The four flows.

1. BK
   1. BK Name
   2. BK Photo
   3. BK letter photo
   4. BK letter translation
2. Honey
   1. Honey variety and taste description
   2. BK Harvesting honey way up a tree
   3. Health facts
3. Forest/Location
   1. Zoom in on the forest from the whole world view.
   2. Information on the forest
   3. Discussion on habitats (chimps, reduced logging, etc)
   4. ‘learn more’ link
4. CO2
   1. Gotta tell the story
   2. The purchase of the honey saves trees and is carbon negative

Left-out flow (blog posts and/or website static pages)

1. Social Impact
   1. BK incomes
   2. Photo of the processing team
   3. Discussion on female empowerment and jobs in Kigoma
   4. Photo of ppl getting water from us
   5. ‘learn more’ link
   6. B-corp
2. Beekeeping content page
   1. Information about the bees and beekeeping practices
   2. ‘learn more’ link

Other pages

1. Call to action page
2. ‘Menu’ Page