

Holistic Wellness Website Design:  
Applied Big Five Personality Trait Theory

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### **Abstract**

The following study is based around the rebuilding of a website for a holistic wellness business called Blue Antler: Holistic Wellness. Using the Big Five Personality Trait theory, the researcher sought out to find what personality traits would be most attracted to Blue Antler's new website centered around holistic wellness. Following the construction of the new website, a 23 question, 9 section survey was administered through Qualtrics to 20 participants. The 20 participants consisted of 12 females and 5 males, while 3 respondents did not answer the demographic questions. Out of the Big Five Personality Traits, Neuroticism and Openness to Experience were most predominant in being influenced by the website and holistic wellness. It was found that the majority of participants believe that the new Blue Antler: Holistic Website was easy to navigate and well organized.

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**Signature Page**

I certify that I have read this thesis and that, in my opinion, it is satisfactory in scope and quality  
as a thesis for the degree of Master of Professional Communication

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**Table of Contents**

Introduction.....5

Literature Review.....6

Method.....15

Discussion.....24

Conclusion.....28

Reference Page.....30

Appendix (A): IRB Approval Letter.....34

Appendix (B): Website Design.....35

Appendix (C): Survey.....43

## Introduction

Blue Antler: Holistic Wellness is a new business that strives to help introduce individuals to a healthier way of living. Blue Antler believes that everyone can benefit from their methods to strengthen the mind, body, and spirituality. Blue Antler is based in Tooele, Utah and was bought by Nichole Riley in August 2019. Before the recent transfer of ownership, the business was based and established around Paganism beliefs. Now, Blue Antler is changing its personality to holistic wellness to be more inclusive while attracting a broader consumer base. One major issue with Miss Riley's business is that it does not have a functional, organized website. The current Blue Antler website is unorganized, cluttered, and poorly written. The website has not been updated within the past two years. There is no symmetry between pages, as well as being difficult to navigate. Above all, the current Blue Antler has no objective or goal to its structure.

The plan for building the new website is to start with Wix. Wix will allow this website to have the proper aesthetics while also offering the proper distribution of educational content. New tabs will be incorporated that include, Home page, About Us, Products, Services, Classes, Calendar, and a Contact page. This website will be educational based. Viewers will be able to learn about the necessary benefits of holistic wellness methods. Their website will be organized and easy to navigate.

To test how user friendly the website is, 20 participants were recruited to view the Blue Antler website. Immediately following, participants will conduct a survey which will consist of a 23 question survey. In regards to the Big Five Personality Traits, Neuroticism and Openness to Experience showed to be the most prominent traits that are susceptible to holistic wellness and Blue Antler website.

## Literature Review

### Trait Theory

The origins of the trait theory came from Psychologist Gordon Allport (1936). Allport published, *The 1937 Allport and Stagner Texts in Personality Psychology*. Rosenzweig and Fisher (1997) evaluates Allport's original theory. Gordon Allport found that there were more than 4000 words in the english dictionary that describe personality traits. Allport continued to categorize these words into three different levels: cardinal traits, central traits, and secondary traits. Cardinal traits influence an individual's whole life, while often making a label for that person. Central traits form the basic foundations of personality (ie. smart, anxious, humorous). The last trait level is secondary traits, which is connected to traits related towards changing attitudes in individuals.

Continuing off of Allport's Three Levels of Personality Traits is Ernest Tupes and Raymond Christal's Big Five Personality Traits: extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience (Tupes & Christal, 1992, p. 229). To utilize the Big Five Personality Traits, the researcher will identify what traits consumers may have when it comes to website design and how to better achieve positive results and when applying them.

For further explanation of the Big Five Personality Traits, the researcher evaluates McCrae and Costa (2008) definitions for each personality trait an individual might have. Extraversion personality traits can be explained as someone who has heightened social skills with numerous friendships. These individuals also enterprise vocational interests, are attracted to team sports, and/or participate in club memberships. Individuals with extraversion as their primary trait seek companionship and social stimulation. Following extraversion personalities is

Agreeableness. People with agreeableness as their primary personality trait will have forgiving attitudes and a strong belief in cooperation. In addition, agreeableness personalities will tend to be compliant in an interpersonal conflict, have a reputation as being a pushover, and tend to use language that is not offensive.

The third Big Five Personality Trait that this paper will cover is conscientiousness. These individuals will have a strong sense of purpose and high aspiration levels. They see themselves as having strong leadership skills with technical experience that goes along with that.

Conscientiousness personality traits will also tend to have long term plans and an organized support network of people. On the opposite side of the spectrum on conscientiousness personalities is the neuroticism personality trait. People with neuroticism as their primary trait will have low self-esteem and a strong pessimistic attitude. Their irrational perfectionist beliefs tend to lead them to low-prestige careers while being highly susceptible to depression.

Lastly, individuals with a primary personality trait of openness to experience love to travel with diverse vocational interests and knowledge of foreign foods. People that have this personality trait tend to gravitate towards others who have this same trait. An individual who has this as their primary personality trait tends to have a constant need for variety, novelty, and constant change (McCrae and Costa 2008, p 164).

### **Use of Trait Theory in Visual Branding**

In regards to trait theory and message design for a natural wellness store, the first evaluation comes from Ahuvia (2005), where he discusses how individuals identify themselves with tangible and intangible objects and/or ways of thinking. Ahuvia found that identity is central to consumption and that possessions are important contributions of self identity (p. 179).



Limitations of the study do not take into account that social influences are not applied to the research taken (p. 183). This is an important relation to the items and services that are sold in the Blue Antler: Natural Wellness store due to the fact that customers believe in the holistic power of healing items in the store. Message design of the products and services sold will be identified by the levels in which they identify and attitudes towards services.

The connection between dominant personality traits and consumer preference is heavily influenced towards visual branding. To evaluate personality traits and visual branding, the researcher evaluates Mulyanegara, Tsarenko, & Anderson (2009), where the authors observed how consumer personalities attach with brand personality. Their study showed that Conscientious personality and trusted brand personality is parallel with brand preference. Neuroticism personality trait shows consumers that are prone to anxiety and have a preference for brands that are relevant to their own personality. In their study, Extraversion and Openness to Experience traits influence loyalty towards sociable brands (p. 245). Limitations of this study include that the scale in which the authors created were self-reported (p. 245). With this current project, the researcher will take into account how Blue Antler can use their message design to target consumers that prefer both sociable and trusted brands.

### **Current Trends in Website Design**

In 2020, the internet is the most prevalent it has even been in today's society. Individuals search for products and services daily. So it is important for businesses to have a clean and organized website. According to Clement (2019), the United States averaged 293 million internet users in 2017 (Statista n.d.). A quality website will look organized, easily navigated, and uncluttered with information on all website browsers. It is easy to navigate, modern, functional,

and motivates viewers to do business with you (Prolific Marketing n.d.). It is also important to mention that the businesses website should match the brand personality that they are trying to portray.

Along with portraying brand personality, the website should allow an online experience for the viewer. Dunn, Ramasubbu, Galletta, and Lowry (2019) explore in their study of how an individual's website is viewed and remembered by users when searching multiple websites in one session. Their study evaluated border strength and digital locations. The digital border represents the user's transitions between digital content. In addition, the digital location refers to content defined by the border (p 423). Next, the authors applied attribution and memory to the study. If the user has a difficult time navigating and completing a task on a website, the chances are that the website will not have a good word-of-mouth and reflects the business (p 424). So, it is important to be organized and easily navigated to provide the user with a positive experience.

Dunn, Ramasubbu, Galletta, and Lowry (2019) model shows how border strength connects to digital border recognition and credit attribution; as well as how the three controlled variables of user control, task control, and site control connected to border recognition and credit attribution (p 427). Data was collected from two experiments. The first was collected through Amazon's Mechanical Turk (MTurk) and the second experiment used a sample of undergraduate students. In both experiments, participants were instructed to complete one of two news-related online tasks that were goal-directed vs. experiential. Following the tasks, participants answered a 7-point Likert-type scale about their level of interest with the news articles (p 428). Results showed that websites with greater border strength predicts higher recognition from the user which in turn, provides a higher credit attribution for the website (p 434). Lastly, their experiment

showed that with stronger borders and organization, users had a greater goal completion (p 438). Limitations of this study show that website designers should research design elements to increase strength and clarity of their website (p 442). When designing a new website, the researcher should be aware of border strength and design elements to give the user a positive experience to receive recurring visitors.

Since the current project is building a website for a health based business, the researcher evaluates Lazard, et al (2017), where they focused on a content analysis of visual impressions on current design practices of nutritional websites. They found that website complexity is central to the user's experience. Information should be organized with plenty of visual information (p 471). The website's aesthetics gives the user the most influence, especially for first time users. Photos should be high resolution, and descriptive excluding web content. This is called "visual persuasion" (p 472). Another aesthetic that plays into a website's design is color. The color should display the personality that the business is trying to display. In the case of this capstone project, the website to be built will portray colors that are relaxing and inviting.

The content analysis consisted of 94 separate nutritional websites. Of those 94 websites, three of the four primary web aesthetics showed high levels of feature and design complexity: Simplicity (77%), Colorfulness (86%), Craftsmanship (67%). Diversity (15%), was the only aesthetic that scored low in visual complexities (p 476). Results showed that the amount of written content should be minimal with a tab to show more information below (p 478). Limitations of the study show that the sample does not represent nutritional information available to online users (p 480). Considerations of web aesthetics and content links will be applied when developing the Blue Antler: Holistic Wellness website.

Since aesthetics and design play an important role in memory of the consumer, the researcher will evaluate how visual attributes affect persuasion of the viewer. Cyr, Head, Lim, & Stibe (2018) used the Elaboration Likelihood Model (ELM) to examine how website design persuades viewers to buy into their product or service. To gauge an individual's level of issue involvement and changing attitudes, 403 participants were recruited to better understand the influence of web design (p 812). A research model of online persuasion was created. This is categorized with two elements.

First, is the central route that consists of argument quality. The second element is the peripheral route that consists of image appeal, navigation design, social presence, and connectedness. The second layer to the model is the individual's prior knowledge. Which in turn is connected to an individual's change in issue involvement and then their change in attitude. All factors except for social presence showed to be significant when changing a person's attitude through web design (p 814). Limitations of this study showed that there could be possible implications of participant bias, depending on the website that was evaluated (p 818). Taking this article into consideration, the capstone website will emphasize the element of design and persuasion.

Next, the researcher evaluates how a persuasive website design can influence recurring customers. Wilson, Keni Keni, & Pattyranie Tan (2019) broke down their study into three variables that lead to repurchase intentions: (1) Website Design Quality, (2) Service Quality, and (3) Customer Satisfaction (p 195). The method used for the study consisted of a 34 item survey that covered the variables for repurchase intentions. The researchers received 1000 questionnaires back and deemed 869 to be usable (p 196). Results of the study showed that

website design and service quality heavily influence repurchase intentions (p 215). Limitations of the study show that website design quality and service quality were the only variable taken into account and that future research should apply more variables to repurchase intentions (p 218). What can be taken from this study is that website design and service quality play an important role in establishing trust in potential customers.

According to a study done by Enge (2019), in 2018, website search percentages in the United States show that mobile devices were used 58 percent of the time, while desktops were used 48 percent of the time. With mobile internet searches rising, it is important to design a website that is compatible with mobile devices. Mărgea, Mărgea, Veche, & Hurbean (2017) set out to find in their study of the current trends and practices of website design that fits a mobile device platform. The study showed that there are four key approaches for designing mobile friendly websites: (1) Graceful Degradation (GD), (2) Progressive Enhancement (PE), (3) Journey-Driven Design (JDD), and (4) Progressive Web Apps (PWA). Graceful degradation is explained as designing your website for the largest devices and then removing layers and features to adapt to smaller internet devices (p 169).

The second key approach is progressive enhancement. This approach is believed to be better than graceful degradation because it works in reverse. Progressive enhancement starts by building for smaller devices and then adds features for higher functioning computers. This approach works best by designing for the lowest common denominator (p 170). Next, is the journey-driven design. This approach has been thought to make GD and PE irrelevant in the web designing strategies. Journey-driven websites present the best feature that the business offers. It is built in a step-by-step process that is goal oriented for the viewer to reach their objective. The

final approach is progressive web apps. These web apps are easily accessible by the user through their mobile device. PWA's provide simpler web pages for the users to navigate through. This allows designers to separate the main website from the mobile app that alleviates any complications from desktop to mobile (p 171). Potential/current customers have access to businesses at the tap of a finger. So, the compatibility for desktops and mobile devices is more important than ever in the web design profession.

### **Measures for Holistic Wellness Website Design**

Behavioral intent is the measurement of an individual's perceived likelihood or subjective probability that the person will engage in the given behavior. Mancha & Yoder (2015), show in their study that in regards to behavioral intent, there are two significant factors. First, individuals that include others in their sense of self have a greater impact on how their intended behavior will play out.

Second, those who are part of a group have a stronger indication in their behavior intentions but may change when disconnected. In addition, individuals who have a greater independence of self will be more likely to stay in the course of behavior (p. 149-150). Behavioral intent measures will be used in the survey for the Blue Antler website to gauge participants' likelihood of attending group activities. Also, this measure will evaluate how much an individual is influenced by those that they surround themselves with. People who are more prone to behavioral intent measure can be classified as having a primary personality trait of openness and/or agreeableness.

Experiential attitude is an individual's emotional response to the idea of performing the recommended behavior. Holbert et al, (2017), explains experiential attitudes as the measurement

that an individual perceives a behavior to be enjoyable (p. 574). The authors continue with that exposure is a distinction that plays a pivotal role in a predictive value of experiential attitudes (p. 589). The experiential attitude measure will gauge what the participant believes that they gain or lose from holistic wellness methods and whether or not they are open to the idea of holistic wellness. Personality traits that can be applied to this measure can be neuroticism, agreeableness, and openness.

## Method

**Website Design:** <https://adam-c-mikesell.wixsite.com/blueantlerholistic>

The newly built Blue Antler: Holistic Wellness website was created through WiX.com. The decision to create the new website was simple in the fact that the WiX platform provided everything necessary to make a fully functional website. The WiX website builder provides each component that a business needs in order to function as a professional website. Their variety of templates provide an outline for beginners to experienced website designers.

The website engineer is able to create links to social media business pages as well as links between pages and subpages. An individual has the option to use a wide variety of free add-ons, including images, shapes, fonts, videos, music, and much more. In addition, the web designer is able to align their borders, content, and media perfectly across the website. WiX website builder allows business owners to set up purchasing options for the website viewer. Website viewers can also send messages to the business owner for an easy line of communication.

### *Explanation of Changes*

The explanation for changing the past website to the new website for Blue Antler comes for a variety of reasons. The first reason is that the business was purchased from the original owners with the intention that the business personality would be rebranded from Paganism to holistic wellness. Following the change of brand personality, Miss Riley wanted a new website to match her vision of the perception of a new Blue Antler. Another reason for the change in website is that Blue Antler was going to leave behind selling much of the past revenue and needed to add new revenue as well as classes that Blue Antler hosts.



The first change that Miss Riley wanted to see is the background of her website. The previous background featured mountains with dark clouds rolling over them. She liked the idea of the clouds but wanted something brighter and more divine. Following the background, Miss Riley gave me a basic structure in what she wanted/did want on her new website. Since she has little knowledge of website design, her only request was to make it organized, easy to navigate, and straight forward.

Starting with the home page, the previous website has very little information, a vague description of what the business is, and a menu bar that is difficult to see. In addition to that, there is zero border strength that separates Regions of Interest (ROIs) according to Dunn, Ramasubbu, Galletta, and Lowry (2019). Taking these problems of the homepage into consideration, it would be difficult for a new visitor of the website to understand what Blue Antler is and what they provide. Going back to Enge (2019) the previous homepage lacks a Journey-Driven Design (JDD) that provides the viewer with an experience opposed to confusion (p 169). These elements are to be taken into consideration when developing the new homepage for Blue Antler.

Following the homepage, the previous About page was parallel in structure in the way that it portrayed lack of information about who and what Blue Antler is. The About page gave a simple description about where the idea of the business came from and how they got started. Following their “Our Story” the aboutpage features product sampling that lacks descriptions and border strength. The page simply shows a collage of photos. This would be difficult for a new viewer that does not have any prior knowledge of what these products are.

The next explanation comes from the previous website's Contributor page. The Blue Antler website that was centered around Paganism showed their employees as their contributors. Though they may contribute to Blue Antler, their information about their employees should be placed in the about page alongside "Our Story". The Contributors page lacks border strength because of the lack of recognition between boxes. Also, the page has zero photos and descriptions. According to Lazard, et al (2017) this page is labeled as not having visual impressions that connect the viewer to the business/website (p 471). To prevent this problem for visual impressions, the new website added images and descriptions of their employees to create a stronger connection to the viewer.

The next page to be explained is the Kith and Kin Community page. This page did not transfer to the new website. The Kith and Kin gatherings were based around Paganism and because the new business is centered around holistic wellness methods, there was no need for this page. The other page that was excluded from the new website is the Our Friends page. The new Blue Antler is not associated with the businesses featured on this page.

## **Participants**

There are three main purposes for conducting this survey for Blue Antler: Holistic Wellness. First, the researcher looks to find what personality traits could be most susceptible to learning and engaging in holistic wellness methods. Second, the researcher wants to see what measures can be applied when learning about holistic wellness methods. Lastly, it is important to find out whether or not the website was effective in showing who and what Blue Antler is.

For this study, 20 participants were recruited to observe the Blue Antler: Holistic Wellness website following a 23 questions survey. The sample came from residents in Utah,

ranging from Southern Utah University affiliates, business owners, and working class individuals. The age range of the participants recruited for this study range from 18 years-of-age to 60 years-of-age. Twelve participants reside in the age category of 18-30 years old. Five participants reside in the age category of 31-40 years old. Lasly, two participants reside in the age category of 51-60 years old, with the last participant's age remaining unknown.

Since the main target audience for holistic wellness is female, more females were recruited for the study and males. Of the 20 participants, only 17 answered the demographics question for gender. In the 17 respondents that gave their gender, there were 12 females and five males. Race of participants was also taken into account. According to the 2020 World Population Review (n. d.) the state of Utah consists of 86.4% White, 5.2% Espanic, 2.3% Asian, and .9% Pacific Islander. For this study, 18 of the 20 participants answered the race demographic question. There were 16 White American participants, one Espanic participant, and one participant that answered Other. The demographic of Utah's population seems to be parallel in structure to the demographics of the study.

The researcher has identified # possible limitations of the sample and participants recruited. First possible limitation is the sample size itself. Twenty participants is a lower number than the research would want to show results for. However, desired results can still be accomplished with this sample size due to the diversity of knowledge about holistic wellness and Blue Antler itself. The second possible limitation is identified by non-answered demographic questions on the survey. This may limit results of the study due to the lack of knowledge in how to categorize participants.

## **Measurement**

The survey for this study consisted of nine separate sections and 23 questions in all. The goal of this is to find out what personality trait(s) are most compatible with holistic wellness methods and the Blue Antler website. Each section and question is explained in detail as follows:

### ***Openness***

The openness to experience section consists of three questions to help identify which individuals relate most to this primary trait. Each question will be answered in a 5-point Likert Type scale.

- 1. What do you feel that your level of openness to experiencing new things is when it comes to health and a well organized website?***

The purpose of this question was to find the level of openness in regards to health and website structure. Not everyone is open to new ways of health, so it is important to find an individual's willingness to try new methods.

- 2. What do you feel that your level of openness to experiencing new things is when it comes to learning?***

Question 2 is a simple question. However, not everyone has the time or motivation to learn new things; especially when it comes to new methods of health and wellness outside the parameters of modern American healthcare.

- 3. What do you feel that your level of openness to experiencing new things is when it comes to a website that is inclusive?***

Question 3 has the purpose of finding out whether or not the participant is attracted to websites that are inclusive and inviting to engage freely or if they tend to enjoy websites that are more exclusive. An example of an exclusive website could be a club or membership.

### ***Extraversion***

The Extraversion section consists of two questions to help identify which individuals relate most to this primary trait. Each question will be answered in a 5-point Likert Type scale.

***4. How often do you feel that you seek new activities with the people you are close to?***

The purpose for question 4 is related to the classes that Blue Antler: Holistic Wellness has to offer. Their classes are small with no more than six people in their activities room including the class instructor.

***5. How often do you seek personal time when you have down time?***

Question 5 is meant to find out the level in which participants seek out alone time. Depending on the answer of the participant, the analysis will represent the level of the extraversion trait of that individual.

***Agreeableness***

The Agreeableness section consists of two questions to help identify which individuals relate most to this primary trait. Each question will be answered in a 5-point Likert Type scale.

***6. If a business website seems credible, to what degree do you place trust in that business?***

The purpose of question 6 is to find out how trusting the participant is in websites that are organized, easy to navigate, and have well written content.

***7. How strongly do you feel that you would help someone in need that you don't know?***

Question 7 has the purpose to find out how willing the participant is to put trust in an individual that they do not know. This will allow data to be broken down to find out if they have an agreeableness personality trait.

***Neuroticism***

The Neuroticism section consists of two questions to help identify which individuals relate most to this primary trait. Each question will be answered in a 5-point Likert Type scale.

**8. *How strongly do you believe that you become stressed when overloaded with work?***

Question 8 is a prerequisite question to find out the level of the neuroticism personality trait.

**9. *How strongly do you believe that you become stressed when arguing with a loved one?***

Question 9 is another leading question to evaluate the level of participants' neuroticism trait.

**10. *How strongly do you believe that you become stressed when a website is difficult to navigate?***

Question 10 is meant to evaluate the level in which the participants become stressed when not being able to navigate a website for the desired task/purpose.

### ***Conscientiousness***

The Conscientiousness section consists of two questions to help identify which individuals relate most to this primary trait. Each question will be answered in a 5-point Likert Type scale.

**11. *What is your level of organization?***

To evaluate whether or not the participant has the primary personality trait of conscientiousness, question 11 is meant to lead them into their levels of organization.

**12. *How important is being on time to you?***

Question 12 is also important to find out if the participant has a conscientiousness personality trait.

### ***Behavioral Intent***

**13. *How often do you engage in group activities with three or more people?***

Question 13 has the purpose to bring to surface the level of the primary personality trait that the participant may have.

***14. How strongly do you feel that those you surround yourself with affect your decisions?***

Question 14 is meant to show the level of the primary personality trait that the participant may have.

### ***Experiential Attitude***

***15. How strongly do you feel that there is something to gain from the Blue Antler Holistic Wellness Website?***

Question 15 is meant to make a correlation between the participants' primary personality trait and the Blue Antler Website.

***16. Do you believe that you have anything to lose by learning about holistic wellness methods?***

Question 16 is meant to make a correlation between the participants' primary personality trait and holistic wellness methods.

### ***Correlates***

The correlates section's purpose is to evaluate the participants' knowledge of holistic wellness methods and Blue Antlers business and website. Each question is answered with "yes" or "no".

***17. Do you have any prior knowledge of holistic wellness websites?***

***18. Have you ever engaged in holistic wellness methods?***

***19. Do you see yourself ever learning about holistic wellness methods?***

***20. Before taking this survey, did you clearly understand the purpose of Blue Antler:  
Holistic Wellness Website?***

### ***Demographics***

The demographics section is simply to find out what sex, race, and ages are most susceptible to Blue Antler's website and holistic wellness methods. This information is important to find any correlation between what the participants identify with demographically and their primary personality trait. From past studies, the researcher knows that the primary audience for holistic wellness is female. Race can also be applied to see if the participants racial background is applicable to holistic wellness. Age can also be a contributing factor due to ways of thinking through different generations.

***21. What best describes your sex?***

*Male Female*

***22. What best describes your race?***

*White American Black American Espanic Asian/Pacific Islander Other*

***23. What best describes your age?***

*18-30 31-40 41-50 51-60 61-70 71+*



## Results and Discussion

### Changes Made on Website

By using the recommendations from Blue Antler's business owner, Nichole Riley, and past studies taken on website design the researcher/website designer rebuilt and engineered a new website for Blue Antler: Holistic Wellness. To start, each page contains a menu bar that features every page and subpage on the website. Each page that contains a subpage contains a drop box in the menu bar, as well. To the far right of the menu bar, the viewer can find a Facebook and Instagram icon that will take them directly to Blue Antler's social media pages. Last on the menu bar is the Blue Antler logo that when clicked, linked to the website's Home page.

The goal of the Home page was to show and tell the website viewer exactly who and what Blue Antler: Holistic Wellness is. The Home page features Blue Antler's mission statement, a popular holistic wellness quote by Laurette Gagnon Beaulieu. Using a Z pattern, the next box shows Blue Antler's address, phone number, business hours, and photo location. Each box that contains content is transparent and lined with a border to separate geographical location of the ROIs. Each page and subpage is parallel in structure to show organization and unity of the website.

Following the Home page is the About page. The About page features an "Our Story" that explains how Blue Antler: Holistic Wellness came to be. Scrolling down, the page features each individual that works in the store and what their significance is along with a photo. Starting with the business owner, Nichole Riley, then Moon Spelling, while ending with Lindsay Hoodman Lafrance. Each individual's box has a "Learn More" button that will take the viewer to

the subpage that gives a back story of who they are. The idea behind this was to create an inviting experience for the viewer.

Next on the website, is the Products page that contains every product category that Blue Antler has to offer: Healing Rocks, Essential Oils, Herbs and Salts, Sage, Pendulums, and Comfort Items. Each box shows a name and picture of the category with a “Learn More” button that is linked to one of six subpages. In these subpages, the viewer will learn about what exactly each of the holistic wellness items can do for them. The goal of the “Learn More” subpages was to eliminate congestion of the main page itself to allow the viewer to learn about the products they desire.

The Services page follows this same structure. The page features Blue Antler’s two categories of services, Metaphysical Work and Classes. In these content boxes for the two categories is a list of what the business offers. The Metaphysical content box lists Intuitive Healing, Tarot Card Readings, and Rune Reading. The Classes content box to right lists Yoga, Meditation, Painting and Drawing, and Nutrition classes offered. Each content box features a “Learn More” button that will take the view to the subpage.

The Metaphysical Work subpage starts with a content box labeled with a description of benefits for the service, a photo of who will provide the service, and contact information to schedule an appointment. In the Classes subpage, the viewer will find the first content box explaining why these classes are provided and why class sizes are limited to five people. Using the Z-pattern design, each class contains its own content box that describes the benefits are, what is provided, class times, and prices.

The website also contains an active calendar on the Calendar page to show the viewer when Blue Antler will host classes and events. Unfortunately, due to Covid-19 all classes and events are suspended until further notice. The last page is the Contact page that the viewer can submit their information regarding any questions or recommendations for Blue Antler personnel.

### **Survey Results**

Survey results are broken by each Big Five Personality Trait section. To evaluate what personality trait that the participant may have, the research will use answers that are consistent with what is more important to the participant. Following the Big Five Personality Trait section, Behavioral Intent and Experiential Attitude Measure sections will be evaluated to see whether or not the participants feel that they have something to gain from the website and services provided by Blue Antler: Holistic Wellness. The Correlates section will then break down how susceptible the participant is to the Blue Antler website and holistic wellness.

Those who had a personality trait of Openness to Experience (3) all were interested in learning more about holistic wellness methods, while two clearly understood the purpose of the website. Those with an Extraversion (2) personality trait were interested in learning more about holistic wellness and clearly understood the purpose of the Blue Antler website. Next, Agreeableness (2) answered that they both understood the website, but only one would be interested in learning more. Participants with the Neuroticism (9) trait were all interested in holistic wellness, however, only seven participants understood the purpose of the website. Lastly, of the participants with a Conscientiousness (4) personality trait, three stated that they would be interested in learning more. However, only two of the four understood the purpose of the website.

Based on the response time of participants that did not fully understand the purpose of the website, there is reason to believe that the respondents only took the necessary time to answer survey questions and not observe the website. Their responses will not be discarded from the survey for the reason that participants' answers are still valuable to the study.

The Behavioral Intent Measure section showed results that all individuals are at one point interested in attending group activities of three or more people. This can be applied to classes that Blue Antler offers to attract individuals of all personality traits. The second section for Experiential Attitude Measure shows results that 12 of the 20 participants strongly believe that they have something to gain from Blue Antler's website. The remaining 8 participants neither agreed or disagreed that they have something to gain. In addition, 13 of the 20 participants agreed that they have nothing to lose in learning more about holistic wellness methods. The remaining 7 neither agree nor disagree.

## Conclusion

To summarize the findings from this study, the researcher found that individuals with primary personality traits of Neuroticism and openness to experience were most susceptible to learning about holistic wellness methods. For the Neuroticism trait, it can be seen that these individuals tend to be nervous and are prone to depression. They could want to seek other methods to alleviate stress in their day-to-day lives outside of basic pharmaceutical methods. Individuals with an Openness to Experience trait are found to be more open minded in most aspects of life and see that there is nothing to lose in experimenting in holistic wellness methods.

Demographics for this study showed that females tended to be more open minded to the idea of holistic wellness and the website. Race demographics can be discarded from this survey because 15 of the 20 participants identified as White Americans. There was not enough information to determine if race played a significant factor in website design and holistic wellness. Lastly, age demographics for 31-40 years-old seemed to be less likely to engage in holistic wellness methods but did show to be more susceptible to websites that are organized.

There are few notable aspects from this project that were taught and will be better applied for future application. The first was website design. Knowing ROIs geographical border strength for website design helps the viewer with completing their desired tasks and navigating a website. Also, it is important to understand that too much content on one page is more likely to make the website overwhelming. By achieving these aspects of website design, a business will seem more credible with a higher possibility of returning viewership.

Another important aspect that was learned from this project is a deeper understanding of personality traits and how they can be applied to businesses in general. A business owner and

website designer should understand what personalities they are providing their products and services to. Consumers will identify with brands or businesses to best suit their personalities, so it is important to know and understand the best approach to attracting each different personality.

### **Limitations and Future Research**

This project was not flawless and limitations were accounted for. The first limitation comes from the shift in having participants utilize eye tracking and usability tests to determine the effectiveness of the website. Participants were instead asked to observe the Blue Antler website on their own. The second limitation comes from the small number of participants that volunteered to take the survey.

Using this study in the future for the Big Five Personality Traits and website design, it is recommended that Eye tracking technology and usability tests be administered to receive precise results on the functionality of the website. Second, more participants for the survey administered by the researcher is thought to give better results in the personality identifying process. The last recommendation for future research is to make the structure of the survey questions easier to understand to avoid any confusion for participants recruited.

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Appendices (A): IRB Approval Letter



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Institutional Review Board  
351 W. University Blvd., GC 308  
Cedar City, UT 84720

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(435) 586-7864  
Institutional Review Board

**To:** Adam C. Mikesell (PI) and Lijie Zhou (Faculty Supervisor)  
**From:** Bryan Koenig, SUU IRB Chair  
**Date:** 17 April 2020  
**RE:** Research Proposal: *Holistic Wellness Website Design: Applied Big Five Personality Trait Theory*

The SUU Institutional Review Board has approved your proposed research under exempt category 2, survey research.

You may begin your study.

If you have questions, please do not hesitate to ask.

Notify me immediately should any unexpected risks to the participants become evident.

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IRB Chair

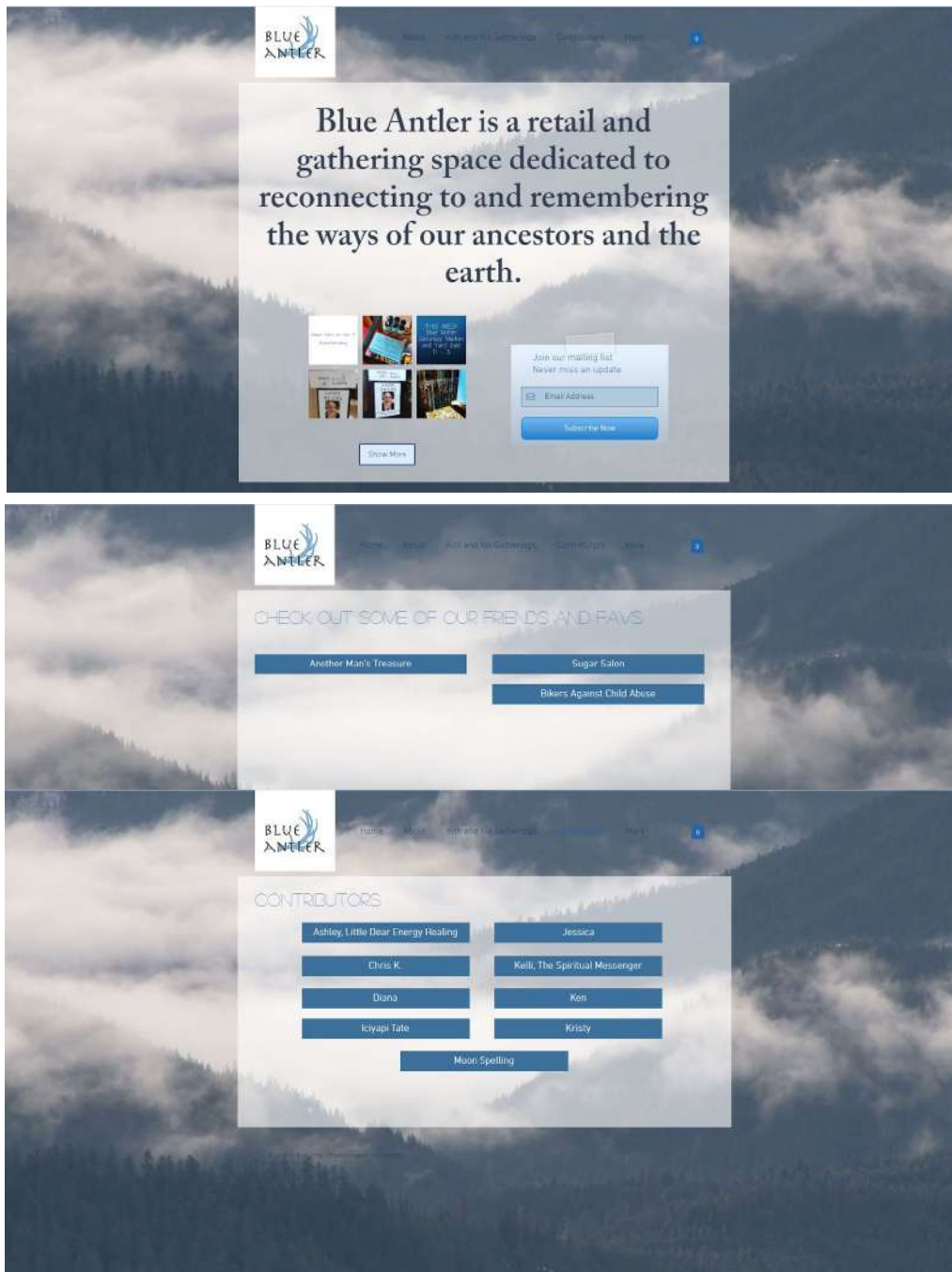
17 April 2020  
Date

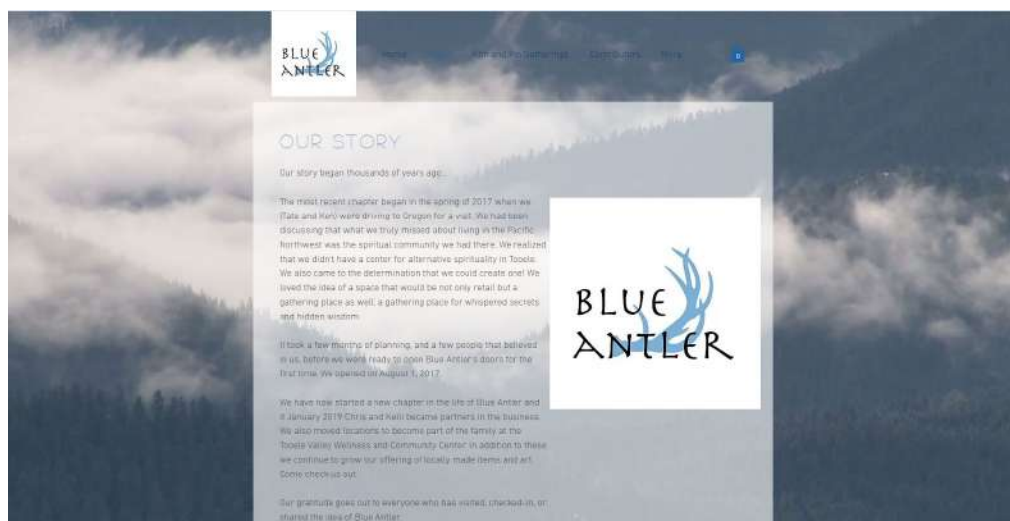
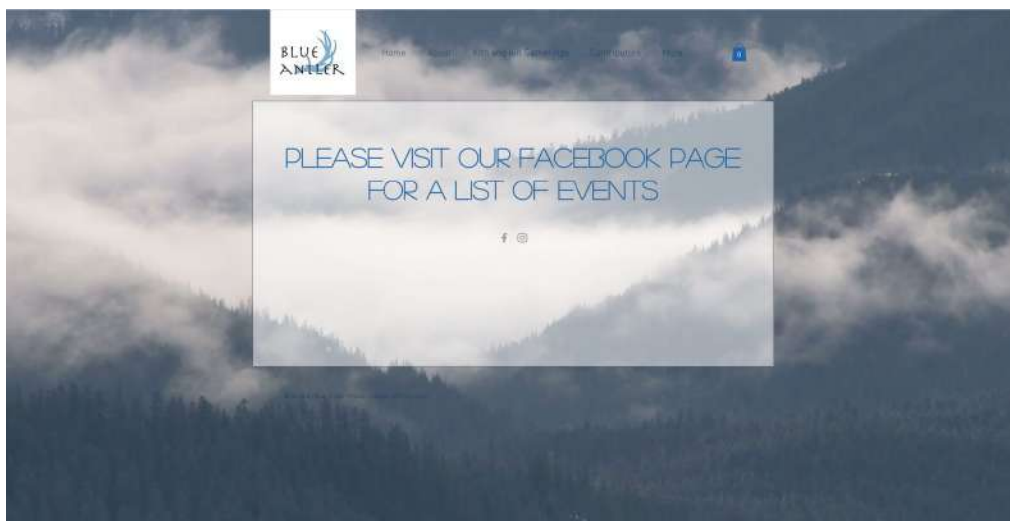
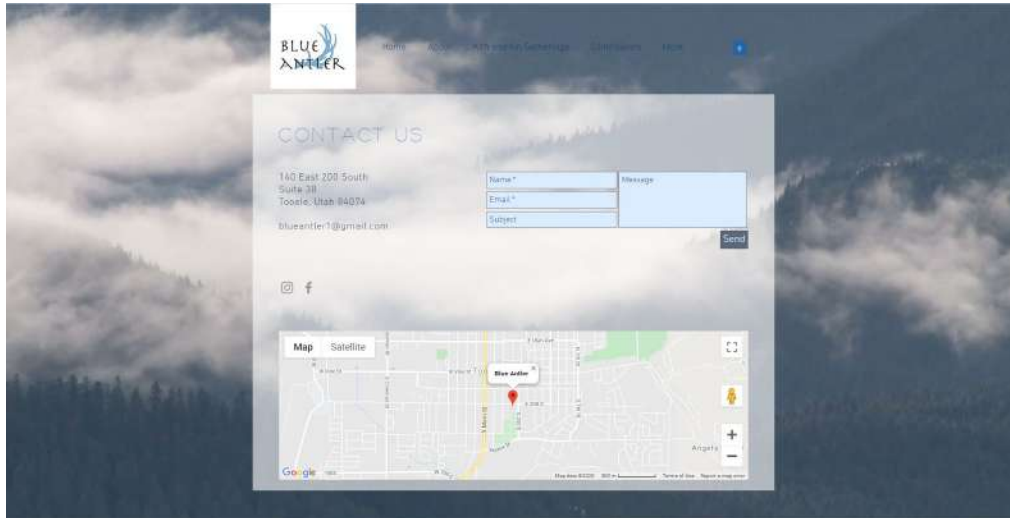
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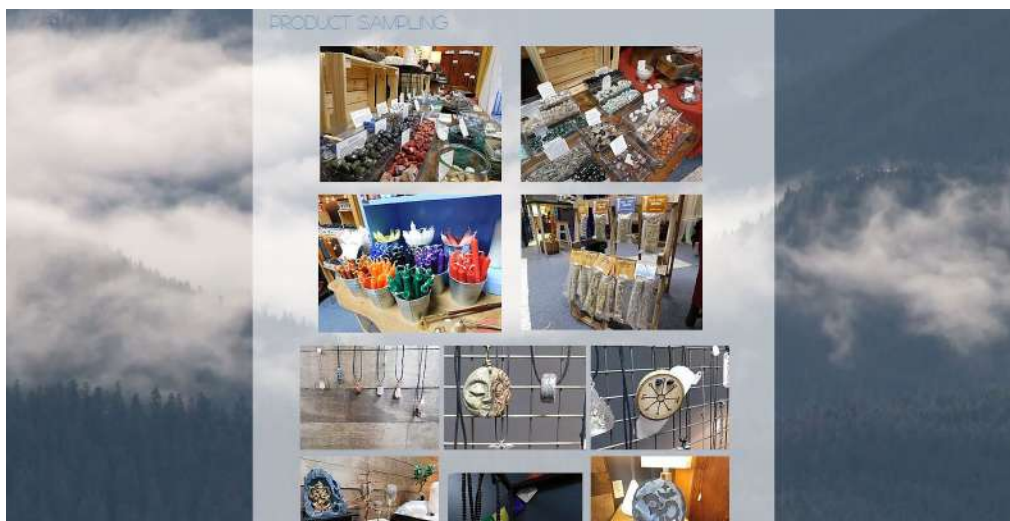


Appendices (B): Website Design

Former Blue Antler Website







**AMEEK**


### KITH AND KIN COMMUNITY

**What is Kith and Kin?**  
Kith and Kin is a free community gathering, once per month, that provides an event to get to know other people, break bread, and drum for a better connection to our ancestors and the earth.

**When is the Kith and Kin gathering?**  
The date is TBD each month so please contact the site for details, but it is held 1st for the second Sunday of each month from 6pm to 9pm.

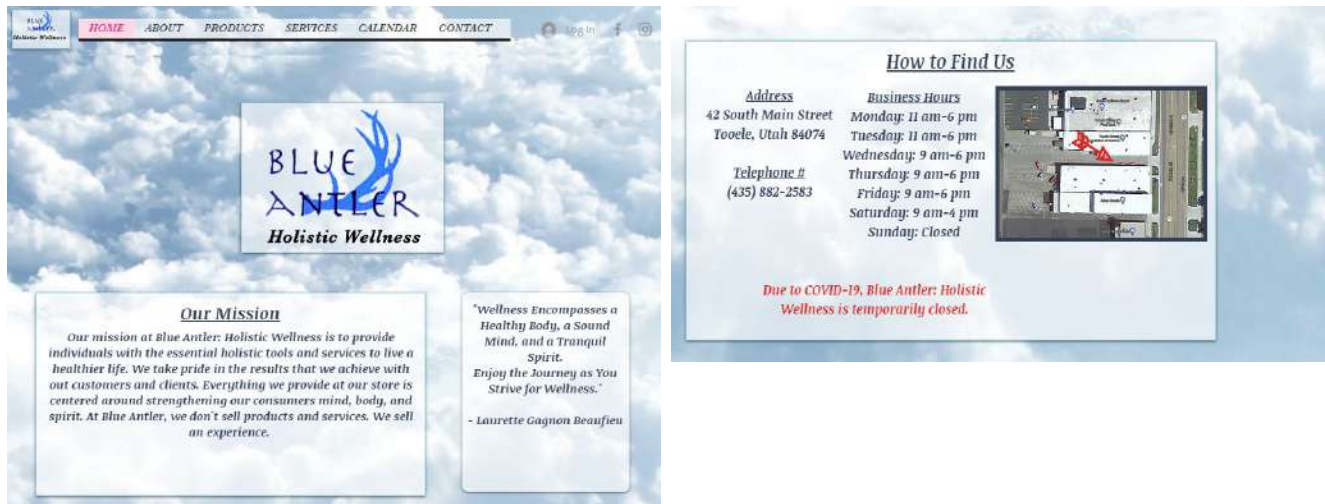
**What is the cost?**  
It is free to join, we just asked that you bring some food to share. If you can't let that stop you from coming, there's always plenty of food.

**Can my children attend?**  
Yes, we have attendees from 1 year old and up. Just remember that basic respect is required. The Kith and Kin gathering is sacred, fun, serious and above all was meant to be felt deeply and experienced.

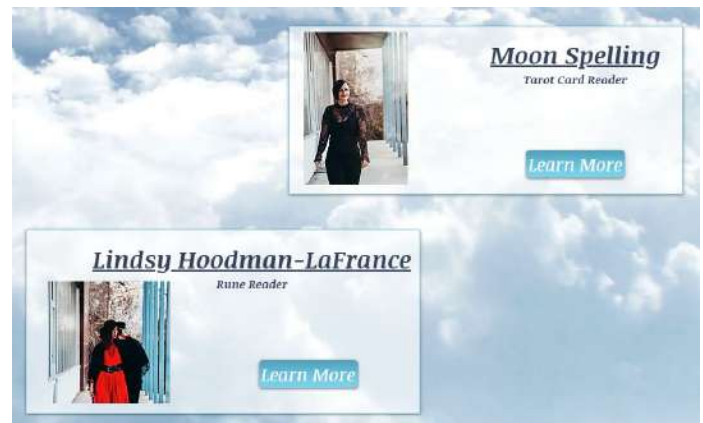


### Current Blue Antler Website

#### Home Page




#### About Page



HOME ABOUT PRODUCTS SERVICES CALENDAR CONTACT

## Nichole Riley

Nicole Riley has created four businesses in her short 25 years. Her ambition and love for everything she does has drove her to early success. Her resilience and persistence to overcome any obstacle reflects her passion to create services that help people. Since Miss Riley was a child, she has felt that she has been put on this earth to help people. Her ability to read and understand what others are battling through has allowed Miss Riley to find her calling in intuitive healing. The hard working mother has mirrored her selflessness into her new business venture to help people find themselves. Miss Riley believes that everyone deserves to live a healthier and more fulfilling life. Some just need a little guidance.



HOME ABOUT PRODUCTS SERVICES CALENDAR CONTACT

## Moon Spelling

Moon Spelling has spent the last 25 years helping individuals in the art of Tarot card readings. Moon has been with Blue Antler since they first opened their doors in 2014. Prior to Blue Antler, Moon traveled the Western United States in search to learn from the most experienced Tarot card readers. She has work for six separate stores in five different states. Moon prides herself on her ability to give thoughtful and accurate advice to help her clients in their everyday lives. Even with Moon's decades of experience, she believes that there is always something to learn.



HOME ABOUT PRODUCTS SERVICES CALENDAR CONTACT

## Lindsay Hoodman LaFrance


Lindsay Hoodman LaFrance is new in her journey of Rune readings and holistic wellness. She has been practicing Rune readings for two years now and is constantly learning to improve her skills. Her mother and father spent Lindsay's early years traveling with her across Asia and Europe learning about natural methods of healing. With the influence of her diverse upbringing, Lindsay is determined to help others in the same way that she has been blessed throughout her life.




### Products Page

HOME ABOUT PRODUCTS SERVICES CALENDAR CONTACT


## Our Products



**Healing Rocks**  
[Learn More](#)



**Essential Oils**  
[Learn More](#)



**Herbs, Salts, & Teas**  
[Learn More](#)



**Sage**  
[Learn More](#)



**Pendulums**  
[Learn More](#)



**Comfort Items**  
[Learn More](#)





HOME ABOUT PRODUCTS SERVICES CALENDAR CONTACT

## Healing Stones

**Healing Stones**

Healing stones and crystals have healing properties that help to balance the body, mind, and spirit. These stones and crystals have been used for thousands of years by ancient civilizations, Egyptians, Aztecs, and all people over Asia incorporated them into jewelry, cosmetics, decorative statues, amulets. People of past and present have given testament to their powerful ability to release mental, physical, and spiritual blockages.

<b>AMETHYST</b> Aids in the healing of the mind, emotions, and awareness. Facilitates meditation, clarity and tranquility.	<b>JADE</b> It improves and restores vitality towards the accumulation of diseases.
<b>JASPER</b> Facilitates of calm and peaceful. Manifestation of one's vision. Strong or weaker ability to reality.	<b>BLUE QUARTZ</b> It stimulates communication and positive awareness on all levels. Calling efforts to the surface.
<b>AGATE</b> Vitality stone. Enhances courage, confidence and strength.	<b>LARIMOR</b> Facilitates one's vision. Gives the early stage blocked. The Pure energy works. Brings feelings of other primary beings to the level of the one.
<b>HEMIMORPH</b> Inspiration stone. Increases the will power and concentration skills.	<b>MUSCOVITE or MICA</b> Aligns the energy centers of the body and releases energy trapped from stagnant locations. Channel anger & aggression.
<b>AVENTURINE</b> Strong and gentle. Brings clarity, insight and hope. Aids in one's intuition.	<b>MALACHITE</b> Some others might. Release suppressed emotions, for this reason.
<b>AMULETIC</b> Enhances the expression of one's will. Reduces fears and mental tension.	<b>BLACK OBSIDIAN</b> Spiritual protection. Helps one to understand and transform fears.
<b>APATITE</b> Facilitates attainment to one's body as well as to the higher dimensions of the form.	<b>PIPHE</b> It has a calm digestive quality. Shows one how to use their digestive energy. Facilitates the gut.
<b>APATITE</b> High heat. Warm stone. Helps one to be more kind, helpful and friendly.	<b>PERidot</b> Releases and cleans the physical body. Releases emotional tension, balance the immune system, rejuvenates.
<b>CARNELIAN</b> Enhances vitality and sexuality. Increases passion, experiences, opens up love of life.	<b>ROSE QUARTZ</b> Love stone. Helps to open the heart for love and friendship. Its healing.
<b>CRISTAL</b>	



## Essential Oils

**Essential Oils**

Essential oils are known to be used in aromatherapy. Essential oils are a form of alternative medicine that uses plant extracts to support health and well-being. There are several ways that the chemicals in essential oils can interact with your body.

Inhaling the aromas from essential oils can stimulate areas of your limbic system, which is a part of your brain that plays a role in emotions, behaviors, sense of smell, and long-term memory. The limbic system contributes heavily in forming memories. This can partly explain why familiar smells can trigger memories or emotions. The limbic system also plays a role in controlling several unconscious physiological functions, such as breathing, heart rate, and blood pressure.




**Uses of Essential Oils**

- Peppermint:** Boosts energy and aids digestion
- Lemon:** Aids digestion, headaches, and mood
- Lavender:** Relieves stress
- Jasmine:** Aids depression, childbirth, and libido
- Sandalwood:** Calms nerves and helps with focus
- Tea Tree:** Fights infections and boosts immune system
- Bergamot:** Reduces stress and improves skin conditions

## Pendulums


**Pendulums**

Pendulums promote healing with the process of dowsing which brings energies to surface. This connects people to higher energies spiritually and can help locate any blocks in energy. They are used as a form of reflection by asking questions to receive guidance, awareness, and understanding. Pendulums also help balance your chakras. Pendulums pick up on subtle vibrations to clear the body and balance mind, body, and spirit. pendulum objects can help relieve forms of pain whether emotional or physical.



**Pendulum Choices**

<b>Amethyst</b> Best for healing. Facilitates body energy, intuition, and clearing fears.	<b>Shells</b> The natural energy and healing capabilities and physical protection.
<b>Raw Quartz</b> The natural communication. Facilitates communication with all of us.	<b>Colored Balls</b> Quartz (clear) and crystals are used for healing and health.
<b>Smoky Quartz</b> Facilitates the clearing of energy, helps to bring emotions, and release anger.	<b>Chakra</b> Facilitates the clearing of energy, helps to bring emotions, and release anger.



## Comfort Items

**Comfort Items**

Blue Antler also provides comfort items. We have a wide variety of incense, candles, and organic soaps and lotions. Our tapestries are hand woven and will bring together any room. Don't forget about our assorted bottles. We have one just for you. Since your life is always worth documenting, Blue Antler can provide you with leather bound journals. We also have beard oil and muscle relief lotion for men.






Services Page

HOME ABOUT PRODUCTS SERVICES CALENDAR CONTACT

## Services

**Metaphysical Work**

Intuitive Healing  
Tarot Card Readings  
Rune Readings

[Learn More](#)

**Classes**

Yoga  
Meditation  
Painting & Drawing  
Nutrition

[Learn More](#)

## Metaphysical Work

**Intuitive Healing**

Intuitive healing is an approach to holistic healing that allows the practitioner to access their own deep meditative state, accessing an altered state of consciousness through the alpha-theta and delta brain waves that makes it easier to receive intuitive information about the clients health or life situation. The intuitive healer works with and through God to assist the client in transforming and changing the emotions, beliefs and energies that are contributing to their current imbalance. Intuitive healing can be used for creating physical, emotional, spiritual, or mental healing.

To schedule an appointment, contact  
Nichele Riley @  
Phone: (435) 840-1515  
Email:  
n.riley.intuitiveheal@gmail.com




**Tarot Cards**

Tarot is a tool for spiritual guidance. Tarot readings helps enable the individual receiving the reading to connect to their inner wisdom. Tarot readings help individuals understand what they need to know about a particular situation. However, it is important to know that Tarot cards do not tell the future.

To schedule an appointment, contact  
Moon Spelling @  
Phone: (435) 243-8477  
Email: moon.tarot@gmail.com




**Rune Readings**

Rune readings is a divination tool that uses stones with symbols to answer questions about your past, present, and future. Rune stones can also help you get clarification or advice on how to address an issue or problem.

To schedule an appointment, contact  
Lindsay Hoodman LaFrance @  
Phone: (435) 243-5563  
Email: lindsay.rune@gmail.com



## Classes

**Our Classes**

At Blue Antler, we understand the importance of recreation while benefiting your life in a positive way. At our store, customers receive personable guidance and teaching in each class we provide. Each class has a cap of five people. So attend one of our classes knowing that you will receive the attention you deserve in a judgement and stress free environment

**Meditation**

Blue Antler wants you to come experience the wonderful benefits of meditation. Learn to reduce your stress and control anxiety in your day-to-day life. If you are stress free, no worries. Meditation also increases self-awareness, attention span, and emotional health.

**CLEAN Mats, Towels, and Pillows Provided!**

Saturday Sessions:  
1 pm-2 pm  
3 pm-4 pm

**Prices**  
First Time: \$20  
1 Time: \$30  
2 Times: \$40  
Monthly: \$60

**Yoga**

Blue Antler invites you to attend our yoga sessions in a distraction free environment. Come learn how yoga can increase the health of your body and mind. Do not stress about experience level or fitness! We provide hands on guidance each step of the way.

**CLEAN Mats, Towels, and Pillows Provided!**

Saturday Sessions:  
10 am-11 am  
11:30 am-12:30 pm

**Prices**  
First Time: \$20  
1 Time: \$30  
2 Times: \$40  
Monthly: \$60

**Painting & Drawing**

At Blue Antler, we believe that everyone has an artistic natural. It is important to become diverse as a human-being. Learn to paint and draw or come in and participate. Make time for yourself in a constructive way no matter what skill you want to learn.

All Art Materials are provided!

Wednesday Session:  
5:30 pm-6:30 pm  
Thursday Session:  
5:30 pm-6:30 pm

**Prices**  
First Time: \$30  
1 Time: \$40  
2 Times: \$60  
Monthly: \$80

**Nutrition**

Unfortunately, many of us are subjected to unhealthy

**Painting & Drawing**

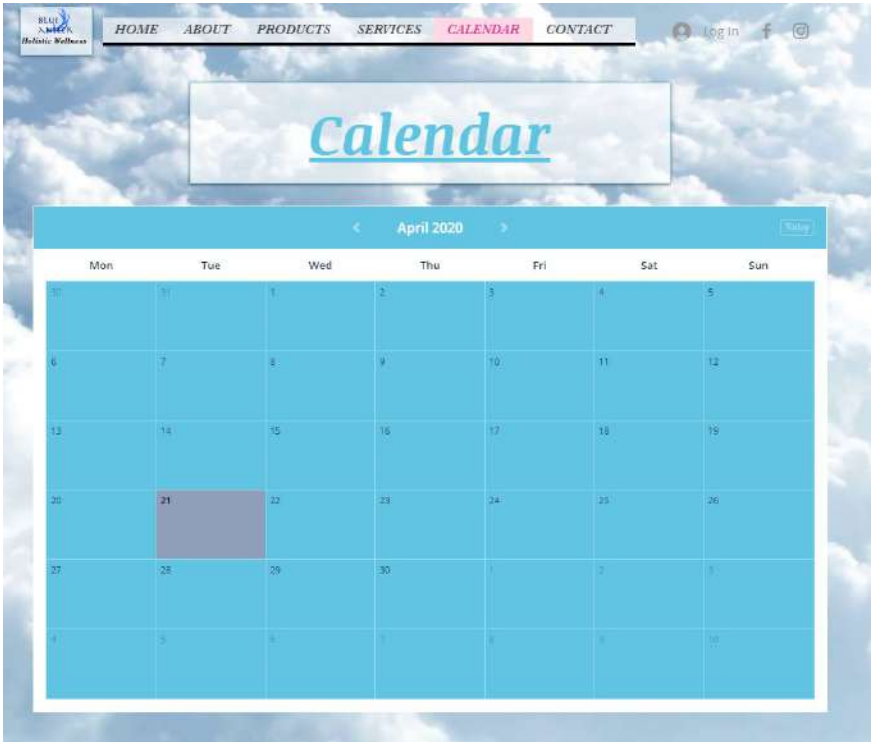
**Nutrition**

Unfortunately, many of us are subjected to unhealthy foods without moderation. Blue Antler would like you to join us in learning about what proper nutrition can do for you. We take pride in helping people live healthier life styles. We provide well balanced nutritional plans that are easy to make and taste great. Whatever your nutritional goal is, we can help you get there!

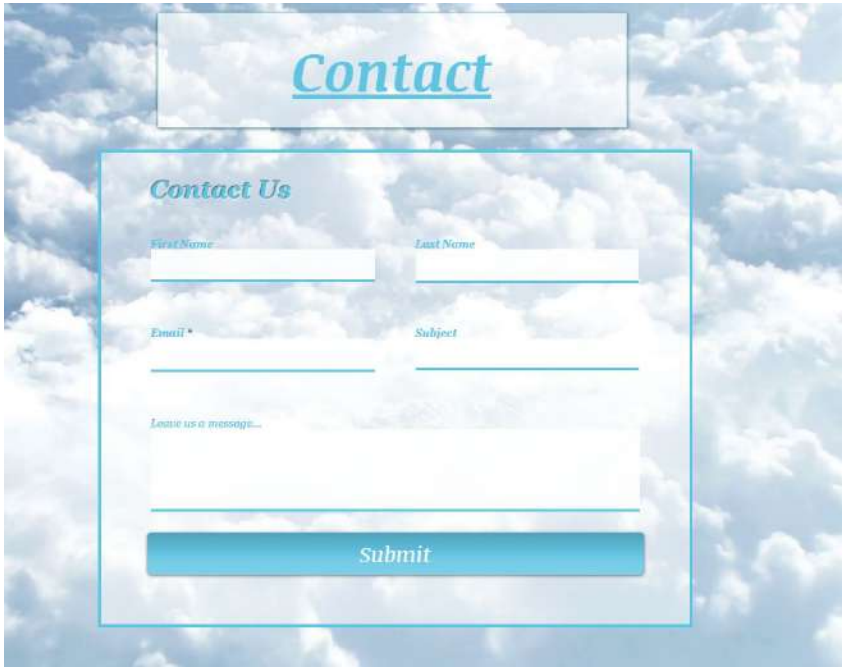
Monday Session:  
5:30 pm-6:30 pm  
Tuesday Session:  
5:30 pm-6:30 pm

**Prices**  
First Time: \$15  
1 Time: \$20  
2 Times: \$30  
Monthly: \$60

### Calendar Page

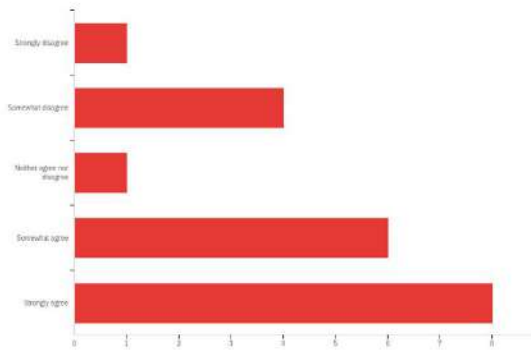


### Contact Page

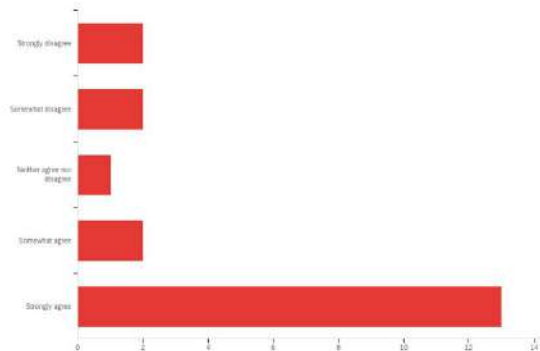


Appendices (C): Survey

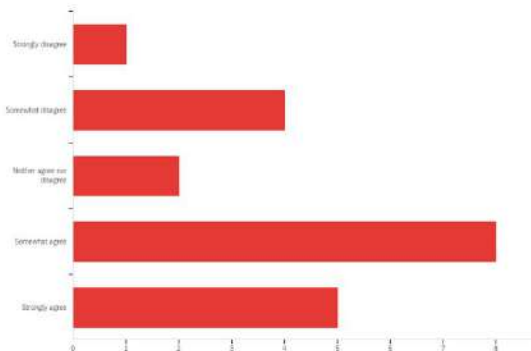
Q1 - What do you feel that your level of openness to experiencing new things is when it comes to health and a well organized website?



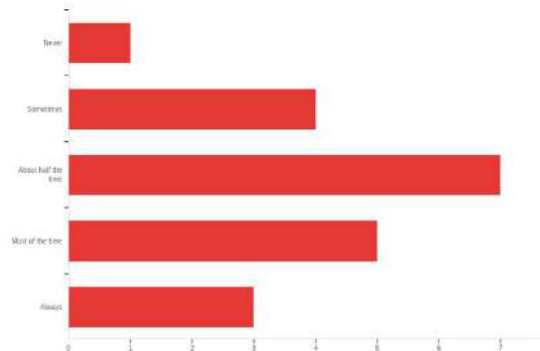
Q2 - What do you feel that your level of openness to experiencing new things is when it comes to learning?



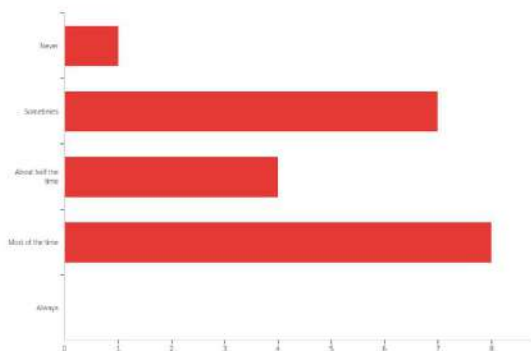
Q3 - What do you feel that your level of openness to experiencing new things is when it comes to a website that is inclusive?



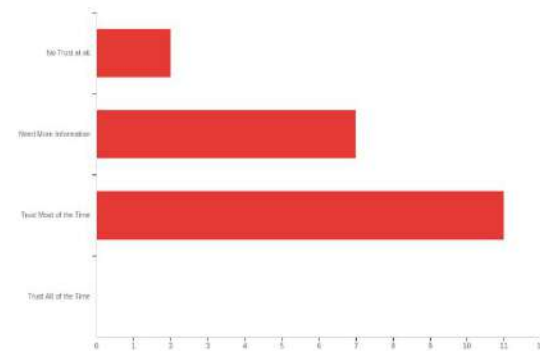
Q4 - How often do you feel that you seek new activities with the people you are close to?



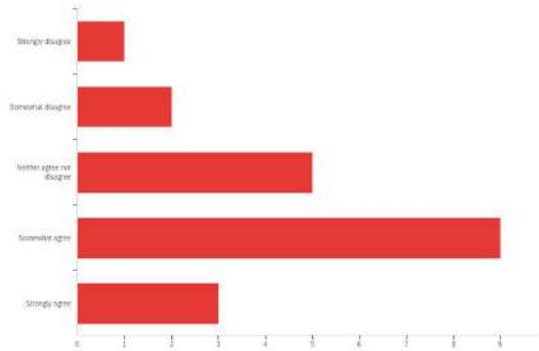
Q5 - How often do you seek personal time when you have down time?



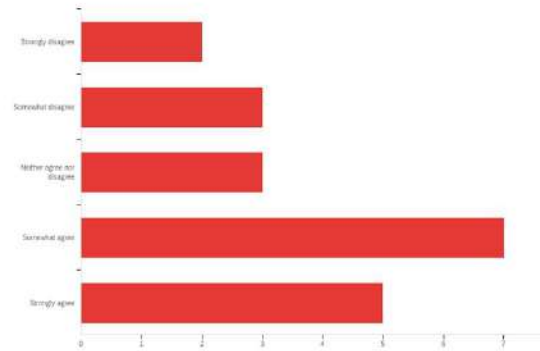
Q6 - If a business website seems credible, to what degree do you place trust in that business?



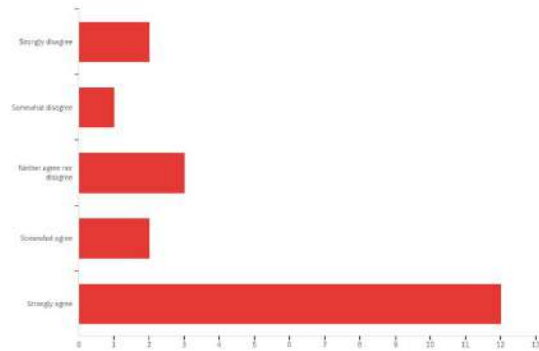
Q7 - How strongly do you feel that you would help someone in need that you don't know?



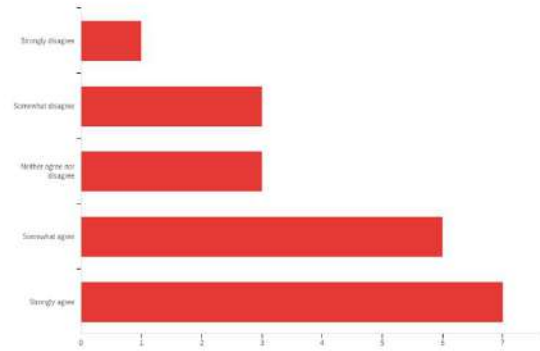
Q8 - How strongly do you believe that you become stressed when overloaded with work?



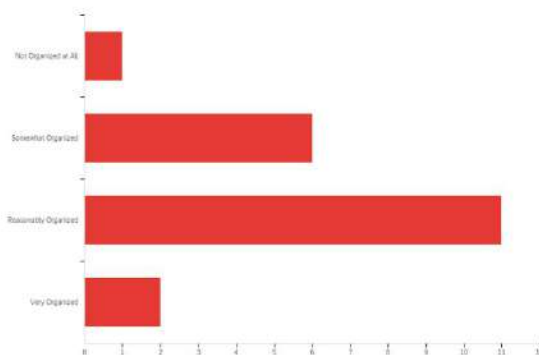
Q9 - How strongly do you believe that you become stressed when arguing with a loved one?



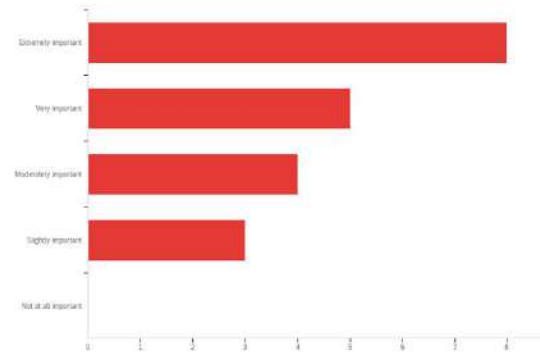
Q10 - How strongly do you believe that you become stressed when a website is difficult to navigate?



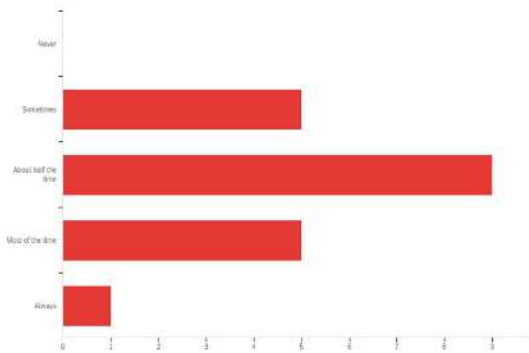
Q11 - What is your level of organization?



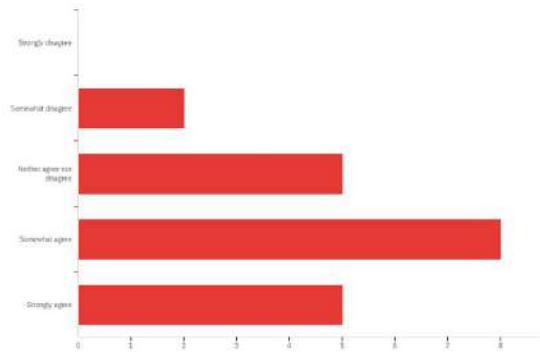
Q12 - How important is being on time to you?



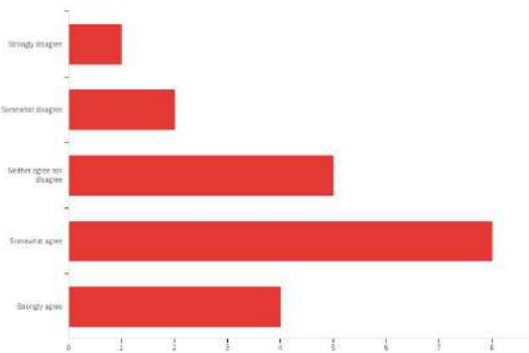
Q13 - How often do you engage in group activities with three or more people?



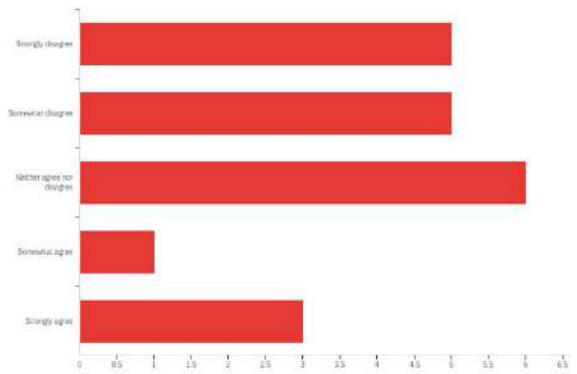
Q4 - How strongly do you feel that those you surround yourself with affect your decisions?



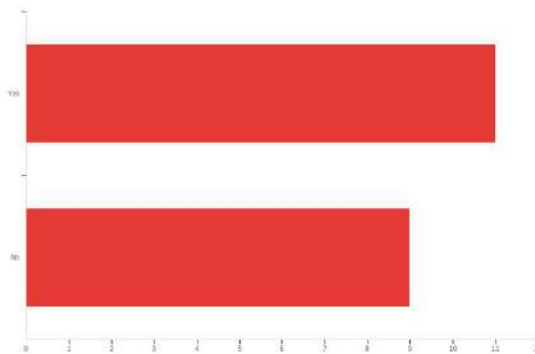
Q15 - How strongly do you feel that there is something to gain from the Blue Antler Holistic Wellness Website?



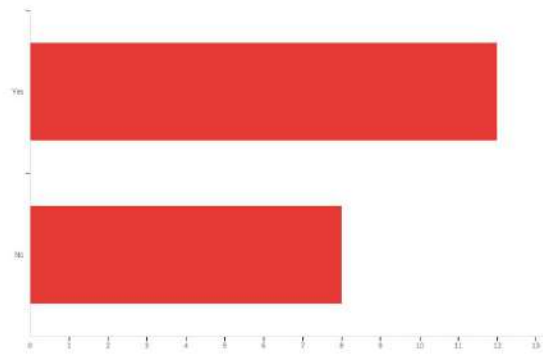
Q16 - Do you believe that you have anything to lose by learning about holistic wellness methods?



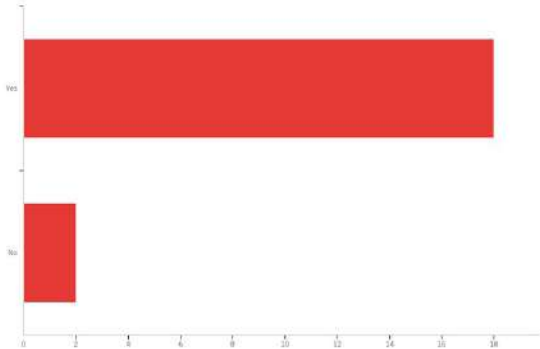
Q17 - Do you have any prior knowledge of holistic wellness websites?



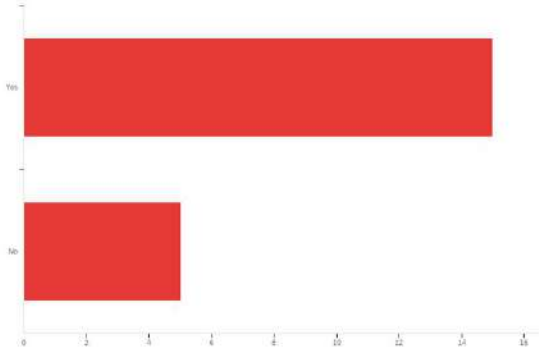
Q18 - Have you ever engaged in holistic wellness methods?



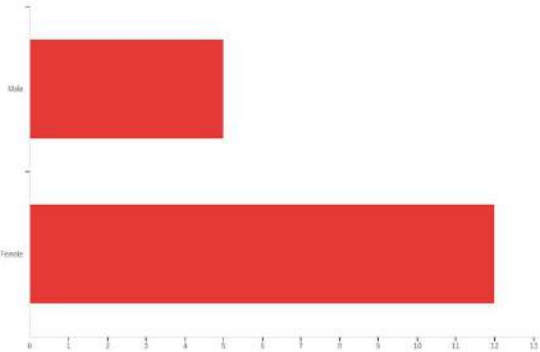
Q19 - Do you see yourself ever learning about holistic wellness methods?



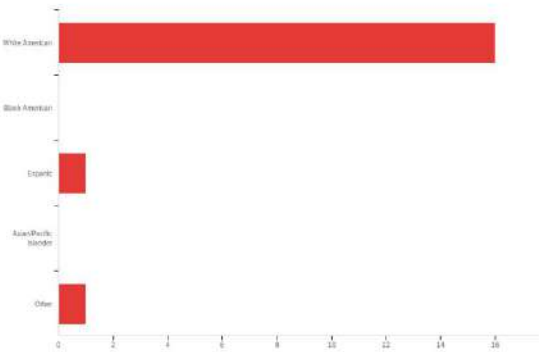
Q20 - Before taking this survey, did you clearly understand the purpose of Blue Antler: Holistic Wellness Website?



Q21 - What best describes your sex?



Q22 - What best describes your race?



Q23 - What best describes your age?

