

DEPO

PREMIUM UNDERGROUND FITNESS WEBSITE CONCEPT

UX/UI Case Study · Side Panel
System · Custom Pass Builder



PROJECT

The project combines raw industrial atmosphere with a structured digital experience. The goal was to create a website that feels strong, focused and physical, while still guiding the user through a clear and supportive decision path. The concept includes a tactical visual identity, context-preserving side panels, guided content flow and a custom training pass builder.

KEY FOCUS AREAS

- Premium underground fitness atmosphere
- Functional training positioning
- Context-preserving side panels
- Guided user paths
- Custom training pass logic
- Strong tactical visual language



DEPO

BOOK A SESSION

01

UNIT 01 / CONTROL

FUNCTIONAL TRAINING

>>> BUILT FOR REAL STRENGTH.

A modern training studio focused on bodyweight strength, functional movement, endurance and small-group coaching. Designed for people who want to move better, feel stronger and train with intention.



DEPO

BOOK A SESSION

01

FUNCTIONAL TRAINING

BUILT FOR REAL STRENGTH



UNIT 02 / FORCE

A DIFFERENT KIND OF STRENGTH.

We believe training should build more than muscle. It should improve the way you move, breathe, balance, react and carry yourself. Our method combines bodyweight training, functional strength, mobility and conditioning in a focused, high-energy environment.

No unnecessary machines. No random workouts. Just intelligent movement, precise coaching and consistent progress. ■



UNIT 02 / FRICTION

A common website structure can create too many paths before the user reaches a decision. Menus, subpages, repeated CTAs and long content flows may organize information, but they can also interrupt momentum. The user is not always lost because the offer is weak. Sometimes the structure gives them too many directions too early.



DEPO was designed to reduce this friction. The main page works as one guided path, while deeper content opens only when the user asks for it.



03

UNIT 03 / ENDURANCE

TRAINING METHODS

BUILT AROUND STRENGTH,
CONTROL AND REAL MOVEMENT.

Each method develops a different layer of physical performance. Some sessions focus on controlled strength, others on endurance, mobility or high-intensity group work. Together, they help you move better, train harder and progress with structure.

Each method is designed to be a part of a larger training program, with each method building on the last.



METHOD 01

Control your own resistance.

Bodyweight strength builds force through pushing, pulling, holding, climbing, balancing and stabilizing your own body. It teaches control before load, precision before speed, and strength that carries into real movement.

Best for:

- building functional strength
- improving body control
- developing core stability
- learning scalable progressions

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Each training method is designed to be a part of a larger training program, with each method building on the last. This method is designed to be a part of a larger training program, with each method building on the last.

01 / Bodyweight Strength



ACCESS DETAILS

Additional content opens through contextual side panels instead of separate subpages. The user can explore details, close the layer and continue from the same point. The panel becomes a support layer. Not a detour.



UNIT 03 / ATMOSPHERE

Raw physical energy shaped into a controlled digital system. The visual direction is built on contrast: concrete and steel against clean digital structure. Dark tones, strong photography and industrial details create the underground atmosphere. Typography, technical lines and tactical UI elements add control, precision and rhythm.



WYR

KEY FOCUS AREAS

Raw ×

Industrial ×

Tactical ×

Premium ×

Focused ×

Physical ×

Controlled ×

Structured ×

302E2B

5E6342

EFF1E6

0F1012

Black Ops One

Numeric markers / military graphic impact

BEBAS NEUE

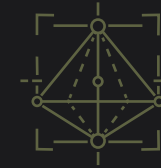
Headlines / subheadlines / compressed visual force

Inter

Body copy / readability / clean interface text

The identity system combines deep black backgrounds, soft off-white typography and muted olive accents with a strict type hierarchy. Black Ops One is used only for numeric markers as a graphic military-inspired element, Bebas Neue defines the strong headline system, and Inter keeps body content clear and readable.

The training methods are represented through abstract tactical icons instead of literal fitness symbols. Each icon works as a coded visual marker. The goal is to keep the training categories aligned with the DEPO identity: structured, controlled and military-inspired.



BODYWEIGHT STRENGTH



FUNCTIONAL CONDITIONING



MOBILITY & CONTROL



GROUP TRAINING



UNIT 04 / GUIDANCE

The page is designed as a guided decision path, not as a set of disconnected sections. Each part of the experience adds one layer of clarity: atmosphere, method, trust, personal fit and action. The goal is to keep the user moving forward without unnecessary cognitive load.

UNIT 04 / FUNCTION

04

WHY BODYWEIGHT TRAINING?

Bodyweight training is direct, honest and highly adaptable. It teaches you to control



highly adaptable, teaching you to control your own body before adding external load. Every movement reveals balance, stability, coordination and strength at the same time.



BENEFITS

FULL-BODY STRENGTH

Every exercise connects multiple muscle groups instead of isolating movement artificially.

BETTER CONTROL

You learn how to stabilize, balance and move with precision.

SCALABLE INTENSITY

Exercises can be adapted from beginner level to advanced athletic performance.

REAL MOVEMENT

Training carries over into sports posture, everyday strength and confidence.

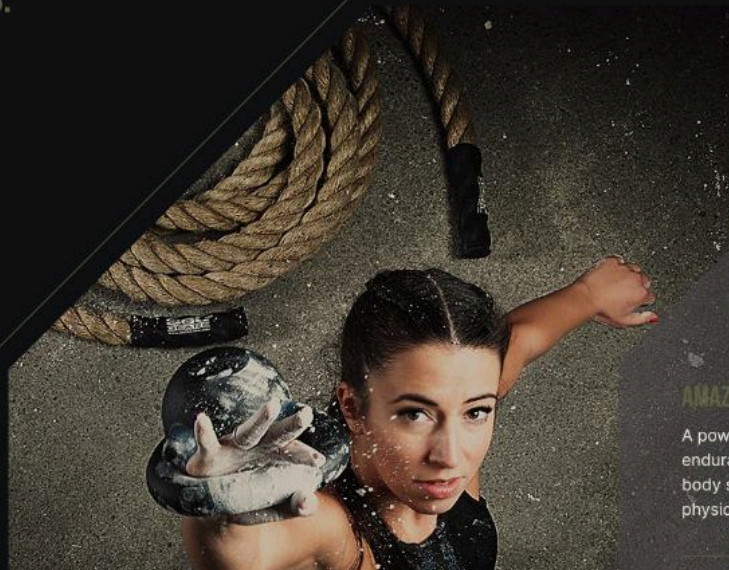
05

SIGNATURE CLASSES

NO RANDOM WORKOUTS. JUST FOCUSED WORK.

Each class is built around a clear training goal: strength, endurance, mobility or performance. Sessions are intense, structured and coach-led from start to finish.

UNIT 05 / INTENSITY



AMAZON

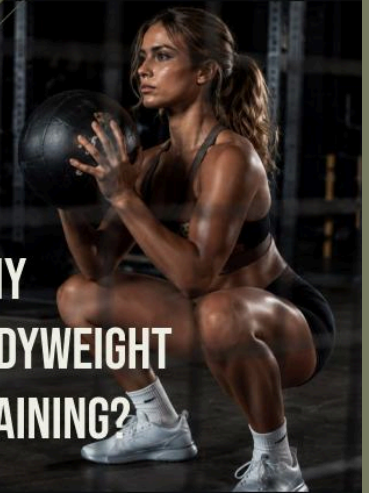
A powerful group training class built around endurance, explosive movement and full-body strength. Designed to challenge both physical capacity and mental focus.

04

UNIT 04 / FUNCTION

WHY BODYWEIGHT TRAINING?

Bodyweight training is direct, honest and highly adaptable. It teaches you to control your own body before adding external load. Every movement reveals balance, stability, coordination and strength at the same time.



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ENTER THE ZONE.

ACCESS DETAILS



06

GUIDED BY PRECISION

FOCUSED COACHING FOR STRENGTH, CONTROL AND REAL PROGRESS.

Good training is not only about intensity. It is about observation, correction and progression. Our coaches help you understand your movement, refine your technique and train at the right level for your current ability.



<<<



BODYWEIGHT POWER

A strength-focused class using push-ups, pull-ups, holds, core work and progressive bodyweight movements.

CORE & CONTROL

A slower, precision-based session focused on core strength, stability, posture and movement quality.

FUNCTIONAL CIRCUIT

A dynamic conditioning class combining ropes, balls, bodyweight drills and interval-based training.

NORA VARGA

Bodyweight Strength

Controlled resistance. Real strength.



LENA FARKAS

Functional Conditioning

Endurance, power and intensity.

NO WASTED MOTION

Whether you are starting from zero or
looking for your next challenge, the goal
is the same: controlled progress. ■

MIRA KOVÁCS

Mobility & Control

Precision movement. Better range.



REBEKA MOLNÁR

Amazon Training

Hard circuits. Full-body grit.



Mira helps members build strength with more control, better awareness and cleaner movement. Her sessions combine focused coaching, technical precision and a steady training rhythm that supports long-term progress.

MIRA KOVÁCS

Mobility & Control

Precision movement. Better range.

Next session:

Tuesday / 18:00

BOOK A SESSION

Best For

- members who want to improve movement quality
- beginners who want more guided coaching
- intermediate members refining technique
- those who want strength with more control and less strain

Coaching style

Mira's coaching is clear, observant and grounded in control. She pays close attention to posture, movement quality and individual pace, while still keeping the sessions challenging and effective.

Paces Alike

- Bodyweight Strength
- Mobility & Control
- Core Stability
- Technique & Movement Precision

Signature Classes

- Bodyweight Strength
- Mobility & Control
- Core & Stability

Deeper content opens through contextual side panels instead of separate subpages. The user can explore details, close the layer and continue from the same point. This keeps the main journey intact and turns additional information into support, not interruption.



07

UNIT 07 / ALIGNMENT

BUILD YOUR TRAINING PASS

YOUR PASS SHOULD FIT YOUR LIFE,
NOT THE OTHER WAY AROUND.

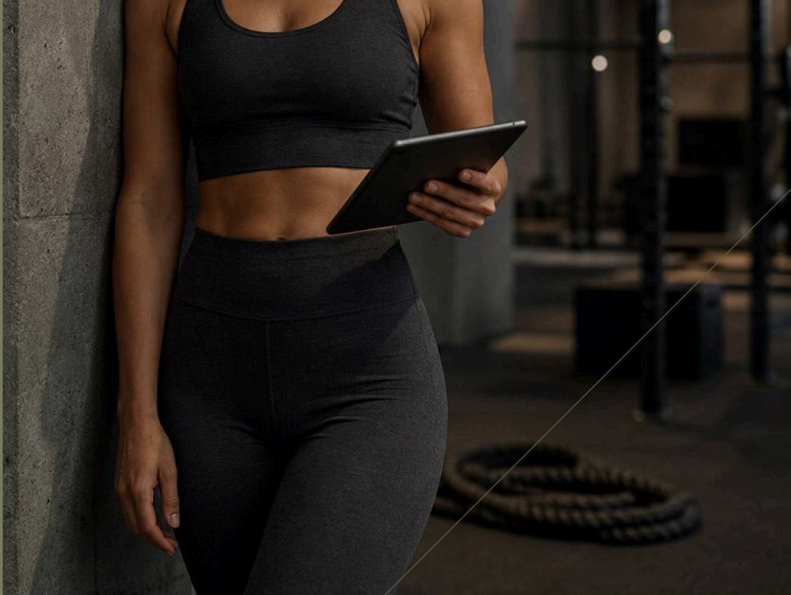
At our studio, every member can build a pass around their own training rhythm, schedule and needs. If you already know what works for you, use Build My Pass for a faster setup. If you are new, or you want support before choosing, start with Find My Path.



FIND MY PATH

BUILD MY PASS





Build the rhythm that fits your life, then book your first session and experience how the system works in real training – with coaching, control and clear progression. ■

How many sessions do you want?

Select session amount



How often do you train?

Select your rhythm



Your unlocked benefits

Build your pass to unlock benefits



YOUR PASS PRICE: € -- . --

BUILD

RESET

PASS

FIND MY PATH

BUILD MY PASS

What is your main goal right now?

Build strength & improve endurance

How often can you realistically train?

2-3 times per week

What kind of training feels right for you?

Functional strength & conditioning

What should we consider before recommending a path?

I need some flexibility in my schedule

How many sessions do you want?

12 sessions / month

How often do you train?

3 times per week

Your unlocked benefits

2-week extension option

YOUR PASS PRICE: € 129 . 00

BUILD

RESET



UNIT 07 / OWNERSHIP

Fixed memberships often force users into packages that only partly fit their real life. DEPO separates two user states: guided setup for new users, and fast custom pass building for returning members. Both paths let the user define their own rhythm, preview the result and choose from unlocked benefits.

The user is not pushed into a predefined package. They confirm a structure that fits their own training month.



MOVE
ADAPT
ENDURE

RAW SPACE. WARM ATMOSPHERE.

INDUSTRIAL BY DESIGN,
FRIENDLY BY NATURE.

Concrete, steel and dark tones define the look of the studio — but not the feeling inside it. The space is built for focused training, while the atmosphere stays personal, supportive and easy to belong to.



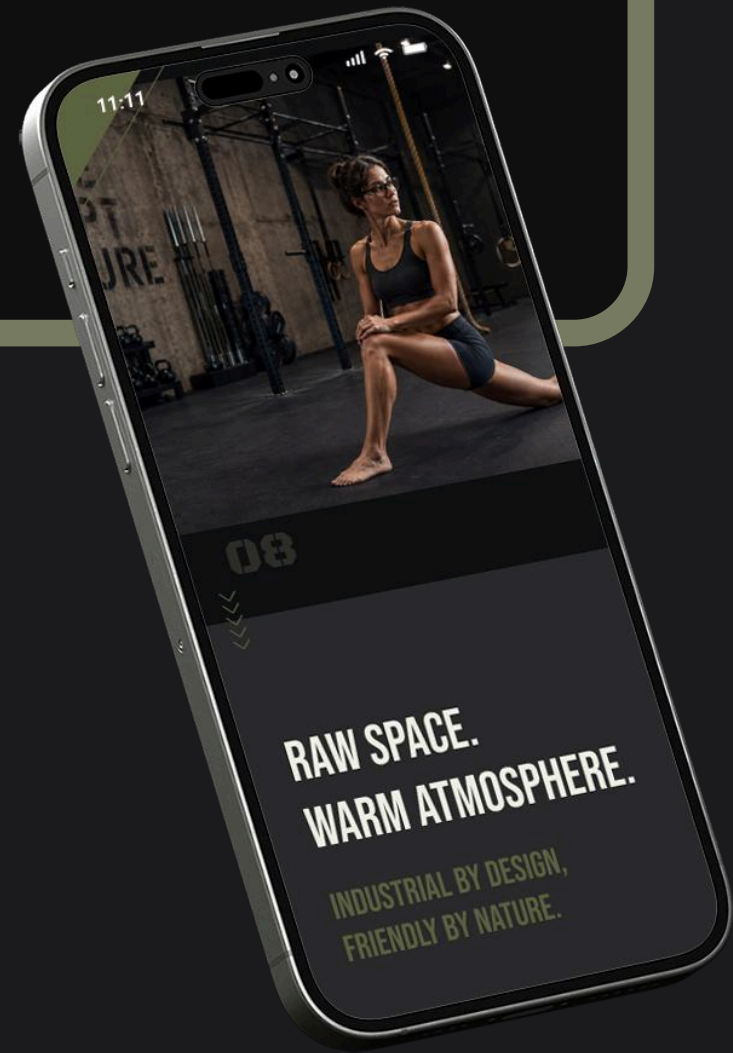
BOOK A SESSION



UNIT 08 / SYSTEM

DEPO is designed as a complete decision system for a functional training studio. Visual identity, content structure, side panels, coach profiles and pass logic work together as one controlled experience.

The website informs, guides and converts without breaking the user's flow.





MY ROLE

I designed the complete concept from visual direction to system logic. This includes the UX/UI structure, tactical visual identity, side panel interaction model, custom training pass builder and the guided decision flow behind the website. The work covers both the visible interface and the invisible logic that supports how users understand, explore and decide.

THANK YOU FOR YOUR TIME.