

# Homemade Protein Shakes

By Chris Everett

# Background

- *Protein shakes are very expensive, also many protein company's that make these shakes use unsafe products that can harm your body.*
- *This tutorial is useful because there are many people that are looking for an alternative way to consume protein without harming themselves and for a lower price.*

# Design objectives & strategy

- *The goal of the design is to make the site as simple as possible. Will include photos to make the site easy to understand.*
- *Show people how to be healthy by making homemade protein shakes.*
- *Everything on this site will be easy to follow and affordable to make.*

# Site audience

*This tutorial site will help people who :*

- *Want to save money*
- *Be healthier*
- *Have allergies*
- *Want to customize exactly what they drink*

*Target Market:*

- *Men and women, age 20-35*
- *Want to live a healthy life style*
- *Workout or compete*

# Competitors

# Men's Fitness



# Men's Health

## 20 Healthy, Protein-Packed Smoothie Recipes

Blend up one of these concoctions for a quick nutrition fix

BY ALI EAVES January 14, 2016



UP [PHOTO: TONY](#)

Smoothies are a great way to get a nutrient-packed meal or snack, stat. They can provide everything you need—protein, healthy fats, vegetables, and fruits—all in a to-go cup.


### MEN'S HEALTH RECOMMENDS

 **Building a Better Bean Story With Biotech**  
PROMOTED BY (M) ANSWERS ON FORBES

 **10 Tools Every Food Lover Needs In His Life**  
MEN'S HEALTH

 **Easy Bolt-In Audio for Your ATV**  
PROMOTED BY CRUTCHFIELD.COM

 **How to Make a Shake That Will Actually Keep You Full For Hours**  
MEN'S HEALTH

 **Watch these wakeboarders use a giant crane to tow them over endless jumps**

# Colors and textures



# Keywords

## Site should be

- *Happy*
- *Motivating*
- *Powerful*
- *Upbeat*
- *Exciting*
- *Simple*
- *Organic*
- *Natural*
- *Kicked back*
- *Clear*

## Site shouldn't be

- *Corny*
- *Boring*
- *Clam*
- *Wordy*
- *Closed off*
- *Unrealistic*
- *Complicated*
- *To informative*
- *Stecky*
- *Formal*
- *Fussy*

# Content for the site

*The site should include content like:*

- *Step by Step photos*
- *Clean food stores*
- *Video examples*
- *The health benefit of the shake*
- *Nutritional facts*