**Unit 5 Project:**

**bush & boon Site**

**Step 1: Define Audience / Tone**

* Who will visit your site? Potential employers? New clients or customers?

Bush & boon is a website targeted to women 20-40 years of age who care about their overall health and wellness of the mind, body and soul. This demographic take interest in preventative and holistic daily care. They take care of themselves and feel passionate about putting their overall health and wellness as the main priority. They are also individuals who may be on the path to an improved health and wellness lifestyle.

Potential manufactures are also considered stakeholders or clients. Their interests would be the amount of reach for this particular demographic/audience.

Subject matter experts of this industry would also take interest in using this website as a platform to communicate, educate and expand their presence in North America or to the English speaking audience.

* What can make you and/or your product stand out against your competitors?

There is a fine line between substance and style. Bush and boon reflects the mainstream style and fashion vibe but also keeps the integrity of real life, usable, substantial content. It’s less “granola” and we’ve amped up the ‘coolness’ factor.

The content will cover issues relating to everyday health concerns and health and wellness hacks. There will be no Cosmo quizzes here! Only clear, concise information, straight to the point but helpful for everyday incorporation.

* How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?

The tone will be professional and informative but also warm and soft like talking to a coworker who’s really a good friend. To the point and less fluff.

* What colors represent you or your product?

Warm earthy colours, soft but clean graphics. Feminine and strong but not ‘girly’ - no pink!

* What images illustrate your message?

Seed of life, flower of life.

**Step 2: Define Site Structure**

What are the three-to-five pages titled?

Entries, Check This, About, Contact

What will be the purpose for each?

What should each page contain? Will there be textual content? Or just images?

**Entries**

*Blog articles*

Contains:

* Title
* Navigation
* Logo
* Images and entries by date with title of blog

**Check This**

*Showcases interesting and useful products for purchase*

Contains:

* Title
* Navigation
* Images of products with how and why to use blurb

**About**

*About our bush & boon’s philosophy*

* Title
* Navigation
* Image
* Paragraph

**Contact**

*Contact information*

* Title
* Navigation
* Body text