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Team 6

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# Planning

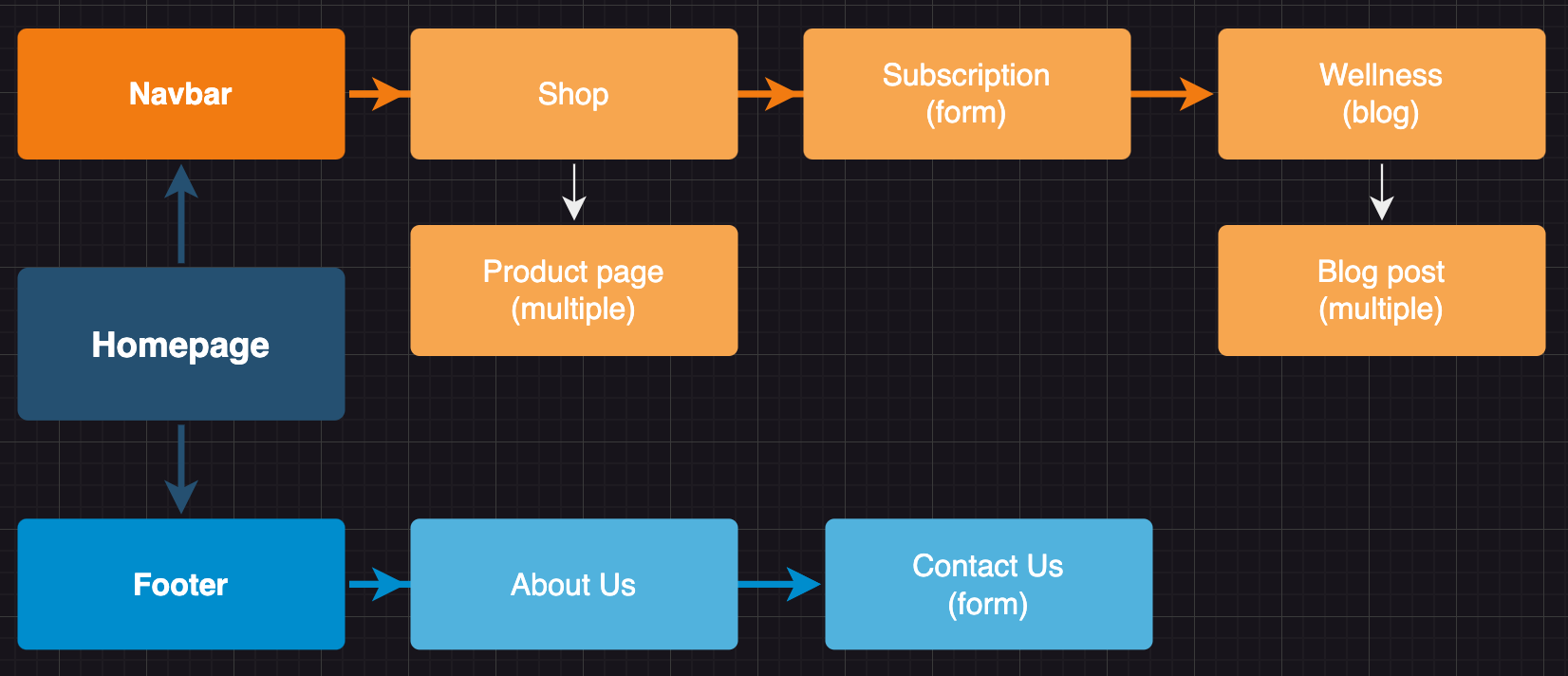
Purpose.

Type of Website: Marketing/e-commerce

Target Audience:

Adults, male and female, age 16+, educated, medium to high income, with interest for health, well-being and sustainable products.

# Navigation Structure



* Nav top bar

1. Homepage
2. Shop
   1. Product page
3. Subscription

Form to fill with information to begin a monthly tea subscription.

1. Wellness
   1. Blog post/article

* Nav footer

1. About us

Information about the company, the origins, goals…

1. Contact us

Form to send question and comments

# Similar websites

<https://www.blume.com>

<https://www.davidstea.com/ca_en/home/>

# Design

* 1. Color Palette

A green and white color palette

Description automatically generated with medium confidence

* 1. Fonts

(fonts to be used when defined)

# Content

* 1. Logo

A black and white logo

Description automatically generated

* 1. Images

A label for a tea

Description automatically generatedA small purple bag with text on it

Description automatically generatedProduct photo Product Label

# Layout

A group of white paper with writing on it

Description automatically generatedWireframe

A drawing of a website

Description automatically generated

Mockups

A screenshot of a website

Description automatically generatedA cup of tea on a table

Description automatically generated

1. Implementation:
   1. Defining website, organizing files and folders
   2. Creating the webpages
   3. Reviewing the website in a browser:
   4. Make changes and corrections