

# Website Blueprint

## OP-84430

Location: Los Angeles, CA, USA (serving NYC, NY; Denver, CO; Atlanta, GA; Los Angeles, CA; Paris, France; Lisbon, Portugal)

Business Type: Holistic Wellness Coaching and Health Awareness Platform

Target Audience: Gen Z (25+), millennials, new moms, mothers rediscovering themselves, and men aged 40 and above seeking health support; individuals interested in holistic health, plant-based living, food allergy management, and conscious lifestyle choices; people seeking a supportive, caring community for sustainable healing and wellness.

## Executive Summary

nécessité is an established holistic wellness platform offering hands-on health coaching, real food allergy solutions, and plant-based recipes, uniquely focused on genuine care and building a supportive community. Founded by wellness expert Erica Reid, the brand stands out by providing clear, accessible education on healthy living, emphasizing authentic healing and relatable guidance over passing trends. With over 25 years of industry experience and a strong emphasis on inclusion, empathy, and trustworthy advice, nécessité sets itself apart as a safe space for sustainable wellness.

## Primary Goals

- Enhance online presence and brand clarity
- Educate and support individuals with food allergies and holistic health needs
- Build a caring, supportive, and engaged wellness community

## Brand Values

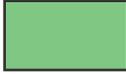
- Authenticity in health and healing
- Supportive and loving community
- Sustainable, conscious living

## Competitive Advantages

- Over 25 years of hands-on experience in the health industry
- Focus on real, sustainable healing rather than trends
- Founder is a recognized wellness entrepreneur and food-allergy advocate with published works

# Visual Identity

## Color Palette

Color Type	Color Swatch	Hex Value
Primary		#FF9242
Secondary		#FFFFFF
Accent		#81C784

Rationale: We use a bright, friendly orange as the main color because it feels inviting, happy, and full of positive energy. Fresh green brings in a sense of health and nature, which matches your focus on plant-based living. Clean white keeps everything simple and modern, making it easy to read and not overwhelming.

## Typography

Heading Font: Montserrat

Body Font: Open Sans

Google Fonts Url: <https://fonts.googleapis.com/css2?family=Montserrat:wght@700&family=Open+Sans:wght@400;600&display=swap>

## Imagery Style

Use bright, natural-looking photos with warm lighting. Show real people, healthy foods, green plants, and calm, happy moments. Choose images that feel safe, caring, and positive to fit your supportive community.

## Overall Aesthetic

The whole site will look clean, warm, and friendly. We want visitors to feel welcome and comfortable, just like they are in a caring, supportive space for wellness.

## Theme Style

Modern and minimalist with friendly colors and lots of open space. Focus on clarity and warmth, so people easily find the help and community they are searching for.

## Layout Approach

Simple layouts with clear menus and big buttons. Key services will be easy to spot on the first page. Helpful sections will guide people to join, read, or learn more. The site will be easy to use both on

computers and phones.

### **Regional Recommended**

- Use bright colors and clean styles popular in wellness websites in the US, France, and Portugal.
- Use images of diverse people to reflect your audiences in New York, Los Angeles, Atlanta, Paris, and Lisbon.

### **Regional Avoid**

- Do not use dark, heavy backgrounds that could make the website feel unwelcoming.
- Avoid overly formal or old-fashioned designs that may not connect with younger and international audiences.

# Requirements & Features

## Homepage Clarity

**Description:** Make it easy for visitors to understand what your business offers within a few seconds of arriving. Show your slogan, what makes you different, and highlight your main services. Welcome people who are exploring health and wellness, plant-based living, or support for allergies.

**Validation:** Visitors can clearly explain your services and values after viewing the homepage for 10 seconds.

## Navigation and Ease of Use

**Description:** Keep the website simple to move around. Use clear menu labels for Home, About, Services, Recipes, Quotes, Contact, and Articles. Visitors should quickly find what they want, without too many sign-ins or confusing options.

**Validation:** Users are able to reach any main page in two clicks from the homepage.

## Contact Form

**Description:** Make it easy for people to get in touch by adding a contact form on the Contact page. Highlight your business email (info@necessite.co) and phone number on every page or in the footer.

**Validation:** A visitor can send a message to you in under 2 minutes, and find your email or phone number easily.

## Mobile Friendliness

**Description:** The website must work well on phones and tablets, not just computers. Buttons, text, and forms should all be easy to use on smaller screens.

**Validation:** Site layout works and looks good on devices of all sizes, and buttons are easy to tap.

## Professional Images

**Description:** Use high-quality, friendly, and warm stock images that fit your community and your themes of healing and wellness.

**Validation:** All pages have consistent images that reflect a supportive, health-focused atmosphere.

## SEO Optimization

**Description:** Make it easier for people to find your business on Google by using common phrases your audience searches for, especially around holistic health, plant-based living, and food allergies. Use location keywords for each major city.

**Validation:** Key terms and city names appear on main pages and are being ranked on Google within 3 months.

## Ecommerce Setup (Hidden Storefront)

**Description:** Set up the online store framework, but keep the store hidden since there are no products to list at this time. This lets you launch products in the future with less setup.

**Validation:** Store platform installed but not publicly visible; tested by trying to access the store URL.

## **Email Newsletter Signup**

**Description:** Add a simple form for visitors to join your daily quote or content email list. This should be visible on main pages.

**Validation:** Newsletter signup is visible and collects names and emails successfully.

# Page Structure & Recommendations

## Homepage (*Landing*)

Purpose: To welcome visitors and quickly explain what *nécessité* offers: holistic wellness coaching, food allergy support, and a caring community. It will help people feel safe and encourage them to explore how *nécessité* can support their health journey.

### Sections

#### Hero

Purpose: To give visitors a warm, inviting first impression and clearly state what *nécessité* is about.

Key Elements:

- A friendly welcome message
- Short, clear statement about offering real, sustainable healing and community support
- A photo or stock image showing warmth and care
- An easy-to-read logo and a simple slogan: 'You are *nécessité*'

Strategy: Build immediate trust and curiosity so visitors want to scroll down and learn more.

Psychology: People seek safety and understanding, especially when it comes to health. A welcoming tone makes the brand feel approachable.

Tone: Keep it warm, caring, and positive. Use simple, encouraging words that make visitors feel this is a safe space.

#### Cta Block

Purpose: To help visitors take action right away—whether that's joining the community, subscribing, or contacting you for support.

Key Elements:

- A big, clear button to contact you or join the newsletter
- Short explanation of benefits (for example, 'Join our community for daily inspiration and practical wellness tips')
- A simple form or direct link

Strategy: Make it as easy as possible to start building a relationship—no difficult sign-ups or barriers.

Psychology: People are more likely to act if the next step feels effortless and the benefit is clear.

Tone: Clear calls to action: friendly, straightforward, and inviting. Phrases like 'Start your journey' or 'Get support now' work well.

## About (*About*)

Purpose: To share Erica Reid's background, mission, and the story behind *nécessité*. Builds trust by highlighting real experience and a caring approach.

### Sections

#### About Intro

Purpose: To introduce Erica as founder and explain the deep knowledge and care behind necessity.

Key Elements:

- Short biography
- Reasons for starting *nécessité*
- Personal journey with food allergies and wellness

Strategy: Show visitors the real person behind the business so they feel connected.

Psychology: Authenticity and story create deep trust, especially with health-focused audiences.

Tone: Personal, honest, and relatable. Focus on empathy and expertise.

## **Food Allergy Awareness (*Service*)**

Purpose: To educate people about food allergies, raise awareness, and offer practical help to those affected.

### **Sections**

#### **Education Content**

Purpose: To explain the basics of food allergies and why they matter.

Key Elements:

- Clear plain-language information about what food allergies are
- Risks and daily challenges for those affected
- Common questions and answers

Strategy: Encourage visitors to connect for more detailed resources or support.

Psychology: People appreciate helpful, easy-to-understand answers to real problems.

Tone: Supportive, informative, never overwhelming. Make tough topics easy to grasp.

## **Daily Inspiration (*Service*)**

Purpose: To provide daily encouragement, healing words, and motivational quotes for visitors needing support.

### **Sections**

#### **Subscribe Section**

Purpose: To help visitors sign up for a daily email or read today's dose of nourishment.

Key Elements:

- Inspirational quote or message of the day
- Explanation of the benefit of signing up
- Simple sign-up form or button

Strategy: Motivate visitors to subscribe for ongoing support.

Psychology: Small daily encouragements help people build trust and keep coming back.

Tone: Gentle, uplifting, and reassuring. Use encouraging words.

## **Recipes And Nourishment (*Service*)**

Purpose: To share easy, allergy-friendly plant-based recipes and practical tips for healthy living.

## **Sections**

### **Recipe List**

Purpose: To showcase a few example recipes and explain how healthy eating can be enjoyable and accessible.

Key Elements:

- List of a few simple, allergy-friendly recipes (e.g. dairy-free, nut-free)
- Tips for food prep and making healthy choices
- Button to view more recipes or join the community for recipe updates

Strategy: Show value and usefulness—encourage visitors to try a recipe or subscribe for more.

Psychology: Easy wins (like a simple recipe) help people build confidence in taking the next step.

Tone: Friendly, practical, no-fuss. Make healthy eating sound achievable and fun.

## **Read And Learn (*Resource*)**

Purpose: To provide visitors with helpful articles, resources, and stories about holistic health and conscious living.

## **Sections**

### **Articles Showcase**

Purpose: To highlight recent or featured articles on health and wellness.

Key Elements:

- Teasers for several articles (title and short summary)
- Easy way to browse by topic (e.g. food allergies, plant-based living, wellness tips)
- Links to full articles

Strategy: Encourage visitors to engage deeply and return for more content.

Psychology: People searching for answers appreciate easy access to reliable, relatable knowledge.

Tone: Simple explanations, accessible language, supportive tone.

## **Contact (*Contact*)**

Purpose: To make it very simple for visitors to get in touch for support, questions, or joining the community.

## **Sections**

### **Contact Form**

Purpose: To allow users to quickly send a message or request support.

Key Elements:

- Simple form asking for name, email, and message
- Clear statement inviting questions or requests
- Alternative contact method (business email)

Strategy: Remove any barriers, so people feel comfortable reaching out.

Psychology: People are more likely to reach out if the process feels easy and supportive.

Tone: Warm, non-intimidating, and welcoming.

## **Recommended Sections**

- Company Story
- Team Profile
- Mission & Values

## **Psychology Insight**

Building trust through relatable storytelling and demonstrating company values

## **Copy Tone Guidance**

Authentic and engaging, highlighting the company's journey and ethos

# Implementation

## UX Psychology

**Principle:** First Impressions Matter

**Application:** Design the homepage and top menu so new visitors instantly feel welcomed and understand what you do.

**Implementation:** Show your slogan, use warm colors (like orange), and share one or two short introductions at the top of the page.

**Principle:** Clarity Reduces Stress

**Application:** Make pages clear and free of clutter because people coming for health help are often overwhelmed.

**Implementation:** Keep text simple, use big headings, and only show one or two options at a time.

**Principle:** Community Belonging

**Application:** Display real testimonials or warm messages that make people feel part of a caring group.

**Implementation:** Add an area for inspirational quotes and notes from Erica, and encourage visitors to sign up to receive these.

## Content Strategy

**Area:** Educational Articles and Stories

**Recommendation:** Regularly post easy-to-read articles and stories about health, allergies, recipes, and everyday wellness.

**Implementation:** Set a schedule for new content every week, and use clear titles (for example, 'How to Build a Healthy Day').

**Area:** Simple Recipe Guides

**Recommendation:** Break up recipes into easy steps with photos and highlight allergy-friendly swaps.

**Implementation:** Showcase one 'Recipe of the Week' on the homepage and link to a Recipes page.

**Area:** Daily Quotes and Notes

**Recommendation:** Create a daily quote or wellness tip that's easy to sign up for and designed for sharing.

**Implementation:** Add a signup area for quotes, and encourage visitors to share them with friends.

## Conversion Optimization

**Technique:** Clear Calls to Action

**Rationale:** People are more likely to contact or sign up if buttons and offers are obvious.

**Implementation:** Use phrases like 'Join the Community', 'Subscribe for Daily Inspiration', or 'Contact Us Now' on each page.

**Technique:** Low Barrier Contact

**Rationale:** A simple contact form encourages more people to ask questions or reach out.

**Implementation:** Keep required fields to a minimum (name, email, and message only).

**Technique:** Trust Builders

**Rationale:** Sharing Erica's experience and background improves trust and signups.

**Implementation:** Highlight Erica's story and 25+ years of experience throughout the website.

## Priority Focus

**Category:** Homepage Clarity and Welcome

**Description:** Make sure the homepage instantly shows what you offer and who it's for.

**Reason:** This helps new visitors feel at ease and trust your service right away.

**Category:** Navigation and Contact

**Description:** Make it simple for people to find services and get in touch with you.

**Reason:** Fewer steps and less confusion means more people can benefit from what you offer.

**Category:** Newsletter Signup

**Description:** Collect visitor emails for daily quotes and health tips.

**Reason:** Building an email list gives you a direct way to reach, help, and grow your community.

## Implementation Order

1. Homepage setup and clarity
2. Navigation/menu structure
3. Contact form and business info
4. Mobile responsiveness
5. Professional images and color scheme
6. SEO keywords and city names
7. Newsletter signup
8. Ecommerce install (store hidden)

## Risk Mitigation

**Confusing or Difficult Navigation**

**Category:** Usability

**Suggested Action:** Limit the number of menu items and avoid making people sign in for basic content.

**Missing or outdated content**

**Category:** Content

**Suggested Action:** Set a regular schedule to update articles and resources, and use stock photos when you don't have originals.

### **Hidden Payment Options**

**Category:** Ecommerce

**Suggested Action:** If you decide to sell later, clearly list all accepted payment methods on the store page.

### **Business Impact**

**Impact Level:** High