

Content and Usability Audit on Vive Organic

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Ownership and Environmental Dissemination

Who is Behind the Website

The co-founder and CEO of Vive Organic, a wellness shot company, is Wyatt Taubman. This information is located on Vive Organic's website, meaning that Vive wants their audience to find this information. Additionally, Vive includes the story behind why Taubman created the company in the section "Discovering Holistic Wellness." By being seemingly transparent about who their CEO is, Vive presents themselves as a trustworthy and personable website to their audience.

Vive Organic is owned by Suja Life (Yu, 2022), another cold-pressed juice brand. Suja Life also owns Suja Organic and Slice. Suja Life's website is blatant about their ownership of Vive, including a picture of Vive's wellness shots next to a Suja Organic juice on the heading of their home page ("Suja Life - Your Daily Wellness Journey, Empowered," 2024). Similar to Vive, Suja Life provides limited information on who their owners are.

Suja Life is owned by Paine Schwartz Partners (Yu, 2022), and has minority stake with Coca Cola, and Goldman Sachs (Sorvino, 2019). Although Suja Life was bought out by Paine Schwartz Partners ("Suja Life Is Acquired by Paine Schwartz Partners - Paine Schwartz Partners," 2021) in 2021, Coca Cola and Goldman Sachs own 50% of the company (Yu, 2022).

Surprisingly, Taubman is not actually the CEO of Vive after the company was sold to Suja Life. On his LinkedIn page, Taubman has his experience at Vive Organic listed from 2015—2022, (Wyatt Taubman (n.d)). This is curious because Vive still has him listed as the CEO, and an article from around the time of the deal states that Taubman would "maintain his role in the company upon completion of the deal" (Yu, 2022). Why Taubman left Vive is still a question that remains unanswered, but the fact remains that Vive continues to use Taubman's face and name to represent them.

Dissemination on Environmental Information

Vive disseminates information about the environment throughout their website, but mainly on their Sustainability page. On their Home page, Vive includes a list of certifications and labels. Most notable is that they're a B Corp organization that's organic, non-GMO, and uses recycled bottles.



Furthermore, their home page includes a section with the heading reading:

"We're all About Small Shots & Big" with a link to their sustainability page. However, this page takes you to their shop, and the button labeled "Our Story" actually takes you to the sustainability page. Their sustainability page shares how Vive works to improve the environment, but doesn't disseminate knowledge on the state of the environment, or how Vive's efforts create lasting effects. By omitting that information and only including statistics on their recycled bottles and cases, Vive allows the reader to jump to conclusions about their affect on

the environment. Additionally, this technique allows Vive to retain their inspiring and feel-good tone—something that is vital for their branding.

The parent company of Vive, Suja Life, doesn't include anything about the environment on their page since their website is meant only to direct the audience to the websites of their brands. On the other hand, the larger corporation that owns Suja Life, Paine Schwartz and Partners, has a sustainability page on their website. Paine Schwartz provides an annual sustainability report ("Sustainability - Paine Schwartz Partners," 2024), showing lasting change that they cause. Additionally, they provide ways that they responsibly invest, as well as the process of sustainable integration. Vive, on the other hand, only mentions what they do to improve the environment, not how it improves the environment.

The other company that owns Vive, Goldman Sachs, does not disseminate substantial information on the environment. Goldman Sachs doesn't include anything about the environment on their website. On the other hand, Coca Cola provides multiple ways to engage with environmental information, having a sustainability progress page linked on their home page, as well as hyperlinks for more information on their sustainability page. Overall, Vive Organic, and its parent companies, disseminate helpful information on the environment in ways that are appropriate for each distinct company.

Usability & Website Content

Functionality & Usability

Vive creates effective visual hierarchies through use of larger, bolder text, distinctions with color, and utilizing white space. Furthermore, Vive groups similar content together, nests text to reflect that elements are part of a section, and distinguishes content by placing text in clearly defined areas (grid and rule of three). Additionally, their content is ecologically informed, with each subsection stemming off of appropriate heading titles or building off of the main section's given information. Vive's site is easy to navigate because of this; however, some content is harder to find on purpose because Vive believes it isn't as important as other information. Although this practice is good to create scannable websites, Vive does it to deceive users with half-truths. More on this in the "Deceiving Patterns" section.

Another way that Vive's website is functional is through effective design without advertisement clutter. The website is not full of ads or banners; the content is crafted meticulously by a skilled team of marketing personnel and web designers. However, one could argue that the entire website is just a big advertisement meant to appear as not an ad.

From first glance, the website is current and up to date. This is because wellness shots are still popular in the diet industry. However, if you look closer at their blog, none of the posts are dated, hinting that everything was prewritten to appear as a blog. Additionally, Taubman is not the CEO, and hasn't been for two years. Either Vive hasn't updated their website since then, or they purposefully continue to use his name and face to represent their company—almost like a glorified persona or mascot.

In their footer, Vive includes an “Accessibility Statement” tab. Although Vive promises accessible content, their site does not always uphold that promise. For example, when navigating tabs, no visuals are used to point out the current location. The header looks exactly the same as when navigating the home page.

For example, in figure to the right, the user is on “The Wellness Blog” page, but no visuals but the title tell the user that. Another issue with accessibility is that most text that aren’t body paragraphs are in capital letters. People read by observing the differences in letter

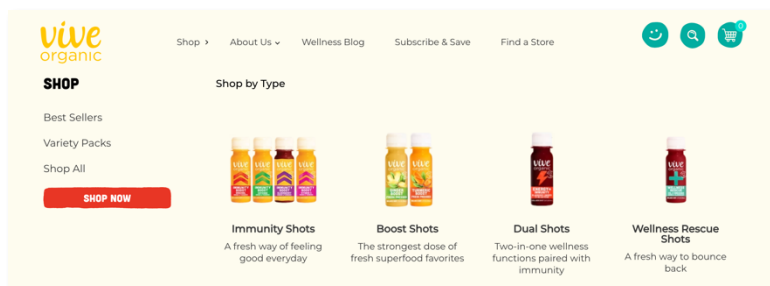
height in addition to just the letters; having text in all caps reducing the readability of a site, and limits the audience to viewers without visual impairments. Additionally, a lot of text is center-aligned, making it hard to read. Lastly, Vive doesn’t indicate what is clickable. On their home page, Vive has a carousel of reviews from the press, but only one is clickable (however, it doesn’t even link to the original article the review is from). Furthermore, it looks like the doctors’ names are clickable by the blue color of the text, but they’re not. This makes it difficult for viewers to know what they can click on, and what buttons actually mean.



Content

Vive Organic’s content is categorized into five main tabs: “Shop,” “About Us,” “Wellness Blog,” “Subscribe & Save,” and “Find a Store.” Vive’s navigation tab follows web best practices by only including four two five of the most important utilities (Krug, 2014, Ch. 6).

Additionally, Vive has login, search, and bag buttons on the top tab, represented by icons. Although the search and bag buttons are clear, the login button isn’t, which prompts the viewer to either hover over or press the button. The first two tabs have further subsections. Under the “Shop” tab you can shop based on the type of wellness shot or by the most recommended items. Within the “Shop by Type” are



brief descriptions of each product that uses buzz words, like “immunity,” “superfood,” or “two-in-one wellness,” to grab the audiences’ attention. Vive uses buzz words like these throughout their site to hold the audiences’ attention. Under “About Us” is the basic origin story of Vive, the

ingredients of the shots, the sustainability of the company, and a basic overview of holistic wellness.

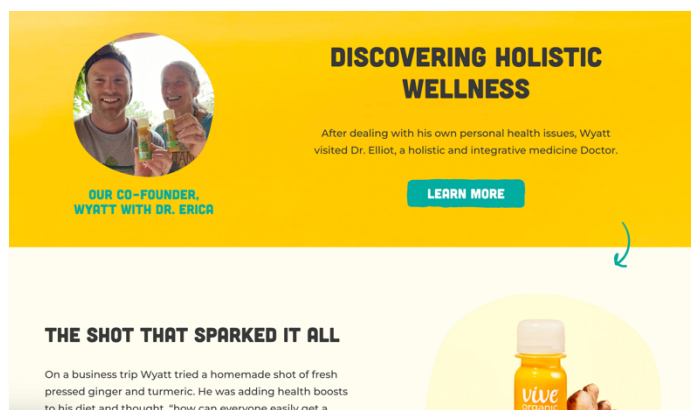
The main tabs and subsections develop the naturopathic and environmentally conscious branding of Vive Organic. Paired with the bright color scheme, the website creates an inspiring mood that supports their mission of motivating people to start their own holistic wellness journey

(Our Story, 2024). From this, one can infer that the intended audience are people who want to improve their overall wellness through “natural” remedies. Additionally, Vive builds their credibility through their “certification” labels, doctor-crafted shots, and duty to the environment.

Deceptive Practices

Identity

Although Vive’s site is carefully crafted to promote their branding and mission, they do not represent themselves accurately and honestly. One way is through the identity of the brand. The basic origin story is that “after dealing with his own personal health issues, Wyatt visited Dr. Elliot(t), a holistic and integrative medicine Doctor” (Our Story, 2024). This section is accompanied with an arrow that points to the next section, “The Shot That Sparked It All,”



which discusses when Wyatt first came up with the idea to make a wellness shot and share it with others. The anecdote on how Taubman visited a holistic doctor, and the arrow pointing to the “The Shot That Sparked It All” section leads the viewer to believe that the shot is what cured Taubman of his symptoms. However, it is important to note that directly under the “Discovering Holistic Wellness” section, there is blue “Learn More”

button. Since the button is blue, like the previous doctors’ names that were unclickable, many viewers might not know that this is a clickable button. This button takes the viewer to the “Holistic Wellness” tab that explains the real reason Wyatt had personal health issues: he was living in a moldy house. After revealing this information, Vive makes sure to back the holistic medicine approach by including the text: “Under her [Dr. Elliott’s] guidance, Wyatt made a relatively quick turn-around in his health” (Holistic Wellness, 2024). In reality, moving out of a moldy house is the most probable reason why his symptoms decreased; there is nothing that credits the wellness shots to Taubman’s recovery. Vive primes their audience to believe this conclusion by presenting half-truths, splitting up the story into two separate pages, and using visual rhetoric techniques to lead their audience down the “Our Story” page without learning more. Additionally, Vive relies on the fact that most users scan pages instead of reading them completely to deceive viewers.

Another way Vive deceives their audience is related to the people behind making the wellness shots. Only one of their holistic doctors, Dr. Elliott, (sometimes spelled Dr. Eliot), can legally practice medicine—though she doesn’t specialize in nutrition. Dr. Allen and Dr. Kshirsagar are not licensed to practice medicine. Dr. Kshirsagar, for example, is a medical astrologer (Kshirsagar, 2024), meaning that he reads the stars to provide medical advice. It is hard to even find information on the doctors because there is no information about them on Vive’s website; all is found out through additional research. Vive tries to



present their doctors are trustworthy by creating their own “Doctor-crafted” sticker, and by capitalizing doctor when referring to them.

False Effectiveness & “Blog” Posts

Vive Organic deceives their audience by only sharing one perspective on the effectiveness of their products. Vive goes in depth about the benefits of their products, having multiple pages and blog posts dedicated to it. For example, Vive has multiple blog posts on the benefits of the ingredients they use. While the facts they disseminate are true, the small amount of beneficial ingredients will not immediately improve someone’s health. Ashley, a doctor from OSF Healthcare, says “I would recommend spending your money on actual fruits, vegetables, herbs and spices, and not on wellness shots. If you can afford them, they’re safe, but they aren’t likely to be a cure for any ailment” (OSF HealthCare, 2022).

Vive also uses variation of the slogan “A Potent Boost You Can Feel,” or something about how you can “feel it working” to persuade users to try their product. This, with the addition of buzz words, all work in combination to make their product seem trustworthy.

Another way Vive deceives their audience by seemingly engaging with the wellness community through their “Wellness Blog.” Blogs are meant to be a way for people or organizations to consistently share resources, ideas, and knowledge with a community. Unfortunately, Vive does not do this consistently. None of their blog posts or recipes are dated, and they are all written by the same individual.

Furthermore, every picture for these posts contains one of Vive’s products; it is more of an advertisement reel than to disseminate helpful information. This fact shows that Vive deceives their audience by presenting prewritten promotional information as an active blog. They even have a section called “Latest Posts”

despite none of the posts being new. Doing this makes Vive seem more empathetic to the wellness community, which in turn will persuade people to buy their product.

5 HEALTH BENEFITS OF TURMERIC

If you are thinking turmeric is a naturally rich antioxidant then you are summing things up rather well. This plant from nature has been used to support several areas that show health benefits.

FIGHTS FREE RADICALS

Science has shown that turmeric’s bioactive component, curcumin has some pretty incredible antioxidant properties. Curcumin is a polyphenol — a natural plant compound with potential health benefits.

Polyphenols have the ability to function as antioxidants, which means they can counteract free radicals that might otherwise harm your cells.⁴

Due to their instability and unequal electron distribution, free radicals constantly look to take electrons from other molecules in order to “help themselves.” When this happens, we see oxidation occur which may trigger a cascade of unwelcome reactions — like oxidative stress.⁵

Studies have demonstrated that curcumin possesses the ability to neutralize free radicals and shield cells from oxidative stress.⁶

So the next time you are planning your meals for the week or just looking to quickly toss together a veggie bowl, consider adding antioxidant rich turmeric powder to spice things up! Adding some black pepper to your dish can enhance absorption of this yummy spice.

LATEST POSTS

Stay up to date on the latest and greatest from our Vive community

WELLNESS



5 UNIQUE HEALTH BENEFITS OF TURMERIC

Turmeric and its golden yellow color, distinct flavor, and centuries of use have been paving the way for functional medicine...

WELLNESS



CHOOSING FOODS RICH IN NATURAL ELECTROLYTES

If you are looking for ways to ensure you have an optimal intake of natural electrolytes in your diet, then...

WELLNESS



SUPPORT YOUR HEALTH: EAT SPRING FRUITS

Learn about the health benefits of spring fruits. The spring season brings with it longer days, new growth, a bounty...

Incentivized Reviews & Dark Practices

Most of Vive’s reviews are incentivized by the company. The review page is transparent about this, having a “Received Free Product” next to the incentivized reviews; however, buying reviews like this is a deceptive practice because it twists the meaning of what a review is. After looking through the reviewers’ demographics, I determined that most incentivized reviewers are

from the demographic most likely to buy and enjoy the product. The reviews don't represent an accurate population, skewing the results of the reviews.

Lastly, Vive's "Subscribe & Save" seems to be a good deal, offering 10% off all purchases, but reality is much darker. Personally, I didn't want to risk signing up for their subscription, but a reviewer writes "Don't ever sign up for a subscription. If you ever need to change or update your order it is impossible to do on the website. I guess they figure most people just give up and keep on paying the price. I had to cancel my credit card to get it to stop" (Sam, 2024). This is a dark practice that many companies partake in. The validity of Vive uses this dark practice is up to debate based on the source of proof, but it is worth mentioning when analyzing Vive as a company and website.

Conclusion

This assignment taught me that the world wide web is a habitat for entrepreneurs and companies to find their next prey. Companies will utilize the best visual rhetoric practices to make sure their website sells products without appearing like an advertisement. Additionally, I learned that the world wide web uses multiple deceptive tactics such as misleading claims, paying people for reviews, not being transparent about who is making the product, vague testimonials, or meaningless labels.

Overall, Vive Organic presents itself as a company committed to improving individuals, the community, and the world through their doctor-crafted wellness shots. However, after thorough analysis, Vive isn't as trustworthy as it seems. With half-truths about the effectiveness of the wellness shots, prewritten "blog" posts, and crafted only by holistic doctors who don't have the license to practice medicine, Vive's credibility decreases. While Vive may seem trustworthy, analysis reveals that they are not who they claim to be and represent; highlighting the importance of not trusting websites based on first impression.

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