



# How to go Vegan

v1.0

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## Strategy

### Overview

Create a website to help people in their first steps to becoming vegan

### Outline Design

Website will have the following information, reasons to become vegan, food ideas, useful sites and links, including sanctuaries

## Goals

1. An informative website to encourage people to transition to vegan
2. Easy to use to help, not hinder a transition
3. Ability to get in touch for more help

## Research

### Questions to ask

1. Would you be interested in this?
2. What would guide you to visit the site
3. Would graphic and hard hitting or softer approach work best
4. Do you want to see people you can follow who are vegan
5. What would help encourage you to become vegan
6. Would your motive be animals, environment, health or a mixture

## Strategy Decision

### Minimum Viable Product (MVP)

- Basic information on what it means to be a vegan
- Benefits to being a vegan, animals, health and environment
- Food ideas to showcase what you can eat
- Steps to transition
- Links to useful information
- Ability to contact us

### Trade Off Equation

	Opportunities	Importance	Viability /Feasibility
1	Why become vegan	5	5
2	Recipes	4	5

3	Step by Step the slow way	4	5
4	Links to useful information	4	5
5	Photo gallery	3	5
6	Daily emails for a challenge	2	1
7	Sign up for the challenge	2	4
8	Sanctuaries in the North West	3	4
9	Sanctuaries in the UK	1	3
10	Useful apps	3	4
11	Benefits to being a vegan	5	5
12	Contact us for more information and inspirations	5	5
13	My story	3	5
14	Definitions and terms used when vegan	3	4

## Scope

### Overview

Phase 1 will be to introduce the site with the basic, minimum detail. The site must have enough information to help the visitor with their decision if to try veganism and to help transition if they decide to become vegan

### Feature Selection

Feature	Difficulty Level 1 - 3	Phase	Total (12)
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Initial eye catching front page	2	One	2
Why go vegan page	2	One	4
How to go vegan page	3	Two	
Useful links	3	Two	
Sign up to challenge page	2	One	6
My story	1	Two	
Useful apps	3	Two	
Sanctuaries in the North West	2	Three	
Sanctuaries in the UK	3	Three	
Recipes	3	One	9
Emails to support challenge	3	Three	
Photo Gallery	2	Two	

## User Stories

1. As a user I can see what being vegan means before I decide to convert
2. As a user I can get help and support to transition to vegan so I am not doing it on my own
3. As a user I want to investigate the reasons why someone becomes vegan
4. As a user I am curious about what veganism is and what it involves
5. As a user I want some inspiration of what I can cook

## Structure

Web site is structured as follows:

- All pages have a menu top right linking to all of the available pages
- All pages have a logo top left that takes the user home from any page
- Home page contains links via the button to the challenge page
- Why Go Vegan has 3 sections, animals, environment and health, information in each will be scrollable

- Food ideas will have numerous recipes each recipe will open in a new blank page with full details
- Challenge Sign up page has a lets begin button to start the challenge

## Skeleton

Wire frames - C:\Users\nicolette.shaw\OneDrive - Boohoo.com\Personal\MS1\MS1 Go Vegan

## Surface

- Font family: Alegreya+Sans and Montserrat
- Colours:
  - Primary - Dark Teal #00867d  Light Teal #80e8dd 
  - Home Text background: #8CF91F  rgb(0, 134, 125, 0.5)
  - Secondary - Main Salmon #e57373 
  - Background - Grey #C9C8C8 
  - Text - Blue Grey - #263238 
  - Form Text - #cfd8dc 
  - 
- Pictures:
  - Logo - vegan-logo
  - Main page - baby-pigs-unsplash
  - Why go page - baby-foxes-pixabay; nature-trees-unsplash; rainbow-food-pexels
  - Recipe page -
  - Challenge form - frog-pixabay

## Home Page Text

### **So are you curious about what going Vegan means?**

If you are, you are in the right place.

We live in a world that is vastly different from our ancestors, the modern world bombards us with advertisements, fast foods, quick fixes and the easy path to utopia. Yet at the same time it removes us from what really happens to our food, the additives affecting our health, the impact to our environment and the cost to the animals we eat.

People in all walks of life are going vegan, for the animals, for the environment, for their health. Whatever your reason for considering the vegan lifestyle, we can all do our part in improving the world we live in.

## Why Go Vegan Text

### **For The Animals**

Let me ask you a simple question, why do we eat a pig but love a dog? What makes a horse a pet yet a sheep is a commodity?

Animals are sentient beings, they feel joy and pain, they protect their young and feel loss when their babies are taken away from them. We will spend all our money on making our pets comfortable and we are outraged when anyone hurts a pet, yet research has shown that a pig is more intelligent than a dog and a cow will call for her baby and search for days, when it's taken away from her.

The animal industry, through advertising, makes us think that the animals are happy, but many live a short and miserable life, they are bred to be too big, to lay more eggs, to produce more milk, all of this is detrimental to the animals health.

Many people say our animals are killed humanely, yet my personal response is "if a serial killer gives you for example a drug, to kill you, do we as a society really think that would be ok? We are not feeling pain? So can they kill us because they feel a physiological need to kill?"

If you would like to do some of your own research, I love these 2 guys for their calm approach and their message and debunking of many of the industry's myths.

[Earthling Ed](#) and [Mick the Vegan](#)

## For The Planet

We are slowly killing our planet, from global warming to polluting our oceans. The headlines are stark yet can we as an individual make any difference?

The answer is yes, going vegan has one of the biggest impacts on our environment. Animal agriculture requires vast amounts of water, it pollutes our land and causes vast areas of our amazon deforestation.

Did you know the global average water footprint – or the total amount of water needed – to produce one pound of beef is 1,799 gallons of water; one pound of pork takes 576 gallons of water. As a comparison, the water footprint of soybeans is 216 gallons; corn is 108 gallons.

Did you know that most soya produced is actually to feed the animals people eat, and if we stopped eating meat, the soya alone would feed the world, although this would be a very boring diet!!!!

There are many ways we can protect our planet with going vegan is a big first step, try this calculator to see how you could help our planet [Vegan Calculator](#)

## For Your Health

Did you know that meat is classed by the world health organisation(WHO) as a carcinogenic?


Yet plants have been shown to have many healing properties.

Processed meat is currently classed as a class 1 carcinogenic alongside cigarettes and asbestos. Class 1 means there is strong evidence it causes cancer, red meats are a class 2A, which means they are probable to cause cancer.

But what about milk? Surely we get our calcium from milk, that is what all the adverts years ago told us? But did you know that the latest studies show that milk actually leaches calcium from your bones?

You can get your calcium from plants

- green, leafy vegetables – such as broccoli, cabbage and okra, but not spinach
- fortified unsweetened soya, rice and oat drinks
- calcium-set tofu
- sesame seeds and tahini

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- pulses
  - brown and white bread (in the UK, calcium is added to white and brown flour by law)
  - dried fruit, such as raisins, prunes, figs and dried apricots

And omega 3 well leave the fish to swim in our oceans and eat any of the following

- Chia Seeds. Chia seeds are known for their many health benefits, bringing a hefty dose of fiber and protein with each serving
- Brussels Sprouts
- Algal Oil
- Hemp Seed
- Walnuts
- Flaxseeds
- Perilla Oil

Studies are showing that following a healthy plant based lifestyle may help lower blood pressure, keep your heart healthy, prevent type 2 diabetes, reduce medications if already type 2 diabetic, help you lose weight, reduce your risk of cancer and even help you live longer, all from following a full plant based diet.

There are many advocates of a vegan lifestyle but if health is your driving notice check out these sites [Dr Michael Greger](#) and [Dr Neal Barnard](#), they are a wealth of information from where you can get all your nutrients from to the latest research on how a plant based diet can improve your health

Please note that although vitamin B12 can be found in nutritional yeast it is advised that you take a vitamin B12 supplement to ensure optimal health