

Design Document- ROSEBUD

ROSEBUD is a CBD organization that is on a mission to set the bar in the rapidly-growing industry through a direct relationship with farmers, transparency with full control studies, third-party lab test and batch reports, and high-quality organic ingredients. Rosebud is a real brand for real people. Like a rose, CBD symbolizes hope, promise and new beginnings.

I want to design a website that will represent a CBD Brand that provides organic and natural products. Therefore, my approach for the design concept is to create a clean and minimal website. My goal is to create a website that would be easy to navigate with minimal looking icons, a simple color palette using only a couple colors and a typeface that would be unique and recognizable to the audience.

Featured Pages

This Bootstrap website, based on the Modern Business template by Bootstrap, will feature the following pages:

1. Front Page (based on index.html), will contain a slideshow of the company's most popular products.
2. About Page (based on about.html), will feature a photo of the farm which will represent the mission of the company and another photo below of a photo of the founder and a little blurb about her.
3. Contact Page (based on contact.html), will have a banner photo and a contact form submission.
4. Shop Page (based on shop-home-1.html), featuring a banner photo and a row of featured products with a description.
5. Learn Page (based on learn.html), which will feature a photo with a small blurb description of some of the benefits of CBD and what it is.
6. Blog (based on blog.html), will feature lifestyle topics about CBD.

Websites of Comparable Businesses

These websites were used for reference, on what is most talked about in the CBD industry, what color palette to use, and what kind of aesthetic and design trends are being used. From my observation it seems a lot of companies keep the aesthetic of the brand simple and minimal with soft color palette./

1. PureKana <https://purekana.com/>
2. FairWinds <https://fairwindscannabis.com/>
3. Pellequr <https://pellequr.com>
4. Seabedee <https://seabedee.org/>
5. Air <https://www.airecbd.com/>
6. Cannavore <http://www.cannavore.com/home>

Target Audience

This website is intended to target people who are interested in CBD. This is an informational website, but not intended to purchase the product.

Demographic:

1. Millennials, men and women, 18 and older.
2. People who suffer from anxiety, chronic pain, or general wellness

Motivations:

1. Health, people who suffer from anxiety or chronic pain who want to feel better.
2. Organic product with no additives added.

Images and Licensing

All product images were taken directly from <http://rosebud.com> , used for school purposes only.