scorecard for [Usability](#), [Voice](#)

Quantitative impact:

Success	Current data	Successful if...
Increased newsletter subscriptions and class signups	Baseline newsletter signup and class attendance rates	Newsletter signups and class participation rates increase
Higher conversion to purchase (membership, class packs)	Current conversion rates from homepage to purchase	Purchase conversions improve after clearer pricing and calls to action

Improved time on site and lower bounce rate	Current site engagement metrics	Users spend more time exploring offerings and don't bounce immediately
Better clarity and ease of navigation	User feedback about confusion or drop-off points (if available)	Users successfully navigate to classes, membership options, or subscribe without needing support

Do-no-harm	Current data	No harm done if...
Users don't feel overwhelmed by the amount of information	Current user satisfaction ratings (if available) or support feedback	Users continue to engage without drop-offs caused by overwhelming content
Accessibility and ease of understanding are maintained	Current accessibility checks or basic site compliance standards	No new barriers introduced for users with disabilities or low technical ability
Key actions (sign up, purchase, explore classes) remain clear and actionable	Current completion rates for major actions	No increase in abandonment or confusion about how to complete an action

Timeline

Time needed	Goal
~1 week	
1 sprint	
2 sprints	
6 weeks in production + 2 weeks analysis	