

Short Elevator Pitch -

Clementine Kitchen is an amalgamation of information for healthy eating, with a focus centered on that of recipes for specific vitamins, convenient prepped foods, and easy to follow recipes.

Long Elevator Pitch -

Clementine Kitchen is a conveniently accessible website that self describes as being a hub of information for a healthy plate. With key information cards, the basics of healthy eating can be searched and found here, from information on different vitamins to the average intake for a day. As a way to begin or continue a cycle of healthy eating, Clementine Kitchen has a large selection of recipes, all shown with MyPlate recommendations and vitamin intakes, as well as recipe lists that are easily downloadable into a file. For those on the go in life, Clementine Kitchen offers meals that are easy to prepare ahead of time, so you know what to expect for your week.

Personas -

- Sarah Hamilton
 - 59, Married, Vegetarian. Sarah has lived a life focused on bettering her health. Sarah plans to continue her lifestyle, but wishes that she had better ways to figure out her vitamin intakes and how to up her intakes of specific vitamins she is low on, like vitamin B-12. She wants to know how to cook meals to up her vitamins.
- Audrey Dean
 - 39, Married, 3 Kids, Marketing Researcher. Audrey is recently interested in living healthier and has started a journey towards learning about healthy living. She wants a life full of health and wealth for her family. She is looking to learn about how to start and how to make meals for her family and herself. She is also very busy during the day, and wants to make meals ahead of time that are still tasty and full of nutrients.

Competitive Analysis

- Gatherednutrition.com; - halfbakedharvest.com

Clementine Kitchen

Vitamin Intake

Latest Recipes

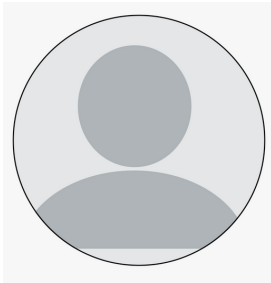


clementine kitchen

the kitchen for heart and home

home
about
myplate

"always cook with love" -
anonymous



daily intakes

fiber
protein



latest recipes

Color Palette:

