

WATS 2010 Intro to Bootstrap

Design Document

Name of site/company: Martinez Nutrition

Description of design concept/approach

- Martinez Nutrition produces a variety of different workout supplements such as pre-workout, BCAAs, protein, and multi-vitamins to enhance overall nutrition.
- The owner wants to blog on upcoming events and innovations in nutrition.
- There is a need to compare other supplements.

Hope to accomplish with design concept/approach

- Increase interest in nutrition/supplements.
- Bring in new customers to the shop.
- Develop a steady customer base.
- Make the site alluring to customers and easy to use.

Other websites for inspiration

- <https://www.amazon.com/>
- <https://www.google.com/>
- <https://www.ebay.com/>

Other websites for comparable businesses

- <https://supplementwarehouse.com/>
- <https://www.bodybuilding.com/>
- <https://www.esupplements.com/>

Target Audience

- Demographics
 - Men and women
 - Age 16 – 40
 - Working with disposable income
- Motivations
 - Health
 - Muscle Mass
 - Energy
 - Recovery