glowgreen

LIFE + COMMUNITY

MAY 05, 2024





Website Prototype for GlowGreen

Spring 2024
PWRT1-GC1025:
Principles of Information Architecture
Professor Fusilier

Prepared By:
Hanna Yoshida

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TABLE OF CONTENTS

02 TABLE OF CONTENTS

03 WEBSITE LINK

04 HOME

05 ABOUT

06 (RECIPES) AVA'S OGS

07 (RECIPES) VEGAN NOMS

08 SHOPPING

09 COMMUNITY

10 (CONTENTS) BLOG

11 (CONTENTS) OUR RECS

12 (CONTENTS) OUR MEDIA

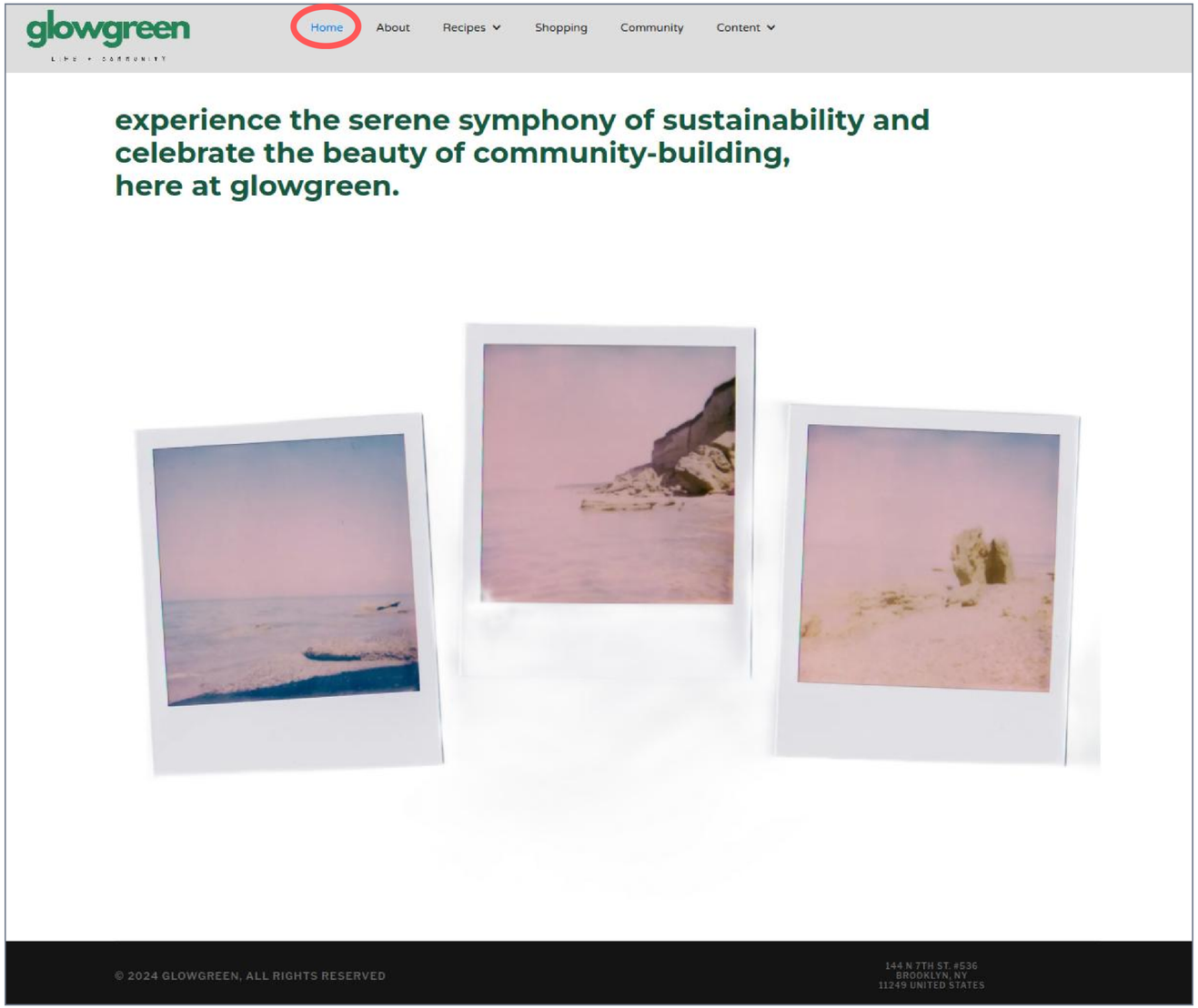
13 (CONTENTS) OUR IMPACT

14 (CONTENTS) TALK TO US!

WEBSITE LINK

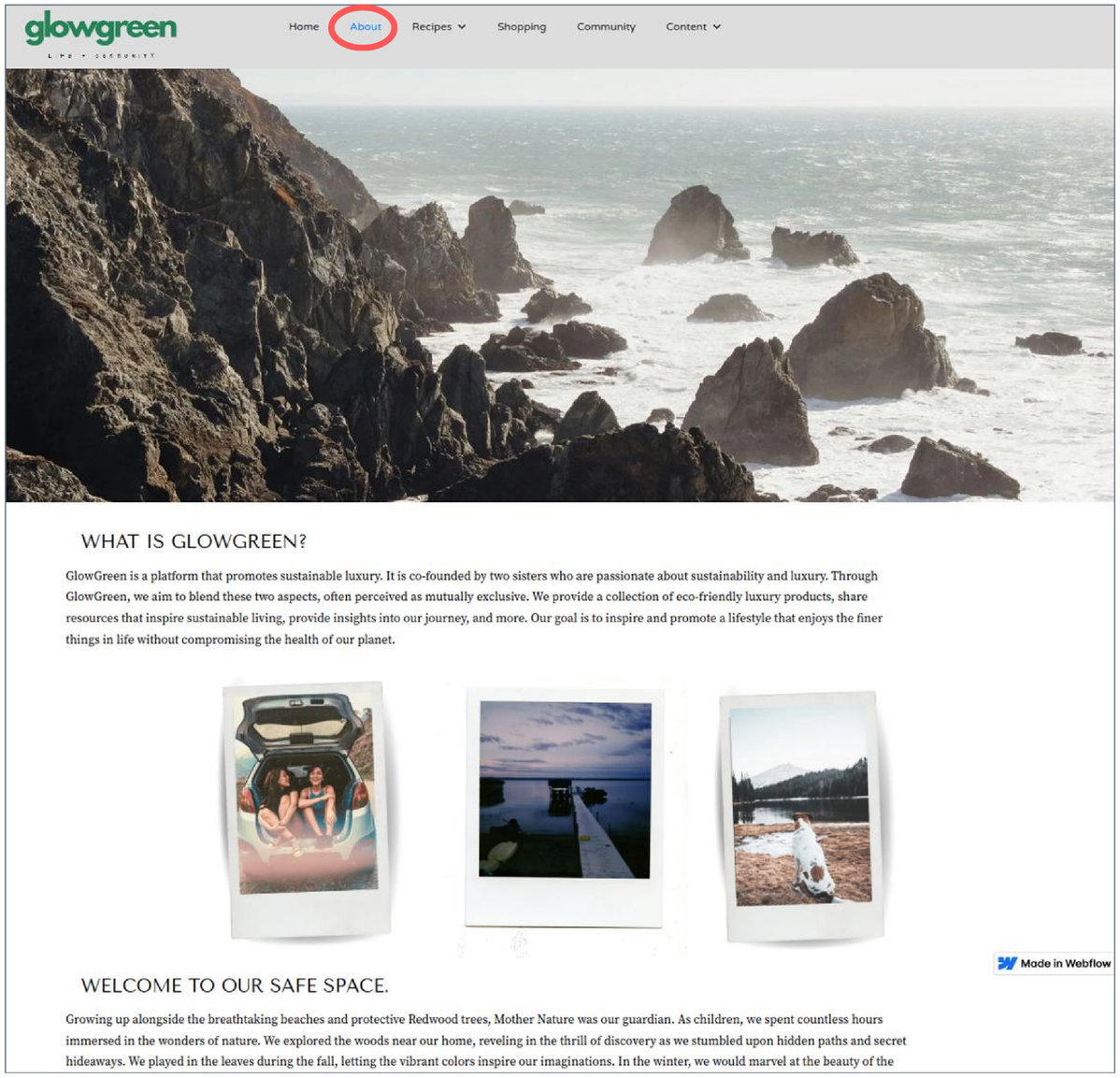
HTTPS://LETSGLOWGREEN.WEBFLOW.IO/

HOME PAGE



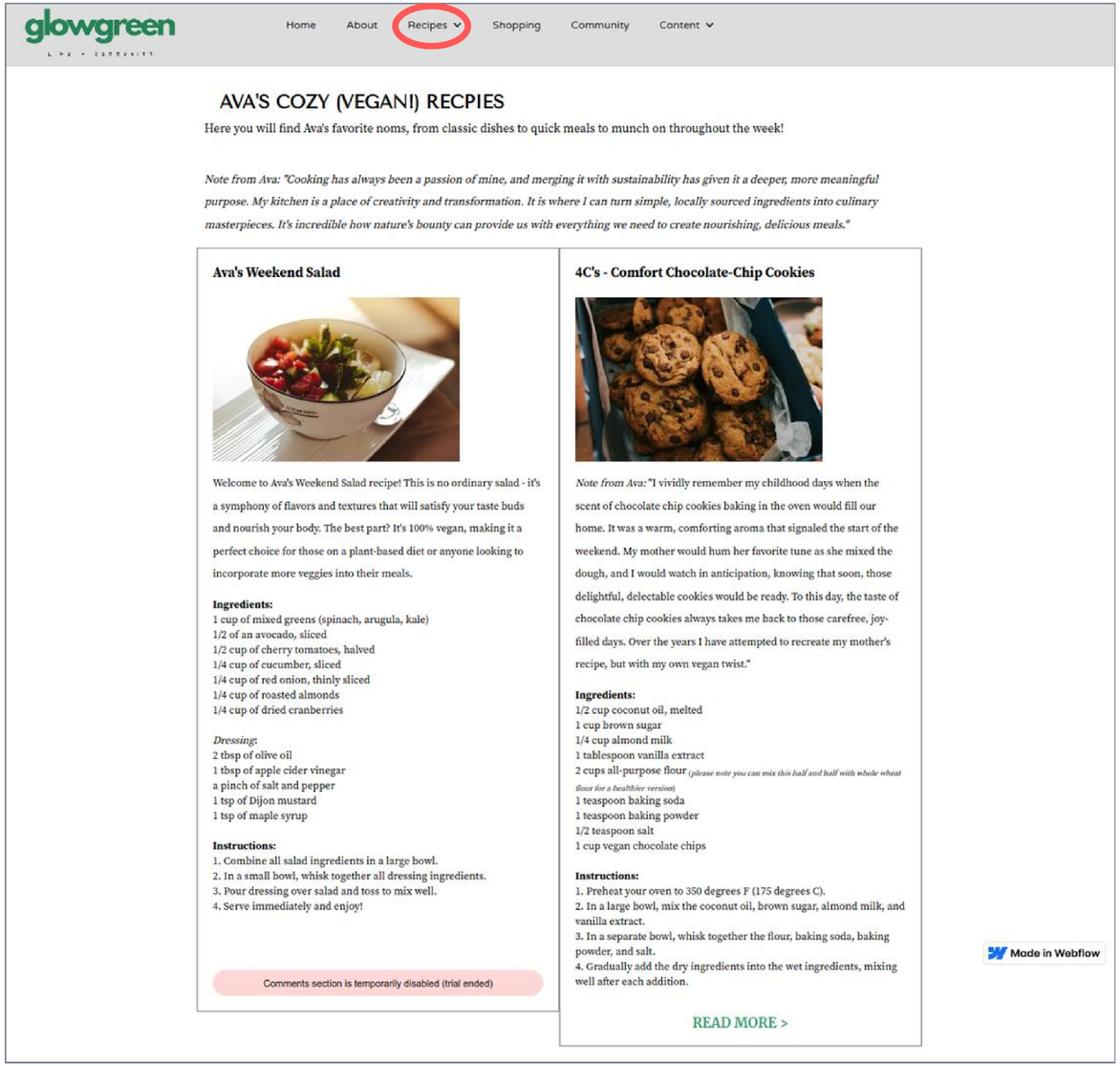
This is the landing page of the website. It has a simple design to encourage users to engage with the site. The graphics are intended to change every season.

ABOUT PAGE



This is the “About” page. It introduces the user to the website’s purpose and sets the tone. The second half of the page features a descriptive “letter” from the founders, explaining why this brand/site was created.

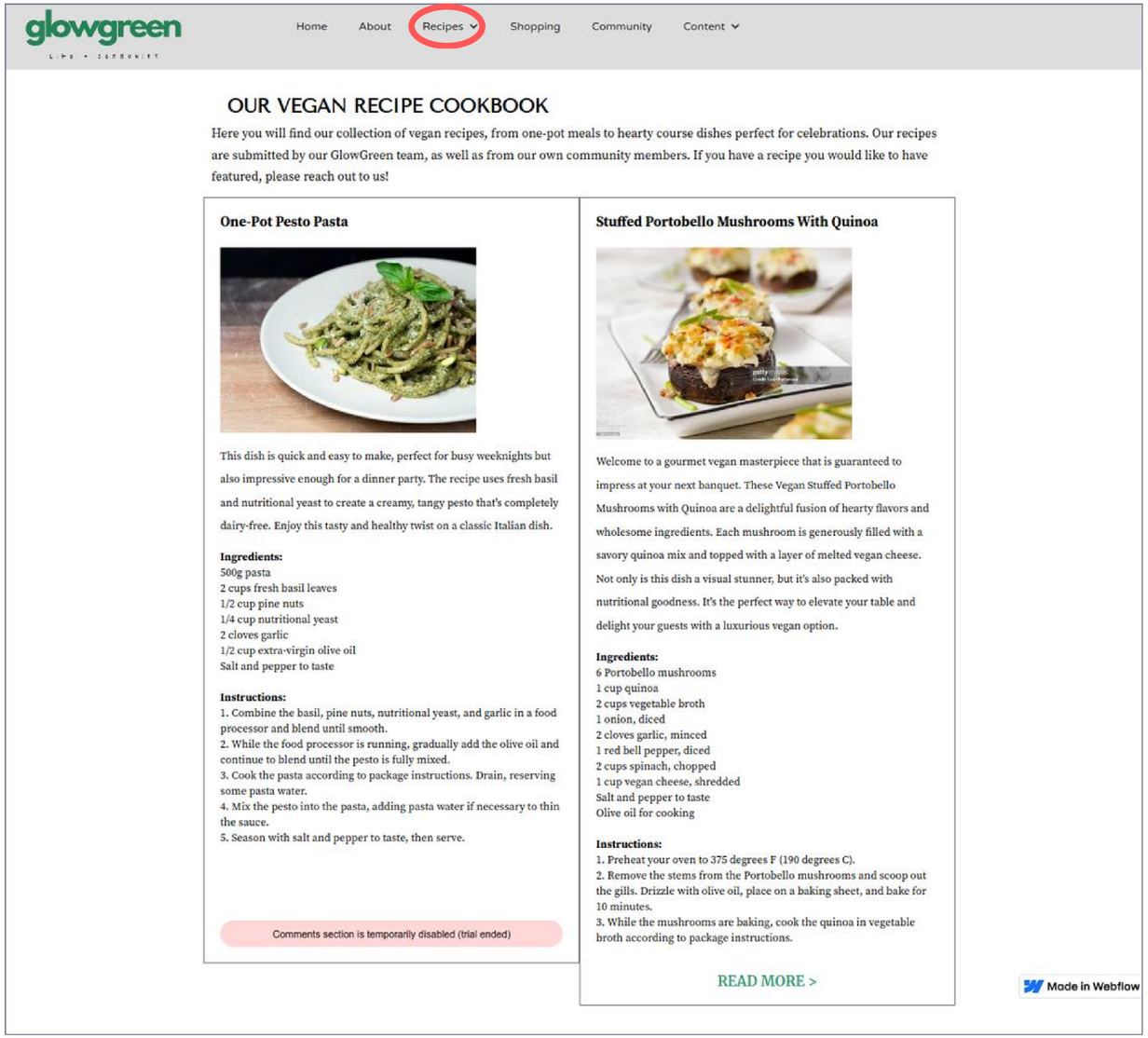
RECIPE PAGE (AVA'S OGS)



"Ava's OGs" is a section under "Recipes." This section focuses on comfort food. Each recipe is accompanied by a childhood story from the founder, Ava. This page will be the main page for the content, showing previews of the latest posts. Blogs will be created via a CMS template.

Plugin: comment section for each post (currently disabled)

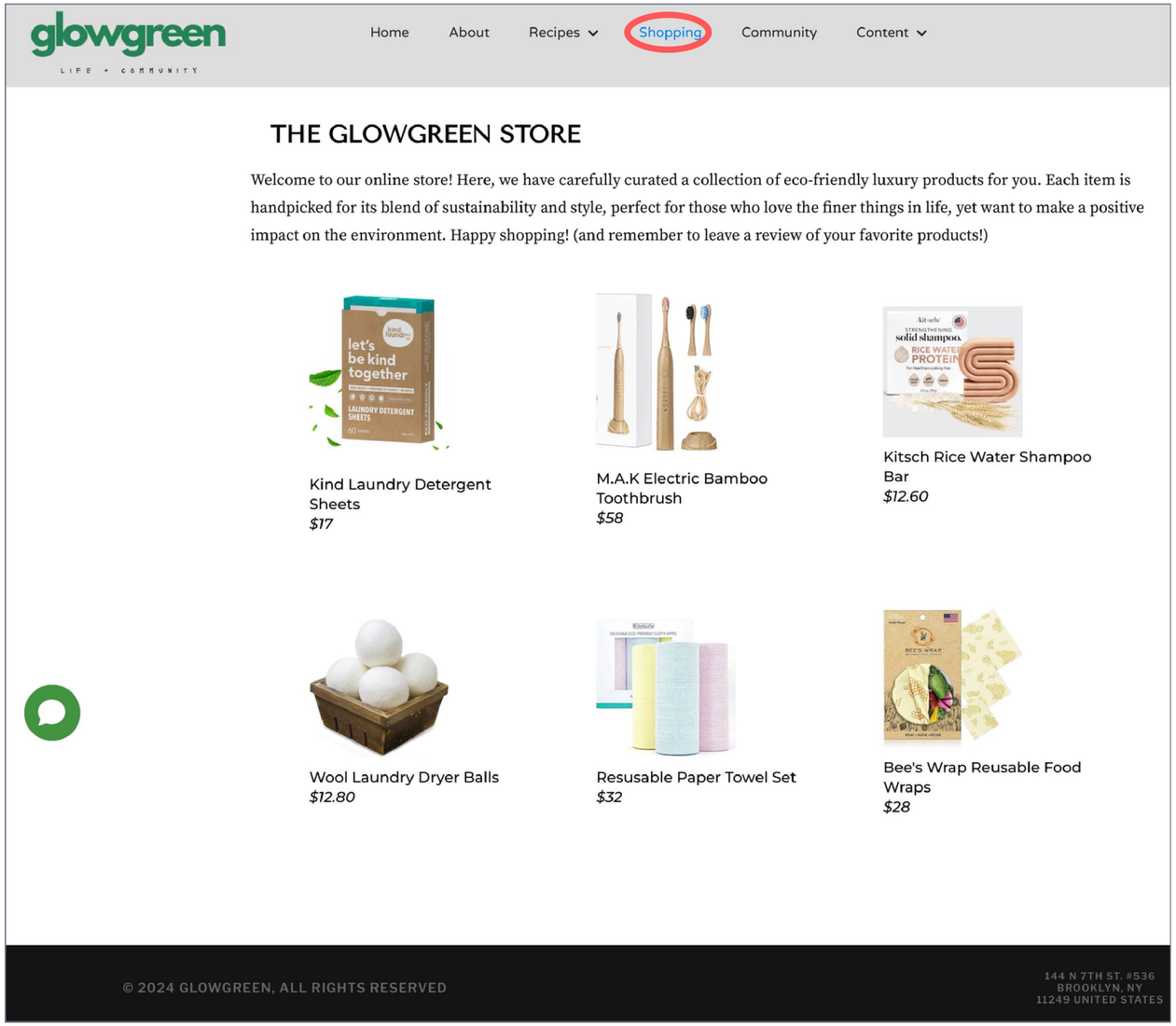
RECIPE PAGE (VEGAN NOMS)



"Vegan Noms," is a section under “Recipes.” This section shares vegan recipes, ready for any occasion. Each recipe is submitted by GlowGreen members and users. This page will be the main page for the content, showing previews of the latest posts. Blogs will be created via a CMS template.

Plugin: comment section for each post (currently disabled)

SHOPPING



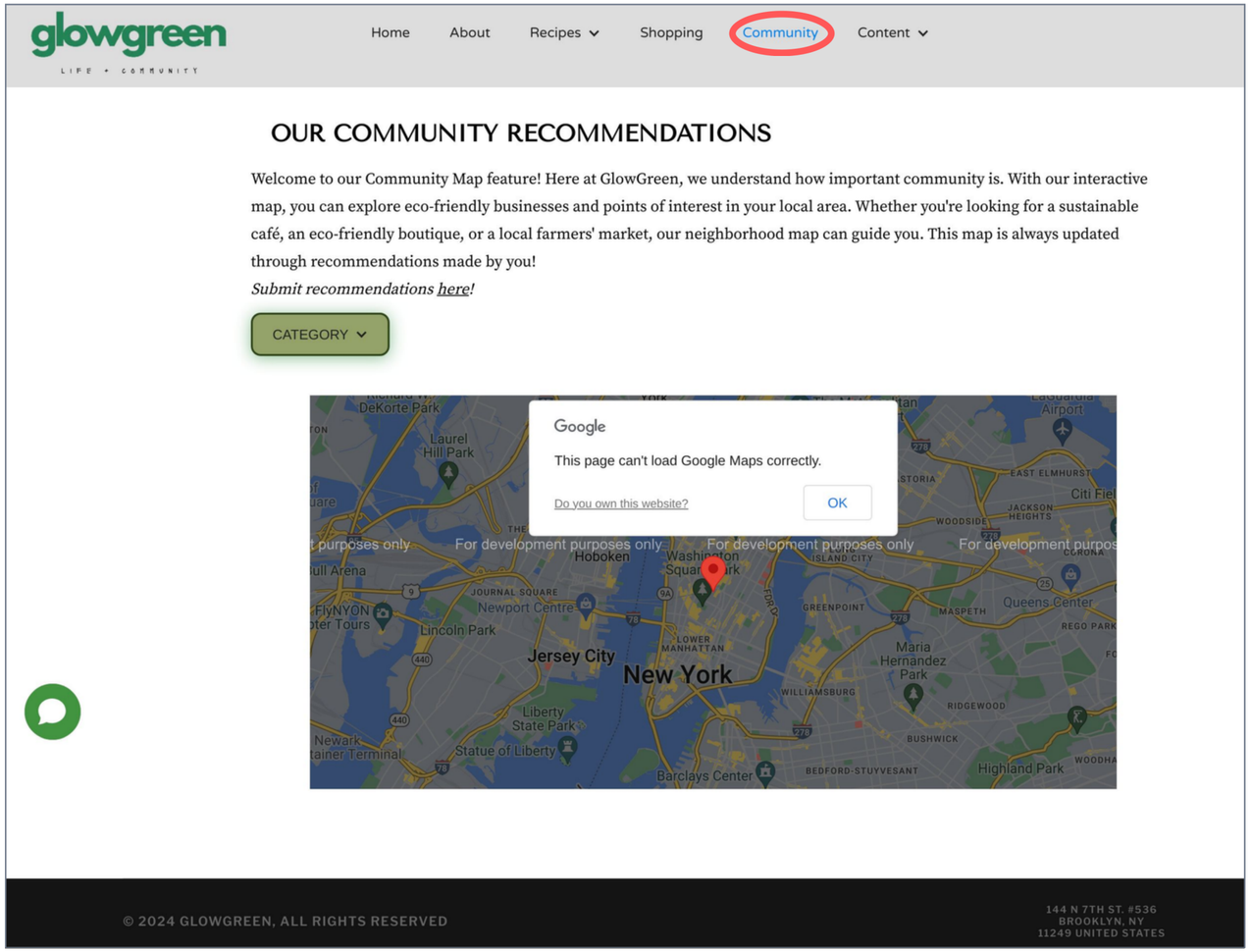
This is the “Shopping” page, which will have a direct e-commerce function embedded. Users will be able to make purchases directly through this page.

Widget: AI chatbot

(Future) Plugin: filter function (i.e., by price, category, brand)

(Future) Plugin: e-commerce function

COMMUNITY



This is the “Community” page, which will feature recommended sustainability-practicing stores. Recommendations are submitted by GlowGreen members and users.

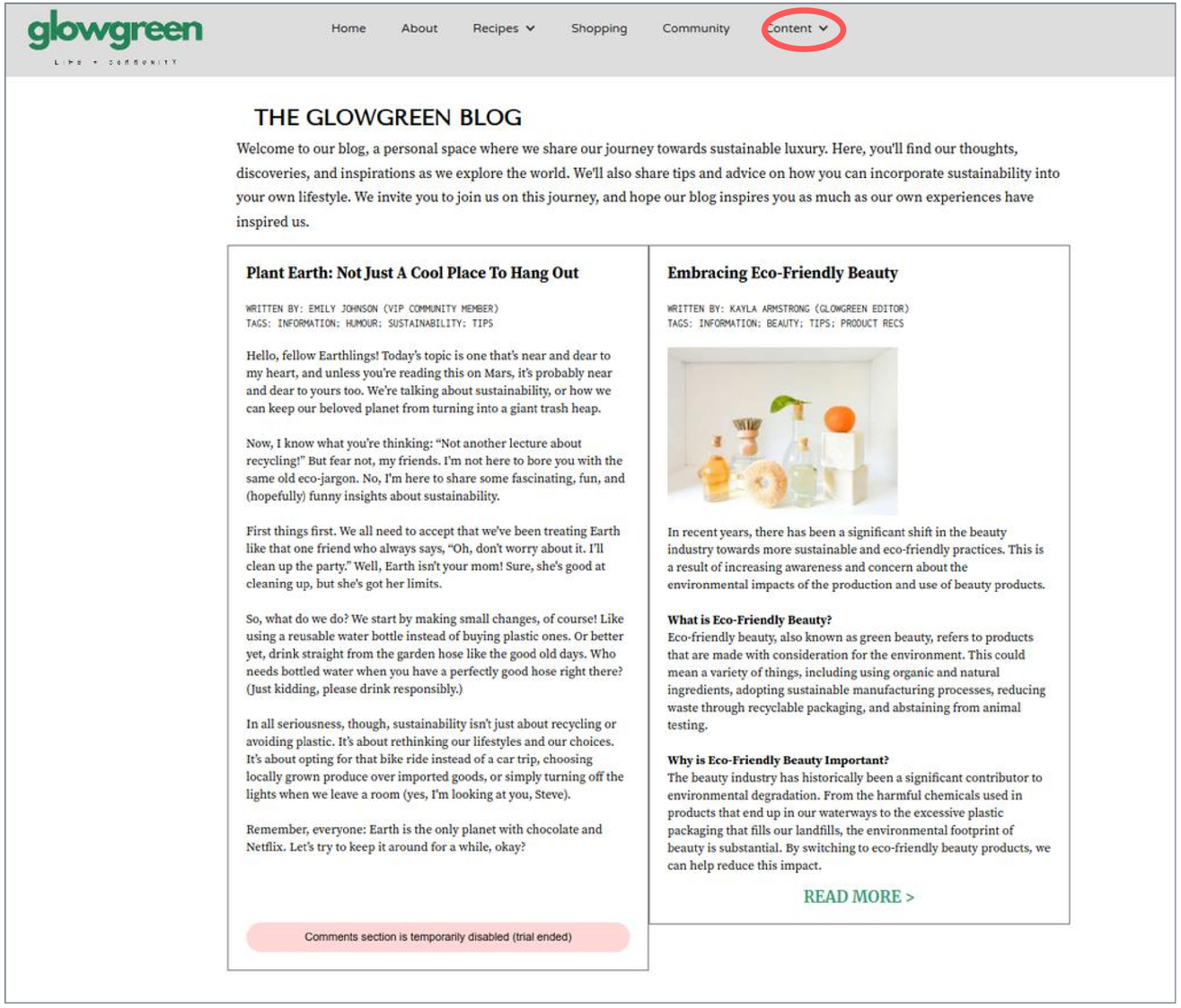
Widget: interactive Google Map

Widget: AI chatbot

(Dummy) **Plugin**: category filter function

(Future) Plugin: area filter function (i.e., zip code, city)

CONTENT (BLOG)

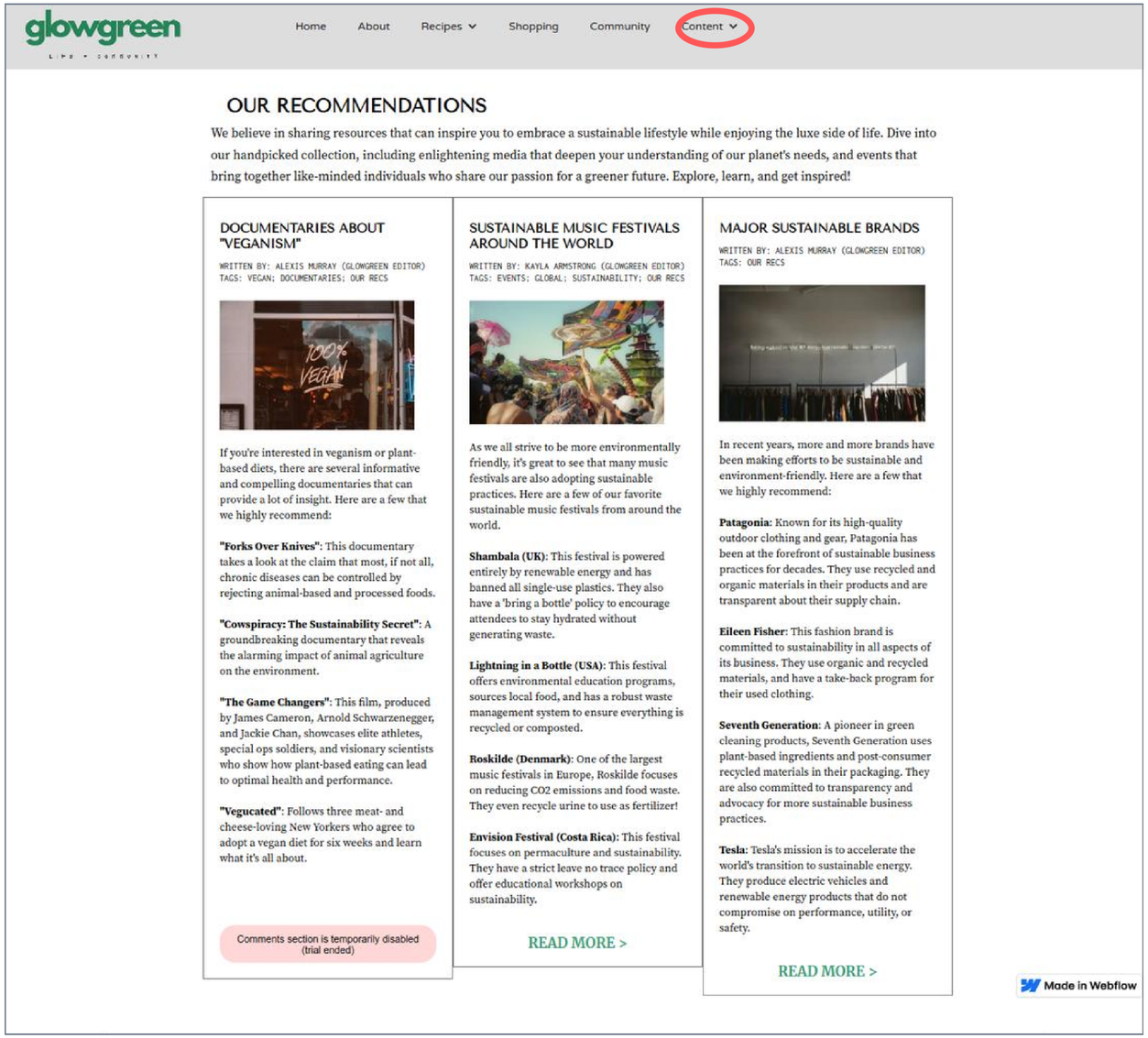


"Blog" is a section under "Content" that shares a wide range of sustainability content and tips. Each post is submitted by GlowGreen members and users. This page will be the main page for the content, showing previews of the latest posts. Blogs will be created via a CMS template.

Plugin: comment section for each post (currently disabled)

(Dummy) **Plugin**: category tag filter function

CONTENT (OUR RECS)

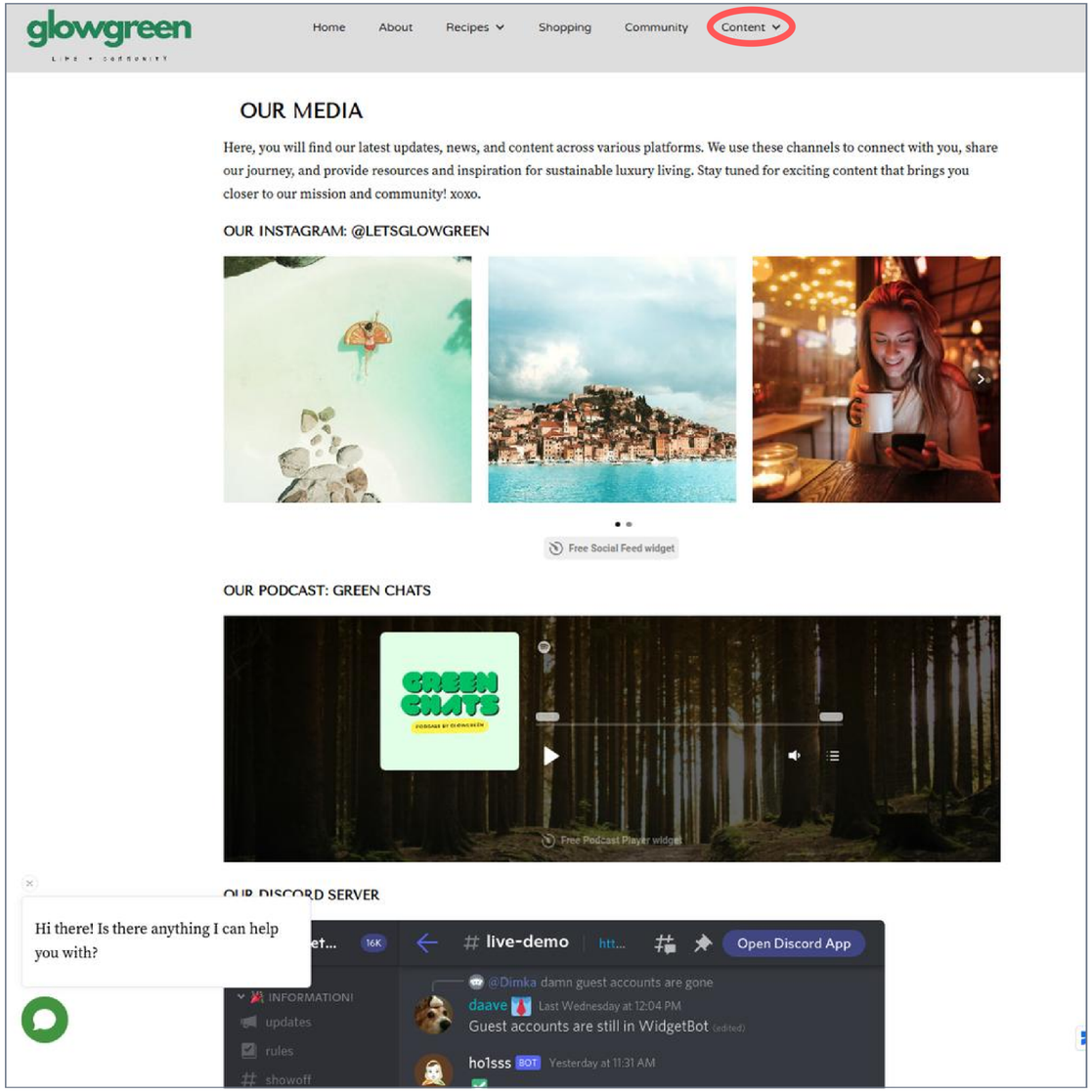


"Our Recs" is a section under "Content" that provides recommendations for users to live sustainably. Each post is submitted by GlowGreen members and users. This page will be the main page for the content, showing previews of the latest posts. Blogs will be created via a CMS template.

Plugin: comment section for each post (currently disabled)

(Dummy) **Plugin**: category tag filter function

CONTENT (OUR MEDIA)

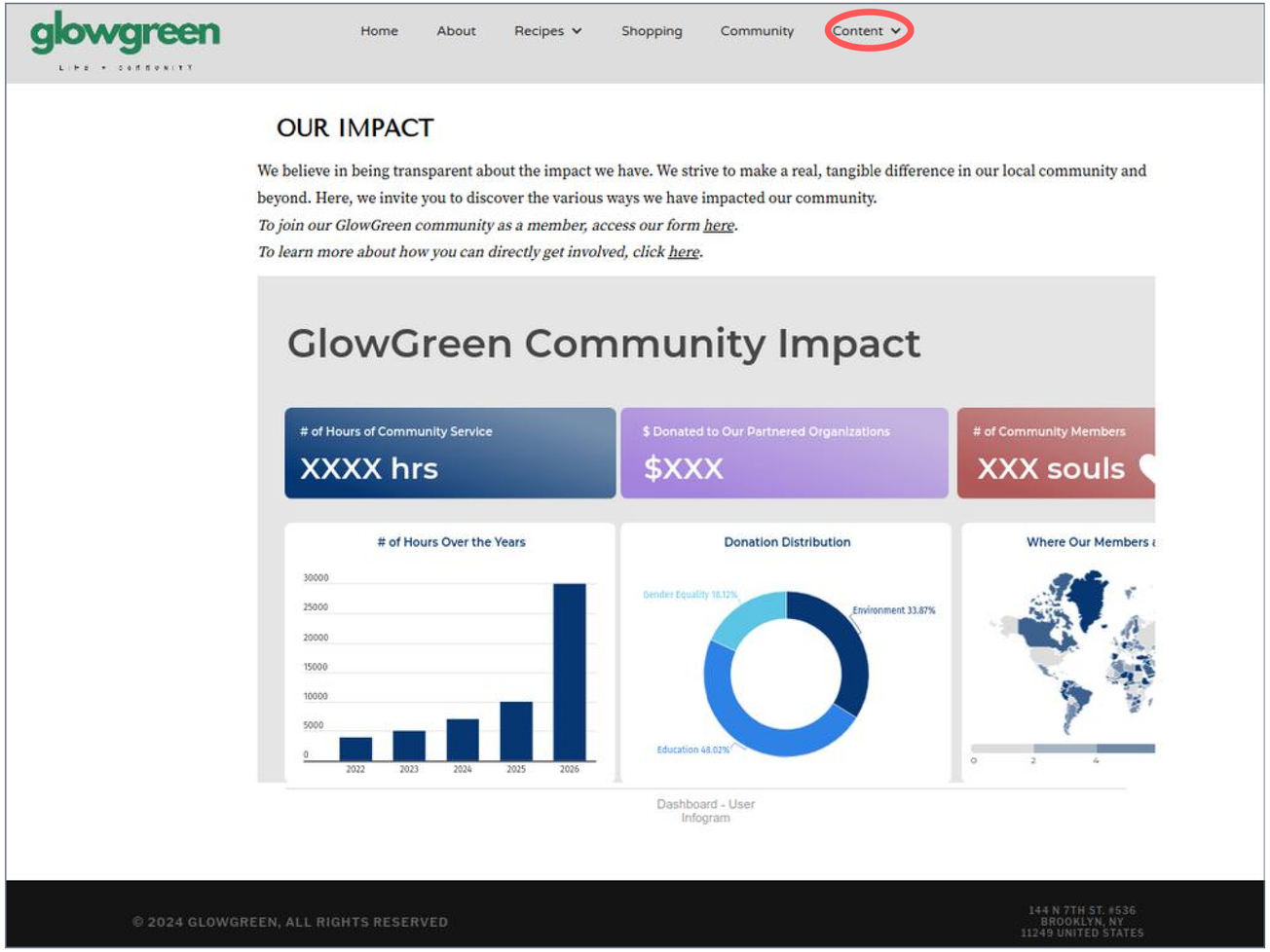


"Our Media" is a section under "Content" that shares the social media channels GlowGreen is active on (i.e., Instagram, Spotify podcasts, Discord).

Widget: interactive social media preview widgets

Widget: AI chatbot

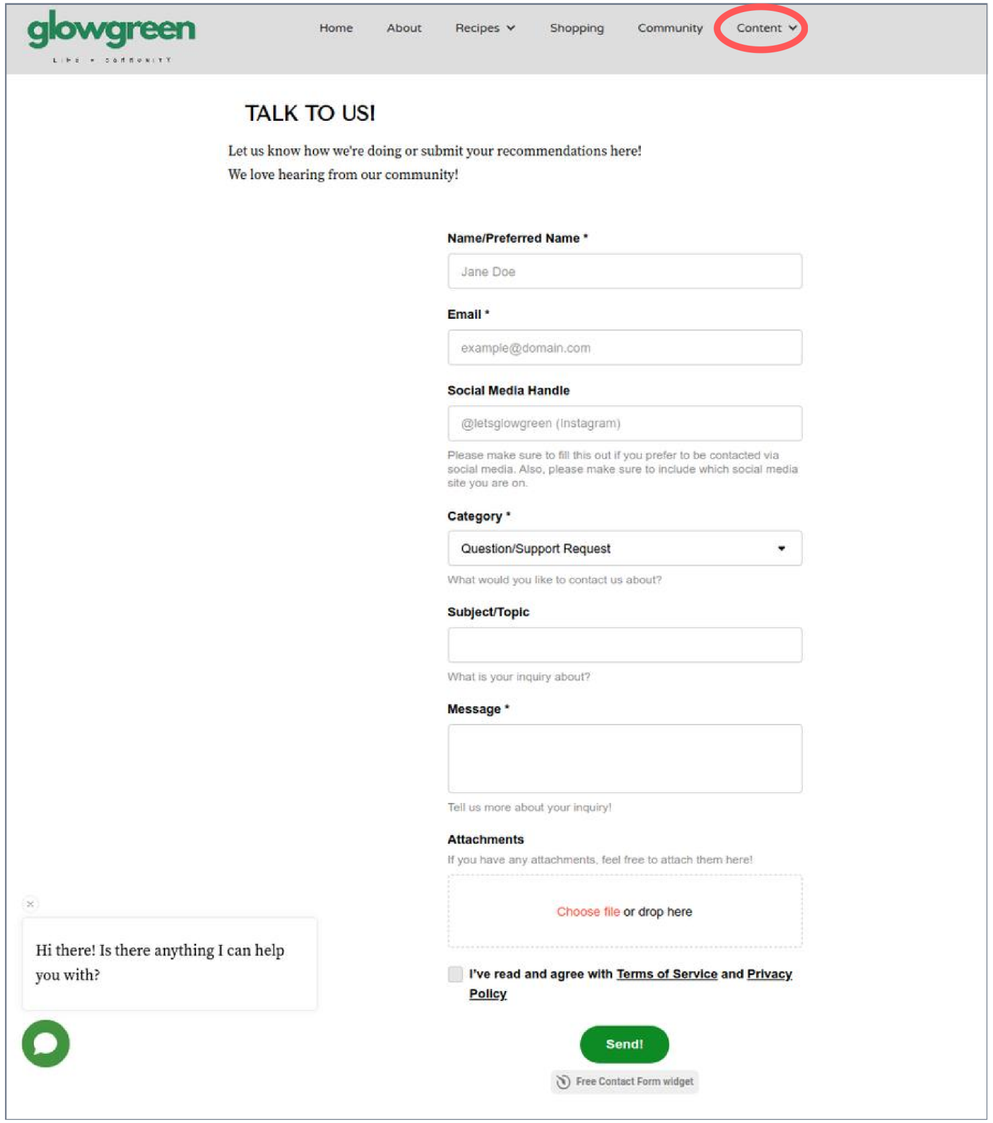
CONTENT (OUR IMPACT)



"Our Impact" is a section under "Content" that shares the impact GlowGreen has made on our communities. The data can be updated through the widget's original homepage, and the graphs update automatically.

Widget: interactive chart

CONTENT (TALK TO US!)



"Talk to Us!" is a section under "Content." This is the main contact form for our users. Users can also submit content to GlowGreen via this page.

Widget: AI chatbot

Plugin: contact form