

Website for herbal business Plant Werks.

1. Introduction

- A brief introduction to your website idea. State the goals of the project.
 - A very dear friend of mine and their best friend run a business called [Plant Werks](#). These folks are two multicultural Queers who have had their business for over 5 years. They came up in Queer and Trans organizing/NPIC in New York City, and have been stepping more into the dream of supporting their people -- people from various marginalized backgrounds -- with herbal plant medicine. My goal is to create a Plant Werks web-site that is responsive and user-friendly, and allows users to order products, access a potential blog, book the owners for speaking gigs, and reach out to them with questions.
- The values / benefits (tangible and intangible) this application can bring to a company/organization/end user.
 - Part of what is special about Plant Werks is that they provide tutorials for users to be able to make their own plant medicine in addition to selling products. This makes it more accessible to people as well as increases the knowledge base and skill for users to be able to support their body, mind, and spirit in ways that are outside of the medical industrial complex (MIC), and the barriers created by the MIC.
 - Having a website that supports this can increase people power, knowledge, and customer base. The ability to offer products, recipes, and knowledge digitally also increases their ability to be booked for in-person workshops - expanding personal reach.

2. Expected List of Features

- A brief list of features that you expect your website to support.
 - Images
 - Forms
 - A Virtual Store
 - Breadcrumbs
 - Responsiveness for easy navigation on small screens and large screens
- Brief justifications for including these features.
 - Images allow users to see what the plant looks like before it's put in medicine, increasing ability to identify it in the wild
 - Images will also allow users to see what packaged products look like
 - Forms will be used to ask questions and book the owners for speaking gigs
 - I would like to attempt to have the virtual store be sortable by ailment or plant used
 - Breadcrumbs to display where on the website the user is

3. Market Survey

- Do a survey of the web to find about five websites similar to yours. Briefly compare/contrast the features of these websites with your idea.
 - All of the websites I found have simple and easy layouts with very different design elements and styles. The use of images was found in all of them, but some used animations, artistic elements, and dynamics to increase engagement with their page. I plan to use product images and artistic designs from the owners of Plant Werks - probably not animations, but I would like to make the images active in ways that are simple. One website had a scrolling image which was a nice touch.
 - Most of the websites have pages for ordering products or booking services. Some used product pages and order forms, others required email. An idea that I

have is to use functions that can make the product page sortable and searchable based off what ailment is being supported or what plant is being used.

- All of the pages are responsive to viewport size, and I'd like to ensure my project is balanced with a nice flow whether viewing on a small screen or a large screen.
- It feels important that all pages, but especially the index page incorporates a crisp layout that's easy to navigate via clear links and intentional image use.
- One page used more art and artistic design images instead of photographs to flow with the design and it made the page inviting and didn't draw attention from the content.

4. References

- Give references to any material / websites / books, et cetera, relevant to your website idea
 - https://www.instagram.com/plant_werks/?hl=en
- Give the links to the websites relevant to your idea that you listed in the section above.
 - <https://www.jamhawherbals.com/>
 - <http://www.sacredvibeshealing.com/>
 - <https://www.bkyogaclub.com/>
 - <http://www.atticapotheary.com/>