

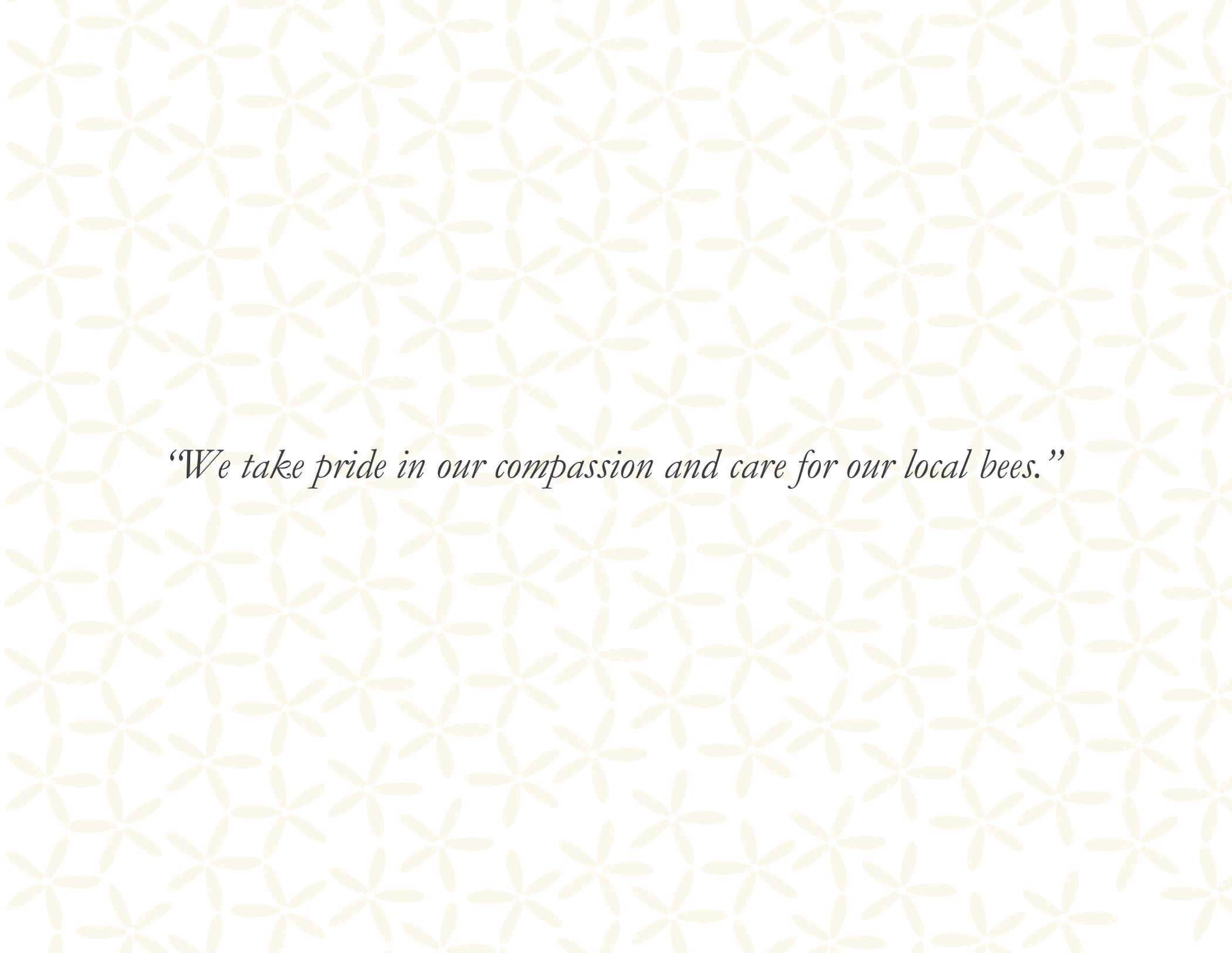


HONEY HARVEST

PRODUCED IN MEXICO, NY

# Process Book

Diamond Team | 2017



*“We take pride in our compassion and care for our local bees.”*



# Introduction

## About

Honey Harvest is owned by a couple in their mid 40s, Henry and Marilyn Mayfield. Honey production occurs on the Mayfield farm in Mexico, NY. The Mayfield Family started honey production as a hobby and for their own personal use after watching the documentary, “The Vanishing of the Bees” in 2009. Interest in their product has grown beyond friends and family transforming their hobby into a small business.



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# Research

## User Research:

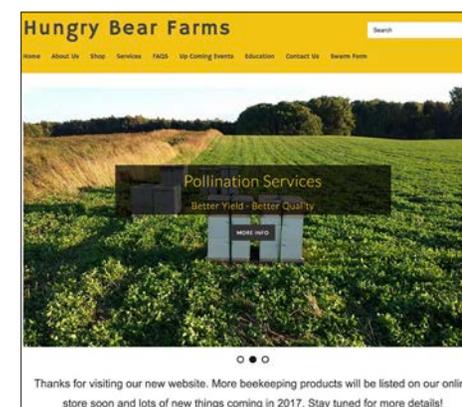
- Pictures on labels (Question to ask the client?)
- Special Honey sales to a club. Buy something and it will go towards the organization you are in.
- Instead of a generic or overused image bring out a local theme, a village name, or a regionally significant landmark.
- Consumers are willing to pay more for local compared to international honey.
- People find more easily digestible and athletes use for a quick energy boost.
- Honey remains stable for many months on a kitchen self.
- Every purchase of local honey products benefits your local economy.
- Purity and natural wholesomeness is a tremendous asset.
- Competitors such as Hungry Bear Farms, Bee Attitudes Honey, Hives of Howard, Angry Bee Acres, Etc.

# Research

## Competitors

- Team Member Name: Briana Springsteen
- Name of Business: Hungry Bear Farms
- Link: <http://www.hungrybearfarms.com/about-us/>
- Strengths/Weaknesses:
- Functionality This site is both functional and reliable. Their content is all new and up to date. They have a page dedicated to facts about their business and their products. It works well with both and large screens. The only issue was the home page. The arrow given to the user was unable to look at the all the photos. The photos changed only when the user was pressing the

- The arrow keys on the keyboard. This can potentially be a problem if people are using a device such as an iPad or phone.
- Visual Design: The site is unified. Their brand has been clearly established. Using only a select few of colors helps to stay connected and nothing is distracting. There is a clear sense of hierarchy which allows information to be read and understood correctly.
- Content: Within the site, there is a handful of information that is given. There is an about page with a detailed description about the business. The site also list events on a calendar.



# Research

## Competitors

- Team Member Name: Briana Springsteen
- Name of Business: Howlett Hill Honey
- Link: <http://www.howlethillhoney.com/>
- Strengths/Weaknesses:
- Functionality: For the most part the site is functional and reliable. The site works well across the large screen and small screen. Usable/Convenient: This site provides tabs to click on to take you to the said information but the hierarchy and layout of a few of the pages does not strike me in some of their bodies of text.

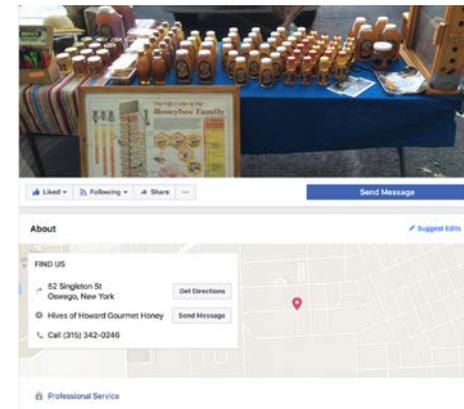
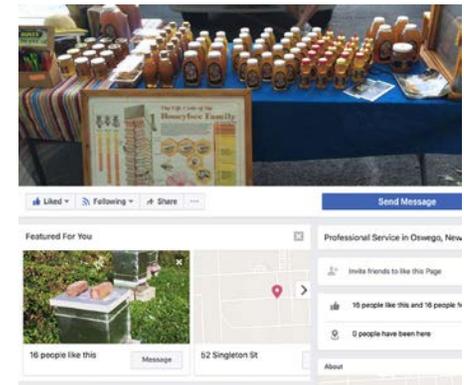
- Visual Design: In some aspects of the website certain colors tie together well and the background image of the honey combs really allows you to connect to the topic and purpose of the site.
- Content: When you first access this website, you are immediately on the home page which is nice. Found on the homepage is a little description about Howlett Hill, with links below to direct you to other pages such as purchasing their products.
- Audience: The site did not address all of the audience's needs. The content information is similar to other sites.



# Research

## Competitors

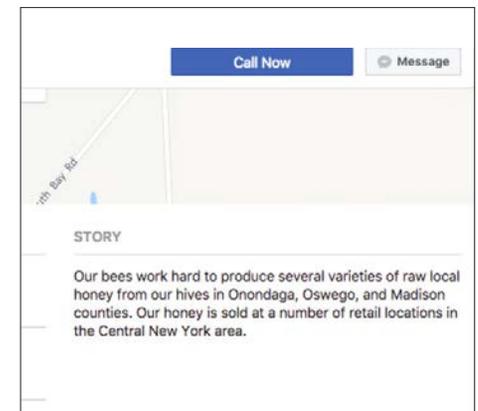
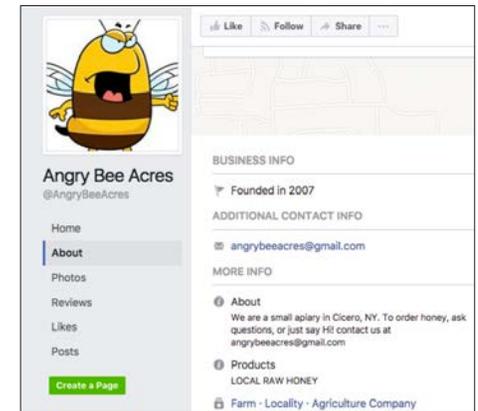
- Team Member Name: Jean La Rosa
- Name of Business: Hives of Howard
- Link: <https://www.facebook.com/Hives-of-Howard-Gourmet-Honey-953499841463483/>
- Strengths/Weaknesses:
- Functionality: They only have a Facebook page with less than 20 followers and likes.
- Usable/Convenient: Their About Page only contains their business number and location. There's no information about the business such as what it stands for or what makes it significant.
- Visual Design: The Facebook page does not include a logo.
- Audience: Hierarchy is the same like any other page you would find on Facebook. Images are the most dominant figure in their page.
- What properties should you include? The owner's name should be included so that people are familiar with them. How long the business has been running to look more reliable to the consumer. Business hours are important that way people know when to come to your store. The page needs fresh content on your page to keep it interesting and have people come back consistently.



# Research

## Competitors

- Team Member Name: Samantha Hallenbeck
- Name of Business: Angry Bee Acres
- Link: <https://www.facebook.com/AngryBeeAcres/>
- Strengths/Weaknesses:
- As of March 24th 2017
- Functionality: The page functions as well as any other facebook page.
- Usable/Convenient: Only has a facebook page, this makes it convenient however there is no way to purchase honey online.
- Visual Design: Design is just the facebook page, the only branding they have is their logo.
- Audience: If the audience is just looking for contact information and reviews this page perfectly addresses their needs. However, if the audience wants to make a purchase this page fails them. There's no way to purchase online and they only say their product is available in some stores, not listing the stores.
- Impact: This does not have a lot of unique qualities since it is a facebook page.

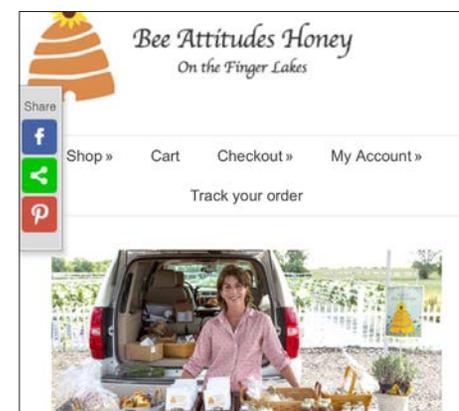


# Research

## Competitors

- Team Member Name: Madison St.Gelais
- Name of Business: Bee Attitudes Honey
- Link: <http://www.beeattitudeshoney.com/>
- Strength and Weaknesses:
- Bee Attitudes Honey is up to date as of this year with a variety of information. The site does a good job at allowing the viewer to navigate through the site. When seen on the small screen it makes the organization feel very top heavy with two distinctively different menu options.
- The hierarchy feels disoriented.

- The home page menu has a image sideshow. This is nicely placed and sized but it gets confusing.
- This makes the readability challenging throughout each screen because without distinct style between the headers and the paragraphs you can't tell the difference.
- On the large screen, the choice of the yellow background becomes very distracting. From viewing the website, it appears that the goals were to allow the viewers to learn information about bees and buy the products which is clearly displayed but the design doesn't effectively complete that goal.



# Typography

Garamond:

ABC

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890

Merriweather Sans:

ABC

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890

When designing a website it is important to have backup fonts in case the original one does not load on a user's computer, phone, or tablet. We plan to use Garamond because of its legibility and its homemade feel we want to display on the website. Merriweather Sans is there as an alternative if Garamond does not load. We felt Merriweather Sans looked similar to Garamond so it would work well as a backup.

# Personas

## Billy Bob

- Experienced Dairy Farmer
- “ My farm has been around for generations and I believe everyone deserves to have quality produce.”
- Demographics: Billy Bob is an experienced farmer who has been working there ever since he was a little boy. He is a married 47 year old with 5 kids, 2 of them in middle school and 3 in high school. He graduated high school but never went to college and worked on his family’s farm.
- Experience/Motivations/Stresses: Billy Bob has approximately 40 years of experience in farming. He has heard about the nutritional value of honey and has become interested.
- Eating healthy foods is a major concern for him and his family. They want to know more about honey but have no clue where to start.
- Context of Use: Billy Bob has very little experience in technology especially with smart phones. He gets on the Internet on rare occasions or if it’s work related. He values his time with his family and their health is a main priority.
- Key Tasks on Website: Finding important information right away is a must for Billy Bob. Failure to do so will frustrate him very easily. He will primarily be looking at prices, FAQ and contacts.



# Personas

## Mary

- A mother wanting to explore new food choices
- “I am all for trying new things but I want to be sure all of my concerns are addressed.”
- Demographics: Mary is a stay at home mom who quit her job when she was expecting her first child.
- She is 44 years of age. Mary has four children who are all under the age of 12.
- She is happily married to her husband
- Ethan. Mary graduated from college with a degree in Health and Fitness as well as teaching.
- Experience/Motivations/Stresses: Mary has experience buying honey in store.
- She is interested in purchasing honey locally but has concerns in the process. Mary wants to be sure it will be completely safe for her children to consume. She is seeking factual information and reassurance.
- Context of Use: Mary is comfortable with technology. Mary is likely to access the site on a laptop or phone. Mary values accuracy and speed.
- Key Tasks on Website: Mary will be looking for all the information she needs to answer any questions that she has. She needs factual information and a sense of direction.



# Personas

## Debra

- Mother of two, looking to make sure her children are as healthy as can be
- “I’m a nurse who cares deeply about others and I want to make sure I keep my child healthy”
- Demographics: Debra is a 30 year old nurse with two children. A 5 year old boy as well as a one year old boy.
- Experience/Motivations/Stresses: Debra works hard to make sure her children grow up in a healthy home. She makes sure to always give them healthy food. She often shops at healthy grocery stores such as Whole Foods.
- She’s looking for local products and produce to support the local economy and to provide her children with healthier options.
- Context of Use: She is very familiar with technology, she owns a smart phone and there is a desktop computer within her home. She also uses technology very frequently within her job and feels very comfortable using the Internet to research things she wants more knowledge in.
- Key Tasks on Website: Debra is looking for a local farm to provide her with healthy natural products for her family.



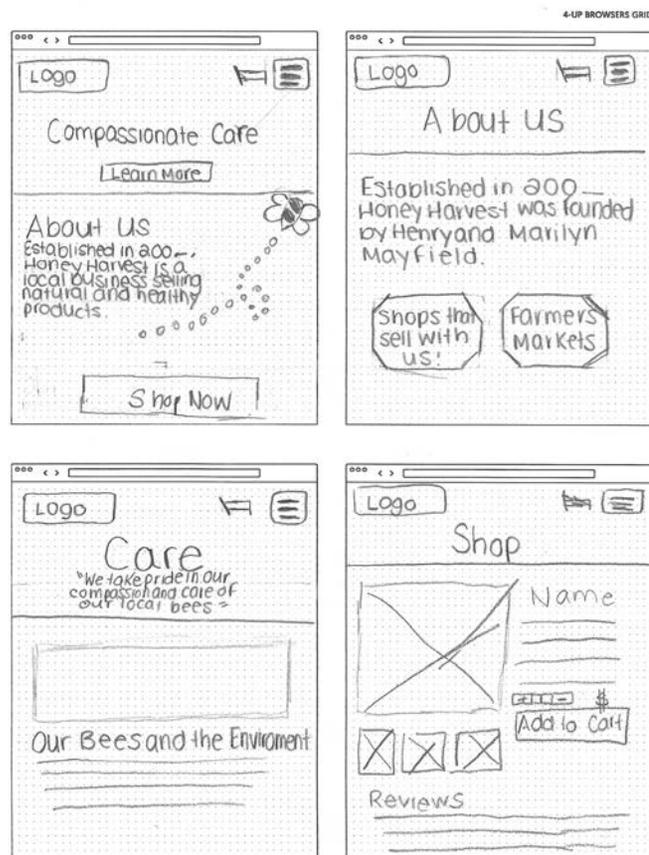
# Personas

## Melanie

- Professional Community Influencer
- “I am really good at getting groups of people together to make a difference in a small community.”
- Demographics: Melanie is a forty-five year old elementary school science teacher for six graders at Charles E Riley Elementary School in Oswego County, New York.
- Experience/Motivations/Stresses:
  - Melanie is a proud owner of a small ranch in Oswego. An animal lover at heart and an active participant in the local farmers market every Thursday during the Fall.
  - After talking with other local farmers from the market she has grown on the ideas of helping spread new products that help at the community and ecosystems. She even created a small organization with the local farmers where she hosts meetings to help educate people about creating a better environment.
  - Context of Use: Being a science professor in the 21st Century who teaches sixth graders she is amazed of the amount of technology that has come through her classroom over the years. Key Tasks on Website: Melanie is looking for ways to help spread awareness about the environment through her community.



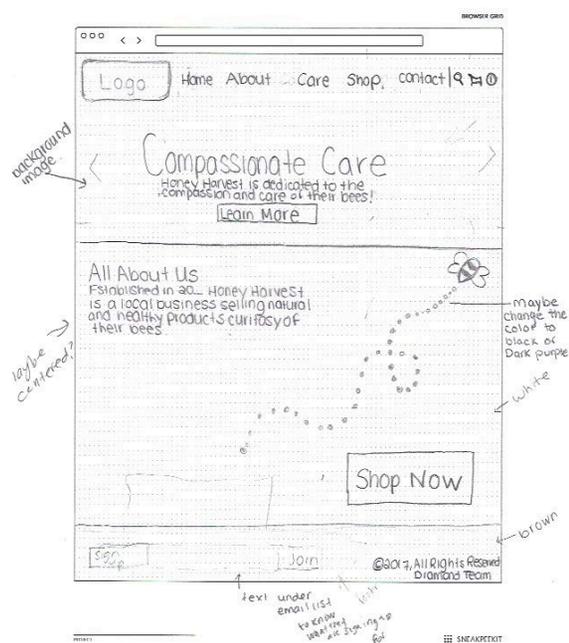
# Wireframes



The images on the right are examples that the Diamond Team created for the medium sized screen for the website. We came to a conclusion that the header will remain the same on every page of the website along with the logo and cart.

*Medium Screens*

# Wireframes



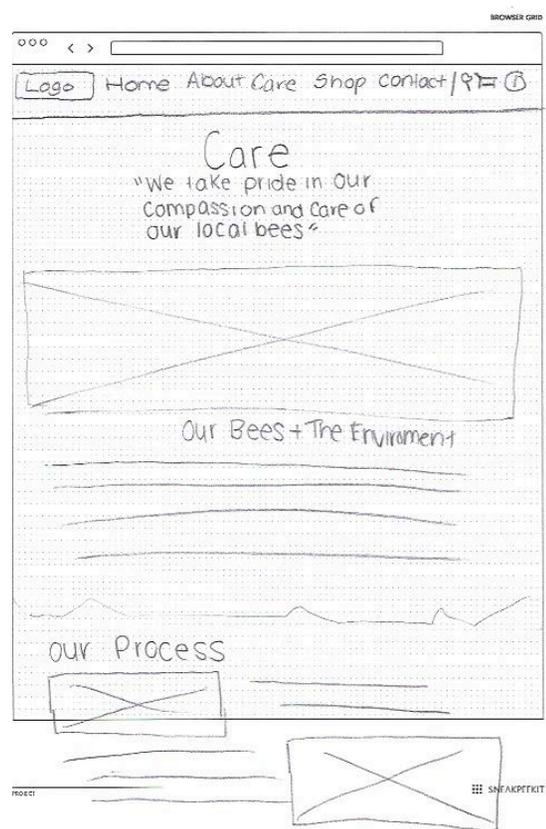
Large Screen

Even though we created wireframes for the medium sized screens it was important to consider devices that had larger screens. We had to create a different layout for the content that was going to be on every single page and ensure there was a steady flow where we want the user to navigate the way we intended it to be.

# Wireframes

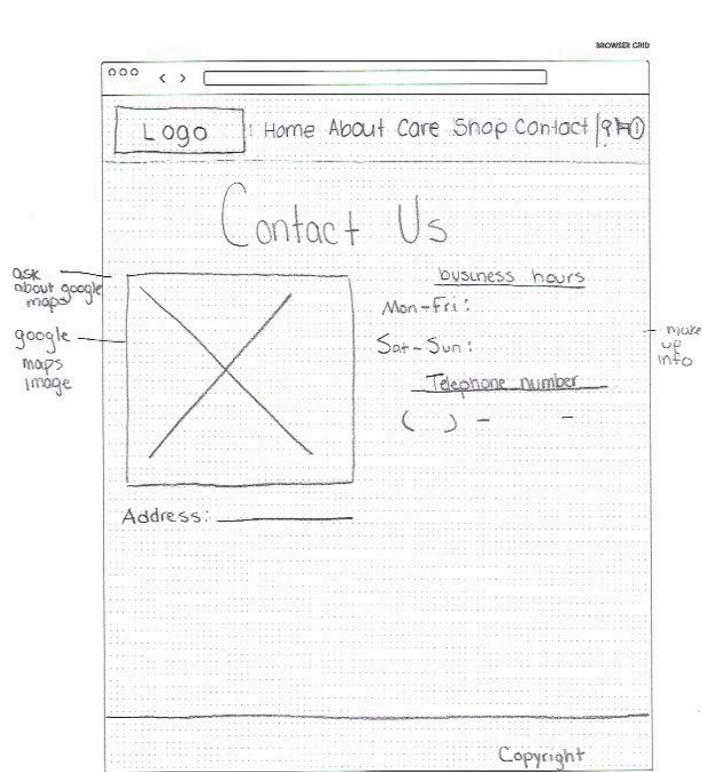


*Large Screen*

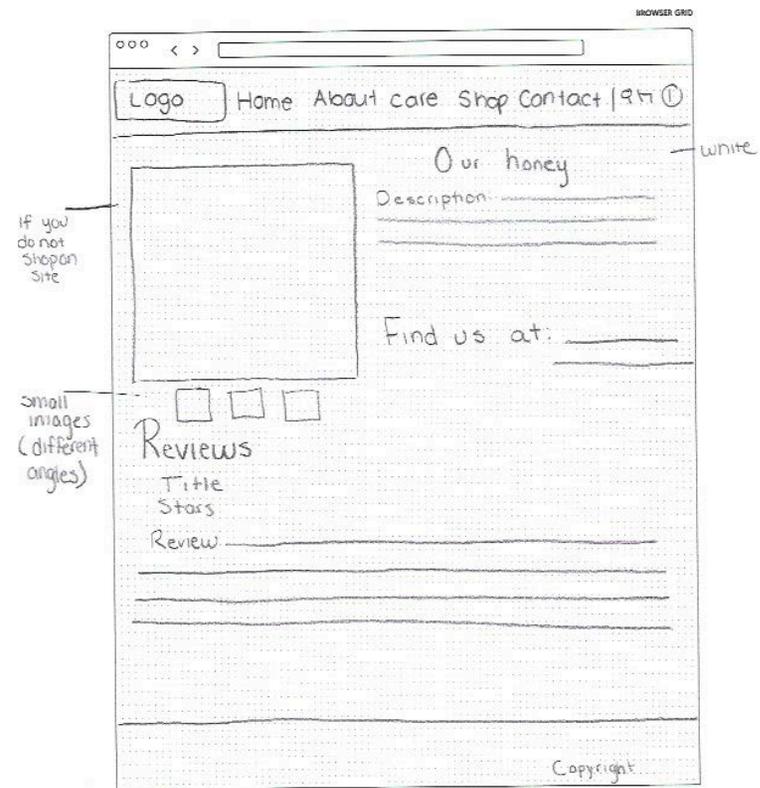


*Large Screen*

# Wireframes



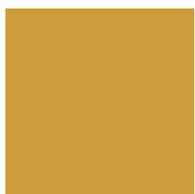
Large Screen



Large Screen

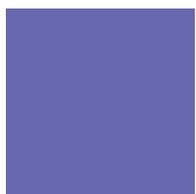
# Color Palette

## Primary Colors



*Hex: CC9C3D*

R: 202  
G: 154  
B: 61



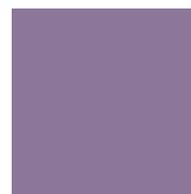
*Hex: 6767AF*

R: 103  
G: 103  
B: 175



*Hex: 74584B*

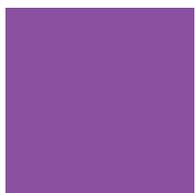
R: 116  
G: 88  
B: 75



*Hex: 8D7799*

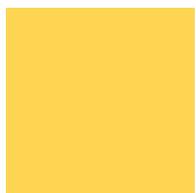
R: 141  
G: 119  
B: 153

## Secondary Colors



*Hex: 8951A0*

R: 137  
G: 81  
B: 160



*Hex: FFD657*

R: 255  
G: 214  
B: 87



*Hex: 2B2312*

R: 43  
G: 35  
B: 18

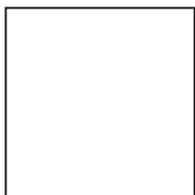


*Hex: E6E0D0*

R: 232  
G: 226  
B: 209

# Color Palette

## Additional Colors



*Hex: FFFFFFFF*

R: 255

G: 255

B: 255

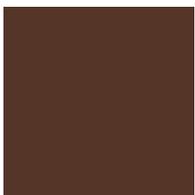


*Hex: 674172*

R: 103

G: 65

B: 114



*Hex: 553529*

R: 85

G: 53

B: 41



*Hex: 34385E*

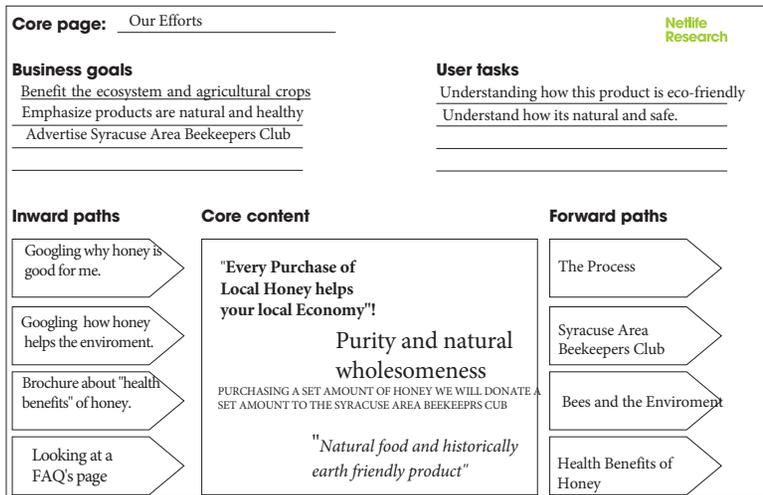
R: 52

G: 56

B: 94

In order for type to be visible to every potential audience member it needs to pass certain contrasts tests, some of the provided colors did not pass these tests, so we attempted to find colors similar to the ones provided that also passed the tests. The result is the colors here that we believe will improve legibility on the site.

# Core Models



Our team created this models to get a better grasp of how we are going to create each page of the site. The grid layout of the content was more important than the design during this process.

## Business Goals

- To make profit and expand their business throughout NY
- Benefit the ecosystem and agricultural crops
- Advertise Syracuse Area Beekeepers Club
- Emphasize products are natural, healthy, and local
- Promote the business/products.
- Be more visible to the consumers.

# Core Models

Core page: Our Local Hives

Netlife  
Research

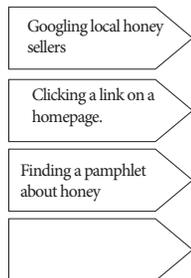
**Business goals**

Emphasize products are local.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**User tasks**

Who is selling and how to find you.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Inward paths**



**Core content**



**Forward paths**



Core page: Our Compassion and Care

Netlife  
Research

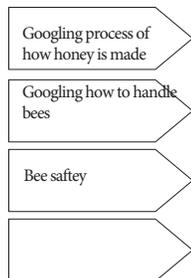
**Business goals**

Emphasize products are local  
Emphasize Compassion  
Emphasize Quality  
\_\_\_\_\_  
\_\_\_\_\_

**User tasks**

Understand the process.  
Understand how its physical produce  
\_\_\_\_\_  
\_\_\_\_\_

**Inward paths**



**Core content**



**Forward paths**



## User Tasks:

- Purchasing products
- Understand the company's purpose/message/motives
- Understand the process; How is it natural? How is it physically produced?
- Understand how this product is Eco friendly
- Be able to view the opinions of others to reassure that this product is what they want
- Who sells the product and how do you find them.

# Mood Board



## Our Style

The purpose for our team to create this mood board was to display our style we wish to pursue to our client. It consist of several images to convey a warm feeling which is what the client is looking for. We made several revisions before reaching our final goal. Our end result we thought our mood board was an effective presentation to what we are going to create for the project.

# Digital Mockups



## All About Us

Established in 2005, Honey Harvest is a local business selling natural and healthy products curiosity of their bees.

[Read More](#)

## Compassion and Care

Honey Harvest is dedicated to the compassion and care of their local bees and the environment.

[Learn More](#)



## Suscribe to Our Newsletter

Provide your email address for weekly emails and updates to new products!

 [sign up](#)

Home  
About  
Care  
Products  
Contact

©2017 Diamond Team

*Small Screen*



## All About Us

Established in 2005, Honey Harvest is a local business selling natural and healthy products curiosity of their bees.

[Read More](#)



## Compassion and Care

Honey Harvest is dedicated to the compassion and care of thier local bees and the environment.

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## Suscribe to Our Newsletter

Provide your email address for weekly emails and updates to new products!

 [sign up](#)

©2017 Diamond Team

Home  
About  
Care  
Products  
Contact

*Large Screen*

## Home Page

Our team decided to put “Our Products” on the header because we wanted that aspect to be the first thing that the user saw and interacted with. One of our clients goals was to display her products and how it benefits the ecosystem. Health is another major concern for our client so we included content called “Compassion and Care”. Buttons were also added to indicate the user that there is more information than what is provided on screen currently.

# Digital Mockups



Small Screen



Large Screen

## Care Page

As stated before, health is a major concern to the client. We provided information stating why their product is safe to consume and how it is processed. The images we chose were the ones we felt that strongly connected with the information we were providing to the user. For our small screen we had some trouble in terms of layout how we can organize the information and images. We decided to put the images on the top and bottom, then have the information in the middle.

# Digital Mockups



*Small Screen*



*Large Screen*

## Product Page

Doing this page we received an email from our client that she did not want her site to have a cart and an actual shop page. We took those elements out and provided three separate options and where you can possibly find them once you click it.

# Digital Mockups



*Small Screen*

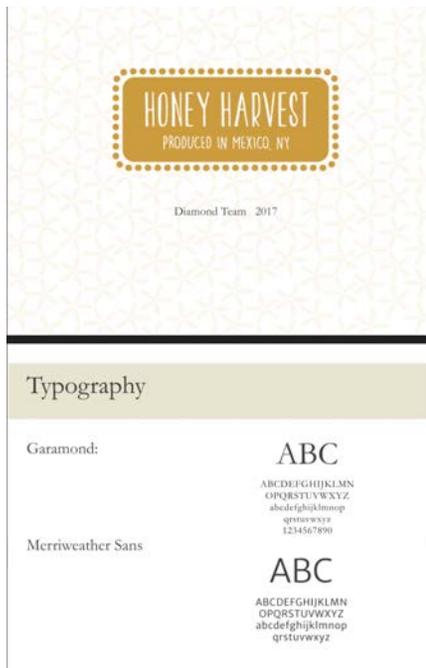


*Large Screen*

## Single Product Page

With our research on other shop websites we decided to make a page specifically for shopping. This was made just in case our client does want a page like this. We received another email stating that her business was too small for her to be able to ship products to her customers. Instead she will be relying on other local stores to sell her products.

# Client Presentation



## Our Project

During this process we are going to present our current project to the client and class before coding. Our first experience was that we failed to explain what the images were on mock up each pages. We explained to our client that the images on the right were wire frames, the image in the middle is our small screen display and the image on the right is the large screen display. The colors we added were very important and needed our clients approval to make sure that was fine and give our reasoning that it was not passing our color test.

# Client Presentation



## Experiences

While presenting our mockups we realized that the colors were not appearing due to the projector. Our client and classmates did not get an exact representation of our work and looked flat and unfinished as a result. We learned to bring a physical copy of our project just in case if this situation happens again. As a team we answered our client's questions and concerns to our current project. We also addressed that we are going to revise the mistakes she found and we will find other solutions.

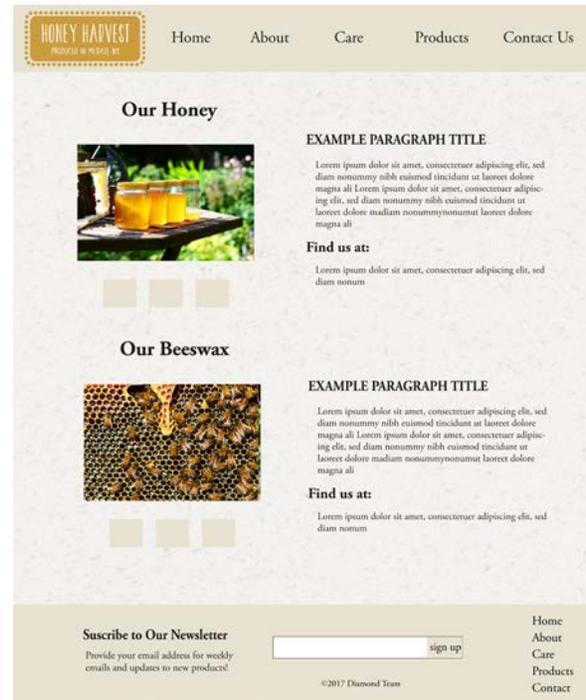
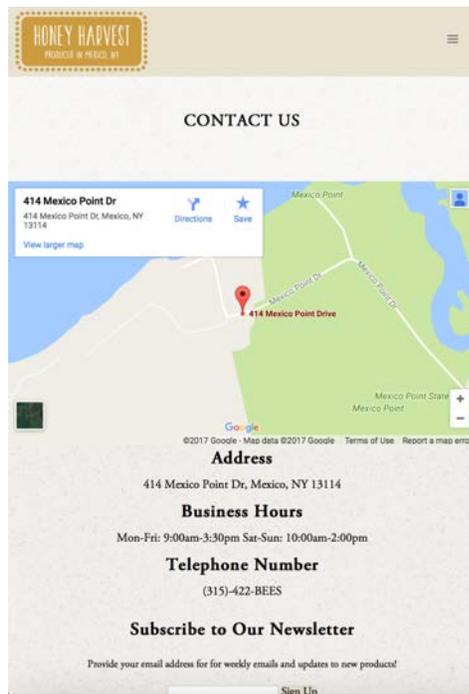
# Critique

## Feedback

While our project was nearing towards the end we showed our class what our team has done with the project so far. The feedback we received was that the header and footer does not feel integrated and we can add the bee logo fix that problem. One of the things we officially added was a bee that would give the user an indication to which page they are currently on and our critics were pleased with that idea. Some of the images that were on the pages had some bugs that needed to be worked on such as scrolling images. There could have been the possibility that the images were too big and needed to be scaled down a bit to avoid that from happening.

Our Prodcuts page needed to be looked over and we felt that it was one of our weakest pages. What was said that the pricing should be added below the product as well as the size. That way the user knows the information before going to the store and picking it up. Lastly our contact pages was in the process of development but it got positive feedback. The class seemed to have liked our page and was a great idea to add google images.

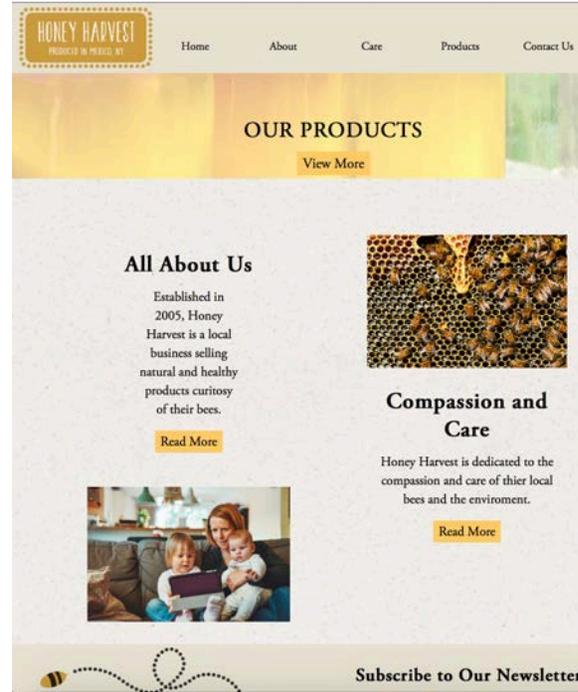
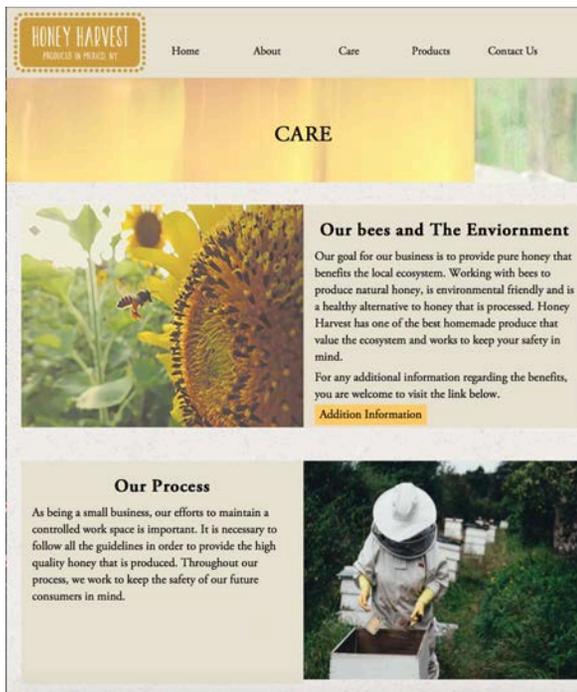
# Updated Mockups



## User Test

Our presentation taught us a lot on how to further develop our prototype. We made mistakes and unnecessary designs that was stated by our client classmates. For our products page it was told that the 3 images beneath the big one was not needed. Instead we should have sizes and prices such as a table would have a stronger effect on the consumer. On the navigation to indicate the user which page he/she is on, we decided to put a bee on top of the current tab.

# Updated Mockups

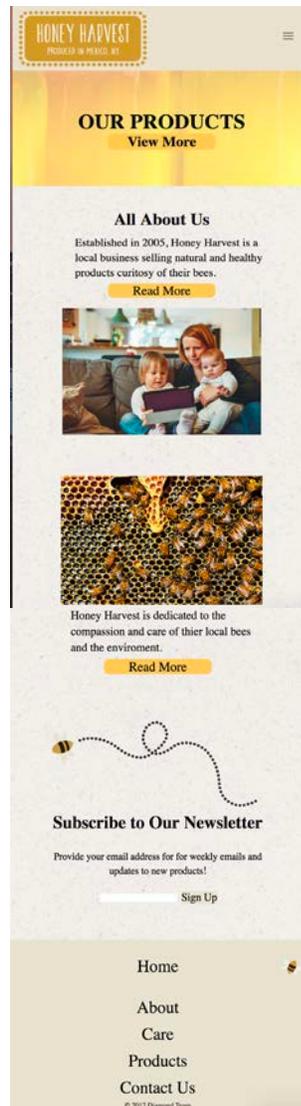


## Feedback

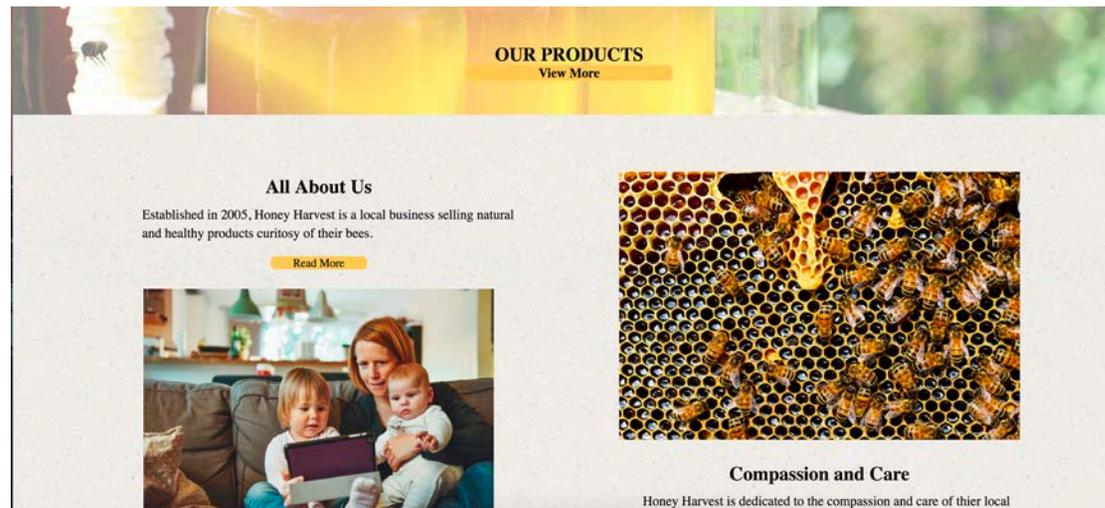
During our critique, we were told that our site needed to be unified more. Our team decided that we should add rounded elements that would cope well with the logo. For example the images and the box the text is in will be rounded. Lastly to make each page unique, it was said that the header should have its own image in the background. That way people will not be as confused as to which they are on as well.

# Final Outcome

## Home Page



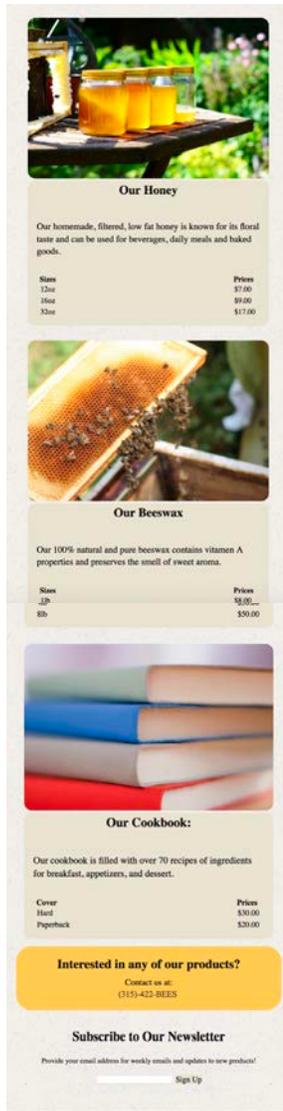
*Small Screen*



*Large Screen*

# Final Outcome

## Products Page



**Our Honey**

Our homemade, filtered, low fat honey is known for its floral taste and can be used for beverages, daily meals and baked goods.

Sizes	Prices
12oz	\$7.00
16oz	\$9.00
32oz	\$17.00

**Our Beeswax**

Our 100% natural and pure beeswax contains vitamin A properties and preserves the smell of sweet aroma.

Sizes	Prices
1lb	\$8.00
4lb	\$30.00
8lb	\$50.00

**Our Cookbook:**

Our cookbook is filled with over 70 recipes of ingredients for breakfast, appetizers, and dessert.

Cover	Price
Hard	\$30.00
Paperback	\$20.00

**Interested in any of our products?**

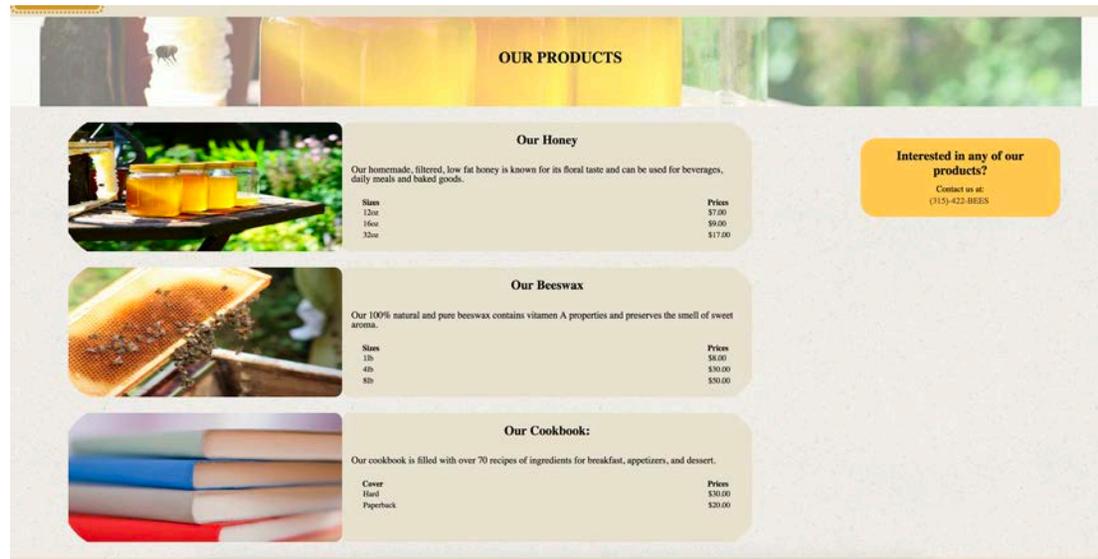
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**OUR PRODUCTS**

**Our Honey**

Our homemade, filtered, low fat honey is known for its floral taste and can be used for beverages, daily meals and baked goods.

Sizes	Prices
12oz	\$7.00
16oz	\$9.00
32oz	\$17.00

**Our Beeswax**

Our 100% natural and pure beeswax contains vitamin A properties and preserves the smell of sweet aroma.

Sizes	Prices
1lb	\$8.00
4lb	\$30.00
8lb	\$50.00

**Our Cookbook:**

Our cookbook is filled with over 70 recipes of ingredients for breakfast, appetizers, and dessert.

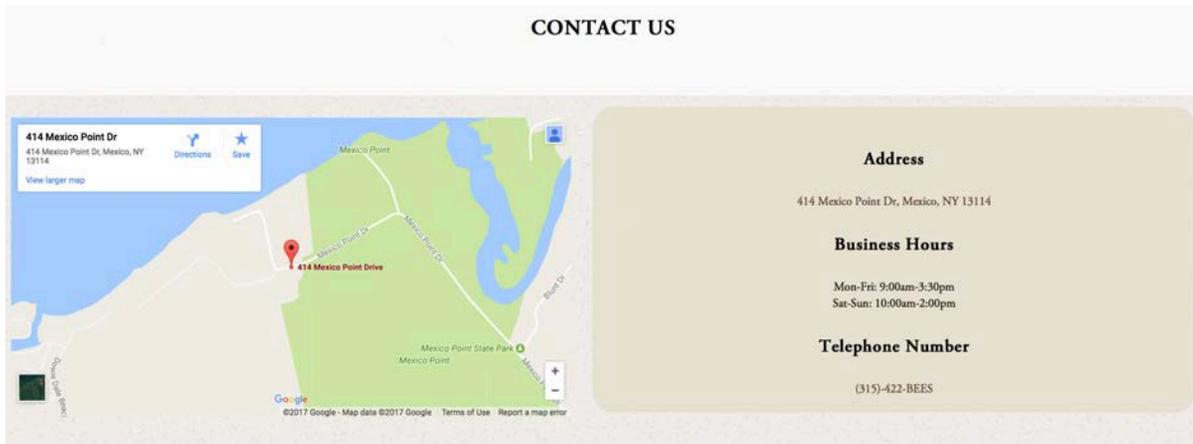
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Hard	\$30.00
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# Final Outcome



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