HOLISTIC RECONNECTION
For a Holistic Approach to Health
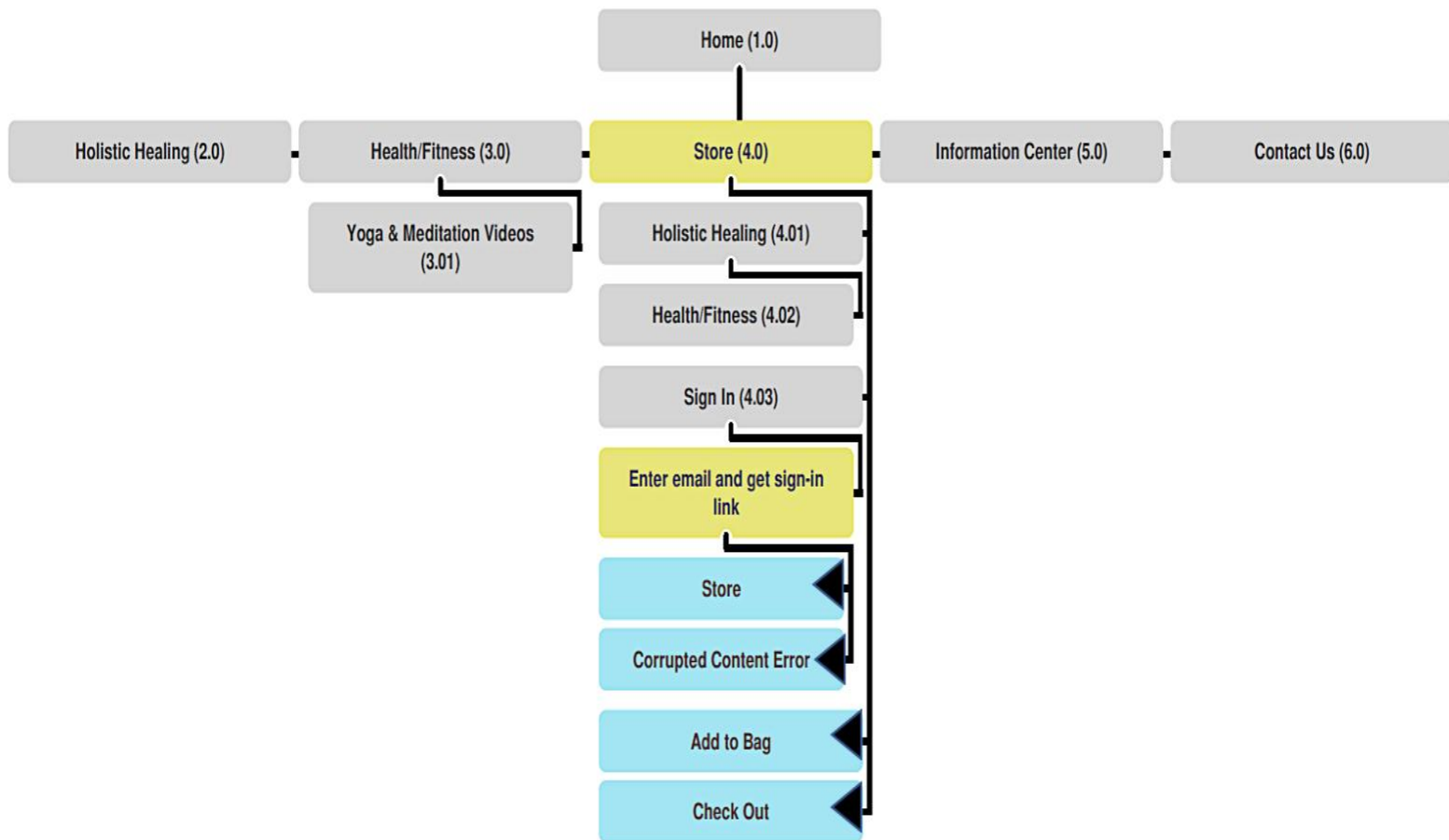
Prepared by
SELKEN INC.   **Version 1.2.**
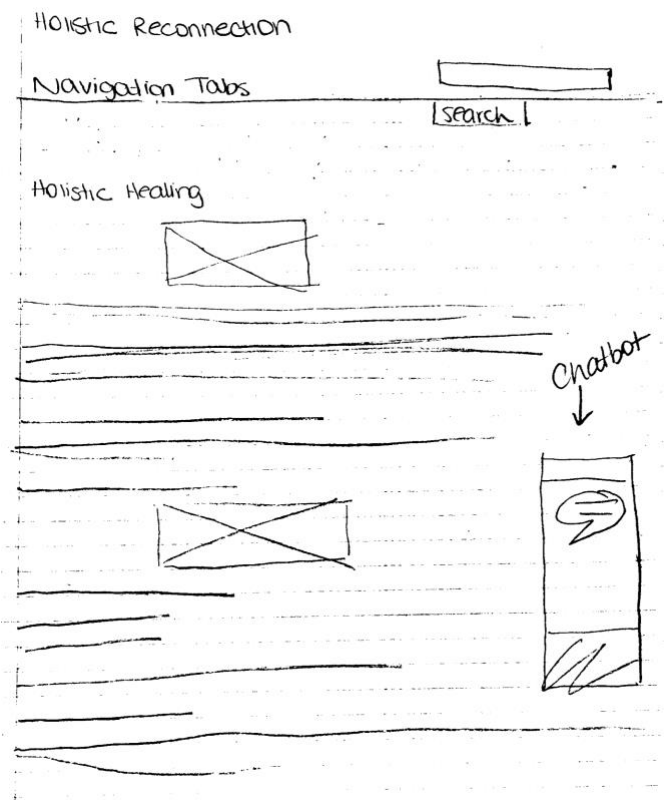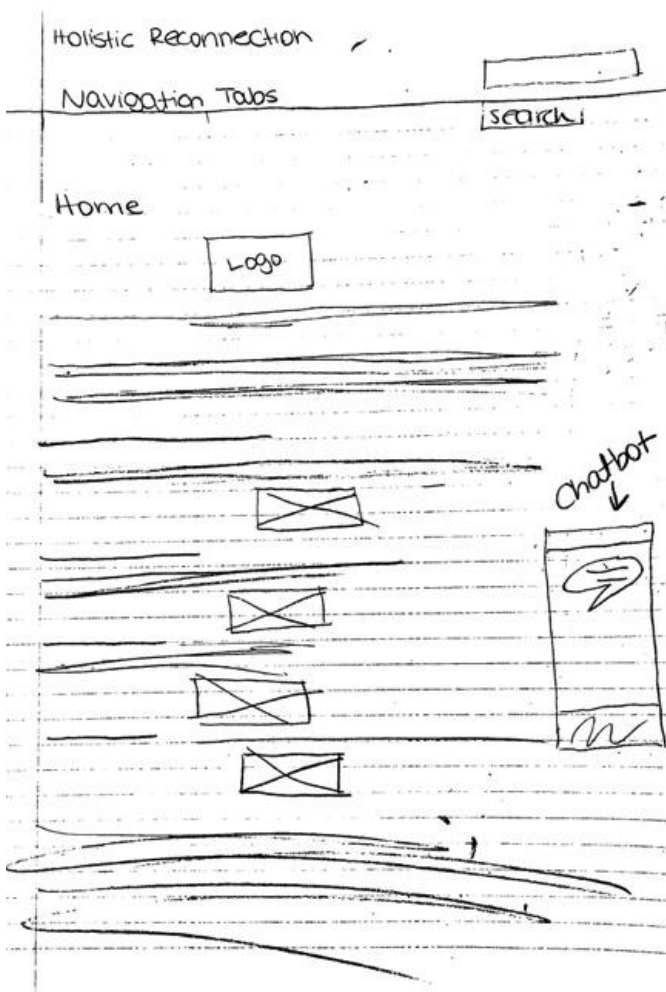   **May 4, 2018**

Site Map/Task Flow

This site map shows the layout of the Holistic Reconnection website as a simple hierarchy from top level to sublevel navigation and is numbered in chronological order. Subpages are defined by the page number of their parent page and given a sub-number, which pertains to the order they appear on the drop-down menu of their parent page.

The task flow illustrates decision points for the store page. The yellow represents the decision point and the blue represents the potential results of the decision point.

Home (1.0)

Holistic Healing (2.0)   Health/Fitness (3.0)   Store (4.0)   Information Center (5.0)   Contact Us (6.0)

Yoga & Meditation Videos (3.01)   Holistic Healing (4.01)

Health/Fitness (4.02)

Sign In (4.03)

Enter email and get sign-in link

Store

Corrupted Content Error

Add to Bag

Check Out

Navigation and Page Sketches

The sketches below are hand-drawn outlines of the most content heavy pages. Each page reflects its potential layout.

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Holistic Reconnection

Navigation Tabs

search

Health/Fitness

Chatbot

Annotated Wireframes

The annotated wireframes show the layout of the pages with the most content on Holistic Reconnection website: home, health/fitness, and holistic healing. These wireframes also catalog the content and type of content on each page of the site. Click on the link below to see the wireframes.

[Annotated Wireframes](#)

Project Overview

Selken Inc. is designing a website for The Holistic Reconnection, a New York City based company that aims to improve the health of its customers through a holistic approach. The goals and objectives of the Holistic Reconnection website is to give information about the company, describe the services Holistic Reconnection provides, as well as inform users about holistic health and health/fitness. Another objective of the website is to help users live a healthy lifestyle through workout and yoga routines, nutritional plans, in addition to guided meditation and mantras. The Holistic Reconnection audience is American, between age 25 to 34, 49 percent male and 50 percent, and mostly based in the New York area. In general, users consist of potential clients, current clients, job seekers, product purchasers, people interested in holistic health and/or health/fitness. Holistic Reconnection will meet user needs through user interviews and observing users. We will interview users on their demographic information, subject knowledge, primary goals for using the website, information they need, and any suggestions on how to better structure site information. We will also observe how users use the site and get their feedback, making sure it meets their needs. The more information we have on users, the more we can personalize their user experience. To measure how we meet user needs, we will conduct surveys on usability, which includes testing the ease of navigation and findability. After the navigation and findability survey, we will assess the organization of the material and use of whitespace. After gathering the information from the survey, we will modify the site based on survey results. These changes will help improve user's overall experience. From the survey, we will calculate results to see what areas of the website need improvement.

Content Inventory

This content inventory lists all the pages of the Holistic Reconnection website, which are organized numerically in the order they appear on the navigation bar. Subpages are numerically defined by the number of their parent page and are given a sub-number. The sub-number comes from the order the subpage appears on the drop-menu of their parent page. This inventory is comprised of the following information about each page: navigation title, page title, content format (text, image, video, pdf), content length (word count, file size), intended audience), tasks (i.e. login), and additional comments describing what the page entails.

#	Navigation Title	Page Title	Content Format	Content Length	Intended Audience	Tasks	Comments
1.0	Home	Home	Text/ Image	335 words	Potential clients, clients, individuals interested in wellness, job seekers		Describes Holistic Reconnection, its mission & how a visitor can benefit from using this website/services/ products, includes testimonials
2.0	Holistic Healing	Holistic Healing	Text/ Image/ Videos	330 words	Clients, potential clients, individuals interested in wellness specifically meditation & yoga		Describes what Holistic Healing is & its benefits, describes benefits of yoga & meditation.
3.0	Health/ Fitness	Health/ Fitness	Text/ image	410 words	Clients, potential clients, individuals interested in health/fitness researchers		Describes benefits of health/fitness. Provides diet plans & workout routines.
3.01	Yoga & Meditation Videos	Yoga & Meditation Videos	Text/ Videos	79 words Yoga vids: 23:31, 17:10, 28:42 respectively Meditation vids: 12:23, 13:08, 22:22 respectively	Clients, potential clients, individuals interested in wellness specifically meditation & yoga		Videos of yoga routines & guided meditation
4	Store	Store	Text/ Image	Store Description: 49 Products: range from 14 to 115 words	Clients, potential clients, people interested in improving their mental & physical wellbeing	Add to Cart, Checkout, Sign In	Has holistic health products & health/fitness products
4.01	Holistic Healing	Holistic Healing	Text/ Image	Products: range from 40 to 115 words	Clients, potential clients, people interested in improving their mental & physical wellbeing	Add to Cart, Checkout, Sign In	Products: crystals, essential oil blends, green powder, supplements, yoga mat

4.02	Health/Fitness	Health/Fitness	Text/ Image	Products: range from 14 to 64 words	Clients, potential clients, people interested in improving their mental & physical wellbeing	Add to Cart, Checkout, Sign In	Products: free weights, protein powder, supplements
4.03	Sign In	Sign In	Text	28 words	Clients, potential clients, people interested in improving their mental & physical wellbeing	Enter email, Click on link, Sign In	Signing in involves the user entering their email. After, they will receive a link in their email. They will then click on the link they received in their email.
5.0	Information Center	Information Center	Text/ Image/ PDF Video	211 words PDFs: 463 KB, 541 KB; video lengths: 23:23, 5:54, 8:02, 6:52, 32:03 respectively	Individuals interested in holistic health		Has articles, studies, & videos on holistic health
6.0	Contact Us	Contact Us	Text/ Image	75 words	Potential clients		Lists address of NYC office & contact info of customer service, health/fitness, holistic healing departments