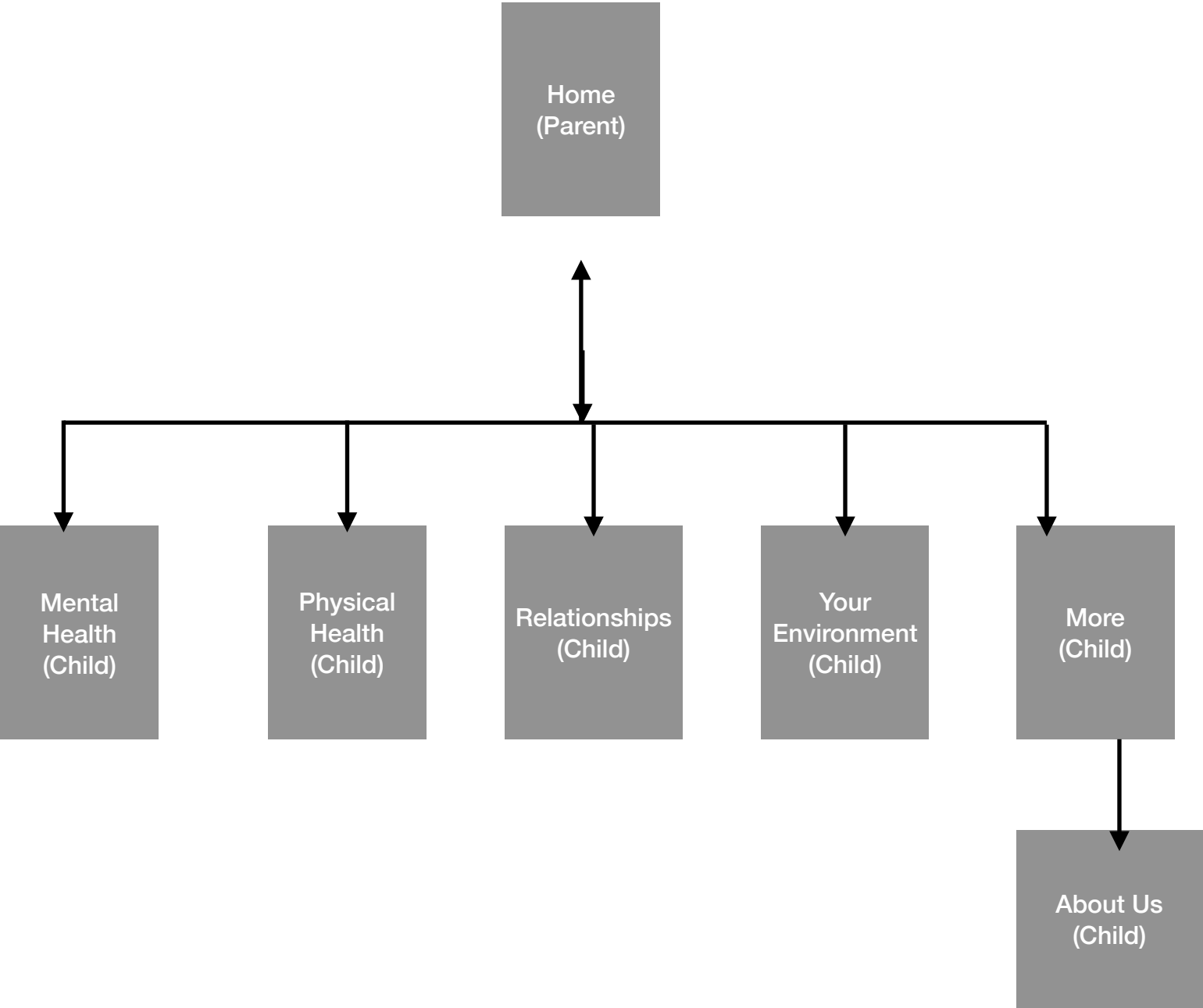Edward Valdez
CIS-151-300
October 4th, 2020

Final Project Design Proposal

My proposed name of business/website name would be Holistic Health. The target audience visiting the website would be people living in urban or even suburban areas, ages 12-30 who are interested in learning about how to best take care of their health and live happy lives. I would expect the audience to have technological knowledge but not require too much knowledge. The target audience is low to middle income people with any kind of access to the internet and to be able to load the website on any device whether a computer of phone. The site will be used for providing access to scientifically backed information about a variety of topics regarding health and wellbeing.

A user would visit this website because it would provide a quick and simplified variety of health information that they can easily look up to maintain healthy habits. In order to attract future visitors I will promote the website by creating a social media account for the organization. I would also include a test your knowledge section where users can get quizzed on their understanding of the content. In addition to this I would want to create an app that has a variety of easy to follow recipes along with guided mindfulness audio sections in addition to the recommendations provided on the website.

Similar companies like Healthline or Livestrong provide this kind of health information, however they provide an overwhelming amount of often contradicting advice. This leads to confusion or not wanting to continue using their websites because there is too much information that often is not scientifically peer reviewed information. This is where my website would be different because it would only provide concise but simple to follow advice consisting of only a few categories to explore with the intention for people to be able to really understand the information and implement it in their everyday lives.

Home
(Parent)

Mental
Health
(Child)

Physical
Health
(Child)

Relationships
(Child)

Your
Environment
(Child)

More
(Child)

About Us
(Child)

The home page will contain brief information about the mission of the organization along with large image links to the main child webpages.

The Mental Health webpage would contain information and photos about how to maintain good mental health.

The Physical Health webpage would contain information and photos about how to maintain good mental health.

The Relationships webpage would contain information and photos about how to maintain healthy relationships.

The Environmental Health webpage would contain information and photos about how to maintain healthy from your environment.

The more webpage would contain additional information about our organization including where we get our sources and mission statements along with how to get in contact with the company.

I want the navigation of the website to be consistent and accessible through a clean looking navigation bar with links to all the children classes of the website. In the home page I want to introduce the wellness brand and its mission statement along with more visual appealing navigation links to the different child website pages that are each a different category of health. The home page will be accessible from every child class through a home section of the navigation bar or by clicking the logo. Each child class will contain the information for staying healthy in that category along with the sources for the information at the bottom.