**Organic Edible flowers team project**

Determine the purpose of the site

The purpose is double:

1. Sell organic and edible flowers

2. Educate people about ‘why go organic’, ‘what types of flowers are edible’ and some recipes to give ideas about what to do with those flowers.

The second purpose serves the first one.

Determine the target audience

According to a market research[[1]](#footnote-1), two shopper segments together account for about half of all natural and organic sales. The "True Believers" (health- conscious people believing in the benefits of natural products for themselves and their families. On average, they earn $65,000 and are about 40) and "Enlightened Environmentalists" (they care about protecting the environment. On average, they earn $57,000 and are about 63). Both are better educated than average population: many have college degrees.

The other half is composed of five shopper segments, with median incomes ranging from $45,000 to $65,000 and median ages ranging from 39 to 65.

So, our target audience is composed of educated “older adults”, earning more than average. It consists of current customers as well as potential customers.

Determine the objectives of the site

-Advertize a company

-Provide information to customers (organic vs conventional, flowers benefits, recipes)

-Process orders

Determine the goal

Start with a base of flowers to sell, broaden our customer base and encourage people to go organic.

What information are needed

-Why it is important to go organic

-Which flowers are edibles (to know what we will sell)

-What benefits those flowers have on the health

-What kind of recipes can be achieved with our flowers

What opportunity our site is addressing

The organic niche is continuously growing, steadily about 12% every year. We can be a part in that movement.

Our inspiration

<http://maddocksfarmorganics.co.uk/>

<http://www.cherryvalleyorganics.com/specialty-greens-edible-flowers>

<http://www.wix.com/website-template/view/html/1709?originUrl=http%3A%2F%2Fwww.wix.com%2Fwebsite%2Ftemplates%2Fhtml%2Fhealth-wellness%2F1&bookName=&galleryDocIndex=5&category=health-wellness>



How the work is divided:

**Miho:** Her specialty is to work with the products and check-out forms.

**Nathalie:** Her background as a History teacher makes her ideal to be the writer and information designer. She checks that every information is accurate.

**Tina:** Her specialty is to make sure the sites are functional.

**Leanne:** Her specialty is to play with images, so she is more the Designer of the team.

There is no real project manager, but every one of us act as an html developer.

1. <http://www.ibtimes.com/heres-who-eats-natural-organic-foods-why-market-research-1437858> [↑](#footnote-ref-1)