Supplemental Materials
for Connecting Local Farmers to Consumers Through Digital Marketing

Aidan Eldridge
Bora Hurst
Ava Mattimore
Allison Morin
Samuel Thai

April 25th
2024

WPI

hcc
highclere consulting

SolBun Coop

Supplemental Materials for Connecting Local Farmers to Consumers Through Digital Marketing

An Interactive Qualifying Project to be submitted to the faculty of Worcester Polytechnic Institute in partial fulfillment of the requirements for the Degree of Bachelor of Science/Arts.

By:
Aidan Eldridge
Bora Hurst
Ava Mattimore
Allison Morin
Samuel Thai

Date:
25 April, 2024

Submitted to:
Professors Lorraine Higgins and Yury Bosin

In Collaboration With:
Raluca Barbu and Cătălina Rogozan
HighClere Consulting, Brasov Romania

Table of Contents

Supplemental Materials A: Translated Intercept Interview Questions

Suntem un grup de studenți care cercetează interesul pentru mâncarea locală. Vă rugăm să acordați câteva minute pentru a completa acest sondaj despre propriile preferințe alimentare. Mulțumesc!

- **Locuiești în județul Brașov?** *(Do you live in Brașov County?)*
  - ☐ Da *(Yes)*
  - ☐ Nu *(No)*
- **La ce piață preferați să cumpărați produse?** *(What market do you prefer to shop for produce at?)*

- **De ce preferați să faceți cumpărături acolo pentru produse?** *(Why do you prefer to shop there for produce?)*

- **Care este stilul tău dorit de a cumpăra alimente?** *(What is your preferred style of food shopping? Check all that apply)*
  - ☐ În persoană la piață *(In person at market)*
  - ☐ Livrare online *(Online delivery)*
  - ☐ Ridicare online *(Online pickup)*
  - ☐ Alte *(Other)* _____
- **Explicați de ce acesta este stilul dvs. de cumpărături dorit?** *(Explain why this is your preferred style(s) of shopping?)*

Ați auzit vreodată de o cutie de mâncare? *(Have you ever heard of a food box before?)*

Daca da: *(If yes)*	**Daca nu:** *(If no)* O cutie de mâncare le-ar permite clienților să achiziționeze produse locale proaspete online pentru a fi livrate acasă.

Sunteți în prezent client de cutie de alimente? *(Are you currently a food box customer?)*
☐ Nu *(No)*: **Ați lua în considerare utilizarea acestei metode pentru a cumpăra produse locale?** *(Would you consider using this method to shop for local produce?)*
  ☐ Da *(Yes)*
  ☐ Nu *(No)*
☐ Da *(Yes)*: **De ce alegi să fii client al cutiei alimentare?** *(Why do you choose to be a food box customer?)*
	Ați lua în considerare utilizarea acestei metode pentru a cumpăra produse locale? *(Would you consider using this method to shop for local produce?)*
	  ☐ Da *(Yes)*
	  ☐ Nu *(No)*

Supplemental Materials B: Potential food box customer focus group questions.

Goal: To gauge local perceptions of individuals with children on purchasing local produce through food boxes and free markets

1. Out of these reasons, what do you look for when you shop? (Pick the top 4)

    a. Prices

    b. Authenticity

    c. Convenience (ex. proximity to home, easy to shop, not time-consuming, etc.)

    d. Personal connection with producers

    e. Power to choose products

    f. Freshness/Quality

    g. Stock reliability

    h. Diversity of products

2. Why is this important to you? What do these values mean to you?

3. Where do you prefer to shop for produce, how, and how frequently? (ex. in-person, online, online pickup)

4. How often do you shop at the free market?

5. What characteristics do you associate with genuine products/producers? (ex. produces their own food and sells it themselves.)

6. Do you know the difference between the colors of the tables in the free market?

7. How do you think this could be better communicated to the consumers?

8. Have you ever heard of the food box delivery system? (ex. A food box would allow customers to purchase fresh, local produce online to be delivered to their house.)

9. Would you consider trying a food box delivery system? Why or why not?

10. What would motivate you to join a food box delivery system? (ex. frequency of delivery, freshness of products, etc.)

Romanian version:

1. Ce contează pentru dvs. atunci când vă faceți cumpărăturile? (alegeți 4 aspecte)

    a. Prețul

    b. Autenticitatea

    c. Accesibilitate (ex. apropierea față de locuință/locul de muncă, efficient din punct de vedere al timpului)

    d. Relațiile personale cu producătorii agricoli

    e. Posibilitatea de a alege produsele

    f. Prospețimea și calitatea produselor

    g. Disponibilitatea stocului

    h. Diversitatea produselor

2. De ce sunt aceste motive importante pentru dvs.?

3. Unde preferați să vă faceți cumpărăturile? Preferați să le faceți online sau fizic? Cât de frecvent?

4. Cât de des mergeți la piețele de cartier?

5. Ce caracteristici credeți că are un produs agricol autentic?

6. Știți semnificați culorilor tarabelor din piețele de cartier?

7. Cum credeți că ar trebui comunicate mai eficient aceste informații? Ce îmbunătățiri ar trebui aduse în piețele de cartier pentru a fi mai atractive pentru cetățeni?

8. Ați auzit de sistemul de livrare al „lădiței alimentare"?

9. Ați dori să încercați un asemenea sistem? De ce da, de ce nu?

10. Ce v-ar determina să încercați un asemenea sistem? (frecvența livrărilor, prospețimea produselor, etc.)

Supplemental Materials C: Focus Group Consent Form

visionary

hcc

Focus grup

~Percepția consumatorilor privind produsele locale și relația consumatorilor cu producătorii locali~

Joi, 4 aprilie 2024

Nr. crt.	Nume și prenume participant	Acord GDPR *Sunt de acord ca discuția din cadrul întâlnirii și pozele să fie folosite de către HCC în proiectul VISIONARY*
1		
2		
3		
4		
5		
6		
7		
8		

1

Supplemental Materials D: Farmer Interview Questions

1. Tell us a little bit about your farm? (Ne puteți spune câte ceva despre ferma dvs?)

2. How long have you been farming for? (De cât timp faceți agricultură?)

3. What introduced you to farming? (Cum ați început să practicați agricultura?)

4. What products does your farm offer? (Ce produse oferă ferma dumneavoastră?)

5. Why do you think it is important for people in this community to buy produce/dairy from your farm? (De ce credeți că este important ca oamenii din această comunitate să cumpere produse și produse lactate de la ferma dvs?)

6. How do you currently sell your products? (Cum îți vinzi produsele în prezent?)

7. What challenges do you face as a small farm? (Cu ce provocări vă confruntați ca o fermă mică?)

Supplemental Materials E: Farmer Interview Consent Form

Statement of Consent:

The purpose of this interview, sponsored by HighClere Consulting, is to determine your ideas for a food box ordering system. And to help us understand more about your farm so that we can develop a website to market, advertise, and sell your products. Interview results will be used to create a SolBun website, and will be included in our final research report, published on our university website (Worcester Polytechnic Institute) and shared with HighClere Consulting. During our visit with you we also plan to collect some photos and videos to promote your farm. These may be used on the online platform. Should you choose to participate in this interview, you are free to end it at any time, and may choose to not answer any of the questions. If you agree, you and your farm will be identified in our research paper as well as on the web platform. If you agree to be interviewed and to allow us to take and use some video and photos, please sign below. The interview should take roughly 30 minutes. We would also like to invite you to our final project presentation on April 26th, more details will follow in an email. If you have further questions about this study or wish to read our final report, please contact us at gr-farmers@wpi.edu or our WPI faculty advisors at ldh@wpi.edu or ybosin@wpi.edu.

I understand the purpose of this study and agree to participate in this interview

Signature : _____ Date : _____

I agree to allow photos and videos to be edited and possibly used on the SolBun website and in the final research report

Signature : _____ Date : _____

Supplemental Materials F: Website Prototype Text

Home/Landing Page:

"Aligned with its core principles, SolBun's mission, in partnership with local producers, is to provide consumers with an expanded selection of healthy, sustainably sourced vegetables and dairy products. This effort not only supports local agriculture but also helps ensure that consumers have access to fresh, eco-friendly food choices."

"The purpose of this site is to demonstrate the authenticity and freshness of the local producers of the Brasov region. The food box system serves as a convenient system for accessing local produce in your area without the hassle of having to travel to your local or free markets. We hope you'll join us in supporting sustainable agriculture and enjoying the freshest produce straight from our farmer's fields"

<u>Potential Solbun tagline:</u> *Empowering Farmers, Connecting Communities*

Subscribe Page:

Subscribe to our biweekly newsletter for free! Learn more about:
- *Items in this week's food box, and who is producing them*
- *Featured farms*
- *Local recipes to complement the foodbox*

To learn more about how the food box works check out the Food Box Information page!

"Join us in supporting sustainable agriculture and enjoying the freshest produce straight from our farmer's fields"

Food Box Information:

"Our food boxes provide residents of Brasov County with a weekly assortment of fresh vegetables and dairy products based on pre-orders."

How the Food Box Works:
1. *Enter your name and email into the subscription list for our newsletter. This biweekly newsletter will include the contents of the food box as well as extras such as recipes and local events.*
2. *Receive your newsletter and review the products for that week. Included in that newsletter will be a link to a Google Form, this is how you will buy the food box for that particular week.* **You will not receive a food box simply by subscribing, you must fill out the form for each week you wish to receive a box.** *This Google Form will include your name and address, if you have any specific needs for drop-off times or locations you will indicate them here.*

3. *After you have filled out the Google Form our food boxes will be delivered to your door. The payment for the box is due at the time of delivery.*

FAQs:

Where is the ordering form for the food box?

- *You can order the food box using our Google Form included in the biweekly newsletter. If you are not subscribed to this newsletter, you can enter your name and email on the Subscribe Page!*

When can I order these food boxes?

- *Food boxes are available throughout the summer growing season. Subscribe to our newsletter or follow us on FaceBook to learn about when food boxes will start production this year.*

Can I subscribe for a whole season?

- *Unfortunately, we do not offer season-long subscriptions. To receive a food box you **must fill out that week's Google Form in the newsletter**. This must be done for every week that you want to receive a food box. This allows you to review the produce arriving in that week's box before you submit an order!*

Where will I receive my food box?

- *After you place your order, the food boxes are delivered to the address you entered in the Google Form. These boxes are delivered according to [this delivery schedule].*

How much do the food boxes cost?

- *The food boxes are sold for a flat rate of 100 RON. This amount will be paid when your box is delivered, currently we only accept payments in **cash**.*

What is in the food box?

- *Included in the food box is typically ~2kg of produce. The exact type of produce is dependent on the week and time of year so it will be sent out biweekly in our newsletter. Based on that week's produce you can then choose if you would like to subscribe to that week's food box.*

Where are the products from?

- *The products are from local small-scale farmers in Brasov County! These farms are all associated with the SolBun Cooperative, either as a principal member, associated member, or collaborating producer. Visit the About Us Page to learn more about SolBun and the farms that comprise it!*

Are these products fresh?

- *Yes! These products are freshly harvested from local producers within Brasov County. Information about the farms these products are coming from will be included in each newsletter! To learn more about these farms and how they're ensuring the highest quality products you can visit the Our Farms Page to read their profiles.*

About Us Page:

"SolBun is a cooperative founded in 2020 by producers in response to the need for small farmers to collaborate, aiming to aggregate small farmers in Brasov County and foster new business opportunities and sustainable practices."

Farmer Pages:

Rognean Orchard

Located just 20 minutes outside of Brașov in Bod Village, this 0.75 hectare family orchard has been providing fresh produce for the past eight years. Stop by their gate at Tudor Vladimirescu street, no: 54A, Bod Commune, Brașov County.

What They Grow:
- Pears
- Cherries
- Plums
- Nectarines
- Peaches
- Apricots
- Fruit and vegetable juices
- Apples: Ten varieties including generos, floretina, and golden

Meet the Farmer:
Farmer Teodor Rognean, a former industry worker, is now cultivating his fruit orchard in Brașov County. In 1995, he began transforming his land into the farmstead it is today. Eight years ago he sourced saplings from research institutes in Bistrita and Aiud to begin his farm. Today, he tends to his orchard alongside his devoted wife, Daneila.

How They Promote Sustainability:
- Word Fire Heat From Trimmed Branches
- Natural Fertilizers from Free-Range Chickens and Local Manure
- No Synthetic Pesticides
- Bee Hives Promoting Pollination

Why Rognean Orchards:
Rognean Orchard shines for its exceptional quality and care, stemming from its 8 years of family dedication. Their produce, grown locally without synthetic pesticides, reflects their commitment to both freshness and sustainability. Choosing Rognean Orchard means choosing not just great taste, but also a greener future.

How to Buy?
- Directly at the gate: Tudor Vladimirescu street, no: 54A, Bod Commune, Brașov County.

Ciuperci Brasovene

Located roughly 20 minutes north of Brașov, Ciuperci Brasovene is a small mushroom farm located in Harman Village; producing quality certified oyster mushrooms in its production tunnels since 2012. The farm is located on Strada Oltului, 45 Harman.

What They Grow:
- Oyster Mushrooms: Known for their distinct mild taste!

Meet the Farmer:
Former economists, Dorian and his wife, along with their supportive in-laws, chose this path about a decade ago. For Dorian, farming isn't just a job—it's about taking control of his life and providing fresh food for loved ones and neighbors. They picked mushrooms because of their ability to produce large volumes year-round, as they are grown in a controlled environment. With no formal training, they've learned everything themselves, from machinery in the tunnels to harvesting. Their farm isn't just a place to work; it's a labor of love and a commitment to a simpler, more fulfilling life.

How They Promote Sustainability:
- Compost Sourced from Hungary
- Low Carbon Footprint

Why Ciuperci Brasovene:
Ciuperci Brasovene remains committed to providing quality products, through both local food markets and chain hypermarkets. They have specialized in oyster mushrooms allowing them to focus their efforts on supplying high-quality products. By using technology to their advantage they are able to monitor the mushroom's environment and ensure that the climate is ideal. Ciuperci Brasovene is also a family-owned business and represents the idea of getting back to the values that matter most, including quality food and personal connection. Their emphasis on local sourcing guarantees fresh, pesticide-free mushrooms, cultivated with love and integrity by a dedicated family.

How to Buy?
- Your Local Hypermarket
- Online at: https://www.ciupercibrasovene.ro/

HOF Hărman

Located in Harman Village, HOF Harman is a small local farm that also functions as a gastronomy restaurant, priding themselves on only using local products in their cooking. You can find them on Strada Mihai Viteazul 429, Harman.

What They Grow:
- Onions
- Salads
- Tomatoes
- Peppers
- Beetroot
- Aubergine
- Berries
- Rhubarb
- Cabbage
- Kale
- Carrots
- Parsley
- Parsnips
- Apples
- Pears
- Quince

Meet the Farmers:
Welcome to HOF Hărman, where farming meets gastronomy in the hands of two lifelong friends turned passionate farmers and chefs. Formerly a teacher and an accountant, Corina Bozgan and Ioana Gherghel embarked on this journey together to impact their community and provide nourishing food. Self-taught, not only do they oversee the farm, but they also take charge of all the cooking in their restaurant, ensuring that every dish reflects their commitment to fresh, locally sourced ingredients.

How They Promote Sustainability:
- Fertilizer from Free-Range Animals
- Composting
- Natural Insect Repellents: Marigolds

Why HOF Hărman:
HOF Hărman isn't just a farm, it is a farm-to-table restaurant, and they pride themselves on cooking with the freshest ingredients, straight from their fields. HOF believes in quality over quantity, encouraging everyone to savor fewer but better meals.

How to Buy?

- At Strada Mihai Viteazul 429, Harman
    - Come try delicious meals, open for reservations on weekends or for parties of at least five on weekdays.
    - Meet our farm animals and learn where your meal has been grown after you eat!

Beatrix Lorncz

Located in Harman Village at Strada Mihai Viteazul 443, Beatrix Lorncz has a small aromatic plant farm that features a large variety of plants, as well as the ability to grow all year round thanks to her greenhouses

What They Grow:
- Flowers
- Perennials
- Aromatic Plants
- Floral Arrangements

Meet the Farmer:
Meet Beatrix Lorncz, an experienced farmer specializing in aromatic plants. After a decade of farming experience, she established her own farm in 2006. In their greenhouses, she and her two employees nurture a diverse array of plants year-round, sourced from across Europe. Beyond farming, Beatrix's talent extends to crafting beautiful floral arrangements from her own flowers, adding a creative touch to her agricultural endeavors.

How They Promote Sustainability:
- Wood Based Heating
- Growing Plants with their Natural Companions

Why Beatrix Lorncz:
This farm stands out for its commitment to cultivating a diverse array of flowers and aromatic plants using sustainable practices. By prioritizing building meaningful connections with consumers, they have gained a loyal customer base who appreciates their high-quality products. Each flower arrangement, handcrafted carefully in their workshop, reflects their dedication to quality and care.

How to Buy?
- At her gate at Strada Mihai Viteazul 443, Harman
- Request a special arrangement through Facebook or In-Person!

Supplemental Materials G: Solbun.org WordPress Setup Guide

Part 1: Installing WordPress
1. Log into your Bluehost account

2. Click on the **Hosting** tab located in the side navigation menu
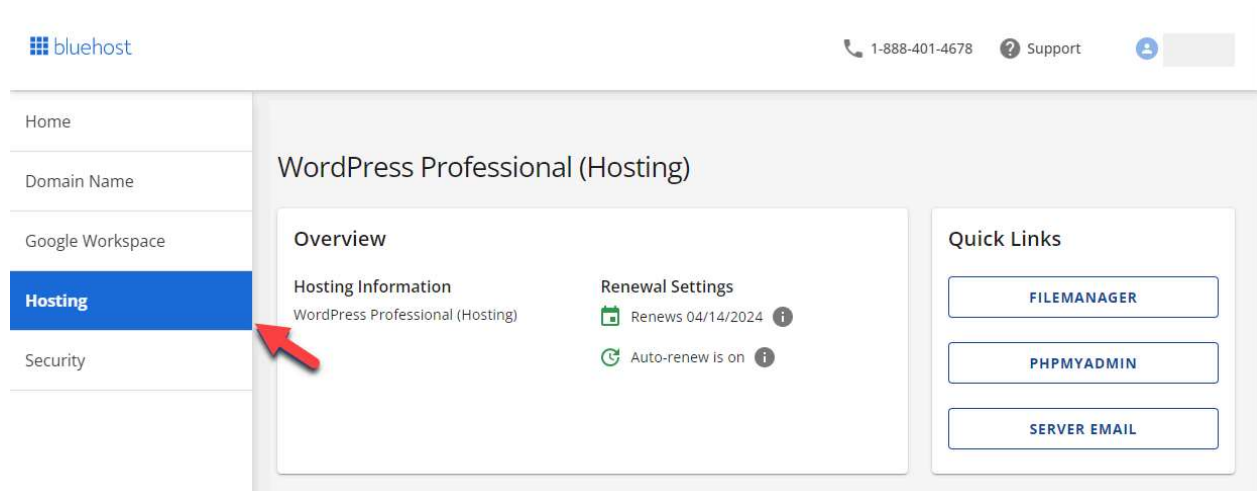
3. Click the **Add Site** button to install a new WordPress site
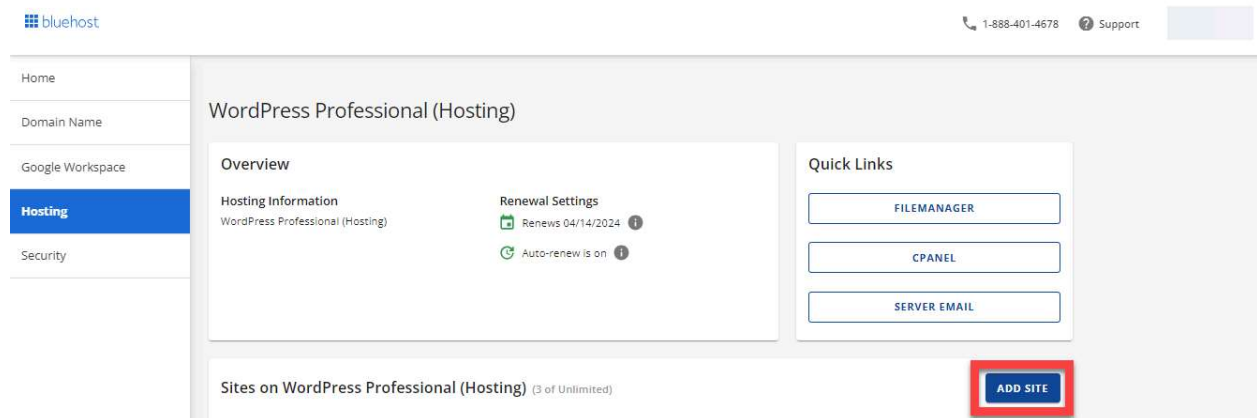
4. Select the **Install WordPress** option and click the **Continue** button
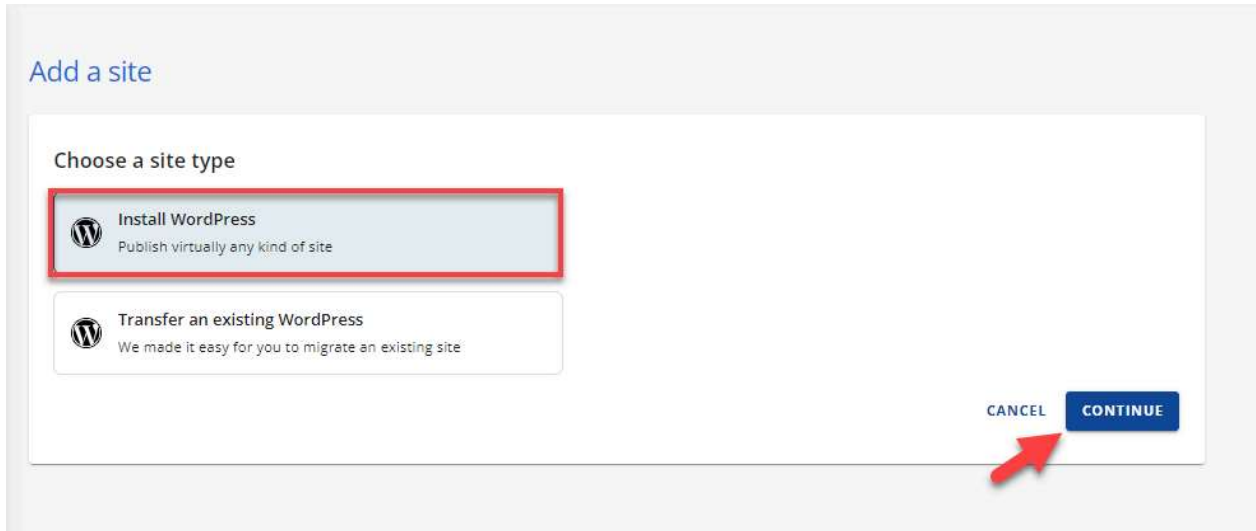
5. Type the name of your website in the **Site Title** field and continue. If you're unsure, you can click Skip for Now and we can add this later
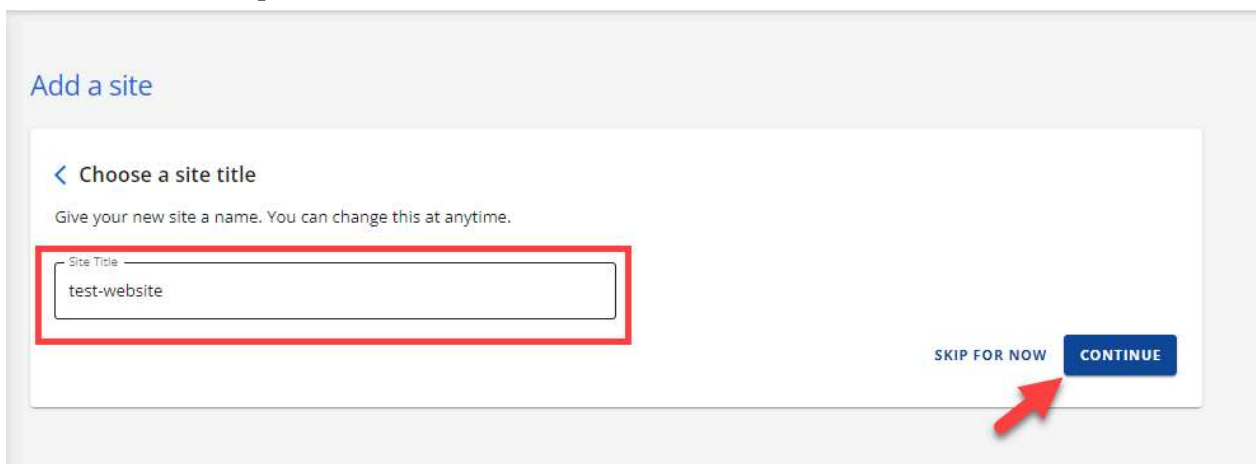
6. Enter your domain name in the **Enter Domain Name** field, and click **Continue** to proceed

7. After the process is completed, the installation of your WordPress site will begin

8. To access your WordPress dashboard, please click on Log into WordPress.
The installation process will take a few minutes to complete. Once it's finished, your application will be installed and ready to use.

Part 2: Adding a Theme

1. Log in to your ThemeForest account and navigate to your **Downloads** tab and then locate your Avada purchase.

2. Click the **Download** button and choose to either download the **Installable WordPress file only,** which is just the WordPress installable file (or choose to download **All Files & Documentation** which is the full Avada Website Builder package)
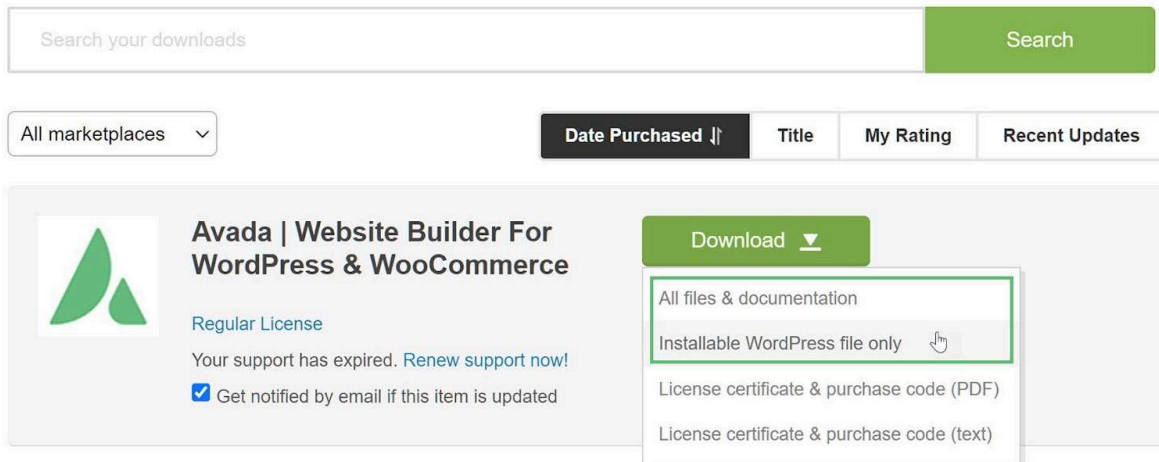
3. In the WordPress Dashboard, navigate to **Appearance** > **Themes**

4. Click the **Add New** button on top of the page, then the **Upload Theme** button.
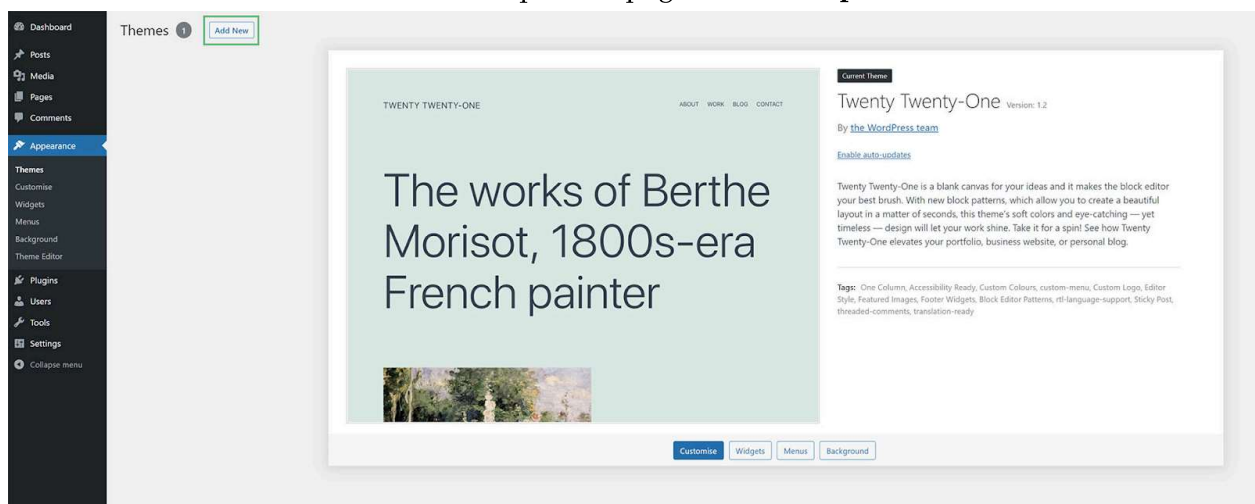
5. Click **Choose File** and find the theme files you've just downloaded. If you've downloaded the installable WordPress file, then you do not need to unzip the file. If you've downloaded the Full Theme Package, you have to unzip the master Avada.zip file, therein you will see a secondary Avada.zip file. This is the one you select to install.
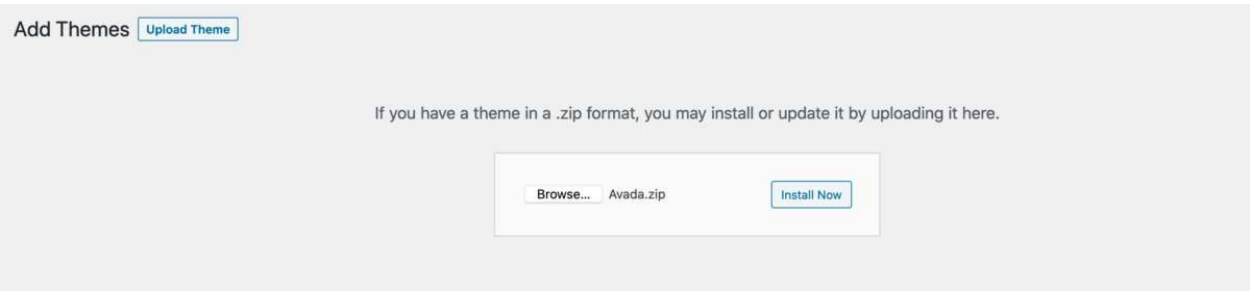
- Important Note: Do NOT try to install the All Files & Documentation zip file. This is 275mb, and will cause an error upon upload.

6. Once the file has uploaded, click the **Activate** link.

Optional Part 2.5: Adding WordPress Admins

1. Log in to your WordPress Dashboard.

2. From the side navigation menu to the left, choose **Users**
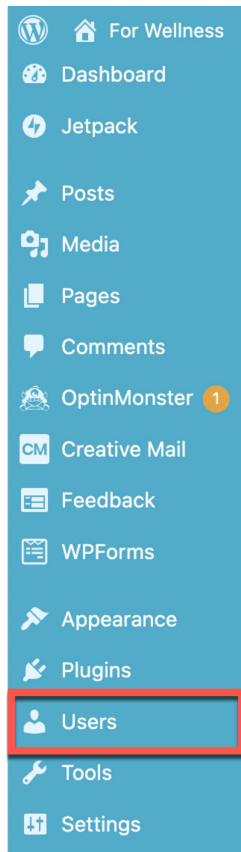
3. Click **Add New** to create a new one
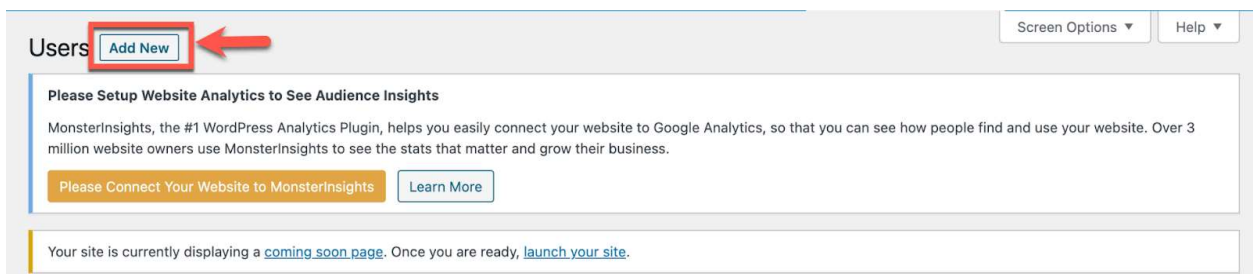
4. On this page, you will need to enter the information for your new user, such as username, email, and setting up the password.

5. Check the box for Send this password to the new user by email. Make sure that you have entered the new user's email correctly.

6. Choose the role that you want to assign to this user.
    Types of roles:
    - <u>Administrator</u> – Has access to all the administration features within the site
    - <u>Editor</u> - Has access to all posts, pages, comments, categories, and tags, and can upload media.
    - <u>Author</u> - Can write, upload media, edit, and publish their own posts.
    - <u>Contributor</u> - Has no publishing or uploading capability but can write and edit their own posts until they are published.
    - <u>Viewer</u> - Can read and comment on posts and pages on private sites.
    - <u>Subscriber</u> - People who subscribe to your site's updates.
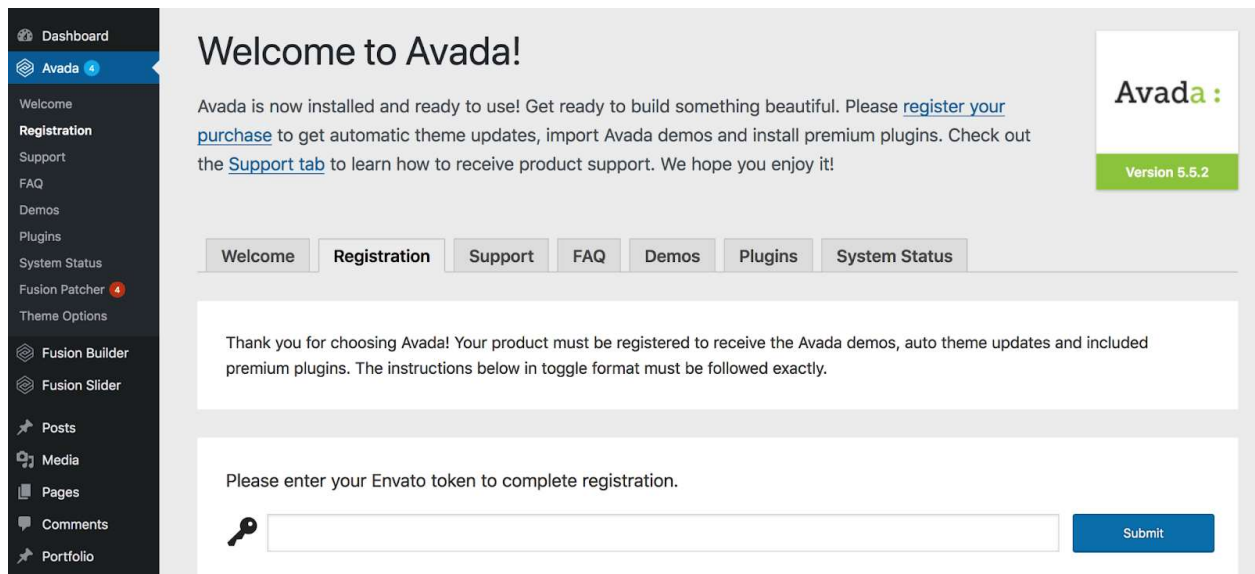
7. Click **Add New User** when finished

Part 3: Register your Product
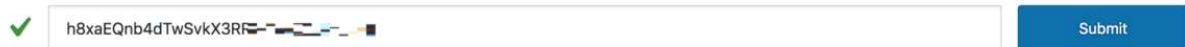
1. On the **Avada** page, click on **Registration**

2. Enter your Item Purchase Code and hit submit
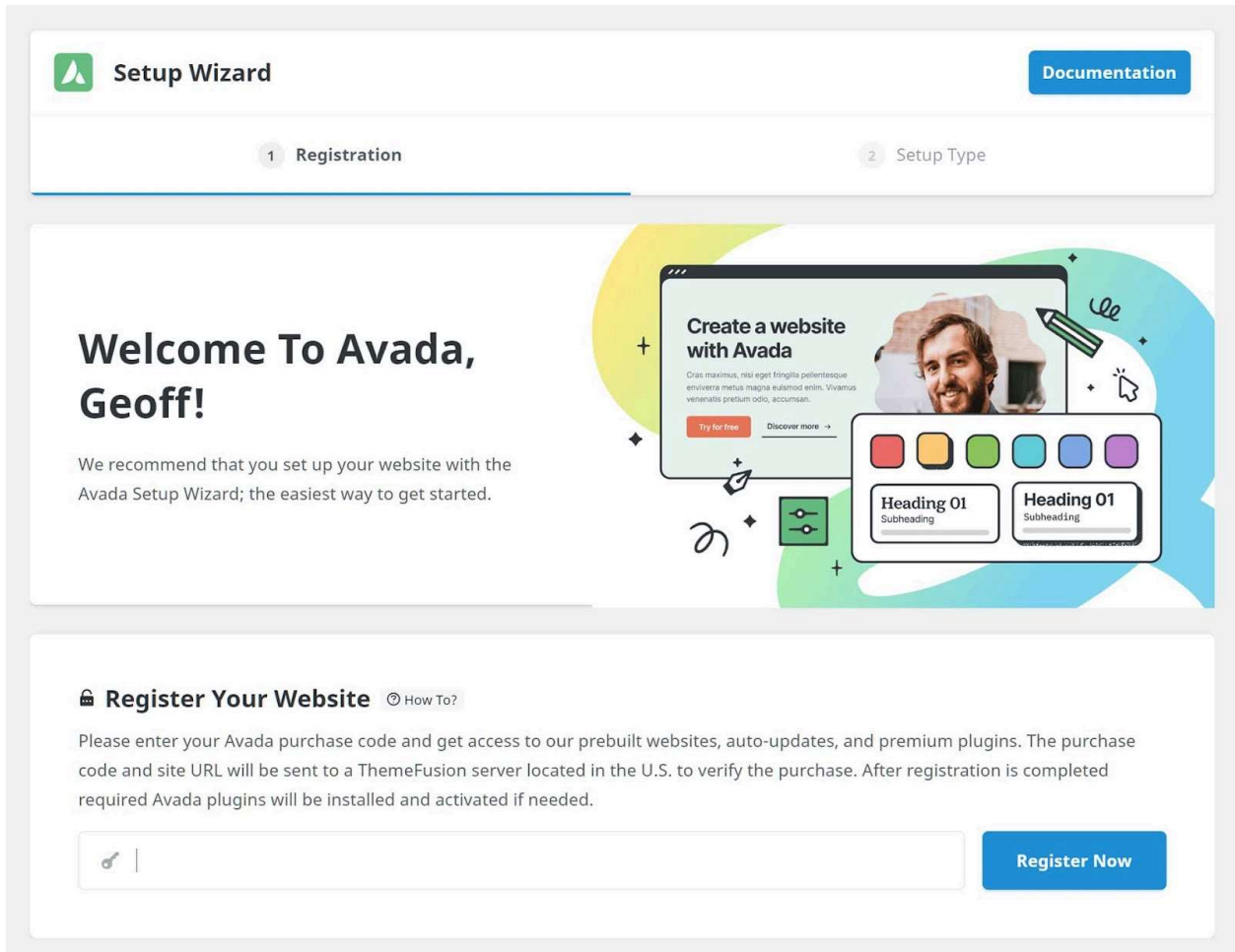
-   This can be found by opening the License Certificate you downloaded with the Avada theme, and copying the Item Purchase Code

Part 4: Run The Avada Setup Wizard

This should occur automatically when you first install Avada

Important: If you canceled the Setup Wizard earlier accidentally, it can be triggered again via the **Avada** > **System Status** page in the **Avada Setup & Update Tools** section.

1. Register Avada

- Paste in the purchase code found on the Downloads page on your ThemeForest account or by opening the License Certificate you downloaded with the Avada theme. Copy the Item Purchase Code into the space and click Register Now

2. Choose **New Website** on the Setup Type section
- Enter the basic details of your site – the Site Title and Tagline.
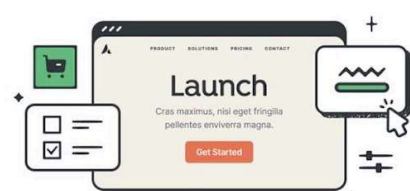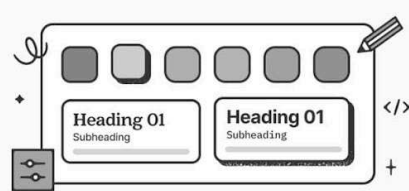
3. Colors

See ▶ Working With Color Options in Avada for more explanation

- In general, the colors should go from 1 being the lightest and 8 being the darkest. The Setup Wizard will analyze your palette choices for contrast and luminance order, but the general idea is that you match Color 4 with Color 8, and Color 5 with Color 1 in your designs, to maximize contrast on your site.
- You can also set a Light or Dark skin, but important note: if you select a dark skin and complete the Wizard, there is no simple option to switch back to a light skin. To achieve

this, you would need to run the Wizard again. (Personally, I recommend the default light skin)

4. Typography
-   You can always change this later, but for now choose your favorite from the prebuilt typography sets

5. Layouts

- Select your Header and Footer Layout. A standard header and footer are selected by default, but when you click on Select Header or Footer, you can instead choose from the large range found in Avada Studio. You can also select a logo at this time.

6. Content
- This is where you can add the Home and About pages, along with any other ones that look useful. You can always add more later.

7. Finish
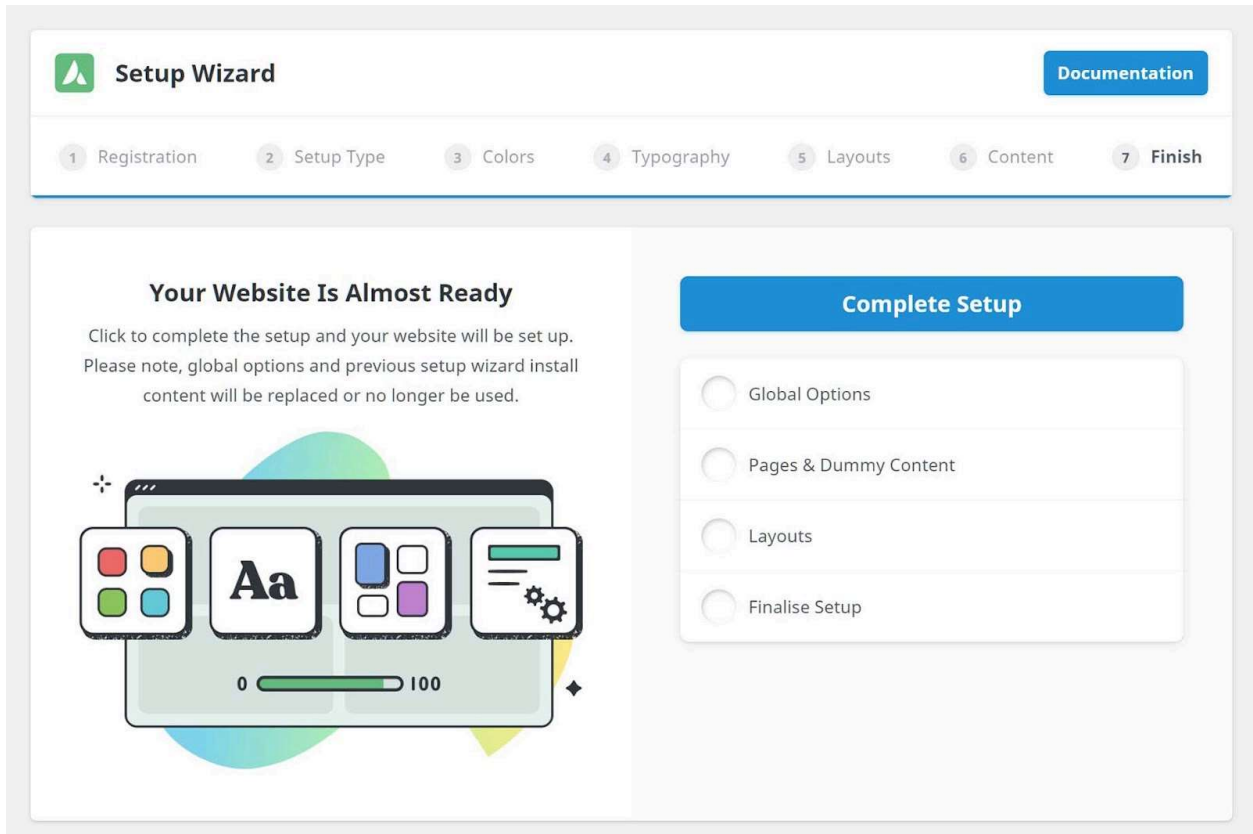
- Click Complete Setup to finish setting up!

Part 5: Install Required Plugins

Avada has two plugins that must be installed in order to utilize its full functionality: <u>Avada Core</u> (Current version is 5.11.7) and <u>Avada Builder</u> (Current version is 3.11.7)

1. From the WordPress admin, navigate to the **Avada**, then click on the **plugins / Add-ons** tab

Note: When installing Avada's required plugins, install the Avada Core plugin first, and then follow with the Avada Builder plugin

2. To install a plugin, hover over the one you want to install and click Install
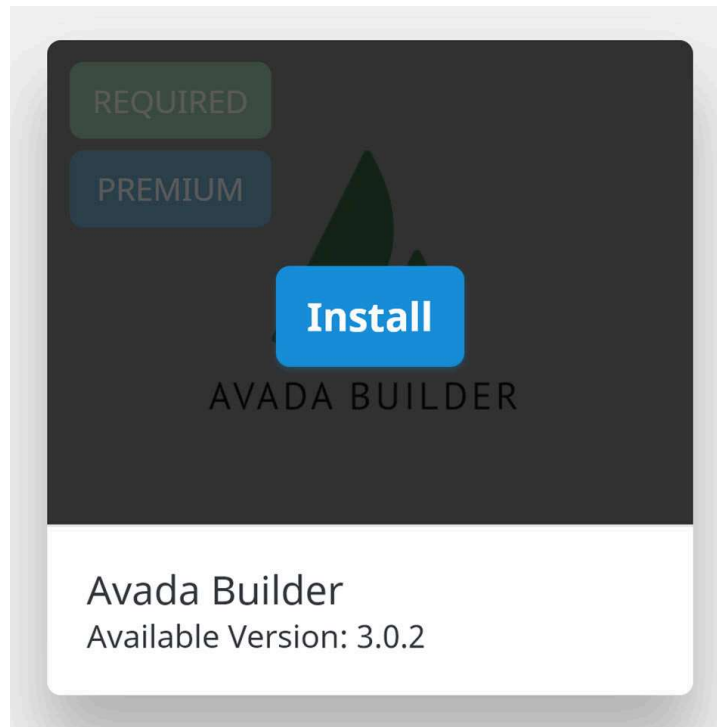
3. Wait for it to finish installing and activate, then click the **Return to Avada Plugin Page** link to return to the Plugins page.

4. Repeat the above steps to install Avada Builder next. After this, you can install any other plugins you need in the same way.

Part 6: Install Other Plugins and Elements

The following are other plugins I found that seem like they would be useful for the Solbun site. All of them can be installed the same way that was shown in the last step. None of these are required, but their features and why they might be useful are explained.

1) [Yoast SEO](#)

Easy search engine optimization! This is a very popular plugin, and it will help the websites visibility and attract traffic

2) Avada Google Map Element

▶ How To Use The Google Map Element

This will allow you to add a built in, interactive, and customizable map into the website! And it's built into Avada so you do not need to install anything new. This can be used on the 'About Us' page to show the locations of the farms. The above video details how to set up and use this feature.

3) Avada Facebook Page Element

▶ How To Use The Facebook Page Element

Add a Facebook feed anywhere into the website! Also built into Avada as an element, the above video will show you how to add it. This will go at the bottom of each of the 'Farmer' pages, and link to each of their Facebook blogs.

4) [TranslatePress](#)

A free and user-friendly way to translate your website! Will create a dropdown menu for users to select their preferred language. It will translate everything automatically, and then you go through and adjust anything that's not perfect. The free version will give you all the features you need.

5) Avada Video Element

▶ How To Use The Video Element

Add MP4 videos into your website! You will be able to customize the dimensions of the video to adjust how much space it will take up, if the video will continuously loop, and if it will autoplay when you go to the page. This will be used for uploading the farmer preview videos to the farmer pages, which can be found in the content folder.

Part 7: Setting up the Mailing List
There are a lot of different email marketing services, but we recommend using Mailchimp.

1. Sign up for a [Mailchimp](#) account
- You will be able to sign up for free, but you can upgrade your service later if you want to

2. (Optional) If you have a pre-existing list of people you want to be added to your mailing list, follow the steps in [this guide](#) to import contacts

3. Install and activate the [Mailchimp for WordPress Plugin](#)
- Follow the steps in Part 5 for downloading plugins

4. Find and Generate an API Key
   a. The API key will connect your site to Mailchimps service. To find your API key, head over to **Mailchimp for WP** and click on **Mailchimp within WordPress**
   b. Below the A**PI Key** field, click on **Get your API key here**
   c. From there, you'll be redirected to the Mailchimp website. Select **Create a Key**, and then copy the code provided
   d. Return to your WordPress website, paste that code into the **API Key** field, and hit **Save Changes**.

5. Add Mailchimp Forms to Your WordPress Site
   a. Within Mainchimp, go to **Lists**, then **Signup forms**, then **Embedded forms**
   b. You have four design options to choose from when creating your inline signup form in Mailchimp: *Classic*, *Super Slim*, *Horizontal*, and *Naked*. *Horizontal* is a good choice, as it takes up little space. However, you can choose any style that you feel best fits your needs.
   c. Customize the form to your liking, and then click on **Generate Code** and copy it
   d. Back in WordPress, go to where on the site you want this form to go (the 'Subscribe' page) and in the block editor, choose the **Custom HTML** block and then paste in your code

6. To send out the newsletter, refer to [this guide](#) for help on how to send bulk emails to your Mailchimp contacts

UPKEEP GUIDE

How to update Plugins:

1. From the WordPress admin, navigate to the Avada, then click on the Plugins / Add-ons tab

2. You'll see an update notification on plugins that have an update available

3. Click the **Update** button to apply the update

4. Repeat for all plugins that need to be updated

Create a complete backup of the Finished Website:
This is useful to have in case something happens, all your work is saved! Bluehost should do automatic backups, but a manual one is still helpful to have if you're worried about it.

1. After the website is complete, log in to the **Bluehost Control Panel**, and click on the **Hosting** tab in the left menu

2. Click on the Settings button for the website you want to create a backup for (in your case, there will only be one site listed)

3. This will bring you to an overview of the site. From here, select the **Backups** tab
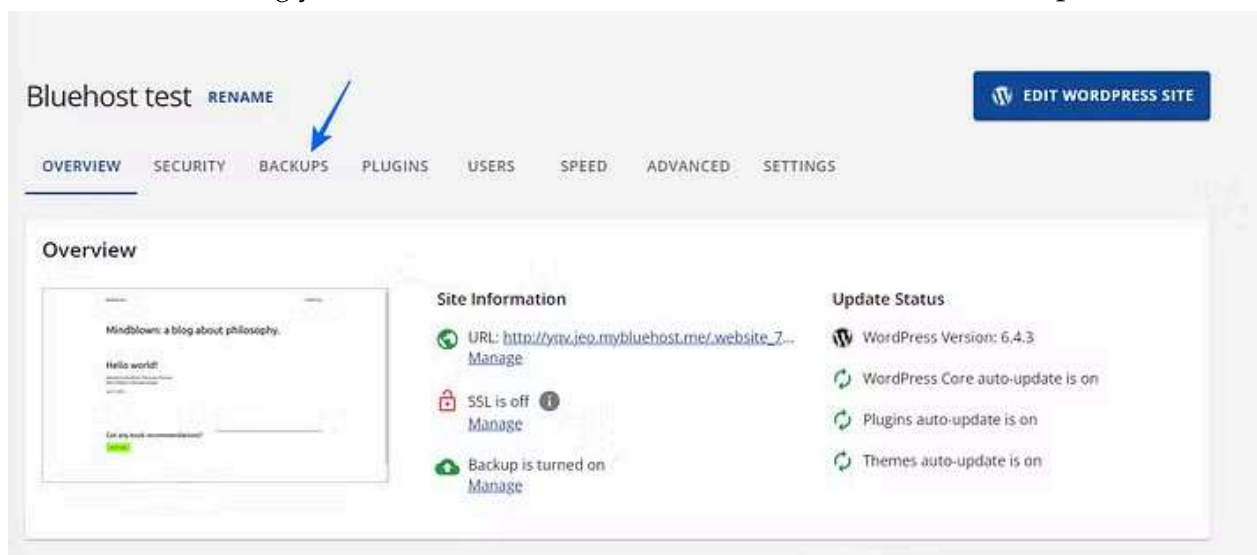
4. From there, you can create a backup of the current version of the site by clicking **Create a New Backup**
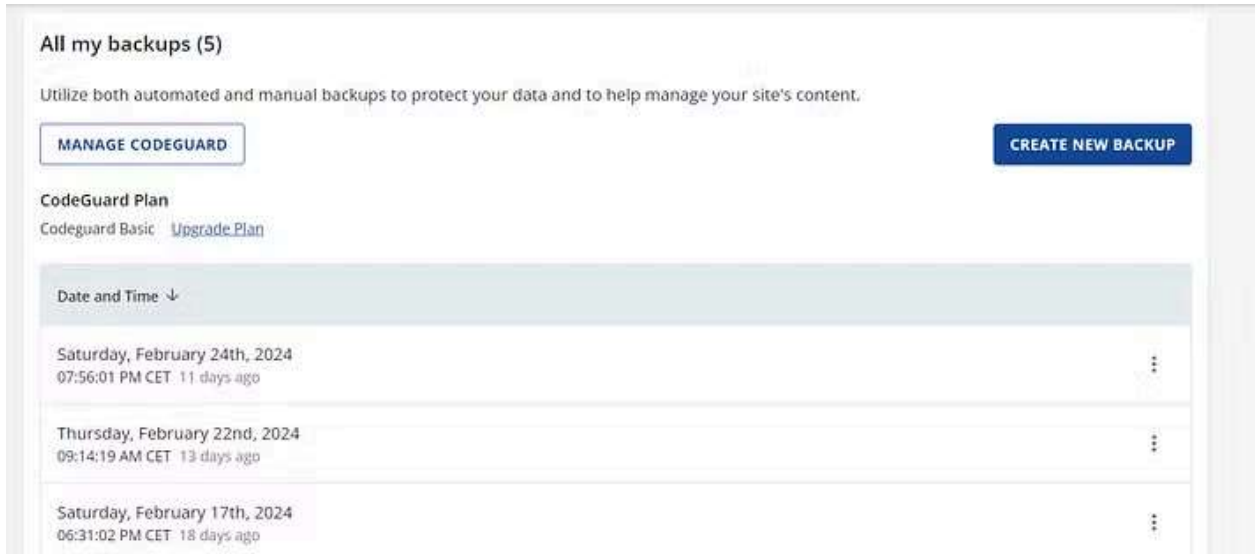
5. This is where you will go to restore backups if you ever need to. To do this, click on the 3 dots on the right of the backup you want to revert back to, and click **Restore**

Optimize your Performance Speed

Use this Speed Test to see how fast your website is, and use the recommendations below to fix anything that might be causing issues

TROUBLESHOOTING

Registration:

1) I am having issues with registration!

If you are having issues with this step, contact your hosting provider (Bluehost) and have them check to see if they are blocking Avada's server. (These URL's must not be blocked :: api.envato.com | https://updates.theme-fusion.com) If your hosting provider confirms that they are not blocking the service, contact Avada here.

Plugins:

1) I Can't Install The Required And Bundled Premium Plugins!

If the 'Install' button on the required and bundled Premium plugins is grayed out, this is because you have to register your purchase first. Once you've registered your purchase successfully, you'll be able to install and activate these plugins. See step 1 of part 4 for more details.

2) The Site Crashes When I Activate The Plugins!

This may be due to your server's PHP configuration limits and will require that these configuration limits be increased. For most, these limits can be increased without having to contact your hosting provider. However, in rare cases, some hosts can restrict manual intervention, and that will require you to contact your hosting provider to increase the limits for you. Here is a detailed help file explaining how to update the PHP configuration limits.

Prior SolBun Customer Survey

Thank you for purchasing from SolBun! We are a group of students working to come up with ideas for a better food box ordering experience. None of the questions are required, answer as many as you feel comfortable answering. We will be writing a report on the trends observed in the results, but no personal data of yours will be shared with us or published in our paper. We appreciate your feedback!

al4morin@gmail.com Switch account

Not shared

How long have you been ordering food boxes from SolBun?

Your answer

How did you get introduced to SolBun's food boxes? What convinced you to join?

Your answer

Rate your experience with the ordering and delivery services for the food-box system

	1	2	3	4	5	
Unsatisfied	○	○	○	○	○	Satisfied

Are there any improvements you would suggest for the current ordering system?

Your answer

Rate your experience with the current produce available in the food box

	1	2	3	4	5	
Unsatisfied	○	○	○	○	○	Satisfied

Are there any improvements you would suggest for the produce selection available?

Your answer

Do you have any other suggestions how to improve SolBun's food boxes?

Your answer

If there was a website to order food-boxes, what features would you find desirable?

Your answer

What features should be avoided?

Your answer